

# The **Billboard**

FEBRUARY 26, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

AMUSEMENT  
MACHINES

## 1944 CONVENTION IN PRINT



FRANKIE CARLE

Reaching for "Name" Gold With the Golden Touch  
(See page 4)

TELEVISION

**Around What Corner  
Will Video Be Found?**

RADIO

**High Schools Newest  
Sports Air Haven**

MUSIC

## STIX KEY MEN IN ABSENTIA



# Spike JONES

and His **CITY SLICKERS**

*Records*

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**"BEHIND THOSE SWINGING DOORS"**  
Watch for "SNAFU" and "CITY SLICKER POLKA"

*Radio*  
(NBC)

"ARKANSAS TRAVELER" with Bob Burns for Lifebuoy (coast to coast) Thurs.  
"FURLOUGH FUN" for Gilmore Oil (Pacific Coast Only) Friday. **2<sup>nd</sup> year**

*Motion  
Pictures*

"THANK YOUR LUCKY STARS," Warner Brothers  
"MEET THE PEOPLE," Metro-Goldwyn-Mayer  
"ZIEGFELD FOLLIES," Starting in March, Metro-Goldwyn-Mayer

Management **MELVILLE A. SHAUER AGENCY**  
FOSTER CARLING, Associate  
9120 SUNSET BLVD., HOLLYWOOD, CALIF.

# ACTS CLAIM MIAMI PURGATORY

## Pseudo --- But Good

NEW YORK, Feb. 19.—With a fifth, and possibly a sixth War Loan in prospect, showbiz is getting set to meet and beat the prescribed total. To achieve this, every gimmick and stunt is being considered and weighed as to its possibility as a moolah lure to theater and filmgoers, and ingenuity is carrying a heavy strain.

The Fourth War Loan Drive revealed several stunts that paid dividends, one of which, used by Loew's State Theater vaude-film house, hit the jackpot. The idea was conceived by Manager Robert Rosen and house electrician Robert Griffin. Using the services of the popular mimic, Arthur Boran, who can do a nifty take-off on FDR, they had him make several platters dubbing in the President's voice in a few words of thanks to each bond buyer. Disks on a recording machine with amplifier were connected with a telephone in the house lobby, and when the buyer picked up the receiver he got a "thank you" from the pseudo FDR.

The stunt got big press and has other showbiz folk scratching their pates to think up fresh ones for next time.

## Warn Units and Performers To Get Iron-Clad Contracts Plus Return Ticket---Or Else

### Big Dough Doesn't Mean a Thing

NEW YORK, Feb. 19.—Performers returning from jobs in Miami are flashing storm-warnings in the profession to stay away from the place, to avoid the temptations of big dough or, at least, to be careful before accepting contracts to work down there. One incensed player has dubbed Miami "the purgatory with palms."

They report that "reservations" for Miami hotels now being handed out by many agents aren't worth the paper they're written on, because when the performer gets down to the Southern resort he'll usually find that the hotels ignore 'em.

Even if the hostilities honored them, say the actors, the "reservation" would be good for just 24 hours because hotels are forcing all occupants—including performers working in the area—to vacate rooms after that period of time. Life, say the Miami-burned performers, is just a matter of looking for a new room each 24 hours, and the big topic of conversation is not horses, women or golf, but rooms, rooms, rooms.

### Special Clause Contracts

Corroboration of the performers' reports is given by the fact that some

agents here, who have a sense of responsibility or who are pressed for acts to ship South, are now obtaining contract clauses from location-owners in which the operators assume the burden of providing accommodations for actors.

There is an OPA ceiling on room rates in Miami, but it makes little difference, the players claim. Those hotels which do not flagrantly violate the OPA ceiling simply double up, triple or even quadruple people—usually strangers—in the same room and charge each the full rate, the actors say. The result is that chorus girls earning \$50 to \$65 a week pay \$4 to \$8 per day, each, for a bed. The only way to get a room for yourself, they report, is to sign as a (See Miami Purgatory on page 27)

## Thesps Meet To Push Vote On G.I. Ballot

NEW YORK, Feb. 19.—Several hundred thespians held a midnight meeting Thursday (17) at the Belasco Theater to juice up their combined efforts to put over the federal ballot for men in the armed services. With actor Paul Stewart in the chair, the meeting was addressed by actors, radio writers and a congressman from New Mexico.

Rhys Williams and Beverley Roberts reported on two thespian Washington delegations who buttonholed solons for support of the Green-Lucas Bill. James Rosenfield, Screen Publicists' Guild rep, greeted the meeting in behalf of organized labor. Sandra Michaels, radio scripter, flung a few haymakers at the States' rights supporters, and was followed by Minerva Pious, air player, who sketched briefly the work of the Hollywood branch of the entertainment industry in placing ads in papers and in sending telegrams to Washington.

### Torpedoed Marine Talks

The viewpoint of the fighting Yank was brought home by Robert Weatherby, ex-marine, who was torpedoed last year and spent a number of days on a raft. He pointed out that the men in the armed services are sustained by the thought that groups of their fellow Americans are fighting their cause at home.

Neil M. Leiblich, secretary of the State War-Ballot Commission, described Congressman John E. Rankin as a "bad actor," and the States' rights advocates as indulging in double-talk. He urged the meeting to fight vigorously.

Radio scripter Norman Corwin injected a new note into the proceedings with a dialog between two soldiers about the vote question. Corwin, who has more heft with pen than tongue, stammered thru the dialog with his "ahems" showing fairly often. The piece went big with the thespians.

### Congressman Asks Aid

Congressman Clinton P. Anderson (D, New Mexico) put in a strong plea for aid to the fight in Congress. He detailed (See Thesps Push Ballot on page 27)

### Sorry!

The Billboard regrets that it has become necessary to ration and omit much of its advertising. Over 7,500 lines had to be left out of this issue.

## Mormon City Curbs Juve Delinquency

SALT LAKE CITY, Feb. 19.—Effective immediately all Salt Lake City theaters of the Intermountain Theater chain will suspend weekly midnight shows. The move was made voluntarily when some church and school groups suggested that midnight shows were possibly contributing to juvenile delinquency.

The three theaters affected, the Utah, Capitol and Centre had midnight showings on Saturday and all nights preceding holidays. All played to packed houses and profitable business, according to General Manager Tracy Burham, and rules were in force denying admittance to any juvenile unaccompanied by an adult, but theaters preferred to take loss rather than allow suspicion of being cause of delinquency.

## The Editor in Boot Camp Reports on Navy Showbiz

By LEONARD TRAUBE

The Billboard Editor on leave with the armed forces now apprentice seaman auditioning for seaman second class.

NAVAL TRAINING STATION, Sampson, N. Y., Feb. 19.—Like many a showbiz segment the navy is rough and tough, but after just four weeks training it is already apparent to me that it knows where it's going and what it wants to do. The head man right down from the top thru a mammoth chain of commands to my own company commander instill three fundamental rules into recruits in the following order:

1. Discipline.
2. Discipline.
3. Discipline.

When the chips are down and comes time to call the hand of Hitler and Hirohito, it is the kind of discipline as practiced in the U. S. Navy that will reveal the Stars and Stripes and the banners of the United Nations flying far above our enemies—flying in symbol of defeat of anti-democratic ideas.

On the bulkhead before me as I write this in battalion headquarters are the immortal words of John Paul Jones: "I have not yet begun to fight."

### World Fair Reminder

When this troupe, ranging in age from volunteering 17's to old geezer 38's, is ready to begin jousting—brother, there will be no stopping them. We have been asked not to toy around with figures on the station's strength, but I am permitted to say that we have 22 barracks in my regiment (the 5th), and as each barracks accommodates 224 men, this regiment alone is some 5,000 strong. Recruits by the hundreds come in daily, and new barracks are being constructed with almost astounding rapidity. The nearest thing to this miracle I can recall was the assembling of the New York World's Fair. Mates, I am here to tell (See Navy Showbiz on page 33)

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## New House Bill Throws Scare To Airers, Pix, OWI

WASHINGTON, Feb. 19.—Washington is generally not shocked at any bills introduced in the House and Senate, but one dropped in the hopper of the House this week that caused even some of the most sophisticated observers to cock an eye in bewilderment and wonder.

The bill, introduced by Representative Brown, of Ohio, is designed to create a special select committee of the House to conduct a study and investigation of all news releases, published material, motion pictures and radio broadcasts pertaining to any member of Congress and other public officials.

How the bill would operate remained a mystery. It was generally interpreted, however, as being aimed at OWI, whose broadcasts and other material beamed overseas sometimes refer to political candidates. It is also understood to be aimed at radio broadcasters, like Drew Pearson, who at times draw Congressmen's ire in reference to controversial debates.

Congressmen and reporters alike agreed the bill presented some enforcement problems that were staggering. It was sent to the Committee on Rules, and there, most people believe, it will remain forever.

## Dressing the Beef

FORT WORTH, Feb. 19.—Everything will be done to revive the old gaslight and sawdust atmosphere when the Silvery Spur night spot opens for a 10-day run with the Southwestern Exposition and Fat Stock Show here March 10 at the old Pioneer Palace where a Gay '90s show was conducted for the Texas Centennial in 1936.

Hogan Hancock's band has been obtained from MCA. Hancock is recruiting honky-tonk talent. A line of eight Dorothy Byton girls has been booked. There will naturally be a quartet of singing and mustached waiters.

# Grandparents in Chi Throw Away Their Crutches While Taking Up Modern Clutches

## Greyhair Hops Harvest \$

CHICAGO, Feb. 19.—Dancing has hit the middle-agers here and the craze is rapidly expanding. Exclusive "over 30 dances" are now being operated in Kansas City, Mo., Milwaukee and Racine, Wis. The Windy City, where the idea was pioneered by Al Hausberg, local dance promoter, has set the pace, with five danceries bring operated exclusively for the "over 30" crowd. Two more spots cater to the oldsters one night a week.

### Sticks Start Fad

The Lions' Club and the Milford, in Chicago's outlying districts, operate two nights a week, while the spot in Racine plays to a one-night stand. These spots, which are owned by Hausberg, are showing a steady increase in business and are hitting an average of 1,400 persons nightly.

Other Chi spots, which have followed in line with this new dancing idea, are the Green Mill Ballroom, operating four nights a week; the Casino and Granada ballrooms, and the Lonesome Club, Loop spot, operating on Saturday night.

Merry Garden and Paradise ballrooms, Chicago danceries strictly for the younger set, designate Thursday for the oldsters, and reports from both places indicate that grandparent business is holding up with their other dance sessions. Aragon and Trianon, name dance spots, altho they do not cater to the "over 30" dancers, are getting a good share of this patronage on Saturdays, Sundays and Wednesday Waltz Night.

### Swing's the Thing

The exclusive "over 30" danceries book local five to 10-piece bands. Usually the music makers are booked for the complete season. Music in these spots, consisting of reeds, brass, drums, bass and piano, is in swing tempo, with special emphasis given to the swinging of old-time pop tunes, which seem to be a favorite with the oldsters.

### No Kids; No Troubles

Some spots operate on a club membership plan, which eliminates the undesirable, but most of them attract the crowds with their low admission prices, usually 55c a head.

Because the cost of operation of an old-timers dance is low, and because it keeps away the troublesome youngsters other dance operators in Chi and surrounding territory are thinking of turning to the grandparents for their gravy.

## ICE SHOWS ON TOUR

- Carnival on Ice (Netherland Plaza Hotel) Cincinnati.
- Francy's, Dorothy, Ice Time (Adolphus Hotel) Dallas.
- Ice-Capades of 1944 (Auditorium) St. Paul, Minn., 22-28; (Arena) Chi March 1-19.
- Ice Follies of 1944 (Boston Garden) Boston, Mass., 21-27.
- Lamb-Yocum Ice Parade (Ben Franklin Hotel) Phila.
- Stars on Ice (Sonja Henle & Arthur Wirtz) (Center Theater) NYC.

## The Boo's Back

NEW YORK, Feb. 19.—It's either war hysteria, a reaction of a low-priced audience that doesn't know the theater or a throwback to the days when it was fashionable to hiss. But whatever it is, Crown, the dirt-doer in *Porgy and Bess*, Gershwin opera now appearing at the City Theater here, is receiving round, juicy catcalls each time he makes an appearance in the second and third acts. In spite of the fact that Warren Coleman, who plays the role, is doing his usual good job, each night it's the same story.

Even the memories of the old-timers on Broadway can not recall when Crown, a character not evil when understood, has ever been booed before. They can't understand it. Perhaps, they say, it is occurring because the \$2.20 top audience doesn't know its theater and is so unsophisticated it can only respond to emotions not controlled by reason.

## Showbiz DC Hopper

WASHINGTON, Feb. 19.—The following schedule lists the status of pending bills in which showbiz has an interest:

H.R.431: To create a special committee of the House to study and investigate all radio broadcasts, press releases, etc., pertaining to a member of Congress or other public official. (To Committee on Rules.)

REVENUE BILL: Passed by both Senate and House and now awaiting signature of the President.

S.1272: To amend the Federal Corrupt Practices Act to prohibit political contributions by labor organizations. (Would apply to AGVA, AFRA, IA, AE and other showbiz unions.) Passed by Senate and sent to House.

S.1258: To amend the act of September 16, 1942, which provided a method of voting in time of war by members of the armed forces absent from their place of residence. Passed by the Senate and now in conference.

INDEPENDENT OFFICES APPROPRIATIONS BILL: Providing appropriation for operation of FCC. Passed by House with funds for Radio Intelligence Division slashed, now awaiting action by Senate.

## Names Highlight Hart Memorial Show March 5

NEW YORK, Feb. 19.—Some of the top stars in showbiz will join forces in Manhattan March 5 to present a memorial performance honoring the late Lorenz Hart, lyric writer of one of Broadway's most famous teams, Rodgers and Hart. Entire proceeds of the show will be turned over to the Armed Forces Master Records, Inc., organization supplying recorded music to U. S. servicemen thruout the world.

Lined up for appearances at the memorial so far are Frank Sinatra, Gertrude Lawrence, Deems Taylor, Billy Gaxton (emsec), Jimmy Walker, Jose Iturbi, Paul Robeson, Larry Adler and Paul Draper.

Feature of the tribute, to be given at the stem's Majestic Theater, will be a medley of Rodgers and Hart hits played by the WOR orchestra directed by Paul Whiteman, Morton Gould, Lynn Murray and Bob Stanley. These stanzas will be highlighted by stars who appeared in first-run Rodgers and Hart productions.

Idea for the show originated in the circles of the American Theater Wing Music War Committee. ATWMC and ASCAP are working together on plans and programing.

Committee in direct charge of the performance includes Billy Rose, Oscar Hammerstein, Ray Henderson and Dick Frohlich, of ASCAP.

## Producer Offs Lease For Philly's Fay

### "Maid" Hunts New House

PHILADELPHIA, Feb. 19.—Re-opening of Fay's Theater as a legit temple February 21 with *Maid of the Ozarks*, hillbilly comedy going great guns in the West, has been called off by Julius Pfeiffer, the play's producer. Pfeiffer blamed cancellation on wartime transportation conditions and other temporary difficulties.

Pfeiffer claimed the house was leased to him under false pretenses. Altho he knew that the house was situated away from the Main Stem, he claims he was not advised that the house had been featuring septa band names for the past two seasons, and was located in a Negro section of the city.

As a result, Pfeiffer said, he would not let his *Maid* go on the Fay's boards. She didn't. Nothing is known of the settlement between Pfeiffer and the operators, but Pfeiffer said he would shop around for another house to show his piece.

## Frank's Billies Jam 'Em In Cincy

CINCINNATI, Feb. 19. — Near-zero failed to chill the ardor of local hillbilly fans last Sunday (13), when J. L. Frank's *Jamboree*, featuring Ernest Tubbs, radio and movie cowboy, jammed 3,500-seat Music Hall here at two performances, with admish scaled at 50 and 75 cents. There were several hundred standees at both showings.

Others in the troupe, besides Tubbs, were Minnie Pearl, Jamup and Honey, Pee Wee King and His Golden West Cowboys, Little Becky Barfield, and Tubbs's Texas Troubadors, all heard regularly over WSM, Nashville. Hank Penny, of the WLW Boone County Jamboree, handled the emsec chores.

Frank set an all-time record here with his hillbilly opry just a year ago, when he moved in on a Sunday for two performances and wound up doing four, playing to capacity on each. Frank is personal manager for Tubbs, heard regularly over WSM, and featured in the Republic pic, *Jamboree*, soon to be released.

## Garry Moore for Roxy

NEW YORK, Feb. 19.—Garry Moore, Harry Richman and the DeMarcos will head the Roxy bill March 9. Moore deal was set for the NCAC by Hattie Altoff, of CRA, and involves a reported \$3,500 weekly. Date marks Moore's first vaude appearance since hitting the radio jackpot.

## Yocum Joins Lamb

PHILADELPHIA, Feb. 19.—Ice show production team of Lamb and Yocum will be re-united with the return of Rube Yocum from the wars. A major in the army air corps, Yocum has been retired from active duty upon his return next month from overseas. Gladys Lamb (Mrs. Yocum) has been carrying on alone since he was called up as a reserve officer at outbreak of war. Lamb and Yocum *Ice Parade* is now in its second year at the Garden Terrace of the Benjamin Franklin Hotel here.

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**FRANKIE CARLE**  
Reaching for "Name" Gold With the Golden Touch

THE first round of Frankie Carle's battle for a career was lost to his parents. He yearned for the prize ring, but they decreed music, and sent him to his uncle, Nicholas Colangelo, noted European teacher, to learn piano. Today the "Golden Touch" of Frankie Carle is becoming a by-word in show business, tho he has never lost his yen for the fight game. Currently he and his band are playing their first big-time date at Cafe Rouge, Hotel Pennsylvania, New York.

At the age of 9, Carle debbed with his uncle's band at the Columbus Ballroom in his native Providence. Colangelo had gone "American" and was operating the dance hall and band. At 13, Frankie wrote his first song and visited New York where Harry von Tilzer recommended him to Pat Rooney as pianist for the vaude act. Opening night, Frankie got cold feet and fled back to Providence. His next job was his only one outside show business. He went to work in the linen department of a local store, but didn't last long. Two years later, he was back heading his own ork in an act with May Yohe, of Hope Diamond fame. After three years he connected with Ed McEnelly's band, remaining for three years and then shifting to Mal Hallett's outfit, which included Jack Jenny, Jack Teagarden, Gene Krupa, Spud Murphy and Toots Mondello. Soon the urge to baton a band again got Frankie and in 1939 he set out to organize an outfit. Lack of dough held up the idea. Just then Horace Heidt "discovered" him and made him an attractive offer. Frankie had written "Sunrise Serenade" by this time. Within the next two years he authored two more click tunes, "Falling Leaves" and "Lover's Lullaby," and was gaining recognition as a top ivory-pounder. When Eddy Duchin went into the navy he offered to turn over his band to Carle, but meanwhile Heidt had made a more attractive offer; co-starring with Heidt with the Musical Knights aggregation, a four-figure salary, etc. Frankie accepted the Heidt offer and for the next year appeared in theaters, clubs and ballrooms thruout the country. He made many Columbia recordings, alone and with the Heidt band, and his three Columbia albums totaled over 5,000,000 in sales.

Today, with his auspicious start at the Pennsylvania, Frankie and his new band are making a real bid for top "name" rating in the band biz. Observers feel their chances are better than good.

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AMERICAN THEATER WING ENTERTAINMENT COMMITTEE

James Sauter, Chairman George Heller Brock Pemberton

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BY JUPITER Andy Anderson, Stage Manager
CONNECTICUT YANKEE Edward Scanlon, Stage Manager
EARLY TO BED Archie Thompson and Tom Powers, Stage Managers
LADY IN THE DARK Joseph Kennedy, Stage Manager
NEW FACES Leonard Sillman
OKLAHOMA Jerry White and Frank Hall, Stage Managers
ONE TOUCH OF VENUS Frank Coletti, Stage Manager
ROSALINDA Larry Bolton, Stage Manager
SOMETHING FOR THE BOYS Sam Lambert, Stage Manager
SONS O' FUN Dan Murray and Irving Green, Stage Managers
STAR AND GARTER Frank Hall, Stage Manager
STUDENT PRINCE Walter Johnson, Stage Manager
THE MERRY WIDOW Andy Anderson, Stage Manager
VAGABOND KING Mr. Lefler and Royal Cutter, Stage Managers
WHAT'S UP Edward Mendelsohn, Stage Manager
ZIEGFELD FOLLIES Danny Brennan and Saint Huber, Stage Managers

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Regan
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Myron Robbins
Lucky Roberts
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Constance Roselle
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Signal Corps Photographic Band
This Is The Army
24th Quarter Master Band
U. S. Coast Guard Recruiting Station
U. S. Coast Guard, Manhattan Beach Training Station
U. S. Coast Guard Manhattan Barracks
U. S. Maritime Training Station
U. S. Naval Armed Guard Center Band
U. S. Naval Receiving Station
U. S. Naval Training Band
U. S. Naval Training School
Women's Reserve
"Winged Victory"—U. S. Army Air Forces

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Cuban Casino
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Zanzibar
Club Zebra

ARTISTS' REPRESENTATIVES AND AGENTS

- Charles Allen
Harry Ames
Walker Bachelor
Harry Besley
Boosey and Hawks
Leona Carter
Herman Citron
Louise Crane
Jean Darymple
Abe Feinbers
Bob Framm
Annie Friedberg
Moe Gale
Hess and McCaffery
Leiland Hayward
Constance Hope
Miles Ingalls
Bert Jonas
Paul Kapp
Bob Kerr
Ed Kirkeby
Lyons and Lyons
Kay McCowen
Mike Special
Bruce Powell
Max Richards
Myron Selznick
Louis Shurr
Beatrice Tracy
Charles Wagner
Stanford Zuker

CAFE OWNERS AND MANAGERS

- Bill Bertolotti
Frank Bessinger
Rocco Camara
Robert Christenberry
James Colligan
Emmett Conniff
Dario
Jack Davies
Jimmie Dwyer
M. Elwell
Jack Entratter
J. Ferrara
Joe Garcia
Bill Hardy
Jack Harris
Meyer Horowitz
Johnny Hoarole
Joe Howard
Sven Jorgensen
Barney Josephson
Don Julio
Jimmy Kelly
Mike Larson
Arthur Lesser
Jack Lewis
Anthony Longabardi
Martin Lonnild
Angel Lopez
Jack Mandel
Jerome J. Milich
Henry Miller
Peter Nemiroff
John Perona
Monte Proser
Nick Pronnis
Louise Reid
Jay Russell
Jack Silverman
Joe Springer
Wally Wanger
Lou Walters
Linton Weil
Joe White
Dave Wolper

AMERICAN THEATRE WING • WAR SERVICE, INC.

STAGE • SCREEN • RADIO • VAUDEVILLE • MUSIC • THE ENTIRE ENTERTAINMENT WORLD

# HIGH SCHOOL SPORTS SELL SHOES

## Indies Discover Saddle Shoe Double Talkers Spend Dad's Dough; Basketball Pulls

### Point-of-Sale Giveaways Drag 'Em In

NEW YORK, Feb. 19.—War is bringing high school sports to the air waves. Until now, college games thruout the country have hogged air time. High schools have never had a look-in. In the larger urban centers no phase of high school life has had much, if any, recognition in radio, but in the hinterlands, high school drama clubs and youth forums corral steady recognition on indie outlets. But even in these cases, athletics have been steadily ignored.

Now, however, with college contests fast fading from the competitive picture, due to the war, manufacturers are looking around for a youthful public on which to unload sales spiels. One such company, the Hanover Shoe Company, which specializes in adolescent boys' shoes, seems to have jumped the gun and is acting as bellwether for advertisers.

#### Hanover Plugs Teen-Agers

Hanover has realized that, contrary to past notions that plugs should be slanted at parents who fork over the dough for their children's commodities and necessities, it is really the teen-agers who have the final say as to what they buy and wear. With this realization, Hanover is starting out to build a wartime under-19 public and a potential post-war adult consumer market for their dog covers.

The Hanover pitch, started on the air four weeks ago by the company's ad-agents, Warwick & Legler, Inc., in the State of New Jersey, is slanted strictly at adolescents with sports. The company is making a play for that group between 10 and 20 which hitherto has been, to all intents and purposes, ignored by radio. Adults on one end and tots and knee-pants on the other have been approached by air waves for years, but the intermediate group has been ignored.

#### Sports Socko Magnet

One sure-fire method of winning high school boys' interest is sports, and this is just what Hanover has tabbed as a come-on. Using Dick Dunkel's basketball forecasts, it has begun to make a play for teen-age interest. So far, according to W & L exec, the response is terrific; unprecedented, in fact, for so short a time as 28 days. Sales totals are not available yet and no comparison is possible, as there is no basis against which to stack volume of business. Three months from now results will be computed and will tell the story.

The way the Hanover-Dunkel airings have caught on in New Jersey suggests that at last the moot problem of how to put over basketball in the style of etherized football has been solved. Hitherto, the spieler, following the fast ball from player to player has been left lagging, even tho he Clem McCarthy-ed it to death. The game's too fast for this approach. In the Hanover-Dunkel trial balloon, announcers project team play rather than individual play, and the result is an interesting and comprehensive airing.

As the aim of the whole project is to sell shoes, there must be sales plugs, but Hanover has been wise in cutting spiels to the bone. In fact, the airings over stations WIBG, Philadelphia, and WAAT, Jersey City-Newark, the tryout percolators, are phenomenally modest in advertising. Only two of the 90-minute airings are devoted to salesmanship; one minute between the first and second quarter and one between the third and fourth segments of the game. Otherwise commercials are slanted to war themes—loan drives, Red Cross, paper salvage, etc.—and the history of the school and the teams.

#### Giveaway Spans the Ditch

To point up the campaign, Hanover-

Dunkel found that a smooth way of side-stepping a major obstacle in dealings with high schools was by distributing their giveaway play and forecast charts to every high school in New Jersey. Thus, they bridged the major gap between high schools and colleges. The latter, in most cases, have always had a flack department to handle publicity and give co-operation. Few, if any high schools anywhere have a plugging unit. Thus the throwaway was found to be the only means of getting co-operation from the adolescent academies. These schoolboys, more than the adults, will go to any length and trouble to get something they want, especially if it is free. At their age, nothing in life is much more important than the teams of their alma mater . . . and their sports rating.

The giveaways are typed to the old Dunkel college sports forecasts which have been tried and found true by many different concerns. In the East, the Atlantic Refinery Company has giveaways in all its stations. They have (See *SPORTS SELL SHOES* on page 10)

## Cecile Robinson Tries To Speed Along the Radio Milline Day of Reckoning

### First Release Covers 42 Markets

NEW YORK, Feb. 19.—A new radio time buyer's guide, which is claimed to be the first successful attempt to bring to broadcasting a standard of judging value of station time as simply as a newspaper milline, is now being peddled to ad agencies in New York. The guide, which is titled *Robinson's Radio Reckoner*, has been developed by Cecile L. Robinson, former time buyer for William Esty Agency.

The *Reckoner's* first volume—one of a series—attempts to show the number of radio homes reached per dollar spent for spot announcements in 42 of the country's leading markets. It takes into consideration the number of homes claimed for primary coverage areas of stations in markets treated, the cost of spots at various times, and hypothetical Hooper ratings which can be applied to available spot time.

#### Easy To Work

Here is how *The Reckoner* works: It takes into consideration the number of radio homes in primary areas of markets covered, and the rate for spots. Then it asks the time buyer to use any rating system he wishes to find out the per cent of the radio homes being reached by the station's programs preceding and following the spot time wanted. Taking average of preceding and following ratings is one method of getting the rating

## Hot Tip

NEW YORK, Feb. 19.—Two radio actors were discussing personal trials and tribulations in Colbee's. One complained: "And to top it all, yesterday—whaduhyuh think? I get called for jury duty!"

Hardly were the words out when a third thesp who had managed carefully to hear only the last part of the conversation, ran over, grabbed the speaker by the lapels, and demanded earnestly: *Jury Duty?* Who directs it, huh? Who directs that?"

## KNX Solves Problem Of Paper Shortage

HOLLYWOOD, Feb. 19.—Current paper shortage is driving radio stations to find other means of publicizing their wares. One way is to institute their own publications, but the major problem is one of distribution.

Station KNX here seems to have found the solution. It is issuing a monthly throwaway mag, *KNX Trade Talk*, containing stories of the station sponsors, with merchandising ideas getting heavy play. It is distributed to grocery, drug and general retail stores in this area. Idea is Ralph Taylor's, outlet sales promotion manager.

## WCCO Hires Correspondent

MINNEAPOLIS, Feb. 19.—The local newsroom of WCCO-CBS goes far afield to get its local news, taking a leaf out of the newspaper book. Siegfried Mickelson, station news editor, has hired himself a correspondent to shoot daily dispatches from Duluth on all activities in the Minnesota Arrowhead country. Station feeds two newscasts daily to KDAL, Duluth.

## E.T.'s Permit Control Over Church Airing

DETROIT, Feb. 19.—Suit brought two months ago by the Ferndale (Mich.) Church of Christ against WJLB to restrain the station from discontinuing church's broadcasts has been settled out of court.

The station objected in the first place to the nature of some of the program material, as reported in earlier issues of *The Billboard*.

Basis of settlement is that airings will be via transcriptions, which will give the station a reasonable degree of control over material. The agreement is significant in view of the large number of religious programs which originate here, making this the religious radio center of the nation, as a survey several months ago indicated.

Without reflecting in any way upon the particular program involved, radio station managers have felt that some degree of censorship of religious material is necessary. Too many programs have been slanted toward the city's largest recent influx of population from Mid-Southern States. They have tended, by their emotional presentation, to become a danger, particularly since last summer's race riots. The new agreement at WJLB points toward a sound method of control to which both station ops and religious program sponsors can lend support.

## Labor Plea on Press Ownership of Radio Reopens Problem

WASHINGTON, Feb. 19.—A resolution aimed at choking off newspaper-radio ownership tie-ups by legislation was presented yesterday by the New Haven Central Labor Council to the Senate.

It was laid before the upper house by Senator Maloney of Connecticut and was referred to the Committee on Interstate Commerce, which recently held hearings on the White-Wheeler Bill.

The labor resolution declared that the trend of newspapers buying into broadcasting stations is a "threat toward control of public opinion and stifling of controversial issues from an unbiased viewpoint." Press-radio ownership was branded by the labor council as a challenge to democracy operated for profit and not in the public interest when a conflict between the two arises.

Copies of the resolution were sent to the lower house and also to James C. Fly, FCC boss, whose organization has already ruled on this subject.

## Clipp WFIL Prexy

PHILADELPHIA, Feb. 19.—Roger W. Clipp, executive vice-president and general manager of WFIL, local Blue outlet, was upped to president of the station in an election of the board of directors this week. He carried the burden of a prexy's duty since last August when Samuel R. Rosenbaum left that post to accept a commission in AMGOT. Before joining WFIL in 1935 as business manager, he was for six years in the station relations division of NBC, becoming assistant manager of NBC-managed and operated stations. Became general manager of WFIL in 1938, and in 1941 elected vice-president and a member of the board of directors.

## MBS Three-Day Gabfest

NEW YORK, Feb. 19.—Members of the program, sales and merchandising and station service committees of the Mutual Network will hold their annual meeting in New York's Waldorf-Astoria Hotel March 20-22. At the meeting agenda will consist of discussions of network policy and plans for 1944.

# PRESS NIX SPACE FOR TIME

## "Fighter's Choice" Canada's "Command Performance"

Show Recorded Only

TORONTO, Feb. 19.—Canada has instituted a series of radio shows patterned on U. S.'s *Command Performance*. The difference between the Dominion's *Fighter's Choice* show and *C. P.* is that the former is not short-waved from Canada, but is recorded and the records shipped overseas, there to be broadcast to Canadian troops wherever they may be stationed.

The first of the series was made last Sunday (6) in the CBC Concert Hall here before an audience of service personnel invited for applause and atmosphere, and, of course, be entertained.

Arranged by the public relations department (army) and the Canadian Broadcasting Corporation, the show features Canada's top radio talent. Canada's first-ranking daytime radio show, *The Happy Gang*; its leading comedian and radio personality, Alan Young; Mart Kenny and his entire company—band, trio, quartet and featured vocalists; Rex Battle, Samuel Hersenhoren, Judy Richards and Juliette were all there.

The show was made up of four parts (four 15-minute sides). Emceed by Maj. Dick Diespecker and 2/Lt. Dorwin Baird, both of the P. R. D. and former radio men, the show opened with Mart Kenny and His Gang, in their usual capable manner, doing *Put Your Arms Around Me, Honey*. Art Hallman, tenor sax who doubles in vocals, caroled *Oh, What a Beautiful Morning*, and a rendering of *MacNamara's Band* by the Corporal's Guard Male Quartet of the *Comrades in Arms* show was fed in by recording to end the first side.

Show was made possible by the Canadian locals of the American Federation of Musicians, the Actors' Union, the CBS and the artistes. Servicemen were invited to send in their requests for their favorite performers and songs to the CBS for future shows.

Naturally, overseas reaction is still not known, as transcriptions are only now arriving in Great Britain.

## Newspapers Scan FM Possibilities

CHICAGO, Feb. 19.—Publishers of small city dailies in the Midwest are showing interest in possibilities of FM radio. At a meeting of the Inland Daily Press Association Wednesday at Hotel Sherman, considerable time was devoted to a discussion of its possibilities.

L. W. Herzog, station manager in charge of sales of WTMJ, Milwaukee, attended the meeting at the invitation of members. He was plied with questions as to range of FM, initial investment in stations, operating costs, and procedure for seeking licenses.

There was a difference of opinion as to whether FM was suitable for small cities. Herzog told the publishers that in his opinion FM had definite possibilities in small cities, and he predicted that the post-war period would see a great expansion of FM stations.

Representatives of General Electric and Zenith Radio Corporation attended the meeting.

## 'Chick Carter' Set For Sponsor Inking

NEW YORK, Feb. 19.—Chick Carter, sustainer on Mutual, set to go commercial for Ralston. Inking skedded to come off in St. Louis thru Gardner Agency. Norman Livingston, producer and general manager of show, directed by indie Fritz Blocki.

Principals played by Billy Lipton, Gene McCoy, Gil Mack. Title based on Nick Carter, Street & Smith character, cleared on royalty basis.

## What?—No Eagles

PHILADELPHIA, Feb. 19.—John E. Surrick, WFIL sales manager, has just become a Boy Scout, being elected to membership-at-large by the local council. According to instructions Surrick received from scout headquarters, all members must, among other things, subscribe to the Boy Scout code. What effect this will have on WFIL cash and frequency discounts depends entirely on a given time-buyer's ability to sell his point as a daily good deed.

## WCCO Leads Twin City Hooperatings for AM., Sun. P.M.

KSTP Holds Eve. Lead

MINNEAPOLIS, Feb. 19.—WCCO-CBS continued to hold first place for daily morning and Sunday afternoon Hooperatings for the Twin Cities in October-December figures just released.

KSTP-NBC remained in first place for the afternoon and evening indexes, with WCCO second in both instances.

Morning index table reads WCCO, 42.8; WTCN-Blue, 21.9; KSTP, 16.1; WDGY-Indie, 7.2; WMIN-Indie, 6.2; WLWL-MBS, 6.2; WLB (University of Minnesota) and WCAL (Northfield), 0.9.

Afternoon table: KSTP, 29.9; WCCO, 24.8; WTCN, 17.1; WDGY, 15.0; WMIN, 7.4; WLWL, 4.4; WLB-WCAL, 1.4.

Evening index: KSTP, 42.4; WCCO, 36.7; WTCN, 10.9; WLWL, 6.3; WMIN, 2.8.

Sunday afternoon: WCCO, 28.7; KSTP, 25.3; WTCN, 18.6; WLWL, 9.9; WMIN, 9.6; WDGY, 8.2; WLB-WCAL, 1.4.

## Philco Airs South- Of-Border Pitch

PHILADELPHIA, Feb. 19.—Priming for the expanded development of the buying markets below the border, Philco Radio & Television Corporation this week branches out in its radio advertising with the sponsorship of a native half-hour show over a network of 11 stations in Mexico.

The network was set up originally by D'Arcy Advertising Agency, Mexico City, several years ago for the Coca-Cola account, and has since been used by other advertisers. While Sayre M. Ramsdell Associates here normally handle the Philco account, D'Arcy agency there will actually handle it.

In addition to radio and television receiving sets, Philco figures on a heavy south-of-the-border air-conditioning and refrigeration sales. Purpose of the program is to sell the Philco trade name. Products are to come after the war.

## Neal Smith Joins WLW

CINCINNATI, Feb. 19.—Neal Smith, manager of WCOL, Columbus, O., the last five years, has joined WLW here as sales service manager. Before entering radio Smith had a wide experience in the newspaper and advertising fields. He served with the Scripps-Howard organization in the business and advertising departments of *The Cincinnati Post*, *The Cleveland Post* and *The Columbus Citizen*.

## Dawson and Lilly to N. Y.

PHILADELPHIA, Feb. 19.—New York woos away two more local air vets. Ronald Dawson, WIP production manager, bows out of the local station to become dramatic director for CBS. George Lilley, former WCAU publicity director, has joined the Steve Hannagan publicity staff to handle the three Coca-Cola net shows—Morton Downey, Spotlight Bands and the Sunday Kostelanetz stanza.

## Print Rationing Makes Chi Papers Mull Plans To Choke Off Exchange Deals April 1

Some Weak Sisters Fall Down On Pacts

CHICAGO, Feb. 19.—Because of the paper shortage and consequent lack of ad space, Chi newspaper publishers are mulling over plans to nix all reciprocal deals. Two radio swaps have already been terminated and others are expected to follow within a month or two.

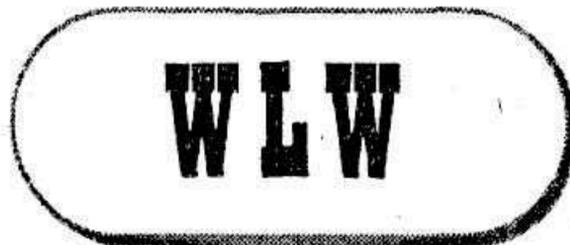
The papers apparently feel they should give as much possible space to regular advertisers and that any "foreign" media advertising, such as radio, should be handled on a basis independent of available white space in the paper. Most of them undoubtedly will continue to use radio without any reciprocal plugging.

Hearst Takes Lead

While *The Herald-American* (Hearst paper) so far is the only one to put its radio biz on a non-reciprocating basis, reports are current that a general agree-

ment has been reached to discontinue reciprocals April 1. An executive of *The Sun* (Marshall Field), who refused to be quoted, declared they had no intention of dropping reciprocal contracts. Asked with what stations the paper had such agreements, the official stated: "I prefer not to say what stations we have contracts with, as I don't consider it any of your business." *The Sun* has programs on WMAQ and WLS. Its local news program on WMAQ, 11-11:15 p.m., daily, has gone commercial, the sponsor being Bond Clothing Company, but it is still known as *The Sun's* program. *The Herald-American* has already put its WMAQ account on a non-reciprocating basis and is continuing to use its air time as a straight commercial deal. *The Daily News* is continuing its exchange arrangements for the time being (See *PRESS NIX SPACE* on page 10)

More advertisers spend  
more money to sell more  
merchandise to more people  
on WLW than on any other  
radio station in the world.



DIVISION OF THE CROSLLEY CORPORATION

The Nation's Most Merchandise-able Station

## ROLL TICKETS

Printed to Your Order 100,000 for  
Cheapest GOOD TICKET on the Market

Keystone Ticket Co. Dept. B \$19.50  
Shamokin, Pa. 10,000 .. \$8.50  
20,000 .. 7.75  
50,000 .. 12.50  
100,000 .. 18.50

Send Cash With Order. Stock Tickets, \$16.00 per 100,000.

Act III: \$108,000,000!



**ACT I**

**SCENE I: 2nd WAR LOAN...WABC, New York...Tues., Oct. 6, 1942.** Kate Smith made her first broadcast at 6 A.M.; stayed in the studio till 2 A.M. Oct. 7; spoke 30 times to an 8-state audience; Total elapsed time, 20 hours. Total War Bonds sold, \$2,013,500.

*("Incredible," they said)*

**ACT I**

**SCENE II: 2nd WAR LOAN...WJSV (now WTOP), Washington, D. C....Wed., Oct. 28, 1942.** Kate made her first broadcast at 6:01 A.M.; stayed in the studio till 1 A.M., Thurs., Oct. 29. Total elapsed time, 19 hours. Total War Bonds sold, \$1,015,950.

*("Amazing," they said)*

**ACT II**

**3rd WAR LOAN: Tuesday, September 21, 1943.** Kate made her first broadcast at 8 A.M.; stayed in the studio till 2 A.M.; spoke 64 times over the coast-to-coast CBS network. These included 2-minute spot announcements, her own regular noon show and several special 15-minute interludes. She concluded by singing "God Bless America." Total elapsed time, 18 hours. Total War Bond receipts, over \$38,000,000.

*("Fabulous," they said)*

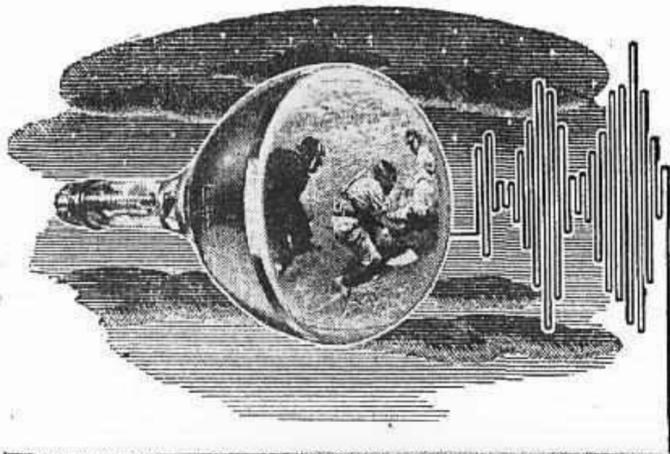
**ACT III**

**AND YET, ON FEBRUARY 1, 1944,** in the 4th War Loan, this extraordinary woman went to the American people again. She so roused their patriotism with her disarming sincerity that through 134 CBS stations, they poured into the coffers of the United States Treasury over \$108,000,000 worth of War Bonds. She remained at the CBS microphone for a total elapsed time of 18½ hours, made 57 separate appeals.

Take the power of a national Idea, add the united strength of 134 stations coordinated to transmit this Idea to the total American radio audience, add the power of the audience itself, and add the genius of a consummate citizen in putting the Idea into live words: that was the teamwork that made that memorable day. The total result not only triples the best similar effort made so far in the war, but causes sharp discomfort to the enemy.



**This is CBS...The Columbia Broadcasting System**



By DuMont

## ONE PICTURE IS WORTH A THOUSAND WORDS

... And each picture flashing across the screen of your DuMont Television \* Radio Receiver will fill your home with a kind of delight you probably have dreamed of many times.

Someday soon, you will be in two places at the same instant. You will be in your living room and at the Presidential Inauguration . . . you'll be in your easy chair and at the opera . . . you'll be with your pipe and slippers, and with the team of your Alma Mater as it charges down the field.

This wonder awaits only peace for production . . . and you may be certain that when peace comes and you purchase your DuMont Television \* Radio Receiver, it will be made with all the skill, imagination and *precision* that has made the name DuMont the hall-mark of ultimate quality in the whole electronic field.

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**DUMONT**

*Precision Electronics and Television*

ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND MAIN PLANT, 2 MAIN AVE., PASSAIC, N. J.  
TELEVISION BROADCASTING STUDIOS AND STATION W2XWV, 515 MADISON AVE., NEW YORK 22, N. Y.

## Discharged Vets Boon to WTOP

WASHINGTON, Feb. 19.—WTOP, local CBS station, is finding a gold mine of man power in honorably discharged veterans. Both Stanier E. Brayshaw, former second lieutenant in the Army Air Force, and Robert A. Binkey, formerly of WCAE, Pittsburgh, came to the station after discharges from army. Earl F. Downey, formerly with the Bureau of Ships, Navy Department, is assistant to chief engineer.

Edna D. Edmondson replaces Jane Crandall in the program department. Dolores Surber replaces Elinor Case in sales.

## Brew Nixes Beer

PHILADELPHIA, Feb. 19.—Billy Markwood, who airs the blow-by-blow descriptions of the boxing bouts from the Cambria A. C. over WCAM in neighboring Camden, N. J., is still trying to steady his nerves.

Following the main bout last week, Markwood called the manager of the winning boxer to the microphone for the usual quickie interview. Taking more than casual pride in the winner, the boxer's manager told the unseen radio audience that it would be a cinch for his boy to go far if he "only stayed off the beer."

Program's sponsor is a Camden brewery.

## White - Wheeler Bill Coming Up Soon

WASHINGTON, Feb. 19.—Action from the Senate Interstate Commerce Committee on the White-Wheeler Bill is expected within the next two weeks.

Since hearings on the controversial measure closed several months ago, the committee has been studying testimony and, what with the study virtually complete, some action will soon be taken.

The committee is expected to report out a bill to revise the FCO act. The bill would then go to Senate for debate.

## Yoo-Hoo, Thesps! Detroit Calls

NEW YORK, Feb. 19.—WXYZ, Detroit Blue outlet, has been looking for three principal actors for several shows run by office. Will sign to 13-week contract with 13-week options at a century-a-week salary. Line forms to the left.

## SPORTS SELL SHOES

(Continued from page 6)

discovered that they can draw as many as 1,000,000 persons a week into the filling stations to get these forecasts. In other parts of the country, individual organizations, a bar and grill in Dallas, the Seven-Up and Coca-Cola companies in certain areas, Blue Ribbon Ice Cream in Durham, N. C., a clothing store in Nebraska, a jeweler in Jacksonville, Fla., and a department store in Charleston, W. Va., all tried out the Dunkel point-of-sale tie-in with broadcasts and found that it worked.

Dunkel later developed his crystal-gazing into college basketball and the Converse Rubber Company, manufacturers of sneakers and sports equipment, which was nixed for the duration, found his giveaways a handy means of keeping their names green for the post-war era.

### Basketball a Natural

Now, the Hanover people, whose product is strictly of teen-age interest, have taken up the idea, and as the war has cut into and will cut even more college sports, the obvious pitch for them is the adolescent audience. Basketball is the natural medium, as that game is red-hot in almost all the States, except Upper New York and New England. It is especially strong in the Midwest and New Jersey, Pennsylvania and Maryland. The reason offered by agency execs as to the light interest in New England and Upper New York is that in these States there are few new high schools, and the older saddle-shoe havens haven't the vast gym expanse needed for basketball. However, there are signs that Down East youngsters are beginning to ring the basket.

With only 21 days' results as an indi-

cation, W & L is wary of predicting the ultimate success of this venture. As a pioneer in junior sports slanting via the air, Hanover will only guess as to the future. But, if the current wave of enthusiasm continues—there's no reason why it shouldn't—the logical outcome of this campaign is a build-up of a tremendous potential public for Hanover products. Evidently, the company is hopeful, as plans are being hashed over to extend the sports airings into football, and to inaugurate such etherizing to 13 more States. In short, Hanover believes it has a good thing and is going to make the most of it. Other companies, seeing this, undoubtedly will take heed and follow along. Thus a new radio public will be born . . . and high school sustainers will start paying off with sponsors.

## PRESS NIX SPACE

(Continued from page 7)

and may even run it on up to April 1. It has indicated plans to buy time on WMAQ for a continuation of its present show.

WCFL, labor station, with an agreement with *The Herald-American*, stated the contract is "in process of elimination," and will be discontinued shortly. A representative of WENR said *The Herald-American* has dropped its reciprocal arrangement with the station, but as far as is known *The News* would continue its contract.

"WGN has no reciprocal deals, not even with *The Tribune*," a representative of the station told *The Billboard*. "Some clients buy space in the *Tribune* for cash."

WBBM has had no reciprocating arrangement for years. Any ads run by the station are on a cash basis.

### No Change With Blue

WIS, Blue affiliate, has reciprocal deals with *The Times* and *The Sun*. Neither has any intention of discontinuing such agreements, as far as he knows, according to Don Kelly, outlet promotional manager. An arrangement made with *The Times* last week, he said, cut space 40 per cent on account of limited space available.

"We almost had a reciprocal deal with one of the local dailies," said a representative of WAIT. "But it didn't go thru. At present we are holding off on any kind of promotion because of the multiple ownership deal now in the wind. This is expected to come to a head in a couple of weeks."

Indications that out-of-town papers intend to take action similar to the Chicago one, is seen in the action of *The Springfield (Ill.) Press*, which dropped reciprocal agreements with NBC and the Blue.

### Also in Philly

A similar situation arose recently in Philadelphia where all papers agreed to cut out exchange deals. However, some of the weaker members of the press group reneged. Other examples of this situation are to be found thruout the country, with only the strong papers holding out and the weaker succumbing soon after agreement has been reached. In short, the strength of press in the nation's cities and towns will be gauged by whether or not they stick to mixing reciprocal plans.

## "Song of Life"

NEW YORK, Feb. 19.—Yesterday afternoon Laird Cregar walked into the studio to rehearse *The Lodger* for the Philip Morris Playhouse, which was skedded to air that eve. Cregar took one look at the script, flung it down, and loudly proclaimed: "This isn't *The Lodger*! I won't go on the air with this. Where's the scripter?" Milton Geiger, the said scripter, was nowhere to be found.

Whereupon Cregar, together with several others, began to "re-write" the show. While the actors waited around, a few of them were written out of the story. For hours Cregar raged, while the issue remained in doubt, and then at long last, a satisfactory script emerged.

Except for a few minor changes, *The Lodger* was still the same. And the show went on. Everyone was happy, even those who had been called and subsequently written out were paid for waiting.

# TELEVISION AROUND A CORNER?

## High Power Is Video Need, Say Phil Tele Execs

PHILADELPHIA, Feb. 19.—In Philly, as in the rest of the country, those with television axes to grind are beginning to stand up on their two feet and howl. Beef here is that until the FCC makes some provision for increase in television transmitting power the video medium is not ready to go to town. Engineers here say that the power problem must be tackled now—right now—before any post-war tele plans are hatched by the industry.

Philly idea is: Future of the industry will depend entirely upon power. Engineers warned that television cannot start off with one-lung stations as did radio. They will have to be powerful stations from the start or soon fade from view. The biggest problem faced by television, say the engineers, in getting a clearly defined picture, is interference of diathermy. Engineers have long tackled the problem of diathermy interference and have come to the conclusion that the only answer is power. The more power a station has in its operation, the better position it is in to overcome this diathermy interference.

Engineers also state that in addition to diathermy interference, television is also at the mercy of atmospheric conditions. "They are the two great bugaboos of television," said a veteran research engineer, "and here again, the answer lies in power and in more power." Pointing out how susceptible television

## Tele To Scare News Pubs

SCHENECTADY, N. Y., Feb. 19.—Newspaper publishers of the U. S. will have another chance to see the competition they can expect from television at a special telecast which General Electric will present April 28 for members of the American Newspaper Publishers' Association.

At the end of the ANPA convention in Manhattan the newspaper execs will see a tele show aired from Schenectady. A regular edition of a metro daily will be telecast first. Then, to make the boys quake in their boots, GE will show how television can present news by telecasting the daily's stories in video form, using film, actors and staff writers of the paper.

is to all outside interference, engineers state that even a passing auto truck will make a picture "tear out" of the television screen momentarily. The only answer to all interference, they say, is power to drown out all interference. Feeling among the research engineers here is that the television stations will have to start at 10-kilowatts and continually increase that power to insure a clean definition of picture, otherwise the public will give the industry the go-by.

## 'Video Now' Vs. Perfectionists Head for Knock-Down Drag-Out Battle for Public's \$

### Ops Yell for More Air Pix Outlets

NEW YORK, Feb. 19.—Television "in every home" might be just around the corner of government material freezes, but around that corner, it is apparent even now, lurk two powerful factions, each working undercover to have tele assume drastically diverse forms.

One faction is led by those who have heavy investments in studio and manufacturing equipment and want to start getting dough back as soon as possible. This group says, "Let's not change television transmission and reception standards." Let's go ahead and offer television just as it is. This way, when the government permits, we can go ahead and sell the type of receiver and transmitter we have already developed, and therefore we'll get coin back in the shortest possible time. If we try to get the government to change standards (position of frequencies, video band width, etc.) now, we'll be wasting time, and that great day on which the dollars will start flowing our way might be postponed. We'll sell television as is, and when the public has purchased millions of sets to receive today's video we'll go thru a lot of hoopla later to sell an improved form of television which is sure to follow. Then, when John Citizen buys sets to receive the improved pix we'll have a second jackpot."

### Showbiz for Quality

The opposing faction desires to give the public the best, the soonest, but it also has a foundation of sound showbiz thinking. It calls for less promotion of tele as it exists with its 1941 standards, efforts to improve the clocked doors, and concerted rules changed so that these improvements can be put into effect.

The showbiz pitch of this faction says the industry will be chopping off its own head by any premature selling

casts. And, if they do not receive Italian programs from a Philly station, they will turn to Axis propaganda being short-waved in Italian. It was also stated that many high school and college students had listened to WPEN Italian programs during their foreign-language courses. To present its case the members of Maria Pia Di Savoia claim they have sent many letters of protest to WPEN.

Simon said that his station had received only six letters protesting the removal of Italian programs. He claims that Italian-language programs were eliminated only because he thought the station would have a better standing among the ranks of potential English program sponsors if all foreign-language shows were ousted.

While Simon is looking for prestige decreases, he is forgetting the P. I. (per inquiry) time his station sells. This type of advertising, which most stations will not accept, entails a deal whereby the station gets revenue based upon the number of listener requests for the product advertised. In other words the deal is figured out "per inquiry—or P. I."

As Simon is accepting P. I. business, and as most big-time sponsors will shun a station using this type of advertising, it seems strange that WPEN's manager uses the prestige reasoning to account for his removal of Italian shows.

The Italians in Philly claim Simon is discriminating against them. Simon says he is making a move based for biz reasons. And the Merry-Go-Round goes round.

of an inferior type of tele. If that is done, says this group, the public will buy because of the novelty, but interest will lag soon after, and tele will sink back into the doldrums.

Of course, the public interest theory is simple: It merely comes under the axiom that John and Jane Doe deserve the best. Until the best can be sold, don't sell.

### CBS Execs for Changes

In Manhattan last week, it was rumored that among the top execs of CBS there was circulating a "secret" document advocating a stand on the side of those who want to change television before they try to sell it.

The CBS men advocating a change in pictorial transmission before the public can buy sets make three specific proposals.

They call for an increase in the width of the individual television carrier band, a stiff of tele wave lengths to frequencies higher than those now occupied by the video medium, and a removal of the FCC rule which says an individual or company can't own more than three tele stations.

When speaking about changes in tele frequencies and wave-band width, the iconoclasts get themselves all involved in technical terms, but these technical changes will mean better television, and better television will mean more profitable television.

The video wave band width must be increased, this group maintains, to allow for an increase in the number of scanning lines in each tele picture frame. The more lines, the greater the number of electronic impulses transmitted, and the more impulses, the wider the band must be. That's the theory behind this move.

With more lines, it is further said, tele pictures could have better definition and will be less tiring to the eyes. With better definition color, television could be transmitted with a clarity greater than it now is. A 18-megacycle bandwidth instead of the present 6-megacycle width is advocated.

### Claim Tele Needs H.F.

Television should be moved to higher frequencies, the cautious ones say, for reasons. Other broadcasting media (FM, facsimile, plane-to-ground transmission, etc.) will some day be crowded into the frequencies now occupied by television. By pushing up tele now, confusion would be less than that experienced if the move were made when there are millions of tele receivers and many transmitters. And in the higher frequencies, it is claimed, tele would not be subject to the spark plug, sun lamp, etc., interference from which it now suffers.

On the subject of tele-station ownership the opponents of "television now" forget altruism for the sake of the good old American dollar sign. On this subject they point out that because of the high cost of tele shows, anyone receiving revenue from three or less stations could not give the public the costly shows it would some day demand. Anyone with experience in radio will answer, however, that some day the sponsors will stand the cost for tele shows, no matter who owns how many stations, just as they do in radio today. Owning more stations only means earning more money.

And there the battle rages, with some of the best minds in broadcasting taking stands at opposite poles. If the battle continues to rage, when the public rounds the corner, in search of television, it is liable to find only a street fight.

## Italians in Philly Howl As WPEN Writes Finis To Their Airings March 4

### It's Business, Not Discrimination, Says Outlet

PHILADELPHIA, Feb. 19.—The last of the 39 steps in the mystery of when WPEN, indie here, was going to eliminate Italian language programs was taken last week by Arthur Simon, general manager of the station. Simon announced that, effective March 4, his station's last two Italian programs would no longer be heard. Thus he supposedly ended the program controversy that has been raging for months between WPEN and the Italians of Philly—or he gave it further impetus.

Late in 1943 Simon announced that as of January, 1944, his station would no longer carry Italian-language programs. Up to then his Italian airings had created many a row in the radio trade and among the Italians of Philly. There were statements that the shows were being taken off the air because they were spreading Fascist propaganda, or that Simon was discriminating against the Italians. To these charges Simon always answered that the removal of Italian programs was

merely a step to strengthen his station's program sked and thus make it a better financial entity.

Two weeks ago the controversy came to the fore again in radio circles when Luigi Antonini, general secretary of the Italian Dressmakers' Union, Local 89, sent a telegram to FCC Chairman James Fly protesting that altho his union's program was taken off WPEN more than a month ago, two Italian programs, sponsored by La Rosa Macaroni and Balbo Oil, were still on WPEN.

In this telegram it was implied that WPEN was continuing the Balbo show because its sponsor was a firm owned by the Meister Bros. company which is trying to buy WOV, New York station owned by Arde Bulova, who also owns WPEN. Implication here, altho Simon denied it, was that WPEN was playing ball to ease WOV deal along.

After the Antonini telegram was released to the press, Andrea Luotto, who owns and directs the La Rosa and Balbo shows, was notified by Simon that Luotto's shows—the last two Italian programs on WPEN—were to be dropped March 4. This, on the surface, apparently closed the WPEN-Italian program case.

A Philly Italian women's organization, Maria Pia Di Savoia, representing a large portion of the city's more than 300,000 Italians, is circulating a petition protesting the elimination of Italian shows.

This organization and many other Italians in Philly outline their case as follows: There are 300,000 in Philly who understand the Italian language. Of these only 10 per cent read Italian. Therefore it is felt that news and info of interest to this section of Philly's populace can be better disseminated by radio than by the Italian-language press.

It is also pointed out that many families among the Italians own radios capable of receiving short-wave broad-

## Chinese Almost for Free

NEW YORK, Feb. 19. — Good special features are available to stations via the Chinese News Service. Outfit, news unit of the Chinese government, has been feeding WNEW, local indie, exclusive news programs date-lined "Chungking to WNEW."

Top radio man in Chungking does special newscast for the indie and is available to other stations. Program comes in direct from China and makes a sock feature good for highlight listing. Piddling dough involved.

# EDS SAY SHORTEN COMMERCIALS

## Cry Is for Factual War Reporting Sans Hysteria But With Plenty of Guts

See Need for Better Local Programing

NEW YORK, Feb. 19.—The nation's radio editors, who last week made their program and personality choices in the 13th Annual Poll of Radio Editors, conducted this year by The Billboard, continue their searing scanning of radio with a look at the efficacy of the medium. Their thoughts in this vein were occasioned by the following question in the poll:

"Have you any suggestions for new uses of radio during the war or suggestions on ways to make radio efforts more effective?"

As might be expected, the blue-pencil people did not pull punches. To their way of thinking radio was pussyfooting by permitting sponsors to do as they wished with commercial plugs. They also feel the industry is missing the boat in its treatment of war news and war programs.

Here are some typical quotes. Where the editor's name and paper is not credited it is at their express request for necessary anonymity.

"Give us more and more on-the-spot broadcasts, more factual broadcasts on the progress of the war, more analysis by accredited authorities and correspondents. We could well afford to do without a few of the sponsored broadcasts of purely entertainment type to become better informed about what's going in the war effort. The smart sponsors are the ones who are recognizing this fact."  
MAETE COCHARAN HARTOUGH,  
*The Toledo Times.*

### Nix Plugs at Every Break

"Please no more than one plug at a break, and throttle those singing commercials, like Dentyne Gum. Keep war plugs out of comedy programs."

GILBERT STINGER,  
*Star-Gazette, Elmira, N. Y.*

"More factual information and straight-forward exchange of opinion and less emotional dramatic effort, except where necessary to get across an important message."

"Follow the example of the Union-Pacific in *Your America* in some instances in regard to commercials. Clean up most gags used."

BOB J. BURANDT,  
*Seattle Post-Intelligencer.*

"Cut down commercials. Put them to music if possible."

"More factual realism—less drivel. Less thespian emotionalism and more down-to-earth reporting of the war by men who have been in it. Take some of the tear-jerking out of War Bond drives. Cut out fear and threat psychology in promoting war effort."

DON SHORT,  
*Journal-American, New York.*

### More Chi Round-Table Segs

"More programs constructed upon the plan of Chicago Round-Table Discussion, *American Town Meeting of the Air* and *The People's Platform*, where debates on post-war problems are brought forward."

VIOLET ZACHAU TIFFANY,  
*The Springfield Union, Springfield, Mass.*

"If it were possible to broadcast a few really front-line radio shows some of us might get the mental kick in the rear needed to wake us up. Broadcast from the trenches, and to hell with the deleting what's gory. A few dying men who are really dying would be gruesome, but a good shot in the arm."

LOUIS A. WITZEMAN,  
*Arizona Daily Star, Tucson, Ariz.*

### No "Hello, Mom," Stuff

"Co-ordinate news pick-ups from abroad with home comment to make

what's taking place more vital and understanding to listeners. It's difficult to keep world affairs in mind. More pick-ups from soldiers, talking about what's actually going on and not "Hello, Mom" stuff. America needs to be hardened to war."  
JUDY DUPUY,  
*PM, New York.*

"An educational campaigning by station owners to persuade sponsors to shorten commercials thereby gaining greater good will."  
BOB BENTLEY,  
*The Cincinnati Enquirer.*

"Improve the commercials."  
MRS. MARIE WOLCOTT,  
*Courier-Tribune, Kent, O.*

"Cut out annoying commercials (LSMFT)."  
TOM J. HUNTER,  
*The Lima (O.) News.*

"1. More outstanding programs should be short-waved to troops overseas."

"2. There should be much less commercializing on the war effort by tying some sponsor plug into, say, an appeal to buy Bonds."  
JOE CREASON,  
*The Louisville Courier-Journal.*

### Remove Stiffness

"Take the stiffness out of radio War Bond and other war-measure appeals."

JEANNE YOUNT,  
*Oregon Journal, Portland.*

"There should definitely be a regularly scheduled weekly or daily program which would bring official information regarding the war to the people. (A la Elmer Davis's Friday evening talks)."

LEO MILLER,  
*The Bridgeport (Conn.) Herald.*

"I am convinced that a well-known personality's personal appeal in behalf of the war is more effective than high-powered dramatics—I recommend Bob Hope's finale on his first program this year, for instance. And impromptu—or at least impromptu-sounding—interviews with heroes are wonderful."

NADINE SUBOTNICK,  
*The Cedar Rapids (Ia.) Gazette.*

"Cut down agency war broadcasts, broadcasting only when necessary to avoid fatigue level at the moments when radio urge is needed for important campaigns. Even then, let radio do it from materials furnished. Keep constant reminders on drives, etc., as short as possible on regular commercials, again to combat fatigue element in dialing."

ROBERT S. STEPHAN,  
*The Cleveland Plain Dealer.*

### Grove Smells

"Cut five-minute shows to one mention of products—Grove five-minute show uses name 33 times in five minutes; singers on one minute, 15 seconds. For me, Grove's stinks." "RADIO JAKE,"  
*Syndicate Reporter, Detroit.*

"Broadcasts from fighting fronts similar to Ernie Pyle news columns—maybe two-way conversations between home-folks and fighting men. During the War Bond sales more broadcasts from hospitals. . . . With radio business good—now is the time for networks and individual stations to insist on higher type of programing."  
MARY LITTLE,  
*The Des Moines Register & Tribune.*

"Elimination of many spot announcements on War Bond selling and salvage campaigns, etc., in favor of short but

### His Heart In His Work

NEW YORK, Feb. 19.—Hottest spot announcement campaign in town is the "heartbeat" job of Litt & Chinitz, a local clothier. The spot was conceived by WNEW sales crew and is now being heard on several and sundry local stations.

Audience appeal and commercial spiel hinges on boffo opening using the heartbeats. This is then compared to sound of a garment makery, and so into commercial. The human heartbeat comes over strong and clear and is a sure-fire ear-getter.

Payoff is that in producing the transcribed spot, Ted Cott, WNEW program manager, was stymied. He could not locate sound of human heartbeat or reasonable replica in any sound effects library. He finally tore off his jacket and sprinted up and down the hallways of WNEW. Then when he was puffing and his heart was thumping he pressed a mike to his chest and recorded the sound of his heart.

effective appeals such as those of Bing Crosby." DOROTHY O. MCKNIGHT,  
*The Chicago Tribune.*

"The impression becomes stronger from day to day that a general cleaning up of style in commercial announcements, eliminating the child-like singing commercials and aiming nighttime commercials at the adults who form the bulk of the listening audiences, would help."

EDWARD H. WALLACE,  
*The Evening Sun, Hanover, Pa.*

"Believe that greatest thing for war effort would be to have commentators report more factually on news. It seems that many commentators are too optimistic in regard to war and make too many brash predictions on immediate victory."

LILLIARD MCGEE,  
*The Memphis Commercial Appeal.*

"Think some additional effectiveness might be obtained by dramatization showing close connection of war and home-front from morale standpoint, and setting examples of best home-front attitude toward fighting men, etc."

DAN ALBRECHT,  
*The Daily Truth, Elkhart, Ind.*

"A greater realization upon the part of all concerned with presenting news facts to get them on the air (favorable or unfavorable) at the earliest possible moment without giving aid to the enemy. News commentary or rebroadcasts of programs heard thru enemy sources only after they have been officially confirmed to be true thru Allied channels."

HARRY LAMERTHA,  
*The St. Louis Globe-Democrat.*

"Fewer and better newscasts; less repetition."

FRANK G. SCHMIDT,  
*The Saginaw (Mich.) News.*

"Less commentary by people like Kaltenborn; should be a striving toward truth and accuracy of facts in news broadcasts."

LEE JOHNSON,  
*The Memphis Press-Scimitar.*

"Let radio correspondents transcribe front-line activities for later release to

(See Eds Wants Less Talk on page 14)

## TCI Points Up Major, Minor, Static Swings

Definite Movements Mark Hooperatings and Index

By LOU FRANKEL

NEW YORK, Feb. 19.—Audiences are at a yearly high, a high that should hold thru March 15; consequently Hooperatings are riding along handsomely. The increases, however, are mainly among the leaders.

Bob Hope jumped 5.5 to hit 37.1, while Fibber McGee and Molly biked up 3.3 for a 35.2 total. And Walter Winchell went from 22.4 to 25.2, almost a full three-point increase. The why and wherefore of the latter's tilt is fairly obvious. Winchell once again was making news. Apparently every time someone raps him in Congress he, Winchell, gets a boost in audience. Either those congressmen, are stooging for WW, which doesn't figure, judging from their language, or they don't realize that people want and like the one-time gossipman.

Rest of the "First 15" were steady, give or take a few decimals. And as mentioned in TCI footnotes, two long-time inhabitants of the TCI, *Lux Theater* and *Screen Guild*, were back in full bloom. This further emphasizes the affinity between these two programs. They're both on CBS Monday evenings; *Lux* from 9-10 p.m., *Screen Guild* from 10-10:30 p.m.

*Lux* always gets a higher rating, and when *Lux*, as happened for the last TCI, is off the air or slumps, the following program also suffers. So now *Lux* is back on the air and on the "First 15," and so is its shadow. This is slot appeal with a vengeance.

Fred Allen flopped this report, possibly due to the air-raid alert in Washington, which affected the surveyers, who couldn't use the phone. Apropos of the upward trend in ratings, the *Hit Parade*, which was on last report with a 19.1, gained .9 for an 20.0, yet failed to make the "First 15."

Naturally, this fluctuation makes for shifts in the *Talent Cast Index*, yet, as an O.O. of the index will show, the shifts are restricted to the programs of major movement. Major movement, as used herein, means programs which fluctuate in the standings or ratings.

Thus Bob Hope and Fibber McGee and Molly go up or down in gobs of points yet manage to keep first and second place between them. Winchell also falls into this category. He tends to bounce around around the middle of the list.

Then there are minor-movement programs which move a fraction either way yet over a long period edge their way up the ratings. Jack Benny and Abbott and Costello are typical here.

Finally, there are static-movement programs. These are shows which persistently notch about the ratings, manage to stick on the list, yet move up or down a notch or two or three because

(See TCI POINTS UP on page 14)

### "Best Buys"

This Report	TCI	Hooperating	Last Report	TCI	Hooperating
Take It . . . . .	\$116.18	21.5	Take It . . . . .	\$123.76	20.2
Aldrich Family . . . . .	150.37	26.6	Aldrich Family . . . . .	148.51	26.9
Mr. D. A. . . . .	168.78	23.7	Mr. D. A. . . . .	176.89	22.5
Winchell . . . . .	198.41	25.2	Winchell . . . . .	247.55	22.4
Fibber . . . . .	241.77	35.2	Fibber . . . . .	266.46	31.9
Davis-Haley . . . . .	294.12	25.5	Davis-Haley . . . . .	309.92	24.2
Bob Hope . . . . .	296.50	37.1	Bergen . . . . .	342.50	29.2
Edgar Bergen . . . . .	342.24	29.2	Bob Hope . . . . .	348.10	31.6
Lux Theater . . . . .	375.94	26.6	Kay Kyser . . . . .	391.13	20.4
Kay Kyser . . . . .	384.62	20.8	Hit Parade . . . . .	392.62	19.1
Morgan-Brice . . . . .	400.85	23.7	Abbott & Costello . . . . .	416.67	24.0
Abbott & Costello . . . . .	409.83	24.4	Morgan-Brice . . . . .	422.23	22.5
Bing Crosby . . . . .	413.22	24.2	Bing Crosby . . . . .	495.50	22.2
Screen Guild . . . . .	425.53	23.5	F. Allen . . . . .	580.30	19.8
Jack Benny . . . . .	749.94	26.7	J. Benny . . . . .	716.85	27.9



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# The Billboard TALENT COST INDEX

Based on  
"FIRST FIFTEEN"  
HOOPERATINGS  
for evening programs

Vol. 1. No. 7E

(REPORT DATED FEBRUARY 15, 1944)

PROGRAM	HOOPERATING	WEEKS TO DATE	NET & NO. STA.	OPPOSITION	AGENCY	SPONSOR & PRODUCT	TALENT COST	COST PER POINT
BOB HOPE	37.1	261	NBC 131	Romance—CBS R. G. Swing—BLUE Amer. Forum—MBS Sunny Skylar—MBS	Foote, Cone & Belding	Pepsodent (Toothpaste)	\$11,000	\$296.50
FIBBER McGEE AND MOLLY	35.2	384	NBC 131	Report to Nation—CBS Spotlight Bands—BLUE Coronet Story Teller—BLUE Amer. Forum—MBS	Needham, Louis & Brorby	S. J. Johnson (Floor Wax)	\$ 8,500	\$241.77
EDGAR BERGEN	29.2	298	NBC 135	Star & Story—CBS Alexander—MBS Greenfield Choir—BLUE	J. Walter Thompson	Standard Brands (Chase & Sanborn Coffee)	\$10,000	\$342.24
JACK BENNY	26.7	449	NBC 132	Shirer—CBS Como—CBS Pearson—BLUE D. Thompson—BLUE Old Fash. Revival—MBS	Young & Rubicam	General Foods (Grape Nuts)	\$20,000	\$749.94
ALDRICH FAMILY	26.6	198	NBC 127	Death Valley—CBS Town Meeting—BLUE Human Adventure—MBS	Young & Rubicam	General Foods (Postum)	\$ 4,000	\$150.37
LUX RADIO THEATER	26.6	388	CBS 134	Tel. Hour—NBC Dr. I. Q.—NBC Counter Spy—BLUE Spotlight Bands—BLUE Coronet Quiz—BLUE Heatter—MBS G. Fields—MBS Paul Winchell—MBS	J. Walter Thompson	Lever Bros. (Lux)	\$10,000	\$375.94
JOAN DAVIS-JACK HALEY	25.5	31	NBC 70	Dinah Shore—CBS Spotlight Bands—BLUE Coronet Story Teller—BLUE Treasure Hour of Song—MBS	McKee & Albright	Sealtest (Milk and Ice Cream)	\$ 7,500	\$294.12
WALTER WINCHELL	25.2	541	BLUE 158	R. Digest—CBS M-Go-Round—NBC Cleve. Symph—MBS	Lennen & Mitchell	Jergens (Hand Lotion)	\$ 5,000	\$198.41
ABBOTT AND COSTELLO	24.4	110	NBC 130	First Line—CBS R. G. Swing—BLUE News—MBS Carnegie—MBS	William Esty	R. J. Reynolds (Camels)	\$10,000	\$409.83
BING CROSBY	24.2	339	NBC 132	Major Bowes—CBS Town Meeting—BLUE G. Heatter—MBS Bob Ripley—MBS	J. Walter Thompson	Kraft (Cheese)	\$10,000	\$413.22
FRANK MORGAN-FANNIE BRICE	23.7	96	NBC 130	Suspense—CBS News—BLUE Lum and Abner—BLUE Oursler—MBS Confidentially Yours—MBS	Benton & Bowles	General Foods (Maxwell House Coffee)	\$ 9,500	\$400.85
MR. DISTRICT ATTORNEY	23.7	246	NBC 125	J. Carson—CBS Spotlight Bands—BLUE Coronet Story Teller—BLUE Soldiers W. Wings—MBS	Pedlar, Ryan & Lusk	Bristol-Myers (Vitalis)	\$ 4,000	\$168.78
SCREEN GUILD THEATER	23.5	182	CBS 121	Contented Hour—NBC R. G. Swing—BLUE Out of Shadows—BLUE News—MBS Education for Freedom—MBS	Blow	Lady Esther (Face Powder, etc.)	\$10,000	\$425.53
TAKE IT OR LEAVE IT	21.5	199	CBS 121	H. of Charm—NBC G. Lawrence—BLUE Good Will H.—MBS Cedric Foster—MBS	Blow	Eversharp (Pens and Pencils)	\$ 2,500	\$116.28
KAY KYSER	20.8	305	NBC 123	Moments in Music—CBS R. G. Swing—BLUE Gunnison—MBS Arch Ward—MBS	Foote, Cone & Belding	American Tobacco (Lucky Strike)	\$ 8,000	\$384.62

Kay Kyser, of course, covers only the first half of the program, as last half airs after 10:30 p.m., EWT. "Lux Radio Theater," off last Hooperating and TCI because it was not on the air due to a special War Bond program, came back with a bang. Returned to sixth place, and also carried "Screen Guild" back onto the TCI and Hooperatings. Fred Allen dropped off the TCI last week. Possible

reason may have been an air-raid alert in Washington on Sunday night (6). Alert didn't necessarily affect listening but it did nix phone usage and so conceivably was responsible for Allen's slump of 1.9. However, it should be noted that the test was timed from 9:55-10:30 p.m. "Great Gildersleeve" jumped up 3.4 to 19.4, and except for over-all increase in ratings would have made this

Hooperating and TCI. Frank Sinatra also went up 1.4 to hit 13.8; still nowhere near his opening program rating of 19.6. Philco's "Hall of Fame" also crept up a notch, 1.1 to 5.7. Sponsored evening network hours were up all the way. This report, 8 1/2; last report, 7 3/4; last year, 7.0. Average Hooperating this report 11.0, last report 10.4, last year 12.4.

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# COCA-COLA TEEN-AGE SAT. NIGHTS

## Eddie Condon May Get Bow For Airing and Promotion Of Coke Bars and Clubs

They're Never Too Young To Be Sold

NEW YORK, Feb. 19.—"Get 'em young, treat 'em right and collect from 'em later" seems to be the formula devised by Coca-Cola for wooing sock-sillies away from gin. The beverage concern is contemplating signing Eddie Condon and his seven-piece hot jazz ork and musician guest stars for a series of half-hour weekly nationwide broadcasts.

Program will replace Coca-Cola's Saturday evening *Spotlight Band* show, using the one group rather than the band receiving the most votes during the week. The 9:30-9:55 airings over 175 stations will originate in miscellaneous home-front gatherings (community centers in major cities). *Spotlight* has in the past been picked up from various service camps and war plants. New programs will be aimed at the teenage youngsters rather than members of the armed forces. Format of the regular five weekly *Spotlight* broadcasts will remain unchanged.

### Inspired By Town Hall

Idea for the show apparently was inspired by publicity garnered by the Eddie Condon gang on their *Town Hall* hot jazz concerts, now in their fourth season. The T. H. ork will serve as the nucleus for a program which will have a fem vocalist, either Carol Bruce or Lee Wiley; Budd Hulick as emcee, and music critics such as Gilbert Seides, Virgil Thompson, Paul Whiteman, George Frazier and Wilder Hobson, who will appear and speak for the "edification" of the youngsters.

Promotion contains all the elements for successful product exploitation—a linking with the war effort and a crusade against juve delinquency. Admittance to the Saturday night broadcasts will be via tickets earned by the kids for salvaging waste, bond sales and other wartime chores. Co-operation of the parent orks that sponsor the dry club idea for teen-agers is a cinch. Coca-Cola, as part of the promotion, will push its plan for the establishment of coke bars and dry night clubs, which it is hoped will help wean the problem children away from gin mills.

Reasoning behind Coca-Cola's radical departure from accepted program formula evidently hinges on their determination to counteract the smart selling job done by competitive beverage concerns with catchy jingles, etc. They probably believe that they can catch and hold the imagination of the music-mad adolescents with a brand of juve comparatively new to them.

In dropping the service camp locale idea for one day a week, the coke company may feel that the slightly older group of potential customers are either sold on Coca-Cola or never will be.

### Youth Conversion

With so many manufacturers bent on keeping their product's name bright and shining with institutionals during a period when they can't produce for the public, Coca-Cola is in the fortunate position of being able to convert a whole new segment of population to its product and watch the cash register light up now and later.

The kid club growth has been phenomenal in the last few weeks. One of the first was the one set up in Raleigh, N. C., where Louie Jordan appeared and set off a spark that Coca-Cola was quick to recognize as the beginning of a four-alarm fire. Station WRAL in the North Carolina city pitched in and helped organize the jam session that looks like a pattern for other stations to follow. Michigan City, Ind., found that the rechristening of a former log-cabin style hangout to *The Jive Jar*, were high school age kids could come and dance or listen to hot bands and sip soft drinks,

was a boom to kid morale. The opening of the spot last week attracted attention thru the Midwest and resulted in thousands of inquiries from civic orks asking for blueprints of the plan.

### B.B. Spotted Trend

The *Billboard* pointed out last week in a warning to ad agencies that a brand new lucrative field was expanding. Could be, that D'Arcy, which handles the Coca-Cola account, took *The Billboard's* advice. Quoting from February 19 piece: "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 music names that should be taken very seriously, from the standpoint of meeting a national problem. It is certain to win a load of current and future good will—and it will pay off—as a booker admitted recently—post-war."

### Condon Sell-Out

Test-tubing of the idea this week resulted in Town Hall being sold out for today's *Eddie Condon's Jazz Concert*, for the second time in succession. Ernest Anderson, D'Arcy ad exec, who promotes the concerts, chiseled six hours free air-time during the seven days from WHN, WNEW and WOR. Condon records were played and the maestro and members of his ork interviewed by disk spinners. Plugs inserted with studied carelessness brought a deluge of saddleshoes to the Town Hall b. o.

Much the same idea will be followed in the hinterland when the ork goes to a town where the Saturday night show will be played. During the week they will give gratis performances in the high schools in the area, during intermission periods, as teasers. Record jockeys in each spot will have Condon records in advance, and the local stations will be supplied with script heralding the coming troubadours. The live ork will also make appearances on the stations, along with the gal vocalist and emcee. Local radio build-up is expected to help the program nab high Crossley rating.

It is planned to augment the ork each week with many guest stars, such as George Whetting, Pee-Wee Russell, Bobby Hackett, James P. Johnson, Hot-Lips Page, Sydney Catlett, Sgt. Joe Bushkin, Max Kaminsky and Dave Tough, as well as Benny Goodman, Tommy and Jimmy Dorsey and other qualified leader-musicians whenever they are available.

Thus Kansas City and New Orleans style jazz, which has up to now been pretty much the darling of the select few in New York and Chicago, may be entering into a brand new era—and as an uplifting force in the community.

### TCI POINTS UP

(Continued from page 12)

the over-all figures are up or down. Samples here would include Mr. D. A. and Morgan-Brice.

Notice in the "Best Buys" box how the major, minor and static movement categories tend to stick to their respective positions even on the TCI. Their cost-per-point-of-talent-rating improves as their Hooperatings go up but the competitive positions are unchanged. Unless, of course, someone on the list takes a violent tumble or leap, in which case they bounce out of their class and are just as likely to tumble or leap back again in the next index.

### It's Still Music

NEW YORK, Feb. 19.—WNEW, local indie outlet, starts series of programs titled *Music, U. S. A.* on February 27. Idea is to demonstrate that hillbilly as a descriptive term is a misnomer; that there are many types of folk music.

Program, to be a weekly feature, will have outstanding exponents of various types of Yank folk tunes—mountain, spiritual, labor and social.

### Friday Hops Now Sat. Night Dances

NEW YORK, Feb. 19.—Band bookers say it really took a war to change a policy of long-standing among the collegiate hoofers.

For as long as the band boys can remember, the Friday night hop has been the thing in colleges thruout the country. That was the one night in the week when the campus guys would wear a tux with their saddle-shoes, and the gals would add dancing slippers to their slacks and beer jackets. But no more.

As most colleges in the nation have gone in on the government trainee program in a big way, schools are on a six-day week.

So the Friday night hops are now Saturday dances as Joe College finds it necessary to do more cramming with the head than jamming with the feet.

### Juve Sun. Sessions Paying Off 2 Ways

NEW YORK, Feb. 19.—An experiment to find out if Sunday night dances for youngsters can be put on a firm financial basis has been conducted by the United Young Folks League for the past few weeks.

Apparently it's working out. Their recent affair at Manhattan Center, with Cugat and his ork, was a sell-out. The bobby socks apparently are perfectly willing to stay off the streets—and have dough to spend—besides. Jan Garber is booked into the Center on the 27th, and the League is planning to continue the dances indefinitely.

### Spivak Likes Jersey

(There's a Little Reason)

NEW YORK, Feb. 19.—Charlie Spivak, who recently drew a 4-F rating from Uncle Sam, coincident with closing at Hotel Pennsylvania here (12), has pushed back his road-tour opening to March 31.

Charlie is keeping as close to Jersey as possible, being currently at the Adams Theater, Newark, and opening at the Terrace Room there March 10.

Reason for all this home-base stuff is that Spivak and the missus are momentarily expecting a little trumpeter, and Charlie wants to be on hand to give the kid its first lesson.

### Carle Cafe Rouge Click

NEW YORK, Feb. 19.—Altho only a few weeks old, Frankie Carle's ork moved into coveted Cafe Rouge, Hotel Pennsylvania, Sunday night (13). Heretofore, this spot has housed only established name bands, built up by air time, one-nighters and theater dates. Carle's former association with Horace Heidt, as well as his song savvy, drew biggest opening-night ever checked here. He bettered first-night records of Charlie Spivak and Jimmy Dorsey by 127 covers.

HOLLYWOOD, Feb. 19.—Theme song used on *One Man's Family* the last five years, has just been published by Theodore Presser Company, Philadelphia. Number, *Patricia*, was composed by Paul Carson, organist for the show since 1932.

### Non-Union Singing Waiters Set 802 Picketing Again

NEW YORK, Feb. 19.—Only one spot in greater New York is being picketed by Local 802, AFM. A lone musician marches daily in front of the Rollo Restaurant, 114 West 45th Street, announcing that the establishment is unfair to the musicians' union.

Last fall the musical org announced the adoption of a strict no-picketing policy and stuck to its word till this week. Seems the eatery pitched out its union musicians and its organized bartenders and waiters same day. They couldn't come to an agreement with the Hotel and Restaurant Workers' Union about the hash-slingers vocalizing. Rollo wanted singing waiters, and the union said they could wait on tables but not sing for waiters' union scale.

A non-union musician is now playing piano as accompaniment for the warbling non-union waiters.

### EDS WANT LESS TALK

(Continued from page 12)

home front. We're missing a big bet here."

### Claim Listeners Tired

"The partial elimination of press releases from the Treasury War Bond Division, OWI, etc. Listeners are tired of these 'canned' appeals, which are becoming more and more ineffective. It is suggested, instead, that servicemen returned from fighting fronts be used to make recorded appeals, which would strike home."

DON RICH,

Syndicated Column, Philadelphia.

### Locals Lost, Say Eds

The editors had, as might be expected, other slants on radio's weaknesses. Some felt that the local scene and local programming was being lost in the shuffle. Representative of this viewpoint were: "It seems to me that radio should be put on the service of its own individual community on a more comprehensive basis to deal with community problems."

"Make good scripts available to local stations for their use in using own casts and eliminate some of the canned stuff."

MRS. FLORA BAER,  
The Niles (O.) Times.

### Anti-OWI Pitch

And several others had definite ideas about the weakness of government messages such as are cleared by the OWI allocation set-up. Christy Erk, of *The Waterbury (Conn.) Republican-American* sounded off for this group with, "It (radio) would be more effective by being less ineffective by broadcasting OWI drivel and the like."

### Slap Soap Ops

The serial shows received comparatively few raps presumably because the editors have written more than a little about these in the past. But Jules Steele, of *The St. Paul Dispatch-Pioneer Press*, was clear and concise. He wrote, "Make a bonfire of all soap oprys. They're making a nation of female morons."

There were other comments like: "1. More direct-action broadcasts." "2. Real heroes on the air. Less senator stuff." "3. As much entertainment for the boys and girls in camps as possible." "4. Less artificial applause for name bands and second-rate artists."

SID MURPHY,

The Montreal Herald.

"Work appeals into quiz and contest programs. Educating this way is painless and effective."

HELEN KING,

The Buffalo Evening News.

"More spot news coverage of war."

JERRY HECKERT,

The Topeka (Kan.) State Journal.

But all of these were in the minority. Most everyone had commercials and the war on his or her mind. And thereby the radio editors were once again sounding a clarion call to broadcasting.

In many more words and divergent thoughts they were telling radio, "Clean your house, make the commercials listenable. Put some guts into your war coverage."

# MARS SCARE OVER FOR 1-NITERS

## WB Denies Hirsch 250G Infringement Suit Over 'Love Nest'

NEW YORK, Feb. 19.—Denial of all allegations and seeking dismissal of the \$100,000 song infringement action brought by Laurence J. Hirsch, was filed this week by Warner Bros. Pictures, Inc.; Music Holding Corporation and Harms, Inc., in New York Federal Court. Suit is based on alleged palm of song, *Love Nest*, used in the Warner George M. Cohan pic, *Yankee Doodle Dandy*. Hirsch brought suit for himself and as executor of the estate of late composer, Louis A. Hirsch.

Defendants claim Harms had right to license them to reproduce and record song for film, and also claim that under pact sold and assigned to Harms, renewal copyrights in all music competitions, subject to royalty payments. Harms got song thru assignments.

Otto Harbach, co-author with the late Hirsch, wrote the song and was made party defendant for refusal to join in suit. Another defendant is the Victoria Publishing Company, original pubs.

Hirsch claims mechanical rights were not in any of the pacts because they were unknown at that time and added that WB deliberately misrepresented the late Cohan as author of the music.

## Hutton to Florida And One-Niters; Pic Date at Col. Next

NEW YORK, Feb. 19.—Ina Ray Hutton ork has been set by Fredericks Bros. for a three-week stint at the Flagler Gardens, Miami, following current Strand Theater engagement.

Band opens Flagler spot March 17, and follows with an extended tour of one-nighters thru the Southwest, winding up in Hollywood May 8, when it reports for pic assignment on the Columbia lot.

## Panther Room Sets 'Em 5 Months for Wartime Protection

NEW YORK, Feb. 19.—Taking a cue from the big demand for name bands on one-nighters and theater dates, Sherman Hotel, Chicago, is protecting its Panther Room spot by signing attractions for dates thru August 11.

Hotel books bands for four-week stints, and current name is Jimmy Dorsey. Teddy Powell opens March 23; following four-week bloc is dickerling; Sunny Dunham set for May 19; Woody Herman opens June 16, and Charlie Spivak takes over July 14.

## N. Y. Theater League Fights WLB Grant To Local 802 AFM

NEW YORK, Feb. 19.—League of New York Theaters has appealed the recent War Labor Board decision granting musicians a 5 per cent increase. Two weeks ago the WLB handed down a favorable decision to the demands of Local 802, AFM, that musicians working in theater pits have their salaries upped to Little Steel formula standards. The League waited until the last day before registering its complaint.

Re-submission of the matter to the WLB will further delay the signing of a contract between LONYT and the union.

## Al Gorson New Top Frederick Radio Dept.

NEW YORK, Feb. 19.—Al Gorson goes to Frederick Bros. next week as head of agency's radio department.

He was formerly in the radio department of Universal Pictures here.

## What, No Mairzy?

NEW YORK, Feb. 19.—In making a contribution to the Metropolitan Opera Company's current drive for \$3,000,000, Frank Sinatra said, "I want to do my part in keeping alive the Met and its tradition of glorious operatic music. In America there is plenty room for both pop and opera, for *Pistol Packin' Mama* and *Celeste Aida*."

## Spike Pulls Plenty On 3 Dance-Show California 1-Niters

HOLLYWOOD, Feb. 19.—Because Spike Jones and His City Slickers knocked off a total of 7,136 persons on Saturday thru Monday night engagement to compare favorably with top name dance bands in Fresno, Bakersfield and Hanford, Calif., GAC is booking him thru Northern California on a personal-appearance tour.

Tour will begin the latter part of February or the first of March. Jones will broadcast from here on his Bob Burns NBC show and from San Francisco for his *Furlough Fun* for Gilmore Oil over NBC Coast.

Jones's debut as a dance and show band proved successful, with return dates already in the offing.

## Orks, Combos Willing To Drive, Walk, Run to Dates Which Net Them Big Dough

Ops Cry for Class B Outfits; A's on Trek Also

NEW YORK, Feb. 19.—The maternity ward of Band-Bookers Hospital is happy to announce that Ol' Doc Prosperity has just spanked Kid One-Nighter with good results. The Kid is now breathing in some of that life-giving b.-o. ozone.

This spurt of new life in the one-night band biz is particularly noticeable thruout the Midwest and South. Bookers of the single-o dates are having no trouble whatever lining up routes for their attractions, date lists in some cases being longer than in pre-war days.

In fact, the biggest problem of the band agencies today is getting enough units to supply the demand. Where bookers had trouble in selling even Class A name bands in the last couple of years, ops are now crying for almost anything that can be fronted.

Quite often an op would rather have a Class B outfit, for such is the clamor for return of dance music on the road that bands with semi-names do as well as the higher-priced crews at the b. o.

### Small Combos Okay

Small five and six-piece combos, with b.-o. value built up from recordings, are doing more than all right on the cash-and-carry circuit.

Notable in the latter class is Louis Jordan's Tympany Five, booked by Howard Sinnott, one-night boss of GAC. Jordan has been grossing anywhere from \$1,600 to \$2,200 a night, exclusive of taxes. This is lush money for p.m. work in any language.

Clyde Lucas, trumpet-tooting maestro, who can't be classed in drawing power with the Dorseys, Calloways and Lombardos, nevertheless, has been booked out of Chicago for 35 consecutive days. With the exception of two full theater weeks, all these dates are one-nighters.

Tiny Hill's ork has been set for dates running from February 14 to March 26 in Wisconsin, Iowa, Indiana and Michigan.

Jerry Wald has answered the yell of the ops, and heading up from New Orleans, snared dates in Mobile, Ala.; Atlanta; Asheville, N. C., and Winston-Salem, N. C., to bring him west. From Pittsburgh, Wald plays Columbus, Cincinnati, Canton, O.; Baltimore and Cumberland, Md., to bring him east for a location job.

Fletcher Henderson, Lawrence Welk, Ace Brigode and Eddy Rogers are names not in the Class A bracket who are still coling heavy dough with solo dates.

### Class A's on Trek

Class A bands who are trekking the one-night circuits include Tommy Dorsey, Jimmy Dorsey, Sunny Dunham, Woody Herman, Teddy Powell and Charlie Spivak.

Jimmy Dorsey goes into Lakeside Park, Dayton, O., March 23, for a heavy \$2,500 against 60 per cent grab at the receipts. Other names are being offered lush guarantees to bring their bands to the hinterlands.

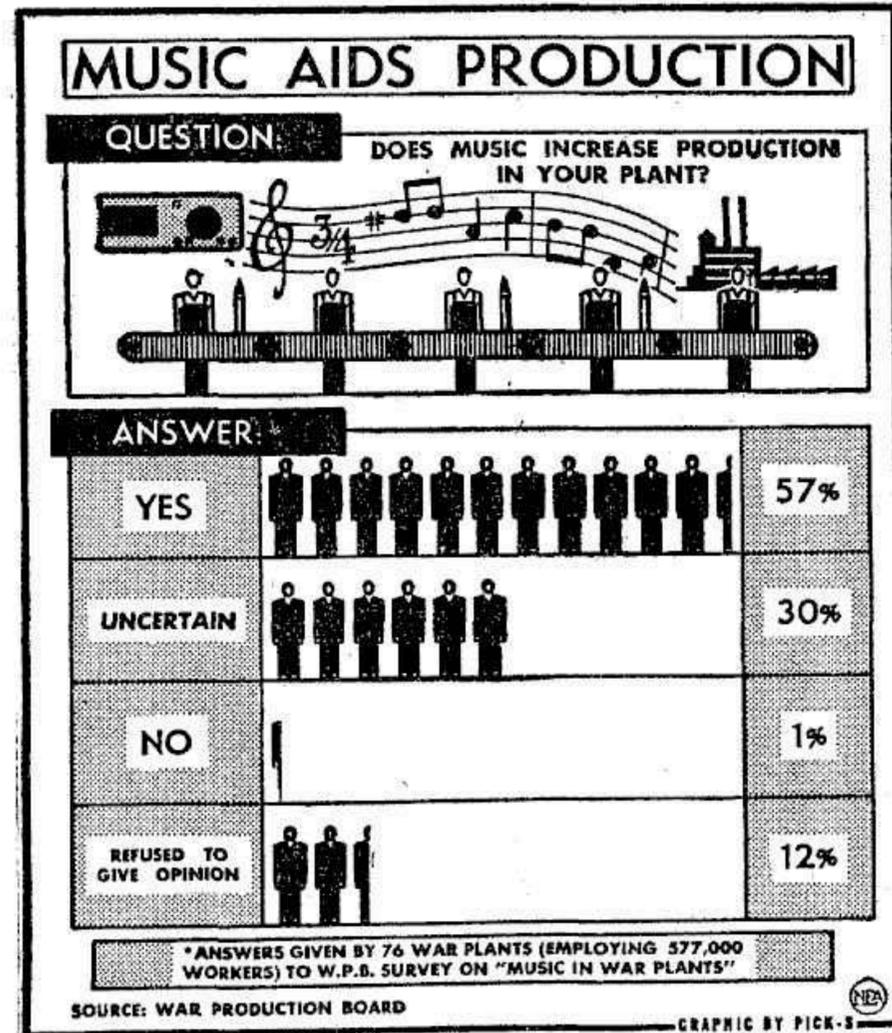
Bookers feel that the scare, which was the main reason for widespread cancellation of one-night stands, is definitely over. Lush money prevalent in war industry communities, which for a while was being hoarded, is now being spread wherever there's a dance going on. Ops say war workers are still the best customers at the b. o.

### Travel Ironed Out

Transportation facilities, which played a secondary role in the one-night nose dive, haven't been overcome but are being happily put up with by bands who want to cash in on the loose loot laying around for their wares.

Boys now grab a train that takes them as near as possible to their destination, then gladly resort to cabs or drive-yourself cars to get them to the job, usually on the outskirts of town.

Bands which burned and squawked when the ODT took away their private busses, gas for their cars, and lowers on the best trains, have packed up their troubles in the ol' kit bag, and now smile, smile, smile!



## Music Says It With Production

It's swing that sways the swing shift, is the conclusion of the WPB after examining the returns of a random ballot on the question, "Does Music Aid Production?" submitted to production managers in war plants thruout the country. Fifty-seven per cent of the plants surveyed said that industrial music aided plant management. This confirms findings of both Muzak and RCA, which have made a comprehensive study of the matter, with post-war development along these lines as their spur.

In England the experiment was tried and worked with gratifying results, and today there is more industrial music proportionally in that country than there is in U. S. Here, in spite of shortage of musical equipment, benevolent priorities have helped install industrial swing gadgets whenever and wherever the workers demanded it. FDR having set the sights for production pretty high, everything that brought us a step nearer to his figures, goes.

Generally, those workers doing repetitive work function better all around with music as a stimulus and a relaxer. With precision workers it can be harmful to production as the work is exacting and requires constant concentration.

## Himber To Do Six A Day in Rochester

NEW YORK, Feb. 19.—Dick Himber and ork will again play for the annual three-day festival of the Bausch & Lomb Company in Rochester. Affair is held at the Eastman Theater for three days for the benefit of the lens manufacturers' thousands of employees who see the show in shifts.

Himber will play six shows a day and do a Coca-Cola shot one night of the engagement.

# STIX KEY MAN IN ABSENTIA

## Plenty of Hot Licks But Not a Segue in a Carload; Acts Backing Musically O

### A Few Good Men Still Front Club Units

NEW YORK, Feb. 19.—"A little child shall lead them," or "they're either too young or too old." This is not the title of a one-night rep show, but a well-organized beef (unrationed) from performers who peddle their stuff in the hinterlands. It is directed at local musicians who can't cut show music.

Stix lack no hot licks, acts say, but when it comes to grappling with a "fast segue," "repeat last eight for bows," or "cymbal-crash when I kick my wife in the stomach," and other well-known "artistic" cues, the locals are strictly out to lunch.

### It's the War, Bud

The grease-paint mob is ready to throw the book at everybody, in laying the blame for this sad situation. Club owners, band bookers and union pressure, all come in for their share of hisses. Some performers, taking time to think it over, fall back on that well-worn phrase, "there's a war on."

Man-power shortage has hit the ranks of tootlers and skin-beaters as much as any other industry. If you consider Capt. Glenn Miller and his 30 or 40 men; Artie Shaw's crew, and dozens of outfits

who have shed their zoot-suits for shoot-suits, you will still have only a small bit of the picture. Top-flight musikers, men who got heavy loot in civies, have tossed in the towel without waiting for the snatch-board greetings.

### Oh, for the Life of a Soldier

Promises of ratings, no heavy drilling or gun-toting and, in cases like pit work for service shows, subsistence money to live outside the camps, all have been come-ons to men who saw the hand-writing on the wall.

These top men comprise only a portion of the musicians now serving Uncle Sam. The majority of musicians in the service hall from the villages, towns and cities all over the country.

### The Dough Talks

To further add to the lack of key men in the hinterlands, there is the lure of higher-scale work in the large cities due to vacancies left by men who have gone to war.

Lush radio jobs, recording sessions and the chance to grab a chair with a name band are sure juicers for dreams of a small-town jive artist. Guys who have 4-F ratings and men who have been discharged from the service are not returning to their home bases. They are eager to swap the old homestead for the big-city bright lights.

Many of the men from the stix are content to grab any kind of job in the big cities even tho it means they will be completely disconnected from the music biz to sustain them over the three-month period of union enforced-rest imposed upon transferees.

Incidentally, this phase of the set-up may yet cause the metropolitan locals to clamp down on transfers in order to protect their own men.

### Baltimore, Miami Have Troubles

Shortage of first-class combination dance-show tootlers is prevalent even in such lush spots as Miami Beach, Fla. Whoopce joints in Miami have always gone in for heavy floorshows during the season, and it's only in isolated cases like the Monte Carlo Club (where Chavez and his ork hold sway) that the acts have anything like pre-war music to back them up.

Baltimore is another hotbed for the saloon trade. A center of tremendous war industry drawing crowds from nearby Washington, Baltimore is hearing that ever-lovin' tinkle of cash registers in the niteries. Every spot big enough to hold an emcee's head has a floorshow. In most cases these spots have to depend upon musicians who can't struggle thru the show's music. There are exceptions, however, the Chanticleer has Chuck Foster, from the Chicago night spots, wielding the baton over the music-makers.

Los Angeles is another big city which has its troubles. Altho staffed with some sweet tootlers, L.A. has to count on catch-as-catch-can blowers and beaters to kick off the floorshows. Ace men out there are busy with pic work and staff jobs with the broadcasters.

No squawks are heard from acts playing Slapsy Maxie's joint in Hollywood, tho Phil Harris, who has garnered plenty experience in playing for talent on the Jack Benny air show, is doubling into Slapsy's.

### Not So Bad for Vaude

No groans are being heard from performers playing the vaude houses. Theaters usually can find enough pivot men, too old for the foxhole circuit, to form the nucleus of a good pit ork or stage band.

These theater musicians, as a rule longhair or on the corny side, have the experience and background necessary to

### Feather Is Moulting

NEW YORK, Feb. 19.—A permanent assignment as consultant on jazz promotions to *Esquire* plus assistant editorship of *Metro-nome*, disk reviewer on *Look*, and emcee on WMCA's *Platterbrain* jazz quiz are proving a heavy sked for Leonard Feather, organizer and emcee of the recent *Esquire* jazz concert at the Met. So he's bowing out of his flack duties to devote himself to editorial and promotion work. No more doubling in brass.

Robert Goffin continues as a regular contrib to *Esquire* and will work in close association with Feather, who helped him translate his current book on jazz.

Feather was formerly associated with the now defunct Davis-Leiber office and has been personal p. a. for a number of top ork leaders.

## ON THE STAND

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

### Frankie Carle

(Reviewed at Hotel Pennsylvania, New York)

FRANKIE CARLE, pianist-composer formerly with Horace Heidt, debuted his own outfit here Sunday night (13).

In comparison with the "Danger, Men Blasting" type bands who usually camp in the Cafe Rouge, Carle leans to the quiet, sweet rhythms ordinarily dished out to the dinner-session customers. It wasn't until very late in the evening that the band cut out with some hot stuff that brought the few hepats to their feet. Jazz was mostly standard tunes, with the pops getting the dreamy treatment that left room for plenty solo work from Frankie.

Maestro's pianistics scored heavily with the opening night mob, which was terrific, making it necessary for him to encore repeatedly. Undoubtedly one of the best of the school of sweet ivory-ticklers, Carle should, however, remember that his main pitch is for the hoofers, and what pleases the sitters makes "Jitters" quitters.

Unveiling of crew, instrumentation of which is six brass, five reed and four rhythm (including Carle), was smooth and already commercially well-rounded despite handicap of newness. Band only played few dates before making Pennsy's big-time spot.

Vocals are handled by Betty Bonney, Roger Bacon and Lee Columbo. Boys double from trumpet and guitar, respectively. Gal sells rhythm lyrics better than average, and for a change it's nice to hear the words as well as the yodel. Bacon has a voice that will please the male taxpayers along with the swooners. He could knock his horn and still remain on the pay roll. Columbo didn't warble at this catching.

Band will no doubt have found its right groove by this time and Carle should have no trouble keeping it in payoff spots. *Hughie Prince.*

### Tony Pastor

(Reviewed at Terrace Room, Newark)

TONY PASTOR is playing his first date for Frank Dailey, and the way he pleased the crowd opening night caused Dailey to make a speech from the floor apologizing for not bringing him in sooner.

As the balance is predominantly brass, four trumpets and three trombones against three rhythm and five saxes, the band seems to hit its groove when jumping. Not that it doesn't do okay on ballads, but there seems to be no particular enthusiasm when the boys go romantic.

Tony still holds down the featured spot with his vocals, and his tenor sax work is something to listen to. He doesn't try to hog the whole show, however, giving plenty side-work to boys.

Stubby Pastor (the kid brother) gets quite a build-up from the maestro, and shows his worth on jumpers like *After You've Gone* and *I Can't Get Started With You*.

Johnny Morris is another regular feature of the Pastor organization and, as in former years, still knocks out *Paradiddle Joe* for the drum-loving customers. Besides busting his conk on specialties, he drives the rhythm section all the time.

Virginia Maxey, blond femme chirper, has the kind of voice you'd expect her to have working with Tony. Swell flat tone, no vibrato, and sells a song for all it's worth. Her cute personality and sophisticated dress have a fight tho.

Tony and the boys put on a terrific floorshow, with Pastor copping honors with his well-known job on *Making Whoopce*. His style and special lyrics make tune a show-stopper.

Aiding and abetting the band in the entertainment stint (not as a part of the band) are the Four King Sisters. Girls have been on their own for some time, and improve with age. Scored heavily on *I'll Be Around* and *I Said No*. *Hughie Prince.*

## WPB Eases on Shellac; Disk Quotas Better

### Man-Power Aches Continue

NEW YORK, Feb. 19.—Loud cries of jubilation and heavy sighs of relief were heard in the offices of platter-making companies this week when the chemical division of the War Production Board released an order permitting the use of more shellac by disk moguls.

The WPB order stated that for the first quarter of 1944 record makers could use 100 per cent of the quota they consumed in 1941. For the other three quarters of 1944 no ruling has been released, but rumors say the WPB will allow use of 90 per cent of 1941 quotas in the latter period. For most record companies the new ruling means that in the first quarter of 1944 they will be using about 50 per cent more shellac than in the final quarter of 1943.

Even tho the record industry will be using more shellac in 1944, it does not mean that there will be more platters produced. For one thing, New York execs say, man-power shortage will not allow it.

In some quarters the order did not bring jubilation. It brought groans. Some record makers have been stalling off artists anxious to make platters with the excuse that they couldn't do it because of shellac shortages. They said that shellac was a base material in the manufacturing process, without it record production had to be cut down and thus there were no reasons for recording dates. Now that the WPB order has been issued, many a platter bigwig will be away in Miami for a few weeks.

NEW YORK, Feb. 19. — MCA has booked Tommy Dorsey into the Terrace Room, Newark, N. J., for two-week engagement beginning April 14.

cut a show on sight. Some of them can lay claim to the fact that, "I played Al Jolson when he used both knees."

### Here's the Paragon

Put it all together, and what's missing in the stix is the perfect musician; a guy who can pick up a cue on *Hearts and Flowers* for a tear-jerker scene, knows how to play *The Billboard March* just right to make the dog jump thru the hoop, can play a chord in C at the finish of a comic's joke without stepping on the punchline, and can still knock off *Shoo-Shoo Baby* for the dancing customers. And who can do all this without either tripping over his own beard or having to get a work permit from the child labor board?



### HARRY JAMES

USES IT! Most "big names" use this 3x5 VISUAL record of song hits of over 100 publishers, plus old favorites. Includes lead sheets and lyrics of chorus. Samples free.

## TUNE-DEX

1619 Broadway NEW YORK 19

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### SUCCESSFUL SINGERS USE COACHING AND ARRANGEMENTS

By FLORRIE JAYE

Also arrangements for Dance Acts. Write  
Care TALENT PROMOTION CORP.  
67 W. 44 St., N. Y. Murray Hill 2-1635.

# 'Rosalinda' Sets Hub B.O. Pace With 28G Take

BOSTON, Feb. 19. — Except for the steady drone of business at the Shubert, where *Rosalinda* is still keeping shop, this has been a quiet town as far as show business is concerned.

*Rosalinda* continues to drop her handkerchief and the customers continue to pick it up, for the fourth stanza at the rate of \$28,000. Three frames to go with David Wolper's *Follow the Girls* opening at the same shop March 7. Gertrude Niesen, Frank Parker and Irina Baronova are announced as the stars.

Vincent Youman's *Ballet Revue* gained a little strength in the second week at the Opera House, with \$11,000 indicated. Show goes from here to Chicago, dropping the extraneous vaude and nitery acts to be presented as a ballet repertory. Alfredo Salmaggi's opera troupe opens Tuesday (22) for a six-day session at this stand. *Ballet Russe De Monte Carlo* arrives March 7.

Milton Baron presented *Thank You, Svoboda* at the Plymouth Thursday night to a comfortable advance sale. Wilbur and Colonial theaters will reopen February 28, with George Abbott presenting *A Highland Fling* at the first, and *Janic* relighting the second.

# "Born To Swing" Starts Crown Pro On Way to Broadway

PHILADELPHIA, Feb. 19.—New legit firm, to specialize in Negro productions, has been organized by Irving C. Miller, whose *Born To Swing*, septa musical, reopened the Lincoln Theater here Monday (14). Called Crown Productions, Inc., with main offices in New York, the new firm, in addition to Miller, includes Donald Heywood and Andy Razoff, song-writers; Charles P. McClane, manager of the Lincoln; Steve Miller, technician. A Crown production management firm has been set up locally by Miller, McClane and William J. Cook.

*Born To Swing* is first offering of the new firm. Billed as a "pre-Broadway showing," principals include Eddie Rector, Phil Gomez, Fay Canty, June Redd, Josephine Ward, Joseph and Johnson, Tim Moore, "Funny-Bone" Ferebee, the Dixiana Trio and Bernie's Symphonic Swingsters. Score is by Heywood and Razoff, with Irene Higginbotham adding music choir features.

BALTIMORE, Feb. 19.—*Something for the Boys*, starring Joan Blondell, grossed a fine \$31,000 at Ford's Theater, for eight showings February 15-18 inclusive. Opening night went clean and capacity houses were in order thereafter.

Miss Blondell received fine press on replacement chore for Ethel Merman. Baltimore's own Bill Johnson split the kudos for his excellent support.

# No Lent for Philly Legit

PHILADELPHIA, Feb. 19. — Spring outlook for the three Shubert legit houses is a bright as the season itself has been until now. No Lent shutdowns as in former years, with the increasing number of bookings indicating that the tail-end of the 1943-'44 season will shape up stronger than at start. Following the current run of *The Student Prince* revival at the Forrest Theater, house will receive the new *Allah, Be Praised* musical March 1, following with extended run for *Rosalinda* starting March 20. At the Walnut Street Theater, where *Jacobowsky and the Colonel* is in for a fortnight, Zoe Akins's new comedy, *Mrs. January and Mr. Ex*, takes over February 28, with Maurice Schwartz and his Yiddish Art Theater, in *The Family Carnovsky*, for the March 13 week. Locust Street Theater is well in its way for a long run with *Abie's Irish Rose*, but has inked in a farewell visit for *Arsenic and Old Lace* April 10.

# BROADWAY OPENINGS

## TAKE IT AS IT COMES

(Opened February 10, 1944)

### 48TH STREET THEATER

A comedy by E. B. Morris. Directed by Anthony Brown. Settings by Perry Watkins. General manager, Charles Stewart. Press representatives, Leo Freedman and Regina Crewe. Stage manager, Stapleton Kent. Presented by Armin L. Robinson.

Albert D. Bliven	.....	Frank Wilcox
Cora	.....	Louise Lorimer
Elfreda	.....	Angela Jacobs
Tommy	.....	Jackie Ayers
Mary Sellers	.....	Marilyn Monk
Emma	.....	Sara Floyd
Kip	.....	Richard Basehart
Anthony Pasquale	.....	Tito Vuolo
Herb Jenkins	.....	Grover Burgess
Andy Sellers	.....	Harry Pedersen
Stella	.....	Gloria Willis
Chief of Police	.....	Curtis Cooksey
Mayor Stone	.....	Arthur Griffin
Mr. Plummitt	.....	John Souther
Dr. Witherspoon	.....	Harold Moulton
Veronica	.....	Harriet White
Wilbur Kenyon	.....	Robert West
Vincent Davis	.....	David Lewis
Radio Engineer	.....	James Rawls
Photographer	.....	Martin Leonard
Postman	.....	George Spelvin
Mrs. Pasquale	.....	Grazia Narciso

What this latest arrival on Broadway reveals is the lack of theatrical savvy of its author, who writes under the pseudonym of E. B. Morris. Properly doctored, *Take It As It Comes* might have turned out one of the brighter farces of the year. But the medico is missing, and what lands on the boards of the 48th Street Theater is a swell idea that never gets its just deserts. *Take It* has scattered laughs, a few flashes of paced comedy and a third act that nearly approaches what the show should be if it hopes to make a stay on the Main Stem. But all these are more than written off when pitted against pedestrian dialog, a number of dead spots and a general sense of missing the boat as a good show. This is meat for the undiscerning theatergoer who's looking for escapist fare in the very pre-war style. Refurbished by more expert hands, *Take It* might conceivably have a chance as radio material; again for the unsophisticated. The knowing, at home or on the Main Stem, will give this show the swift brush off.

The plot centers around a family in Wiltonwood, N. J., who have been chosen by a magazine as the ideal home-loving family. They have a neighbor, Tony, a voluble and kindly Italian, who brings them presents and in short is the perfect good neighbor. On the night that the mag is presenting the family over the air in a Coast-to-Coast hookup, the proceedings are shattered by the rattle of Tommy guns and Tony is found riddled by slugs. Just prior to the airing ceremonies, he has left a parcel in the hands of the youngest member of the family, a 12-year-old very earnest Boy Scout. The parcel is explained away as a birthday present for Tony's wife. He wants it hidden for a couple of days.

With his death, Tony is revealed as the last of the Murder, Inc., gang, and when the model family get to opening the parcel he left with the boy, they discover that it contains half a million dollars in greenbacks. Knowing that no one knows about the money, possession of it is too much for their honesty and they decide to divide it up and spend it. This leads to a break up in the normally quiet family relationship. When they go to split the dough they discover that it's gone. The boy admits having found it and turned it over to the police.

Swallowing their chagrin the family get together again and, naturally, the show ends on a note of laughter.

Generally speaking, Anthony Brown has done a smooth job of direction and his cast come thru well. Standouts, as far as the audience response revealed, were Angela Jacobs as the "character" Swedish maid, Elfreda; young Jackie Ayers, Tito Vuolo and Grazia Narciso. But the other players handled their assignments slickly, with Frank Wilcox, Louise Lorimer, Marilyn Monk, Henry Pedersen turning in solid performances. Richard Basehart and Gloria Willis struggled bravely, even skillfully at times thru some pretty tall romantic corn, while several other "characters"—Curtis Cooksey, John Souther, Harold Moulton and Sara Floyd—culled the guffaws with almost every appearance.

This is wartime and escapist stuff finds a wide public. With this fact in mind *Take It*, despite all its faults, has almost an even chance to run for a while, at any rate. **Frank Gill.**

## COX AND BOX

and

## PIRATES OF PENZANCE

(Opened Thursday, February 17, 1944)

### AMBASSADOR THEATER

A one-act curtain-raiser by F. C. Burmand, with music by Arthur Sullivan, and an operetta by Gilbert and Sullivan. Musical director, Louis Kroll. Company manager, Victor Kiraly. Assistant stage director, Bertram Peacock. Press representative, George Atkinson. Presented by R. H. Burnside.

### COX AND BOX

James John Cox (a Journeyman Hatter)	.....	Allen Stewart
John James Box (a Journeyman Printer)	.....	Florenz Ames
Sergeant Bouncer (The Landlord, Late of the Dampshire Yeomanry, With Military Reminiscences)	.....	Robert Eckles

### PIRATES OF PENZANCE

The Pirate King	.....	Robert Eckles
Samuel—His Lieutenant	.....	Bertram Peacock
Frederic—A Pirate Apprentice	.....	Allen Stewart or James Gerard
Major-General Stanley	.....	Florenz Ames
Sergeant of Police	.....	Robert Pitkin
General Stanley's Daughters:		

Mabel	.....	Kathleen Roche
Edith	.....	Kathryn Reece
Kate	.....	Marie Valdez
Isabel	.....	Mary London
Ruth—A Piratical "Maid-of-All-Work"	.....	Catherine Judah
General Stanley's Wards:		
Athena Pappas, Flo Keezel, Helen Prentiss, Lillian Koniver, Edith Sterling, Louise King, Helen Jayson, Ruth Cumming, Doris Parker, Victoria Mayer, Charlotte Kremla, Jean Davis, Louise Miller, Maxine Lasserette, Lucille Benon.		
Pirates and Police:		
John Dewey, David Bogart, F. Chester MaDan, Edwin Marsh, Tom Bennett, Walter George, Joseph Filos, August Loring, Edward Bird, Gerald Bercier, Barry Lyndall, Larry Odell, Harry Marlatt.		

R. H. Burnside's G. and S. chanters introed another double bill into the troupe's repertoire schedule with a combo of *Cox and Box* and *Pirates of Penzance*. This reviewer puts the former at the bottom of the G. and S. list and wonders why it is continued on the menu. The masters must have knocked it out on a dull day for an extra curtain raiser. But it must be supposed that nostalgic Savoyards are not satisfied 'til the whole book is thrown at them, so it invariably slips in from season to season.

However, with *Pirates* both the troupe and Burnside have decidedly stepped up the tempo. There's no carping to be done about the production of this one. The grotto and castle sets are clean and hung right and the costumes are fresh and colorful. The gals and boys sing it out for all they're worth, and as *Pirates* has some of Sullivan's top melodies, the result is more than okay.

Florenz Ames, Allen Stewart and Robert Eckles clowned thru *Cox* with no great effect. However, it must be reported that they all work hard and wring such frayed bits of comedy as are possible from the creaking, turn-of-the-century vehicle.

Ames then put on his general's sult for *Pirates* and clicked as usual with *A Modern Major General*, Kathleen Roche made a captivating Mabel and was at her best vocally. It is one of the gal's top G. and S. chores. James Gerard made an effective Frederick, and Robert Eckles and Robert Pitkin were sufficiently Savoyish as the pirate king and sergeant of police.

There was no question about audience enthusiasm. Judged from a first-night reception *Pirates*, even handicapped by *Cox*, will lure out the faithful in force each time the troupe includes it in the rep. **Bob Francis.**

## CAUKEY

(Opened Thursday, February 17, 1944)

### THE BLACKFRIARS' GUILD

A drama by Rev. Thomas McGlynn. Directed by Dennis Curney. Settings by Thomas Fabian. Stage manager, James Alexander. Secretary, Merritt T. Wyatt. Publicity, James A. McGarrity. Presented by the Blackfriars' Guild of New York.

### THE CAST

Ma	.....	Ruth P. White
Forrest	.....	John Tate
Mrs. Hatch	.....	Barbara Winchester
Emma	.....	Florence Fox
Henry	.....	Robert Lancel
Gas Man	.....	William Johnson
Lorraine	.....	Cathy Parsons
George	.....	Dennis McDonald
Miss Jenkins	.....	Claire R. Leyba
Officer Larkin	.....	James Slater
Ed Barton	.....	Clarence O. Foster
Miss Stevens	.....	Geraldine Prillerman
Gloria	.....	Betty E. Haynes
Wentworth	.....	Vernon Chambers

## THE MIKADO

(Opened Friday, February 11, 1944)

### AMBASSADOR THEATER

An operetta by Gilbert and Sullivan. Musical director, Louis Kroll. Company manager, Victor Kiraly. Assistant stage director, Bertram Peacock. Press representative, George Atkinson. Presented by R. H. Burnside.

The Mikado of Japan	.....	Robert Pitkin
Nanki-Poo (his son, disguised as a wandering minstrel, and in love with Yum-Yum)	.....	Allen Stewart
Ko-Ko (Lord High Executioner of Titipu)	.....	Florenz Ames
Pooh-Bah (Lord High Everything Else)	.....	Robert Eckles
Pish-Tush (a Noble Lord)	.....	Bertram Peacock
Co-To	.....	Lewis Pierce
Three Sisters, Wards of Ko-Ko—		
Yum-Yum	.....	Kathleen Roche
Pitti-Sing	.....	Marjorie Hayward
Peep-Bo	.....	Marie Valdez
Katisha (an elderly lady, in love with Nanki-Poo)	.....	Catherine Judah
Chorus of School Girls, Nobles, Guards and Coolies		

Coolies, Nobles—John Dewey, David Bogart, F. Chester MaDan, Edwin Marsh, Walter George, Joseph Filos, Tom Bennett, Gerald Bercier, August Loring, Edward Bird, Barry Lyndall, Larry Odell.

Latest return of Savoyard repertoire to Stem bears about the same mint-mark as that sponsored by the Shubert's Boston Comic Opera Company back in '41-'42 season. In fact, the current troupe is spotted with familiar faces. There will doubtless be the usual squawks ament comparisons with the D'Oyly Carte company from die-hard Gilbert-and-Sullivanites, but all-in-all these American singers are more fun. They are less stylized than the imports, sing the lyrics more clearly and are not above kidding the old books around a bit.

In spite of current high feeling, *The Mikado*, troupe's initial rep offering, seemed to hold up as a favorite. It is, of course, too ridiculous to be offensive. First night audience was a bit chilly during the first half hour, but seasoned old comic hands like Robert Pitkin, Florenz Ames and Robert Eckles before long had them in the groove. Pitkin and Ames clown the Mikado and Ko-Ko to an extent which would have had the old masters setting fire to the Savoy, and Robert Eckles' Pooh-Bah get's a face-lifting, too.

Kathleen Roche, who can chant the Sullivan high-register melodies with the best, again clicked solidly as Yum-Yum. Her *Sun and I* had the customers calling for more as usual. Allen Stewart, who has a pleasant tenor, handled the Nanki-Poo assignment creditably. Also rating a salute for charm and vivacity was the Pitti-Sing of Marjorie Hayward.

If the first offering is a fair sample, not too much coin has been lavished on production. The sets are stogy and economical, and the costumes more or less run-of-the-mill. The ensemble, both femme and male, isn't exactly orb-filling either. Candidly, there are not a few in the gents' line who look as if they might have been about when G. and S. were writing the original script.

But your dyed-in-the-wool Savoyard doesn't care about scenery and a pretty chorus, anyway. He goes to hear the words and the tunes. He's getting those clearly spoken and well sung at the Ambassador. Louis Kroll batons the ork into giving them a fine backing.

B. F.

Police Captain ..... John J. McClain

Officer Thompson ..... Charles Baker

Chalk up a miss to this show, the latest of a usually high-level experimental theater series. Caukey, which tackles an old problem, has novelty and sincerity in presentation but nothing more. The subject matter, old hat and none too well scripted at that, meanders thru the thorny Negro problem, which the author, Father Thomas, projects thru a reversal of the current situation, with Negro's the dominant race and the Caucasian white *Caukey* is the nickname—as the oppressed minority. If from all this, the author could have drawn a new solution to the problem, Caukey might mean something. But he doesn't, so that even smooth direction, earnest thespis and good sets are not sufficient to put the play over, or make it even interesting for most of the time.

Caukey starts out with a bang; an exciting few moments of prolog in which one of the Negro actors makes a plea to the public for a better understanding of the whites. He is soundly heckled by plants in the pews, with arguments which have that old familiar ring. If the rest of the play could have stayed up there with this prolog, something (See NEW PLAY on page 18)

# Out-of-Town Opening

## VINCENT YOUMAN'S BALLET REVUE

(Opened Monday, February 7, 1944)

### THE BOSTON OPERA HOUSE

A revue with ballets by Leonide Massine and Eugene Van Grona. Music by Rimsky-Korsakow, Maurice Ravel and Ernesto Lecuona. Lyrics by Marla Shelton and Gladys Shelly. Conductor, Maz Gubernman. Settings by Woodman Thompson. Costumes by John N. Booth Jr. General manager, Richard Herndon. Stage manager, Arthur Mayberry. Press representative, Ivan Black. Presented by Vincent Youman.

**THE CAST:** Ivan Kirov, Katia Gelezonova, Jean Guells, Nestor Chayres, Diana Gary, Toni and Mimi Worth, Frieda Dova, Otto Garcia, Herbert Ross, Esther Borja, John Sebastian, Andrew Ratusheff, Kathryn Lee, Alexander Iolas, David Ahdar, Monica Lind, Andor Silva, Theodora Roosevelt, Galina Razumova, Olga Coelho, Imogene Coca, Otto Garcia, Dulcina Garcia.

**THE ENSEMBLE:** Nina Frenken, Jaquelin Cezanne, Elana Keller, Lee Lauterbur, Jeanne Mikupa, Recia Orkna, Claire Pasch, Carol Percy, Edwina Seaver, Rickey Soma, Nikolas Beresoff, Ivan Boothby, George Chaffee, Harold Has-kin, Vladimir Nijinsky, Ricardo Sarroga, Sviatoslav Toumine, Parker Wilson, Jane Kiser, Aza Bard, Ida Bildner, Irene Bonney, Betty Clary, Helen Franklin, Phyllis Gehrig, Saida Gerard, Betty Killingsworth, Marian Lawrence, Sonia Levanskaya, Eda Licy, Louise Schmid, Forrest Bonshire, Alfred DeMolli, John Kopera, Joe Viggiano, John Ward, Ronald Verne.

Vincent Youman's *Ballet Revue* has the earmarks of a bright idea which went haywire for lack of co-ordinated, well-planned effort. As *Fiesta* the show commenced a trial spin in Baltimore a few weeks ago. Then it was a program of six ballets, enough for any evening, cluttered up with a libretto, actors, vocalists, a small chorus, masked dancers, puppets, a symphony orchestra, unrelated musical preludes and interludes and finally the canned voice of Deems Taylor.

The result must have been a staggering confusion. Altho half the miscellaneous items had been dropped before arrival here, the remaining odds and ends, supplemented by a ragtag and bob-tail of vaude and nitery acts recently added, still comprise a very curious show. Apparently Youman felt that an original and diverting evening's entertainment could be wrought by superimposing a high-class bill of goods on the old principle of the variety show. As it turns out, the vaude troupers save the day, even tho their acts are familiar. John Sebastian's harmonica virtuosity, Frank Paris's puppets and Imogene Coca's well-known but still funny burlesque of "Afternoon of a Faun" produce the warmest reactions from the customers.

The six ballets were the backbone of the show. Leonide Massine and Eugene Van Grona have each devised three, with music drawn from the works of Rimsky-Korsakow, Ravel and Ernesto Lecuona. Altho each ballet has some special distinction, none has any over-all quality except the *Rowlandson Comic Ballet*. Lecuona wrote the tunes while Massine derived the idea from a caricature, *The Unfortunate Painter*, by the 18th Century artist Thomas Rowlandson. It's a witty, rowdy, angular piece about a painter who wildly plasters paint on canvas while his wife dallies with various lovers. Massine has indulged his high sense of the ridiculous and Lecuona has written some fit tunes. This is the only ballet of the six which displayed real style and definition. Outstanding were David Ahdar's wild-eyed painter and buxom Monica Lind's portrayal of the wife.

Massine's ballet to Ravel's *Daphnis and Chloe* begins with a leaping carousel. Presently it becomes arty with fullsome Kathryn Lee, as Chloe, and other damsels draped languidly about, while male dancers, notably Alexander Iolas as Daphnis, performed in a studied and voluptuous fashion. At this point its airy seriousness became silly and the audience tittered unmercifully. The end was an orgiastic revel in which a dancing midget introduced a grotesquely comic note.

Debussy's *Clouds* was danced conven-

tionally with five girls in white costumes prouetting under blue lights. *Antar*, a Massine ballet danced to music drawn from Rimsky-Korsakow's Second Symphony, was a curious melange of tunes which appear in the composer's later *Sheherazade*, and of obtuse choreography. Ambitious it was, but it never jelled. However, Ivan Kirov and Jean Guells contributed some rather impressive dancing.

*Khumba Ballet*, with music by Lecuona and choreography by Van Grona, employed both Massine's Corps de Ballet and Van Grona's Dancers in a half-hearted combination of can-can and rumba. Van Grona's mildly sexy *Rep-sodia Negra* was essentially dull and obscure, altho the appearance of Toni and Mimi Worth, clad in little else but black net, was startling to say the least. On the other hand Van Grona's *Zambra Gitana* had the distinction of some jazzy Latin-American tunes by Lecuona and choreographic treatment of both style and vigor.

In general the dancing ranged from fair to mediocre, with none either conspicuously good or bad. Nestor Chayres' singing registered faintly. Olga Coelho, who played guitar and sang South American folk songs, was a pretty picture. But her style and small voice demand more intimate surroundings. Settings by Woodman Thompson and costumes by John N. Booth Jr. were both colorful and competent. Max Gubernman realized a yeoman task in keeping the large orchestra pretty well in hand.

Bill Riley.

## NEW PLAY

(Continued from page 17)

gripping might have resulted. Instead, the three acts are woven round the tired tale of a minority family, the grasping capitalist who wants to have them ejected so that he can tear down the building and put up a war plant, the ambitious member of the family who's trying to leap the hurdles of racial antagonism, and the kindly Negro who is out to help minority. The play wades thru this oft-told story and ends on a banal burst of gas-light melo.

While posies are merited by the cast for effort and enthusiasm, the performances generally are uneven. Ruth P. White, Clarence Q. Foster (despite a few starchy moments), Robert Lancet, Florence Fox, Betty E. Haynes and John Tate contribute worth-while showings. Dennis McDonald, in the lead juve role, tackles his chore with verve and earnestness, but never projects it quite convincingly. His playing, which tends to go hysterical at moments, is dotted with fragmentary flashes. Vernon Chambers, as the villain, also misses out for the most part. Geraldine Prillerman's comedy mugging gets laughs even if she tramples all over everyone's lines in a king-size effort at scene larceny.

Dennis Gurney's direction is smooth and competent, and he tries obviously to cover the cracks in the script. Thomas Fabian has contributed a couple of good sets to frame the show. F. G.

## DRAMATIC AND MUSICAL

- Abie's Irish Rose (Locust St.) Phila.
- Abie's Irish Rose (Belasco) Los Angeles.
- Arsenic and Old Lace (State) Raleigh, N. C., 23; (Carolina) Durham 24; (State) Winston-Salem 25; (Academy of Music) Roanoke, Va., 26.
- Ballet Russe (Royal Alexandra) Toronto.
- Barrymore, Ethel, in *Corn Is Green* (Russ Auditorium) San Diego, Calif., 23-24.
- Blithe Spirit (Curran) San Francisco.
- Blossom Time (Biltmore) Los Angeles.
- Blossom Time (Convention Hall) Enid, Okla., 23; (City Aud.) Ponca City 24; (Convention Hall) Tulsa 25-26.
- Dough Girls (Cass) Detroit.
- Dunham, Katherine (American) St. Louis.
- Good Night, Ladies (Blackstone) Chi.
- Jacobowski and the Colonel (Walnut) Phila.
- Janie (Shubert Lafayette) Detroit.
- Junior Miss (Robinson Memorial Aud.) Little Rock, Ark., 24; (Auditorium) Memphis, Tenn., 25-26.
- Kiss and Tell (Harris) Chi.
- Kiss and Tell (Metropolitan) Seattle.
- Kiss and Tell (Hanna) Cleveland.
- Life With Father (National) Washington.
- Mrs. Kimball Presents (Ford) Baltimore.
- Oklahoma (Erlanger) Chi.
- Patriots, The (Studebaker) Chi.
- Plans for Tomorrow (The Playhouse) Wilmington, Del., 25-26.
- Porgy and Bess (Mosque) Newark, N. J.
- Rosalinda (Shubert) Boston.
- Something for the Boys (Nixon) Pittsburgh.
- Sons of Fun (Civic O. H.) Chi.
- Student Prince (Forrest) Phila.
- Thank You, Svoboda (Plymouth) Boston.
- Tobacco Road (English) Indianapolis.
- Tomorrow the World (Selwyn) Chi.



# BROADWAY SHOWLOG

Performances Thru February 19

	Opened	Perfs.	Opened	Perfs.
<b>Dramas</b>				
Angel Street (Golden)	12-5-'41	932		
Arsenic and Old Lace... (Hudson)	1-10-'41	1,309		
Decision (Belasco)	2-2-'44	21		
Doughgirls, The (Lyceum)	12-30-'42	484		
Harriet (Miller's)	3-3-'43	328		
Janie (Mansfield)	9-10-'42	633		
Kiss and Tell (Biltmore)	3-17-'43	394		
Life With Father (Empire)	11-8-'39	1,803		
Lovers and Friends (Plymouth)	11-29-'43	94		
Othello (Shubert)	10-19-'43	143		
Over 21 (Music Box)	1-3-'44	56		
Peepshow (Fulton)	2-3-'44	20		
Ramshackle Inn (Royale)	1-5-'44	53		
Take It as It Comes (48th St.)	2-10-'44	12		
Tomorrow the World (Barrymore)	4-14-'43	359		
Two Mrs. Carrolls, The (Booth)	8-3-'43	231		
Voice of the Turtle, The (Morosco)	12-8-'43	85		
Wallflower (Cort)	1-26-'44	29		
Winged Victory (44th Street)	11-20-'43	107		
<b>Musicals</b>				
Carmen Jones (Broadway)	12-2-'43	92		
Connecticut Yankee, A. (Beck)	11-17-'43	110		
Early to Bed (Broadhurst)	6-17-'43	285		
Gilbert & Sullivan Rep. (Ambassador)	2-11-'44	11		
Jackpot (Alvin)	1-13-'44	44		
Mexican Hayride (Winter Garden)	1-28-'44	27		
One Touch of Venus (46th St.)	10-7-'43	156		
Porgy and Bess (City Center)	2-7-'44	916		
Stars on Ice, 2d edition (Center)	6-24-'43	323		
Ziegfeld Follies, The (Imperial)	4-1-'43	376		
Cherry Orchard, The (National)	1-25-'44	31		
Merry Widow, The (Majestic)	8-4-'43	230		

1. make-up expert, out since Monday (14) with arthritis. Goes back to work Monday (21). Daily 300-man grease paint problems meanwhile in hands of five assistants. Cpl. Edward Ashley, who underwent operation for tumor of the eye, will resume with cast Monday (21).

Looking for a new base. "Jacobowski and the Colonel" is due March (13) at Martin Beck. "Yankee" must find another theater before that time or arrange to tour.

Mary Small out from Monday (14) to Thursday (17). Deloris Milan took over for her. Eddie Mayhoff out all week, also with George Hunter filling in for him. Not expected back before March (1). Bert Harger and Charlotte Maye are doubling in Pierre's Cotillion Room. Muriel Calnes replaced Wini Johnson Monday (14). Later left to chant with Duke Ellington's ork.

Rep draws strong with G. and S. fans. Racks empty over week-ends and few ducats left on week-day shelves. Producer Burnside sent wire to N. Y. crix begging judgments based on American wartime standards with no comparisons to D'Oyly Carte troupe. Comic, Florenz Ames, followed up with one of his own, stating he wanted to take critical bumps as they come and no yelp. Smart trouper, Ames!

Dancer Florence Lessing passed out in wings while waiting her first number Saturday (12). Virginia Barnes terped for her. Eva Barcinska filled in with her accordion for dancer's second spot. Latter returned to duty Tuesday (15), but fainted again after her second number. Althea Elder is currently filling her chore. Benny Baker out for two shows Wednesday (16), with Walter Monroe filling in. Betty Garrett picked for second year as Valentine Queen of Music Box Canteen Monday (14). Marine Cpl. Bob Beanshaw was elected the lucky king.

Luisillo and Rosa replaced the Hermans Williams Trio Thursday (17). June Havoc guested on CBS Broadway Matinee Thursday (17). Show's whole finale trekked over to Madison Square Garden Tuesday (15) for Home of Old Israel benefit.

Joan Roberts out sick. Betty Jane Watson her stand-in for two performances Thursday (17). Howard Da Silva leaves Sunday (27) for Coast vacation and business matters about his ranch. Betty Garde plays "Spirit of Clara Barton" in Moss Hart authored pageant at Independence Hall, Philly, Sunday (27). Bert Lytell also in pageant cast. Freddy Bohling, electrician, has completed scale model of whole show.

Excellent biz at about \$27,000. Caley Sisters signed to return Tuesday (29).

Christina Ayers out all week with gripe. Patricia Hall filled in. Milton Berle about to make a second production try with "Same Time Next Week." His first was turkey, "I'll Take the High Road." Bubbles Mandel left Monday (14) to rehearse for "Allah Be Praised." She'll be billed as Lee Joyce. Joyce Matthews has also left for Allah. Chinese dancer, June Kim, joined cast Tuesday (15). Felice Ingersoll heads west shortly for United Artists.

Wilma Spence took over "Sonia" role permanently Monday (14) when Marta Eggerth withdrew a week earlier than expected. Norman Lawrence, currently singing at Martinique, joined troupe Monday (14) for single waltz number with Babs Heath.

\*Limited to 16 performances.

# ARA MODEL FOR AGENTS ORGS

## AGVA & AAA Together on Reg. ARA Pact

### Two Minor Changes Involved

NEW YORK, Feb. 19.—A full membership meeting of the Associated Agents of America, smaller percenter org, last Monday (14) voted unanimously to accept a contract recently negotiated with the American Guild of Variety Artists, according to Hymie Goldstein, AAA president.

The pact, which will be signed when Matt Shelvey, of AGVA, returns from a tour of key cities, is similar to the one signed January 1 between AGVA and the Artists Representatives' Association. However, there are two minor differences: (1) AAA will charge its members annual dues of \$25 and \$20 (instead of \$50 and \$25), and (2) a clause which permits location owners to book their own shows directly (without the use of an agent or booker) will be omitted from the contract.

AAA will hold its annual election next week.

## Douglas Follows Rosen in State

NEW YORK, Feb. 10.—Edward C. Douglas will become the manager of Loew's State when Al Rosen bows out. Douglas has managed Loew's Kings and Prospect theaters in the past and was assistant manager of the Capitol, New York, until 1930.

Al Rosen plans to go into plastic manufacturing on the West Coast. If business doesn't click he intends to go back into showbiz. But click or not, he says he's going to the West Coast to stay.

Joseph Citron, assistant manager of the State, leaves to become manager of the Apollo.

## FBI Investigating Persecution Charge By Memphis Op

MEMPHIS, Feb. 19.—Charges that the civil liberties of Harry W. Nass, Memphis night club operator, were violated by Sheriff Oliver Perry have been investigated by the FBI.

Nass, a former real estate man, moved here several months ago and purchased Harry's Place on Highway 78. Shortly after that his troubles with Sheriff Perry broke into the local newspapers, Nass sold his night club to a former employee of the night club.

Decision as to prosecution will be made by the Department of Justice in Washington, it was revealed here last week by Percy Wyly, agent in charge of the Memphis FBI office. Nass charged that persons representing themselves to be amusement-device operators tried to rent him machines by telling him that Sheriff Perry wanted him to rent from them.

According to a story published in *The Commercial Appeal*, Perry denied Nass's accusation. *The Commercial Appeal* also stated that Nass was arrested in November by Perry on a threatened breach-of-peace warrant after being accused of allowing an unmarried couple to occupy a cabin on his property. The warrant was dismissed by Judge Sam Campbell in Court of General Sessions.

Shortly after Nass was released from jail he announced sale of the night club to an employee. He says the sheriff's office left the spot alone for some time, then started keeping a squad car there almost constantly. Nass claims deputies warned customers not to enter the place.

## Material Protection Bureau



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

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## West Side Clubs Yell As East Get Bond Airings

NEW YORK, Feb. 19.—West Side night clubs are still talking about what they consider discrimination shown by the powers that be in choosing so many East Side spots for War Bond pitches when the West Side niteries were ready and willing to help. Out of 16 stunts arranged by CBS for the Treasury, only three took place west of Fifth Avenue. That the choice was made because of location, was the general belief held by West Side operators.

The Treasury pooch-pooched the idea and replied location had nothing to do with it. The big factor was time. Bond drive began January 20 and ran until February 13. During these four weeks CBS-Treasury bond pitches were limited to four nights each week, or 16 in all. It was impossible, Treasury said, to put on more broadcasts during the time allotted. So it was thought only fair to give those niteries which co-operated in last year's drive first choice.

The West Side places which got the nod were the Latin Quarter, Diamond Horseshoe and Leon and Eddie's. Against them were stacked the Twenty-One, Stork, El Morocco, Hotel Pierre, Waldorf, St. Regis, Larue, Cafe Society Uptown, Monte Carlo, Casbah, Versailles and One Fifth Avenue.

Preliminary takes from recent night club drive was \$7,158,940 as compared with \$7,354,425 in 1943.

Two other organizations put on non-broadcast niteries drives. These were Hiram Walker and the AWVS.

## Goodman Agenting Again

CHICAGO, Feb. 19.—Morey M. Goodman, formerly a theatrical representative here in New York and Hollywood, has resumed his activities as artists' representative in Chicago. He recently received an honorable discharge from the army air forces in which he served for two years.

## The Duke Coming Back

NEW YORK, Feb. 19.—Duke Ellington and Jerry and Jane Brandons are skedded to open at the Hurricane February 30.

## Two "Ifs" in Constitution; But Ultimate Control In Hands of Members

### Big Orgs and Indies Equal

NEW YORK, Feb. 19.—If you are an agent, and you have been or are being approached by the American Guild of Variety Artists to help form a percenter organization in your city, you could do worse than use the Artists Representatives' Association for your model.

It can be reported that ARA's by-laws and articles of association—in other words, the ARA constitution—provide for a relatively democratic organization; one in which the rank-and-file members have a good measure of control.

There are only two criticisms which can be made of ARA's constitution—(1) It does not allow for direct election of officers, and (2) it makes access to the books fairly difficult. There are serious shortcomings, but not fatal.

### ARA By-Laws

So using ARA as a "model organization"—since AGVA regards it as such and is now endeavoring to set up "little ARA's" in key cities around the country—here are the provisions you might try to get into the constitution of your own organization. The ARA articles of association can be used as a model—not to be copied exactly, necessarily, but as a guide. ARA's by-laws provide the following:

**Purposes of the Association:** To advance ethical standards; to establish rules for the maintenance of such standards; to enforce these rules; to hold meetings and conduct free discussion; to promote arbitration between members and others.

**Members:** Any person, firm or corporation in the business may become a member (whether an individual or a corporation) shall be entitled to one vote at membership meetings; associate members are not entitled to vote, except that they may vote for one-sixth of the total personnel of the board of governors; applications for membership must be approved by the membership committee and the board of governors.

**Meetings:** May be called by the board of governors at its own discretion, provided certain limits on its right to change time and place are observed; the annual membership meeting for election of the board of governors takes place the first Monday in December; voting is to open (by voice), but any qualified voter may demand a secret ballot.

**Special Meetings:** May be called by the top officials or the board of governors, or at the request of 50 per cent of those qualified to vote at such a meeting.

**Quorum:** Shall comprise at least 55 per cent of the total membership qualified to vote; if no quorum is present and the meeting is adjourned to another date, any number of qualified voters present shall constitute a quorum at the adjourned meeting provided proper notice has been given.

**Inspectors of Elections:** Shall be appointed by the board of governors, shall take charge of all proxies and ballots and shall decide all questions of qualification, validity, etc.

**Dues:** \$50 yearly for members, \$25 for associates.

### Management in Hands of 10

**Board of Governors:** Management of all the affairs, property and interests of the association are vested in the 10 members of the board of governors who are elected for one year; the number of governors may be raised or lowered by a majority of qualified voters at any regular or special meeting provided proper notice is given; vacancies in the board are to be filled thru appointment by the remaining governors, or by the members at any regular or special meeting; the board may meet regularly without notice; the

president, vice-president or any two governors may call special meetings on a day's notice; a quorum of a governor's meeting shall be a majority of the board; standing or temporary committees may be appointed by the governors from among themselves or the membership; the governors shall receive no salary but may receive expenses; the board, by two-thirds vote, may remove any officer for cause, after a hearing; the governors may expel, censure or suspend any member for any act which is inimical to the association, after a hearing.

**Officers:** There shall be a president, one or more vice-presidents, treasurer or secretary, and they shall be elected by the board of governors at its first meeting after the annual membership meeting.

### Prexy Appoints Committee

**Committees:** There shall be a membership committee of five, finance committee of three and nominating committee of three, all appointed by the president; the nominating committee (none of whom may be a governor) shall draft a slate of officers and governors for subsequent election.

**Finances:** Two-thirds of the qualified members present at a meeting shall have the power to levy assessments on members and associate members.

**Arbitration:** Any and all disputes as between members and performers shall be arbitrated in accordance with the provisions of Rule "B" of the AGVA regulations, and in accordance with the basic ARA-AGVA contract; ARA shall be a party *ex officio* to all arbitrations involving an ARA member, and ARA may do anything which any member may do in such proceedings (the same things apply in cases of disputes with Screen Actors' Guild or American Federation of Radio Actors members); arbitration is to be carried on by a committee of three governors, after receipt of a written request. (See ARA MODEL on page 21)

## Casablanca Sale Cooking Again

NEW YORK, Feb. 19.—The Casablanca, East Side niterie, has finally found buyers with enough moola willing to put it on the line. So the spot which seemed on the verge of folding a few times will get a new lease of life.

Buying combo consists of Ralph Maurice, formerly of the Ross Fenton Farms; B. F. Jay and Harry Edelman. Deal will be a straight buy, with present stockholders getting an undisclosed bundle for club including all equipment. Purchasers will also take over liabilities.

Policy entertainment now in effect will continue. Deal is being handled by Henry Drescher, attorney.

## Ferguson Heads Syndicate Operating Chi Sepia Spot

CHICAGO, Feb. 19.—Denver D. Ferguson, president of Ferguson Agency, Indianapolis, will head a new syndicate in the operation of the Grand Terrace, former sepia niterie here. Spot, which has been closed for a long period, was purchased from Joe Glaser, New York and Hollywood agent, and will open around April 7, with the Darlings of Rhythm 10-piece ork, and a production of 30 people featuring Taylor's *Bronze Manikins*. Niterie will be booked by the Ferguson office.

## 885 Club, Chicago

Talent policy: Shows at 9, 12 and 2:30; dance band; intermission pianist. Management: Joe Miller, operator and host. Prices: No cover or minimum.

Joe Miller has again hit a good entertainment score in introducing Harry Carroll, songwriter-pianist, who was last seen here 14 years ago, and his partner, Polly Baker, pert song-stylist and comedienne, in a refreshing show which ranges from old-time pop tunes to classical numbers.

Miss Baker, a first-timer here, is a clever purveyor of comedy, with a style all her own. Does smart take-offs on the strip-tease bit in *Lady of Burlesque* and interprets characters seen at a floor-show. Gal has a fine pipes and makes a smart appearance.

Carroll, backing the act with his pianistic, is a clever showman, and draws plenty of mitting when the combination swing out with his own hit tunes, including *Always Chasing Rainbows*, *By the Beautiful Sea*, *On the Mississippi* and *Trail of the Lonesome Pine*. Audience reaction was good and duo would fit well in any spot.

Bea Mazer, violinist, and her sextet, newcomers here, go over big with their fine instrumentaling of pop tunes, rumbas and classical numbers. Miss Mazer, an accomplished musician, does some fancy fiddling of *Play, Gypsy, Play* and *Czardast*. Vocals are offered by Lou Lamb, girl trumpeteer, and Bea and Libby Mazer. Sextet is smartly attired in evening clothes and plays in a soft, smooth tempo.

Dorothy Harland, attractive brunette, fills the intermission lulls with her piano interpretations. Gal has unlimited library and pleases the crowd with request numbers. *Jack Baker.*



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in  
Song

★★★  
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but  
Nice

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# NIGHT CLUB REVIEWS

## Club Zanzibar, New York

Talent policy: Dance bands and floor-shows at 8, 12:30 and 2. Owners-operators-managers, Joe Howard and Carl Erbe; publicity, Carl Erbe and Spencer Hare. Prices: \$2.50 minimum.

The third edition of the *Zanzibarian Nights* opened here Thursday night (17). The show caught (dinner) was disappointing. The bill is crowded, poorly-paced and very badly programed.

Ethel Waters is starred. When caught she sang *Taking Chance on Love*, *I Ain't Gonna Sin No More*, *Happiness Is a Thing Called Joe*, *Handyman Ain't Handy*, *Cabin in Sky* and *Stormy Weather*. All done in her customary talking-singing-acting style. Numbers drew uniformly good hands but only the last seemed to pack usual Waters punch.

Poor judgment allows the star to be followed by a dance team which is sandwiched in between her and the finale. The closer is built around Maurice Rocco rather than the top name, who merely comes on for a bow. Further poor judgment has Harold Nicholas, one of best items on bill, appearing too early, with lesser performers following.

Stanza opens with Sanzibauts (8) in ugly costumes doing a couple of time-step routines. Gals turn in a good job, and get assistance from jitterbugging Tops and Wilda, who toss off a set of quick wriggles.

Next is Harold Nicholas, sans his brother (in the army). Terper makes a strong single with his rapid-fire taps, splits, whirls and broken-rhythm hoofery. Also socks over a couple of low-down vocals and grabs hefty response.

Maurice Rocco then trots out a session of his allegedly hot boogie-woogie stuff. As time goes by, Rocco progressively becomes a more confirmed mugger and a poorer pianist. When caught he dazzled 'em with one-hand pianistics, head-shaking, eye-rolling, teeth-flashing, a kazatsky and set of indifferent vocals. Turn winds up with line garbed in sexy dresses doing a torso routine, and all finish to good mitt.

Dusty Fletcher brings the proceedings to a full stop with a tasteless comedy turn in which he makes a cheap bid for popularity with the white table-squatters by repeating all the familiar libels on his race. Closes with a good shuffle dance and gleans okay applause.

The Three Peppers (guitar, piano and bass) have a combination of instrumentaling, supposedly funny business and suggestive lyrics to offer. Trio draw moderate laughs and fair mitting, and pave the way for Miss Waters.

Son and Sonny, acro tapsters, unleash a set of neat cartwheels, splits, leaps and similar stuff and draw a good reaction to their efforts. Finale, a cake-walk idea, projects Rocco and the gals in white costumes for typical strutting, and house then dims to show group in phosphorescent hues. Jitterbuggers whirl on again and ensemble takes bows.

Sabby Lewis band (12) does okay for the show and dancing. Hal Thomas relieves. *Paul Ross.*

## La Vie Parisienne, New York

Talent policy: Shows at 9 and 12. No dancing. Owner-manager-host, Arthur Lesser. Lynn Duddy, publicity. Prices: \$2.50-\$3.50 minimum.

The years have dealt kindly with Irene Bordon, main attraction here. As a seller of pop and French songs she displays enough of her old ability to make customers yell for more. At show caught (15) she was on for fully 30 minutes to a beg-off. Delivery dripping with schmaltz, every number being given an Ethel Barrymoreish twist. Dinner crowd ate it up. Stuff consisted of special arrangements of *Lovely Day Tomorrow*, *Very Thought of You*, *Just a Gigolo*, *Do I Love You?*, *Let's Do It, I'm Going To Be Lit Up*, four French numbers and a medley of war songs.

Opener was Helen Stuart, a Powers model type with swell pipes and excellent delivery. Her two numbers, *What Shall I Do?*, and *My Heart Tells Me*, got only fair hand. Spotting gal properly would give her better reception. Miss Stewart has poise, diction and delivers with assurance.

Tommy Dowd, sleight-of-hand artist, did the standard rope cutting, paper tearing and bird disappearing stunts.

## Wedgwood Room, New York

Talent policy: Dance bands and floor-show at 12:15. Management: Lucius Boomer; owner-operator, Hotel Waldorf-Astoria; publicity, Ted Saucier. Prices: \$2 cover, after 10:30; no minimum.

Gracie Fields returned to this room Wednesday night. What she did was probably very funny.

However, it is difficult to review what she did because she could not be seen by this reviewer and about half the customers scattered among the fantastically bad seating arrangements in the barn-like Wedgwood Room. As the room management chooses to hide behind a ridiculous theory that it cannot control its own headwaiter, trade press reviewers are given less than short shrift here. So, for practical purposes, Miss Fields's debut might have been a radio show.

As such it was very successful. She was heard in seven numbers and five encores, all to great applause, and begged off after 35 minutes with some sectors still in a demanding mood.

As is usual with Miss Fields, her comedy songs, with or without that Lancashire accent, were her best offerings. The outstanding items in this category were *Don't Be Angry With Me*, *Sergeant* and *He Wooded Her*. Interspersed were some sentimental English ballads running to schmaltz in delivery, and even a set of American pops which Miss Fields should avoid. But, in general, she batted 'em over.

Leo Reisman's ork, a straight-away society band without distinction, does okay on both the accompaniment and dancing background. Mischa Borr's boys (8) relieve on about the same level. *P. R.*

## Garden Terrace, Philadelphia

Talent policy: Dance band and floor-shows at 7:30 and 12, with Saturday matinee at 1:30. Owner-operator: Benjamin Franklin Hotel; managing director, Joseph E. Mears; maitre, V. Bruni; publicity director, Ralph W. Temple; show producer, Gladys Lamb. Prices: \$1.50-\$2.50 minimums.

Well into its second year, and giving every indication of retaining its vast popularity as long as there is ice on the floor, Gladys Lamb's *Ice Parade* continues to place a premium on tables at this class hotel room.

Foremost is the fact that Miss Lamb has whipped together a right, tight ice revue that is thoroly entertaining and diverting. The production numbers change each four weeks.

In the top spot is Bette Wharton, a blond beauty, whose physical attributes provide as much fascination as her fanciful foot-work. Skirts the ice in the very epitome of grace for her solo ballet spot and for a Hungarian ballet spectacle combining the Lambettes.

Bobby Hearn, only male in the cast, makes a spectacular showing with his barrel-jumping antics. For a topper, hurdles five barrels, the middle three in an upright position, and all the more remarkable because of the small floor.

Lambettes turn in an eye-compelling *Lady of the Evening* ballet for a starter, team for a rhythm dance replete with acro lifts, and add plenty of spirit to the punchy Victory finale which rings in the entire cast. Line gals also contribute striking specialties, notably Mary Alice Lowery for an Oriental dance and Gwen Glayston for a doll dance.

Show runs only a half hour, maintaining a fast pace thruout and socko all the way. Gay, colorful costumes and a highly tuneful score, arranged by Frank Juele, out of the band, contribute to the doings.

Still on tap for the show music and plenty tempting for tripping the light fantastic is the music of Billy Marshall. *Maurie Orodanker.*

Has good routine but could make it stronger with chatter and improved timing. Bird vanishing trick would get better hand if left for bow-out. Stint drew moderate applause.

Freddy Heikel, violinist, follows Miss Bordon, with some expert longhair and pop tunes but was handicapped by exiting crowd. Mit just fair.

Harold Fonville, pianologist, doubles as emcee, doing a competent job. *Will Smith.*

## The Blue Angel, New York

Talent policy: Shows at 11 and 1. No dancing. Owner-operators, Max Gordon and Herbert Jacoby; host, Herbert Jacoby. Prices: \$2-\$3 minimum. Publicity, Sidney Asher.

Carrie Finnell was added to the bill at this East Side nitery Wednesday night, (16), but for all the good she did she might as well have stayed in bed. The lady with the muscular chest laid an egg. Introed by emcee-host Jacoby, gal came on to a fair hand. Opened with song and punctuated lyrics by throwing one (.) up there and the other (.) down here. House which had been warmed up by the Bernards didn't keep warm for Miss Finnell. At finish of stint she bowed out to small applause.

Show opened with Evelyn Knight, who has plenty in looks and throws her small intimate voice with plenty of assurance. Here for five months she's still playing to a beg-off.

The Bernards, doubling from the Park Central Coconut Grove, drew big hands with their mimicry to recordings of Andrews Sisters, Mary Martin and Bing Crosby. Their Sinatra routine didn't click. Satire too broad.

Owen and Parker, in here for their last week, sang their standard novelty duets in okay style, getting lots of applause for exits.

The Ellis Larkin Trio, sepiia outfit (bass, piano and trumpet), give out with hot licks, relieving Stewart Ross, who plays piano between acts. The former and latter do competent jobs. *W. S.*

## Reuban Bleu, New York

Talent policy: One show nightly, continuous 11:30 to close, 10:30 Saturday nights. Owner-management, Anthony Mele; artistic director, Julius Monk; headwaiter, Carlo. Prices: \$3 minimum.

It is possible that Nadja Norskaya spotted on a club bill other than one including Maxine Sullivan might register more sharply than she does as the latest acquisition to this intimate room. La Norskaya has exotic eye-appeal and packs considerable punch into her vocal selling. She is at her peak in her native tongue with the familiar *Soviet Marching Song*. But her English selections lack sparkle and she impresses as working too hard over them.

In justice, however, it should be reported that her efforts got a fine reception at show caught. It is simply on a basis of the terrific response to the subsequent Sullivan appearance that a comparison is drawn.

Remainder of Bleu's platform set-up remains unchanged (reviewed in *The Billboard*, January 22.) The combination is excellent all-round intimate entertainment and it's packing the room. On a Monday night unfit for man or beast, there wasn't a vacant pew by midnight. *Bob Francis.*

## Monte Carlo, Miami Beach

Talent policy: Dance band and floor-shows at 8:30 and 12; additional show Saturday. Management: Ira Levy, owner; Wallace McCory, manager and producer. Prices: From \$2.50.

New show here clobbered heavily. Runs strong with singing acts which in no way detracts from entertainment value.

Chavez, rumba maestro, and ork bowed in with a choice repertoire. Freddie Bernard, emcee, is funny, and doubles as a singer with a swell baritone voice. Also does song impressions.

Dorothy Porter croons her way to a hit with the customers. Harvey Grant, held over, continues as a show-stopper, vocalizing in a manner all his own, yet with touches of Sinatra. Anthony and Allyn, dancing satirists, perform numerous terps and draw a big hand. Joey Dean, hooper, fills in nicely.

Capacity biz week-ends.

*L. T. Berliner.*

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**Slapsy Maxie's, Los Angeles**

Talent policy: Dance band and floor-shows at 8:45 and 12 p.m. Management: Sammy Lewis, operator; Lawrence Arborn, headwaiter; Norman Millen, publicity. Prices: Cover, \$2.50-\$3.

Club moved recently to the site of the old Wilshire Bowl and Sammy Lewis is the present operator. He makes his shows heavy with comedy or singing. This one is heavy on vocalists.

Phil Harris's ork (17) plays for the show and dancing. Job is nicely done with band getting a good rhythmic bounce. Harris emsees.

Show opens with a candy pitch followed with a comic song sheet sale with the four Hazel Magnean girls on for a Gay '90s number, stripping to short wardrobe which allows them to bend and twist in some fine acro work.

Much of the comedy is assigned to the stage over the bandstand. Here Charlie Kemper with George Haggerty sell clever corn for good laughs. Jess Mack does an outstanding straight job.

Outstanding in the show is Ray Malone, personable chap soon to enter the army. Malone wastes no time warbling but goes into his tapping to do a job of clean cleating. Works with enthusiasm and gets the applause.

The program is plenty strong with Sylvia Froos, diminutive warbler, giving out on *Till I Get Back To You, You Can't Say No to a Soldier and Begin the Beguine*. Works to beg-off applause.

Georgie Price, spotted next to closing, gives the show that certain something. His first song is about rationing, follows with a medley imitating Jolson and Cantor. Price's own *Bye, Bye, Blackbird* puts the audience on its ear. His version of Adolf Hitler singing *Der Fuehrer's Face* winds up his turn in fine style.

In closing spot is an ace vocal group, the Delta Rhythm Boys. Warm up with *Shoo-Shoo Baby* then exceptional baritone on *My Heart Tells Me*. *Dry Bones*, a spiritual, put the group in the show-stopping class. Came back with *St. Louis Blues* and appeared rafter, shaking applause with *Knock Me a Kiss*. Had to beg off.

Show runs 75 minutes and is sock from start to finish. Sam Abbott.

**Club Bali, Miami**

Talent policy: Dance band and floor-shows at 9 and 12. Management: Abe and Manny Baker. D. Rose, publicity. Prices: From \$1.50.

This spot continues to give out with quality rather than quantity in the new show. A leader in its cuisine in this area, management lives up to past record with stagershow and food, and gets a full house nightly.

Wilfred Mae trio is an outstanding standard hoop-juggling act. Senior member carries the burden of the routine, with a good-looking fem and another male assisting. Earn a big hand.

Barbara Lee, the "Victor Herbert Girl," sings numerous song hits from the late composer's shows. Gorgeous fem dresses well, holds the attention of the customers and proves to be a swell act.

Three Glens, acrobats working in evening clothes, go thru a routine of backbenders, handstands and top mounts with an ease that belies the difficulty of their work. Healthy round of applause rewards this one.

Line of 10 "Ballettes" in dance and novelty numbers. All fresh and good looking. Work in handsome costumes and add much to a fine show. Dave Lester and ork provide the music.

L. T. B.

**Persian Room, New York**

Talent policy: Dance bands and floor-shows at 9:15 and 12:15. Owner-operator, Hotel Plaza; manager, Henry Rost; host, Fred; publicity, Sobol, Hartman & Faggan. Prices: \$1-\$1.50 cover after 9 p.m.; \$3-\$3.50 minimums after 11.

Celeste Holm, comedy star of *Oklahoma*, bowed in here Tuesday night and scored a sock.

With a voice which is in no way notable, Miss Holm nevertheless proves to be a major night club attraction, for she uses her pipes on the floor as she uses them in the legit—half-sings, half-talks, and wraps up the whole in her distinctive, winsome personality which she projects to a fare-thee-well.

Opens, naturally, with an *Oklahoma* medley, then follows with a swell version of *Lady Is a Tramp*. Next she breaks out a group of special numbers of which her *Eunice From Tunis* is a haymaker. Table-squatters bestow garlands of laughter and applause, and singer has to beg off after five encores.

Ice-breaker in the bill is the hold-over terp team of Gomez and Beatrice (reviewed in *The Billboard*, January 15 issue). Still knocking 'em over with their nifty, lifty dance routines, and forced to encore twice. Kent Edwards now performing the vocal accompaniment chores for the hoofers and does a good job.

Bill and Cora Baird, puppeters, also on bill but for dinner show only, and hence not caught. Miss Holm after midnight. Bob Grant's ork (9) plays the show for dancing, both okay, and Mark Monte's rumba group (7) alternate. The Bairds pulled out of show Thursday night (17). P. R.

**Paris Inn, Los Angeles**

Talent policy: Dance band and floor-shows at 1:30, 8:15 and 10:30 p.m. Management: Bert Rovere, owner-manager. Prices: Luncheon, \$1-\$1.75.

Paris Inn, located in downtown Los Angeles and in the old section, is one of two places in the city having mid-day shows. Business in the early afternoon finds a packed house with the line for tables. Because it is only one block from City Hall, spot gets plenty politico business. On day caught, juries were in for lunch and the show.

Current bill features orchestra of Pete Pontrella and the five do a satisfactory job. There is no emsee, the acts just appear.

Worthy of mention at the spot is Judy Kelly, shapely acro dancer, who gives nice contortion turn. Easy to look at, Miss Kelly twists and turns sexily. Head to the floor and a torso run-around featured in the finish.

Jessica Jordan, willowy blonde, sings nice coloratura songs, specializing in the operatic territory.

Rovere isn't satisfied to own and manage the spot, he has to sing. Spotted next-to-closing, the boss comes thru with an aria that brings applause, due more to his popularity with his patrons than to his baritone.

Finish finds the Kelly Sisters (of which Judy Kelly is a part) in gypsy costumes and castanets for a Continental dance. Gils work well together and are favorites here.

Show moves rather slowly. Emsee with some good gags would be a knockover.

S. A.

**Club Stevadora, Detroit**

Talent policy: Dance bands and floor-shows at 7:30, 9:45 and 12:30. Management: Eddy Shepherd, manager. Prices: Admission 75 cents-\$1; dinners from \$1.50.

Show is a well-balanced combination, with some standard acts to give it class. Background is framed by Hank Finney and his band, who are plenty okay as a show band, and draw a good dance crowd onto the floor as well. Finney has an entertaining novelty piano style and does vocals in the interlude.

The Pearl Magley Stevadorables (5) open with a tap bit, aided by Harry Whitney, emsee, who has considerable versatility. His repertoire includes dancing, vocals and patter, including a long story about a dumb private's army experiences.

The line has a nice flower number, and does a military finale, costumed in

**Kitty Davis, Miami Beach**

Talent policy: Dance band and floor-shows at 8 and 11; extra show Saturday night. Management: Kitty and Danny Davis. Prices: From \$2.

Danny Davis has a way of getting good shows despite the scarcity of good acts. The new bill at the Airliner maintains the reputation of this pop spot.

Georgie Mann is the new emsee. He reveals an original brand of humor which the customers showed they liked.

Honey Murray, hooper, making her first night club appearance, performs a clever tap routine and proves to be a stand-out looker.

Ranee Villon, a holdover, scores again with her terps and gorgeous costumes. Rolly Rolls, pianist, takes a swell solo spot and enlivens his ivory tickling with comedy. The customers go for him in a big way.

Sharon DeVries continues indefinitely as the headliner here. Fem closes the show with comedy which has the audience in stitches. She has to beg off.

Madelyn Wallace Dancers please with a new routine, and Mel Mann and ork give out likable music. L. T. B.

**ORCHESTRA NOTES**

**Of Maestri and Men**

CHARLIE SPIVAK ork set for three weeks of theater dates, opening Metropolitan, Providence, March 31. . . . CLYDE LUCAS into the Blue Room, Wichita, Kan., March 24. . . . WOODY HERMAN takes his band into Dalley's Terrace Room, Newark, April 8. . . . JOHNNY LONG, left-handed fiddler, set for string of one-nighters in the Midwest, starting at Fort Wayne, Ind., March 10. . . . GLEN GRAY and His Casa Loma Band into Chase Hotel, St. Louis, March 31. . . . LAWRENCE WELK, Chicago's Champagne Music maestro, out on one-nighters beginning March 5. . . . FLETCHER HENDERSON set for Apollo Theater, New York, March 10. . . . INA RAY HUTTON ork heads for St. Petersburg (Fla.) dates following stint at Strand Theater, New York. . . . ADA LEONARD, former stripper, now heading her own ork, opens Piqua, O., March 2. . . . EDDY ROGERS into Blue Moon, Wichita, Kan., March 2. . . . PHIL HARRIS held over at Slapsy Maxie's, Hollywood nitery. . . . SONNY DUNHAM slated for the Palladium, Hollywood, July 25.

capas and busbles.

Leola Taylor, contralto, intros with a swung version of *Loch Lomond*, followed by *No Love, No Nothin'* in a style more her own and finishes with the lively *Shoo-Shoo Baby*. She works a little too close to the mike.

Boyd Senter exhibits some masterly musicianship on just about every instrument in the band, with a fine mellow style in the woodwinds, and some casual violin work that has nice showmanship in its nonchalance.

Billy Joy is a female impersonator in caricature style. With an atrocious red wig, ample shape (via padding) and exaggerated make-up, he makes no pretense of realism. His dialog and songs zip along at a fast pace, and his material, written with a Rabelaisian humor, is so neatly done that it never offends.

Haviland F. Reeves.

**Pola Negri Five Gs?**

NEW YORK, Feb. 19.—A few weeks ago Pola Negri, interested in personal appearances, was being offered around town. Last week the p. a. idea was dropped when Miss Negri let it be known she was interested in legit, to open on Broadway. Friday (18) legit idea apparently went up. For on that day bookers again got the Miss Negri is available for p. a. spiel—at \$5,000 a week, offered.

**New Boss for Detroit Casino**

DETROIT, Feb. 19.—Jack Ross, former lumberman, has been named manager of the Grand Terrace Casino, major new night spot which opened here about six weeks ago.

A newcomer to show business, he succeeds Sid Berman, former booking agent, who has left to operate a war plant in which he was interested.

**ARA MODEL**

(Continued from page 19)

quest for such arbitration; if either party is dissatisfied he may have his case heard by the board of governors after filing written request for such a hearing; however, either party may have his case heard in accordance with the rules of the American Arbitration Association; by their decision the arbiters may amend, modify or suspend any agreement between ARA members, may apportion commissions and/or determine any adjustment as to any matter covered by any agreement between members.

**Books and Records:** Shall be kept in a place designated by the board of governors, which shall determine whether and to what extent these books and records shall be open to the members; no member has a right to inspect them except by resolution of the governors or the members, or as conferred by law.

**Bargaining:** In all dealings with other groups, firms, partnerships or corporations in the amusement industry, ARA is the sole bargaining agent of the members of the association.

**Dissolution:** May take place at any time thru the written consent of 75 per cent of the members.

**Rank and File Have Control**

A careful reading of these ARA by-laws will reveal that the central power in ARA is wielded by the board of governors. As governors are elected by the membership, however, the rank-and-file have ultimate control, even the punishment of a governor may have to be delayed until he can be voted out of office.

One of the best features of the ARA by-laws is the provision giving just one vote to a full member whether he is an individual or a big agency, with restricted voting power to associates. If this were not the case, lone agents would find themselves swamped by the numerous associates connected with big offices. However, this beneficial provision is limited somewhat, because associates may vote for one-sixth of the board of governors, thus giving an edge to the big offices in the election of the all-powerful board members.

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## State, New York

(Reviewed Thursday Evening, Feb. 17)

The bill this week is only fair. There are a few entertainment values and a couple of laughs scattered here and there. But the sum total leaves much to be desired.

Louis Prima and his 15 men are back again, but Prima still hasn't learned to sell. Opening with *Lincoln Blues*, Prima did a vocal and a trumpet ride. Result was a fair hand. Did a little better with *White Cliffs of Dover*. His best thing was the trumpet back-talk which drew laughs and good hand.

Laugh getter was Pansy the Horse doing the standard routine. Got the first hand out of a cold house. The bosom peeking bit was too long. A little cutting and act would have to do less milking. Mandy Mayo playing straight for Pansy does a competent job.

Tru Worth drew a solid hand with her handstands and body twists. Stand-out was a body flip ending in a full split.

Two vocalists are on the bill. Bob White, influenced by the Sinatra school, has fair pipes but no seller. His deadpan delivery doesn't help. Lily Ann Carol does okay with *Besame Mucho*. Her bit with Prima heckling laid an egg.

Steve Evans livened things a little with his walking girls, laughing people and Mussolini routine. Latter is obviously dated and can stand changing. Best bit was drunken Pele. His pantomime was good but was weak on dialect.

Bill ended with Prima's ork going to town on his *Sing, Sing, Sing*. Jerry Vincent's drum beating in number got a good reception. Pic, *Phantom Lady*, preeming here. House three-quarters full.

Will Smith.

## Orpheum, Minneapolis

(Reviewed Friday Afternoon, Feb. 18)

An all-Negro show, headed by the rejuvenated Ink Spots, has everything it takes to be a top entertainment piece. The Spots, making their periodic visit here, were never better.

Cootie Williams's 14-piece ork starts bill off with typical race tune that has the five kids in the audience cooing and ahhhing. Eddie Benson, tenor sax and ork funnyman, does *Things Aren't What They Used To Be*, with audience convulsed by his antics.

A fast tap dance by Ralph Brown called for more, and he came back with a well-done jive and acro number.

Ella Fitzgerald takes second billing to the Ink Spots, but more than holds up her end with *I've Got Rhythm*, *Do Nothin' Till You Hear From Me* and the oldie, *Ticket-a-Tasket*. Stopped show and had to beg off with *Five Guys Named Moe*.

Cootie Williams plays the hottest trumpet heard here in a long while as he gives out with a race tune. The swooners squeal and bleat as he makes the horn talk. He is followed by the sextet—tenor and alto sax, bull fiddle, piano, drums, and leader on trumpet. More squeals from the jivers.

Moke and Poke, comedy duo, knock about, with a few turns at singing and dancing, all mixed with tomfoolery. Very good.

Ink Spots come on with *Shoo-Shoo Baby*, followed by *Lovely Way to Spend An Evening* and *Don't Sweetheart Me*. Encore with *My Heart Tells Me* and beg off to thunderous hand with the inevitable *If I Didn't Care*.

Pic, Kay Kyser in *Around the World*. Lower floor nearly filled afternoon show.

Jack Weinberg.

## VAUDEVILLE REVIEWS

## Chicago, Chicago

(Reviewed Friday Afternoon, Feb. 18)

An all-man show with the exception of the line of girls in two production numbers held over for the third week. Good as the acts are, they are handicapped by the lack of showmanly productions, stage settings and poor spotting.

Show opened without fanfare or announcement on the Whitson Brothers, clever Risley team, which left the audience cold. Boys work fast, performing difficult feats which would have gotten a bigger hand if act were given a better build-up.

Robert Crum lives up to his billing as "The Swing Piano Sensation of the Nation." Lad, who only a short time ago appeared at a cocktail lounge across the street from the theater, shows remarkable skill with his rapid piano keying, and swings out in a fast tempo on the classical and pop tunes. Distinctly different, and draws plenty of mitting with his fine arrangements of Massenet's *Elegy*, boogie-woogie medleys and *Humoresque*, which is interspersed with a smart concert arrangement of *Rhapsody in Blue*.

Cookie Bowers provides the only comic atmosphere to the bill. His new style in pantomime, mugging and impersonations packs a terrific laugh wallop. Receives plenty of applause for his smart imitations of a French farmer, a man waking up and a Jewish woman taking a swim. Act is clean, refreshing and different.

Phil Regan, ballad singer, tops the billing and takes the spotlight with his vocal renditions of *My Heart Tells Me*; *Oh, What a Beautiful Morning*; *My Wild Irish Rose* and *Mairzy Doats*. His personality wins the audience and his fine singing gave the bill needed sparkle.

Third week billing of pic, *No Time for Love*, didn't help the b. o. Biz appeared to be the poorest in months.

Jack Baker.

## Olympia, Miami

(Reviewed Wednesday Afternoon, Feb. 16.)

Anniversary week at the Olympia added gray hairs to House Manager Al Weiss Jr. as he found himself with a headliner who had lost her voice on opening day. Patricia Morrison, Hollywood star, developed a case of laryngitis on the trip from New York. Maestro Dave Tyler had a special arrangement of song hits from Victor Herbert shows for an overture.

Rathburn Sisters worked on the double traps for the opener, going thru a neat routine. Earned a nice hand.

Peter Chan, Chinese singer, back here for the first time in 15 years, opened with *Wild Irish Rose*; then sang *Paper Doll*, *Trees, Comin' in On a Wing and a Prayer* with accordion accompaniment. After repeated recalls, sang a parody on *Pistol Packin' Mama* which was a honey. Stopped the show and proved the hit of the program.

Patricia Morrison followed and apologized for her inability to sing. Told some experiences with the Al Jolson show in Africa, and gagged with Cy Reeves, emcee.

Reeves opened with a parody on *Old Man River*, told some old and new gags, and closed with an amusing Russian number. Well liked.

Hibbert, Byrd and LaRue, fresh from the Latin Quarter here, closed with a whirlwind adagio and comedy bit, best here in many a day. Worked the souse bit, where the inebriated man is supposed to break up the act, and finally joins in. Customers liked this one.

Film, *The Falcon and the Co-Eds*. Biz good.

L. T. Berlner.

## Oriental, Chicago

(Reviewed Friday Evening, February 18)

Current bill gets right into the entertainment groove with a smash show that keeps the bobby-sockers and jive fans whistling, shouting and applauding for more. It moves in a rapid tempo.

Tommy Dorsey, headlining, gives out with plenty of swing, featuring Gene Krupa and a host of talented entertainers. Band, consisting of four fiddles, guitar, six brass, cello, piano, drums, bass and four reeds, is a versatile group and do smart arrangements of *Song of India*, *Sleepy Lagoon* and a special musical bit, *Sunny Side of the Street*, featuring the Sentimentalists, four smart-looking gals who give out in perfect harmony.

Gene Krupa, the added attraction, stops the show. Lad still can beat out

## Orpheum, Los Angeles

(Reviewed Wednesday Evening, Feb. 16)

Return to flesh at the Orpheum was a success, with house a sell-out opening show. With Cab Calloway featured on the marquee, the turnout featured a solid block of jive hounds, but their more sedate elders came along and seemed to enjoy the show. Calloway presented a fast-moving revue that left little to be desired. The music was solid and the pace kept right up to the final curtain. Aside from past performances, Calloway has been getting publicity breaks around town for his appearance in *Sensations of 1944*, film musical soon to be released. He featured a pair of numbers from the show *Mr. Hepster's Dictionary* and *The Cats Shall Hep You*.

Dorothy Saulters and Avis Andres presented the hot and sweet side of things for the vocal department. With Calloway arrangements as a background, the girls could hardly go wrong.

The hoofing department was taken care of by the Chocolateaters, who sold themselves to the crowd with a better-than-usual brand of acrobatic dancing. Johnny Taylor was in a tough spot, trying to sell a baseball pantomime bit to the jive-conscious crowd, but he did all right and proved himself a top performer by getting a swell hand for his efforts.

Novelty idea introduced by Calloway features six boys from the band. Going under the label of the Cab Jivers, they burned up a few of the oldies, much to the delight of the swing fans.

Using a good bill as a lure, the Orpheum management has brought the vaude-lovers back in full force and the long lay-off from the stagershows should not hurt the grosses in weeks to come.

Film, *Smart Guy*. Biz, excellent.

Dean Owen.

a terrific rhythm, and applause nearly drowns out his intricate skin beating. Betty Brewer, pert songstress, follows, and has a hard time keeping the customers quiet after Krupa's performance. Audience, however, soon warmed up to her quaint style and gave her a big hand-slapping for her vocals of *Put Your Arms Around Me*, *Honey* and *I Can't Give You Anything But Love*. Jerry Cook, singer and newcomer with the band, came near starting a Sinatra panic with the femmes with his smooth crooning of *My Heart Tells Me*; *Oh, What a Beautiful Morning* and *People Will Say We're in Love*. Finishes his act with the Sentimentalists in a good arrangement of *There Are Such Things*.

Added acts include the Edwards Sisters, septa tapsters who give out with plenty of fast stepping. Gals work as tho they enjoy their bit and make a smart appearance.

Paul Regan, comic-mimic, gets the big laughs of the bill and does a fine bit of impersonating the President, Eleanor, Peter Lorre, Durante, Carey Grant and Frank Morgan. Has a clean routine and goes over big.

J. B.

## Nitery Drum-Beating Muffled in Detroit

DETROIT, Feb. 19.—Night club advertising has become a periodic casualty for the duration, because of the newsprint shortage here. All three local papers are cutting down advertising space, and apparently eliminating "unessential" advertising. For the past three or four weeks they have been dropping an occasional run of nitery ads entirely, usually on Monday. Last week *The Times* began cutting it out on Wednesday as well.

Night club press agents complain that they only get 24 hours' advance notice when their ad copy is going to be cut out, and that this interferes seriously with their planning. In addition, there is a general tightening up on the volume of publicity which can be accepted.

OKLAHOMA CITY, Okla., Feb. 19.—One of the largest theater-restaurants in the Southwest is skedded to open here February 24. It will be operated by Jack Monroe, and will bear his name. Place will operate on a name-band and act policy, shows changing weekly. Prices will be set at \$1.50 cover. Spot is situated in downtown sector, on the site of the former Empress Theater and across the street from the Criterion. A reported \$30,000 went into building.

## Million Dollar, Los Angeles

(Reviewed Monday Afternoon, Feb. 14)

Show opened Friday and is in for week. Drew only fair business when caught. Runs 60 minutes.

Charlie Crafts emcees the show and conducts the 10-piece house band. Following a slow theme, Crafts brings on the Leyson Brothers, two colored mop-pets who sing before going into their dance routine. The stepping is satisfactory, but they spread the act with vocalizing that doesn't click.

Jack Burton is on for a monolog concerning the reverses of romance. While his stuff is good in many parts, he fails to give it the proper zest.

Crystal Raftone, down to a single, packs an accordion and offers three vocals, including *Victory Polka*, *Besame Mucho* and *Russia Is Her Name*. The latter with *Volga Boatman* touch is too heavy for the wind-up. Miss Raftone's work is good.

The Prestons offer comedy magic, with the fun part being the wilting wand and banter. Tricks are not out of the ordinary, but the transfer of the bottle and the glass under different cylinders to different tables goes well.

Crafts' outfit is all-out on *Golden Wedding*, with *Mairzy Doats* and *The Music Stopped* featuring the maestro on vocals.

Billy Reed and Parker Gee do the show up nicely. Reed neat in a replete and Gee get off fair comedy. Reed's turn of the inebriate gets plenty laughs with Gee in straight as a cop. Reed needs his burlesque props. Gee's singing is good and Reed's rhythming by tearing off strips of window shade brings beg-off applause. More burlesque material but done in true burlesque fashion, putting these two in their own backyard, would be sock. *Swing Out Blues* and *Mr. Muggs* are the pictures.

Sam Abbott.

## Show Record for CSI Unit in Hawaii

HONOLULU, Feb. 19.—USO-Camp Show's *Jamboree* is concluding the longest record in Camp Show's history here in rounding up a month's tour of these Isles, giving two performances daily for members of the armed forces. According to reports received here the performances met with favor among the servicemen.

George (Bud) Shields manages and emcees the unit. Members of the *Jamboree* cast are Bobby Del Rio, accordionist, who had recently returned after a year in the South Pacific; Victor Koehler, magician; Duke Upshaw and Marie Dickerson, comics; Irene Gate, Natalie Elesna, Bea Sarmiento and Wally Aitken, dancers, and Herbert Mesick, pianist. George Carter directs the CST activities here.

## Coast AGVA's Playing to Soldiers

HOLLYWOOD, Feb. 19.—Move to give American Guild of Variety Artists credit in units playing canteens and army camps resulted in availability of 80 acts who volunteered to work thru AGVA office in signing on for camp appearances.

Acts have put their names on the books and when call comes in for units, AGVA officials pick 8 out of the 80 who are not working at the moment.

Unit is called Victory Varieties and works in co-operation with Camp Shows, Inc. First appearance of AGVA unit was at Hollywood Canteen recently, where record crowd of servicemen witnessed performance.

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## Blossom Duo, USO's Top Off-Shore Gal Team, Recall Trips

NEW YORK, Feb. 19.—Two of USO-Camp Shows' off-shore veterans returned recently from their fifth consecutive overseas jaunt. The Blossom Sisters, Helen and Dorothy, have been almost steadily on the G. I. entertainment trail since a year ago last May. They started with a hop to Newfoundland, then another to Bermuda, followed with two three-month stretches in the Caribbean area, and finally with a swing thru the British Isles. During that period they estimate that they have given about 1,500 shows, traveled between 100 and 500 miles per day, and spent about five weeks at home. They are CSI's Exhibit A for off-shore gal performers.

The Blossom Sisters' European trip unit included Hal LeRoy, Eddie and Nadine Cochran, and Patricia Melville. They covered practically every Yank installation in England and Ireland. But that, according to the sisters, was too easy.

### Same as in States

"Outside of a few air raids, it's just the same as playing in the States," said Dorothy. "The nearest we came to real action was when we were assigned to a bus which had been strafed off the road by a Nazi plane. It was full of bullet holes. I even found one of the bullets under my seat."

The biggest thrills which the girls got were on their previous trips to outposts in British and Dutch Guiana, where they were the first show to play. Lizards and scorpions scampering around their beds were a nightly routine. The natives made them knee-high boots to keep off ticks and lice. However, the girls gave such small discomforts a complete brush-off.

"When you see how much those boys are doing," said Helen, "it makes you feel that nothing you can do is enough."

The Blossoms played most of the camps here before going overseas and got a particular kick out of running into a lot of the boys again on the other side. Every so often they'd play to a fresh batch of arrivals, and then it would be the girls' turn to ask: "How's everything back home?"

### Introed "Pistol"

Dorothy claims to be the first gal to sing *Pistol Packin' Mama* in England. She picked up the tune from a shipload of recent arrivals. She thought they were giving her double-talk, when they yelled for it.

Both sisters reported that the boys like good clean comedy, pop songs and rug-cutting. The last is Dorothy's specialty. The G. I.'s are always polite about a show, even if they don't like it. But they know what they want and a performer can feel at once whether her stuff is getting over. The important thing, they stressed, is to let the hair down and get chummy. The lads won't stand for "three-sheeting" not even from the jumbo name on the circuit.

They are ready to go again, whenever CSI puts in the call. Next time they would prefer China and spots where boys are getting the least entertainment breaks. Showbiz, they said, seems pretty dull here after being off-shore so much.

"People don't seem to realize there's a war on," complained Helen. "We heard one woman the other day screaming in a department store elevator because she had a run in her nylon. She ought to go across barelegged and like it."

## Two Clubs Set To Debut in Chi

CHICAGO, Feb. 19.—Two new night spots will shortly make their bow here. The Colony Club, which was recently sold at public auction to Fred C. Bachrodt, is set for a re-opening. Club, due to building violations which prevent installation of a band or floorshow, will open with a straight cocktail combo unit.

Harry Eager, former owner of the 5100 Club where comedian Danny Thomas had a record-breaking run of over two years, has signed a lease to open a new spot in the Loop.

## IN SHORT

### New York:

LARRY ADLER, Will Osborne ork, Johnny Morgan, Three Samuels and the Four King Sisters head next Capitol Theater bill.

WALTER O'KEEFE opens at the State March 9. . . . EVELYN BROOKS now at Leon and Eddie's. . . . ZEB CARVER current at the Village Barn. . . . MILT BRITTON ork inked to a three-year paper by William Morris. . . . BONITA GRANVILLE goes into the Capitol the end of March. . . . BILL AMES is doubling into the Versailles from the Roxy, having replaced Paul Remos and His Toy Boys. . . . ERIN O'BRIEN MOORE going offshore for USO. . . . THE MALE half of Carter and Kathy will assist Merriel Abbott at the Palmer House, Chicago, on her choreography, so act will lay off for six weeks.

RICHARD DORSO, of the Dorso-Levin office, got his 4F Thursday (17). . . . RAY ENGLISH rejected for bad back. . . . FRED SWEENEY, of the vaude team Duffy and Sweeney, will be in the next Sinatra pic. . . . IRENE BORDONI reported trying to break contract at La Vie Parisienne to accept juicy offer from Copley-Plaza, Boston. . . . HILDEGARDE to open at Persian Room instead of the Waldorf-Astoria because, it is rumored, MCA would have lost Persian Room business had she gone into the W-A.

### Chicago:

JOAN MERRILL skedded to go into the Boulevard Room, Stevens Hotel, Chicago, March 23. . . . JUDY STARR booked in at the National Theater, Louisville. . . . MANUEL VIERA, animal act at the 100 Club, Des Moines, starting March 6.

JULES AND JOAN WALTON also been skedded for this spot on the same date. . . . YACHT CLUB BOYS booked into the Grand Terrace, Detroit. . . . DICK LESLIE at the Brown Derby. . . . CLARENCE SLYTER, comedy magician; Jane Manner, singer; Sporn and Dukoff, melodists, and Louis Glen and Byron Kay, dancers, appearing at the Hollenden Hotel, Cleveland. . . . EUGENE SEDRIC held over another four weeks at the Panther Room, Hotel Sherman. . . . CONNIE RUSSELL, singer, appearing at the Latin Quarter. . . . FRANK FAY booked in at the Mayfair Room, Blackstone Hotel. . . . SUSAN MILLER is current at the Camilla House.

BURTON TWINS appearing at the Brown Derby. . . . DORISS BRIGGS, harpist, currently at the Edgewater Beach Hotel, with Stan Kramer, and Ted and Carolyn Adair. . . . BOBBY BAXTER, comedy-magician, booked in for the Fox and Hounds Club, Boston.

### Hollywood:

LINDA KEENE going into the Little Club. . . . AL SHEAN and partner, Jack Kenney, in town after New York jaunt. . . . FELIX YOUNG casting his 8:40 *Revue* for an April opening at the Belasco. . . . JIMMY MARR takes over as emcee at the new Madame Zucca nitery. . . . SOPHIE TUCKER, in town for new material, to open at the Bowery, Detroit, February 21, then to Copacabana, New York, March 9.

JOE E. LEWIS opens March 14 at Slapsy Maxie's. . . . RADIO ROGUES and St. Clair and Day held over at the Biltmore Bowl. . . . IRENE BROOKS in for an indefinite engagement at the Hollywood Tropics. . . . CAPELLA AND PATRICIA dance team, have a featured spot in Republic's *The Cowboy and the Senorita*. . . . EVELYN FARNEY signed by Joe Faber for the Biltmore Bowl.

### Philadelphia:

HOTCH DREW, Billy Byrd and Tanglefoot and Batteaste at the Rio Chlam in Allentown, Pa. . . . FOUR CONGEROO DANCERS making their local bow at the Swan Club. . . . MARIE LATTELL an added starter at Neil Deighan's. . . . RADIO RAMBLERS added to cast of newly opened Latin Casino. . . . BOBBY PINCUS, leaving for the army, is replaced by Sid Gold in the *Fun for Your Money* unit at Jack Lynch's Walton Roof. . . . SID RICE takes over the emcee spot at Sciollo's. . . . DANIELS AND DAYE leave the local scene for Miami's Riptide, with Baker's Skyway, Jacksonville, Fla., getting Kathryn King, Jon Barry and La-Blanca and Garcia. . . . CHARLES McCALL, formerly of the local vaude team of Charles and Sis McCall, is now emcee at the USO Canteen in Pearl Harbor.

### Here and There:

HELENE GERARD out of El Morocco, Montreal, because of a sprained back. . . . DE MAY AND MOORE held over at Kentucky Hotel, Louisville, until March 3. . . . LEO AND EDDIE (Hammond organ and novachord) set for four weeks at Palace Theater, Dallas. . . . GENE SHELTON for two weeks, beginning March 3, at Chicago Theater, Chi. . . . HENRY BUSSE theater tour starts in Philly April 7.

MONTRÖSE AND PEARL playing at return at Jimmie's-on-the-Trail, Miami. . . . CARLTON AND JULIETTE have moved from the King Edward Hotel, Toronto, to the Philadelphia Hotel, Philadelphia, for two weeks with options. . . . LA PEARL'S REVUE, after a fortnight at the Frontier Hotel, Las Vegas, Nev., has shifted to Club Fortune, Reno, Nev., for a like period. Betty Jane is voice and emcee with the unit.

AMMONS AND JOHNSON, boogie-woogie piano team, have been booked for a return engagement at Frenchie's, Milwaukee. . . . LOUIS JORDAN and his band go into the Club Ball, Washington, D. C., for a four-week run, starting March 7.

MAXINE BARRETT, of the Don Loper and Barrett team now doing single at the Fox and Hounds, Boston. . . . THE CHADWICKS current at the Palm Beach Club, Florida. . . . BILL ROBINSON opens at Cincy February 25. . . . RAY EBERLE set for the State, Hartford, March 3 at \$1,000 a week.

CHARLIE SPIVAK ork goes into Boston February 25. . . . PROF. LAMBERTI inked by Columbia Pictures. . . . JANE PICKENS opens at Norfolk February 25. . . . JERRY WAYNE follows into Norfolk March 10.

THE GOLDEN PAIR (True and Trudy Wilkins) set for Orpheum Theater, Oakland, Calif., week of February 24.

GUIDO AND DREME, dance team, will be out of work for about two weeks due to an accident suffered by Miss Dreme, who fell down a flight of stairs, sustaining a broken nose and dislocated arm.

JACK HERBERT, magician, currently at the Kentucky Hotel, Louisville, has been scheduled to go into the Palace Theater, Fort Wayne, then the Hollywood Club, Kalamazoo, Mich., and at Andy's, Minneapolis.

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## CSI Shifts

### Sorzano Moves Out

NEW YORK, Feb. 19.—Julio Sorzano leaves USO-Camp Shows, Inc., his resignation effective as of Saturday (26). Sorzano has been with the entertainment org during the past two years as administrative assistant and more recently as administrator for CSI's Blue Circuit. Formerly industrial engineer and export biz exec, he will return to those fields. For the present, his duties will be taken over by Norman W. Dresner. Via another personnel change, Sol Turek promotes from his chore as assistant booker of the Blue Circuit to assistant booker for the Overseas Division. Arthur Seelig has been moved up from spot booking to Turek's vacated spot.

### Rooms for Happiness

NORFOLK, Va., Feb. 19.—Lido, private club, on site of old Marion Gardens, has solved the talent problem by booking a package consisting of an ork, two acts and six-girl line. In order to keep performers happy, spot is building rooms for them which will be available at \$7.50 a week. Bill was booked in by the CRA office in New York.

## The Billboard

The World's Foremost Amusement Weekly

Founded in 1894 by W. H. Donaldson  
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W. D. Littleford, Secretary

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## Oregon Officials, Nitery Ops Agree On Fee Scale

ASTORIA, Ore., Feb. 19.—Threatened legal action against the city's new amusement place license fee program was forestalled at a meeting of city officials and night club operators where a uniform annual license fee of \$600 was agreed upon for 1944.

The flat fee is compromise between a sliding scale ranging from \$100 to \$200 monthly set by the city, and an offer from amusement place operators to double their then effective tax.

The \$600 annual fee, retroactive to January 1, increases the payment of night club operators to the city from \$100, former annual charge.

The meeting also resulted in \$25 increase in license fees for bowling alleys, making total fee now \$125 annually, an increase in the skating rink license from \$100 to \$120 a year. Tobacco and soft drink concessions continue to pay a \$10 annual fee, and card-room operators' fee was increased from \$10 annually to \$10 monthly for each table in their establishments.

### From Nitery to Concerts

NEW YORK, Feb. 19.—Going longhair, Richard Dyer-Bennet will debut as a concert artist in Town Hall on March 4, then will play a similar date at the Hotel Statler, Buffalo, on March 15.

Dyer-Bennet broke in here two years ago as a night club attraction, playing a lute and/or guitar, and singing English ballads and folk songs. At his concert shows he will give an hour and 45-minute performance in three parts. Handled by Ted Zittel, press agent.

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# Balto OPA Gum-Shoeing Spots for Over-Charging

BALTIMORE, Feb. 19.—Because Office of Price Administration survey revealed that there has been widespread over-charging here, especially against servicemen, the State OPA office has ordered enforcement agents to crack down on bars, night clubs and restaurants which charge above-ceiling prices.

Ninety per cent of the establishments investigated in Baltimore were found to be charging illegal prices, the State OPA office survey showed.

Leo H. McCormick, OPA director, declared that operators of establishments serving food and beverages and furnishing amusement are taking advantage of servicemen on leave in Baltimore. He termed these operators "the most insidious group of racketeers," and promised swift prosecution.

McCormick said he personally observed liquor transactions and, in one case, he noted that a soldier was charged \$4.50 for a \$2.80 ceiling-priced bottle of inferior grade.

The State OPA director said members of the armed forces were sold this commodity in an arbitrary "take-it-or-leave-it" manner.

The OPA here has assigned 12 men, experienced in food and beverage checking to watch suspected establishments which are frequented week-ends by servicemen.

## Resort Ops Seek Longer Hours

ATLANTIC CITY, Feb. 19.—Preparing for the coming summer, which promises to be of boom proportions, nitery and tavern operators have started a movement to have the drinking curfew for men in uniform extended.

Up to last summer, when the army air forces virtually occupied the resort, curfew for servicemen called for an 11:30 deadline on weekdays and 1 a.m. for Saturday nights. Now the military population is down to a mere trickle. As a result ops seek curfew extension to 1 a.m. on weekdays and 2 a.m. on Saturdays.

The Licensed Beverage Men's Association also asks that no more liquor licenses be issued for Boardwalk locations and want the present regulations prohibiting bars within 125 feet of the Boardwalk strictly enforced. They are fearful that outside interests, smelling free-flowing coin here next summer, will grab off the many available Boardwalk sites for niteries and musical bars.

## Ratner Convicted Selling to Minors

MINNEAPOLIS, Feb. 19.—Augie Ratner, proprietor of Augie's, Loop cocktail lounge, stands chance of losing all licenses following his conviction in district court of selling beer to minors. He was fined \$100 by Judge A. W. Selover, who told jury he approved the verdict.

The day after Augie's conviction by a trial jury, out 20 hours, the judge's son, Harvey Selover, was arrested for being drunk, despite drunk driving case against him still was pending. Arrest disclosed several instances of quashing of charges against him.

## Paterson Big Moola Town for Combos

NEW YORK, Feb. 19.—Paterson is becoming a top show town according to Al Reiser, of the William Morris office. Since the Barkers opened at the Colonial Inn in the Jersey town practically every other spot found it necessary to put in live talent. Right now the Music Box has Carter and Bowie, the Club Elwood has Whitey Carson and Bobby, the Airship has Cynthia Knowles and the 35 Club has Adrian Rollini. Latter spot is now booking acts into June. Grosses in Paterson have jumped 50 per cent since name talent came in, according to Reiser.

## Phila. Op Buys Another

PHILADELPHIA, Feb. 19.—The 69th Street Rathskeller, nabe nitery in the western part of the city, has passed into the ownership of Herman Weinberg, who operates the Club New Yorker, another key nabe spot. Weinberg, vet nitery op here who formerly bonifaced the Lexington Casino, will drop the New Yorker in favor of the Rathskeller. Plans more elaborate floorshows for the Rathskeller, also setting up a musical bar at the spot.

### PROFILES

### THE NOV-ELITES

Organized about two years ago, the Nov-Elites are strong on comedy and impersonations and equally adept playing the sweet and swing tunes of yesterday and today. All three boys, Lennie Colyer, guitar; Frankie Corozza, accordion, and Joe Mayer, bass, previously played with well-known dance bands.

Strong on wardrobe, arrangements and musical ability, group has built a large following of fans at the Brown Derby, Washington; Chin's, Cleveland; Jai-Lai Cafe, Columbus, O.; Theater Lounge, Terre Haute, Ind.; Down Beat Lounge, Sioux City, Ia.; Beachcomber, Omaha, and the Happy Hour, Minneapolis.

Managed by Frederick Bros. Agency, Inc.

## Fems Moved From Union City Bars; Pub Law Tough

UNION CITY, N. J., Feb. 19.—Women bar-sitters are now moving to tables—or out the door—in this town's 180 pubs.

A new, local ordinance against allowing fems at the bar went into effect early this month. The law was adopted in the elections of last November. It lines up Union City with Jersey City, where bar-flying by women has been curtailed since 1913.

The ordinance also raises the liquor license fee to \$500 from \$350; limits the number of taverns to the present 180; forbids juke-box music after midnight; prevents the use of loudspeakers for amateur entertainment, and requires all tables to be within the sight of bartenders, thus requiring many establishments to make alterations.

## Conn. Inn Burned Out

MILFORD, Conn., Feb. 19.—The Seven Cables Inn here, one of Connecticut's oldest and best-known niteries, was almost completely destroyed by fire last week. The flames, of unknown origin, caused damages of \$60,000. Mrs. Joseph Casillo, owner, says that the place will be rebuilt.

## Flames Ruin Resort Bar

ATLANTIC CITY, Feb. 19.—The Merry-Go-Round Bar of the Mitz-Carlton Hotel, resort's ace after-dark nitery before the Army Air Forces took over the hotel two years ago, has been ruined by fire. Nitery had been serving as an officers' club. Loss estimated at \$24,000.

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## Suez, Philly Agent, Becomes Operator

WILDWOOD, N. J., Feb. 19.—Frank Palumbo's Club Avalon, top nitery at this South Jersey summer resort, has been purchased by Eddie Suez, Philadelphia agent. Suez has been booking the spot in past summers. This is his first excursion into the operations field.

Spot will be rebuilt to provide a seating capacity between 800 and 1,000, with the plans calling for a theater-restaurant atmosphere. Suez plans on producing lavish spectacles for the Avalon, already getting things in line by purchasing the entire wardrobe stock of the defunct Folies-Bergere in New York. Plans on a three-hour production revue to run for the entire summer season.

With a recent fire burning Hunt's Ocean Pier to the ground, Avalon is in position to become resort's most important show-place.

## No Dough Aches

NEW YORK, Feb. 19.—In 14 days from Friday (11) Bill Peterson, of the CRA office, will start saying "yes, sir!" to shavetails. But all during his army career Peterson won't have to worry about his \$56 a month. For the office will pay him every week just as if he had his feet on the desk and making with the deals. Charlie Busch will carry the load while Peterson is away.

## Review Gene Sedric

(Reviewed at the Sherman Hotel)

For seven years Gene Sedric was the tenor sax player with Fats Waller. Before that he played with Sam Wooding, Fletcher Henderson and Noble Sissle, and he knows dance bands. A year ago he organized a fine five-piece band and made several Vocalion recordings under the name of "Sedric and His Honey Bears."

Last week he made his Chicago debut on the same stand with Glen Gray, playing continuous dance music.

Sedric's band is solid and versatile. They play a good show and furnish excellent dance music. Their change of pace and variety are stimulating. Sedric arranges his own music and features swing, pop tunes, rumba music, boogie-woogie, Calypso songs and Dixieland.

Band also does trio, quartet and quintet numbers, both vocal and instrumental. Sedric has written several good jump tunes which the band plays in a fine groove. *Carl Gons.*

## Everett Hull Trio

(Reviewed at the Dome, Chicago)

Combo consists of three talented boys who create an atmosphere suitable for smart, intimate rooms and lounges. Group has a good set-up of bass, violin and accordion. Their smooth rhythmic style is displayed in an extensive repertoire of classical and pop tunes.

Everett Hull, leader, is a master in handling the bass. His best solos are in the classical vein, but he also is adept

in slapping out fast tunes in showmanly style.

Eddie Bana, violinist who doubles on the guitar, takes over the male vocals. Has rich baritone voice and pleases the audience with his special renditions of *You Go To My Head* and *My Heart Tells Me*.

Leon Shash, blind accordionist, is an accomplished musician and forms good backing for the group. Lad plays some hot numbers, but lacks verve and personality.

Fem attraction is petite Barbara Lunt. Altho not a member of the unit, the gal adds charm to the group. Has a neat style and a pair of good pipes. *Jack Baker.*

## Off the Cuff

EAST:

THREE TONES in for two weeks at Esquire, Schenectady, N. Y. . . . HARRY REISER inked for 20 additional weeks at Rogers' Corner, New York. . . . MRS. JOE LOUIS opens at the Mayfair, Boston, April 9. . . . CHARLIE VICTOR at Helene Curtis Lounge, Charleston, S. C., for 24 additional weeks. . . . FRANK VICTOR booked for Albert Pick Hotel chain. . . . FIVE DUKES now at the Enduro, Brooklyn. . . . AL TRACE ork on *It Pays To Be Ignorant* air show. . . . DOROTHY TANNER current at Dubonnet, Newark.

LEONARD WARE TRIO, closing a run with Katherine Dunham's *Tropical Revue*, returns to the musical bar circles at Margie's Stables in Philadelphia this week. . . . THREE CATS AND A FIDDLE featured at The Circlon, Allentown, Pa. . . . CARLO BOSI, new manager of Mort Casway's Music Village, Philadelphia, coming from the Coral Cafe of the Benjamin Franklin Hotel in that city.

THREE CLEFFS new at Murray's Rhythm Bar, Philadelphia. . . . JIMMY ROBINSON and His Manhattans, with Lil Carter's vocals, take over at Kitty's Ship-Ahoy Bar in the Hotel Bethlehem (Pa.). . . . ALBANY and his trio newcomers at Nat Segal's Down Beat, Philadelphia.

. . . FOUR HOT SHOTS set at Cesar's Cafe, Trenton, N. J. . . . DEL SHERRIE and Pat Carroll, piano-vocal team, at Eddie Mitchell's Bar, Philadelphia. . . . MARTY MAGEE's GUARDSMEN back at the Mayfair Lounge of the Claridge Hotel, Atlantic City.

ARTHUR DAVY STROLLERS alternating with Dick Wade's piano, hold over at the Bingham House, Philadelphia. . . .

ESQUIRE GIRLS new at the Hotel Majestic Bar, Philadelphia. . . . MUSICAL MAIDS do the melodies at Carlisle Grille, Allentown, Pa. . . . THREE DASH's plus Beulah E. Frazier at the piano re-light the new 80-foot musical bar at Carmen's Lido Venice, Philadelphia.

MIDWEST:

CHRISTINE CHATMAN has been signed by Decca to cut a few disks. . . . MRS. LOUIS JORDAN and Jimmy Hinsley will receive a reported \$2,000 guarantee for a three-day run in San Francisco. . . . KING PERRY (4) goes into White City Tavern, Springfield, Ill., February 20. . . . GEORGE DE CARL and His Dixieland Band, currently at the Capitol Lounge, Chicago. . . . JACK WALLER, comedian; DOROTHY DAVIS, singer; BILLY BURKE, mimic; ANN RILEY, pianist, and Chet Roble, piano-single, opened at Helsing's Lounge, Chicago.

EDDIE SOUTH, sepiola violinist, current-

ly at Elmer's, Chicago. . . . MIKE YOUNG, pianist-singer; Howard Bestul and Hazel Turner are now appearing at James Isbell's Lounge, Chicago. . . . EDGAR ROYER, comedy pianist, rounding out his seventh month at Helsing's Downtown Lounge, Chicago.

HUGHIE LONG trio at Crystal Bar, Detroit, for two weeks beginning February 28. . . . KEITHLY QUARTET held over at Mont Leone Hotel, New Orleans, until September 1. Outfit there year and a half. . . . JACK SPOONS was called in from USO tour to be inducted into army March 1. . . . BARBARA BELMORE current at Henry Grady Hotel, Atlanta.

JULIO AND JEAN TUDELL, now in their 25th week at the Tavern Room, Bismarck Hotel, Chicago. . . . BUD TAYLOR, piano-organist, booked in at the Mural Room, St. Louis. . . . RAY RAZOR, sepiola-pianist, currently at Frenchie's, Milwaukee. . . . CARTER WEBSTER replaced Lill Allin at the Bamboo Room, Kenosha, Wis.

DOROTHY CROWLEY goes into the Sterk Club in Omaha. . . . ALICE HALL

and Rae Le Quire at the Town Club, Chicago. . . . VALERIE now appearing at Russell's Silver Bar, Chicago. . . . SHIRLEY GREYE at the Club Minuet, Chicago. . . . KATHLEEN KAY is playing the piano at Morocco, Chicago. . . . RUDY HORN inked in at the Showboat, Cleveland.

VALERIE DAVIS now appearing at the Warm Friend, Holland, Michigan. . . . BILL AKIN (4) opened an engagement at the Indiana Hotel, Fort Wayne on February 28. . . . BUNNY AND DOC went into the Hollywood Show Bar at Rochester, Minn.

WEST COAST:

CEEPEE JOHNSON and ork slated to go into the Cafe Society. . . . CONNIE BEERY and HELEN HUMES, sepiola duo, open at the Streets of Paris, Hollywood. . . . BARNEY BIGARD replaces Wingy Manone at the Bablou. . . . JAMES BARNES trio leave for Elko, Nev. . . . MARTY MIXON Trio playing in Tonah, Nev. . . . MAURY STYNE taking his ork into the Little Club.

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# Music Hall Good With 104Gs; Roxy Starts Bill With 75G, Strand and Capitol Do Okay

NEW YORK—Snow and rain conspired to prevent the generally expected big figures on the Stern last week. New bills at key houses pulled nicely but did not live up to hopes.

Paramount (3,664 seats; house average \$62,575), going into its fourth week with Johnny Long ork, Hazel Scott and *Miracle of Morgan's Creek*, registered \$72,000 as against the previous week's \$84,000. Previous takes were \$96,000 and \$92,000.

Radio City Music Hall (6,200 seats; house average \$101,141) came thru with a good \$104,000 as compared with \$106,000 and \$90,000 for the previous two weeks. Bill now running is Sharkey the Seal, Paul Winchell and *Jane Eyre*. With Washington's birthday coming along, house is looking for another \$104,000.

Roxy (5,835 seats; house average \$79,612) in its first full week of new bill, Martha Raye, Rosario and Antonio, Ben Yost and *The Sullivans*, came thru with \$75,000. Last week of old bill rang up \$70,000.

Capitol (4,627 seats; house average \$59,010), going into the second week with Lionel Hampton ork, Mills Brothers

and *Song of Russia*, hit a good \$68,000 for the first week of new bill.

Strand (2,758 seats; house average \$42,092), in its second week with Ina Ray Hutton ork, Georgia Gibbs, Condos Brothers, Three Stooges and *In Our Time*, came up with \$55,000 for the first week of current show. Considering weather and mixed reviews of pic the take was okay.

Loew's State (3,327 seats; house average \$28,036) exited with Ed Sullivan, Corday and Triano, Betty Kean and *Madame Curie* to the tune of \$26,000 as against a \$28,000 take for the previous week. Current bill has Louis Prima, Pansy the Horse, Steve Evans and *Phantom Lady*.

## Balto Fine \$20,600

BALTIMORE—Despite inclement weather, Hippodrome grossed an exceptionally fine \$20,600 week ended February 16 with bill headlined by Jan Savitt orchestra and revue featuring Linda Gray, Buddy Welcome, Windy Cook, Linda Moody and extra-added Ziggy Talent. Pic, *Around the World*.

## Prima, B. Baker Solid 28G in Hub

BOSTON.—Louis Prima and Bonnie Baker drew a solid \$28,000 at the RKO-Boston (3,200 seats; scale, 44 to 99 cents) for week ended February 16, reflecting the general uptrend in all amusements business here.

Prima's band features Lily Ann Carol, Leon Prima and Jimmy Vincent. Vaude acts included Frank Gaby, with Kay Stuart and George Marin, and the Four Franks. *Government Girl* on screen helped to prime the gross.

Hollywood Pin-Up Girls revue opened to fair biz Thursday (17). Lead acts include Arren and Broderick, Ben Berl, Al Gordon, Larry Stuart and Bob and Beverly. Charlie Spivak and screen starlet Marcy McGuire open February 24.

## Pastor Ork, Barton Okay 19G in Philly

PHILADELPHIA.—Coming on the heels of a top-heavy week with Tommy Dorsey, with a natural let-down always on the follow, Earle Theater (seating capacity, 3,000; house average, \$20,000) managed to come thru with a satisfactory \$19,200 for week ended Thursday (17).

For the band draw, Tony Pastor proved effective, with added support in James Barton. Virginia Maxey and Johnny

## Hutton, Lucas Oriental 26G; Chi H. O. 48G

CHICAGO.—Marion Hutton and Clyde Lucas ork, working against the tough competition of snow and bad weather, did a good job last week in keeping the Oriental's (3,200) grosses up to a solid \$26,000. This week's show, with Tommy Dorsey and ork, started off big and looks as tho it may hit a neat wow \$31,000.

Second week of Dean Murphy and Harry Cool, with pic, *No Time for Love*, brought the Chicago's (4,200) grosses down to a fair \$48,000. Current bill, with Phil Regan headlining, and Robert Crum, local favorite, as added attraction, with third week run of pic, started off with a bad pace. House will do well if it hits \$45,000.

## "Gay '90s" Big in SF

SAN FRANCISCO.—Harry Howard's *Gay '90s* unit at the Golden Gate (2,850 seats) here second week, ended February 16, grossed a neat \$31,000. Held over a third week.

Morris, out of the band, along with the Redingtons rounded out the bill. Screen support, stronger than usual, *The Heat's On*.

## BURLESQUE NOTES

### NEW YORK:

BETTINE, new feature on the Hirst Circuit in a unit that also has her sister, Margie Dale, as principal, was picked by Agent Max Richards for a Broadway musical, *Public Relations*. She was unable to accept, however, because of her burly contract. . . . MAC DENNISON, comic, moves from I. B. Hamp's unit on the Hirst wheel to the Benny Moore unit, opening March 3 in Boston. . . . IRENE CARVALHO, singer and dancer of New Bedford, Mass., doubling between the Hudson, Union City, N. J., and the Red Barn nitery near by.

FREDDIE FULTON, show producer, to present a show-dance-fashion-revue-contest for the Savenay Post 724, American Legion, March 24 at Palm Garden. . . . THE MOWATTS, Ben and Billie, jugglers, are now the New Yorkers, debuting on the Hirst Circuit. . . . SAMMY WRIGHT, ex-burly comic, doubling between script-writing and asorting uniforms in a local defense plant.

GEORGE YOUNG, operator of the Roxy, Cleveland, lauded by local authorities for putting on a big show recently in another and larger house in aid of the police and firemen's pension fund. . . . TRUDY SILVER, after a year at the Burbank, Los Angeles, back to the Hudson, Union City, N. J., where other newcomers are Betty Kalund and Doris Moore.

HERBERT MINSKY now managing a USO unit. . . . ABE and HAROLD again operating the Casino DeParee, New Orleans, the policy of which has been changed to pix and name bands. . . . MORTON is an executive with a large advertising concern here.

RITA DREW, prima donna with Jean

Bedini's *Peek-a-Boo* on the old Columbia Wheel back in 1918, is readying her daughter, Ruth Barbour, for grand opera. . . . RALPH ELSMORE, vocalist at the Hudson, Union City, auditioned last week for MCA. . . . BUBBLES YVONNE, Gertrude Beck and I. B. Hamp celebrated birthdays last week, with Simeon Steeves as honor guest at all three affairs. UNO.

## Amusement Tapped Plenty in Spokane; Everybody Pays

SPOKANE, Feb. 19.—Spokane, amusement men agree, has tapped the entertainment industry stronger in fees and taxes than any other single business. Yet there has been no opposition to the city council's activity.

In December, the council raised the ante on coin-operated pinball games from \$100 to \$250, and the operators kicked in to the tune of \$112,500 on only 450 machines. Their contribution is \$12,500 more than the total estimated revenue for all general business licenses.

Two firms petitioned the city for permission to open arcades. Before taking further action, council passed an emergency ordinance setting an annual \$600 license fee on arcades, writing into the ordinance that no shooting gallery or confection stand may be operated in conjunction with an arcade. The city got its \$1,200.

The city's roller rinks are paying \$50 each plus 10 per cent admission. The ice arena chips in another \$60 fee plus admission. Fourteen cabarets (taverns in which dancing is allowed) must pay \$150 license fee and admission taxes when cover charges are made. Four ball-rooms pay similar license fees.

Theaters, of which there are 13 in the city, pay a flat fee of \$50 plus 20 cents per seat each quarter. Five theaters have seating capacities of more than 1,200. They, too, must charge admission taxes and keep books for the municipality.

In addition to these established firms, all visiting shows, carnivals, circuses, etc., must pay special license fees and city admissions. Pitchmen likewise are nicked, as is the amusement park. The admission fees are expected to total more than \$100,000 in 1944.

While music boxes (jukes) and vending machines escape city licenses, they are taxed by the State of Washington and, of course, federal taxes must likewise be paid.

The city gets away with this practice because they hold the big stick. A few years ago the council outlawed coin-operated machines, and the commissioners make it known they can do it again.

## MAGIC

By BILL SACHS

CARDINI, currently at the Latin Quarter, New York, is telling friends that following his engagement there he'll quit theaters and niteries to take up precision (machinist) activities. He says he has been taking lessons in the work for months and likes it immensely, and adds that he is tired of roaming the country. Cardinal says the new venture will keep him at home, but that he will still don the grease paint occasionally to play clubs in the New York area. . . . GEORGE COMBE creates the magical excitement at the Smart Spot, Haddonfield, N. J. . . . HAROLD RICE'S *Encyclopedia of Silk Tricks* is in the process of editing by John Braun, *The Linking Ring* ed. . . . AL BAKER, popular magic vet who has created many tricks and authored a number of magic books, will be honored by the New York magic societies at a testimonial dinner in that city April 14. . . . 2-10 DANIELS playing niteries in the Cincinnati sector for the Jack Middleton office. . . . LESTER (MARVELO) LAKE is back showing his wares in niteries. He's now house emcee at the Neon Club, Louisville. . . . IBM EXEC'S MEETING at Hotel Gibson, Cincinnati, February 12-13, brought Eugene Bernstein, prexy, from Chicago; Howard Charnoff, from Charleston, W. Va., and C. James McLemore, from Indianapolis. They were augmented by John Snyder Jr., John Braun and Stewart Judah, all of Cincy. Pressure of business or jammed transportation facilities held down the big list of those who were to have been present, as published in the February issue of *The Linking Ring*. IBM members will be given the opportunity soon to choose their candidates for the various offices, with election by mail to follow soon after. . . . SOCIETY OF DETROIT MAGICIANS was host Saturday (12) to about 250 guests for its annual installation show and supper in the Starlit Room of Hotel Webster Hall. Show included a wide variety of magic by David Fogo, Dr. John Buell, Dr. Zina Bennett, Harold Sterling, Robert Ungewitter, Donald Forsythe, Charles Paster-nackl and Arthur J. Whelpley, with Walter Domzalski as emcee. . . . JOE OVETTE will present a full evening of magic at the Detroit Institute of Arts March 8 as one of the series of magical series sponsored by Harold Sterling. Loring Campbell is slated to follow in the Sterling series May 10.

JOAN JOYCE closed with Kenny Brenna's *Girls and Giggles* unit at the Alvin Theater, Minneapolis, and hopped into Chicago where she has been offered theater dates. . . . MAL LIPPINCOTT and Company have been handed an extension at the French Casino, New Orleans, that will keep them there until February 25. They follow

with a theater date in Mobile, Ala., and then into the Martin Theaters in Georgia and Alabama. Rozann Smith, dancer, recently joined the act. Maxine Lippincott joined her parents in Texas, where she has been attending school, and after a few days' visit with them in New Orleans jumped to the Lippincott's home in South Carolina, where she will continue her studies for the rest of the winter. . . . MARQUIS THE MAGICIAN wires that the DeMaraise Sisters, Judy and Joan, are not joining him as assistants, but to be featured in a specially produced dance act. Marquis says the girls are playing off a previous contract, and that they worked the Seelbach Hotel, Louisville, last week. Marquis says further that he did nearly a \$1,000 gross for a midnight performance at the Paramount Theater, Hamilton, O., February 12. Says, too, that he is assisting Col. Harry Thomas in producing magical effects for opening spec of the Cole Bros.' Circus. . . . LEN O. GUNN, the West Coast magus, V-mails from Somewhere in New Guinea: "For several nights we have spent most of the time in fox holes, due to Tojo dropping a few eggs. They make big noise and put life in your feet, scrambling for a hole. It brings back memories of my experiences in France back in 1917-'18. We are farther advanced than any unit that has been over here. Only two other units have been over here—those headed by Gary Cooper and John Wayne. Last year I traveled 65,000 miles with USO-Camps Shows in six countries and I'm still enjoying the work. Our biggest battle is fighting the mosquitoes." . . . TOMMY WOO, Chinese trixster, recently transferred to the 555th Service Squadron, Venice Army Air Base, Venice, Fla., type-writes that he is keeping his hand in with frequent shows in the territory. His appearances at the recent President's Birthday Party in Sarasota, Fla., and a War Bond show at the Florida Theater there netted him some fifty lines in the dailies.

## Roller Unit Pulls 65,000 In 10 Shows in Detroit

DETROIT, Feb. 19.—The first professional skating revue to play Detroit, *Skating Vanities*, starring Gloria Nord, attracted about 65,000 people in 10 performances at the Olympia in nine days ended Wednesday (16), an exceptionally good showing. Sonja Hente's ice show drew 95,000 in seven days at the Olympia a year ago.

The local press was very friendly toward the show, with special publicity stories and photos used fairly generously, despite the restrictions because of the paper situation. The Detroit engagement was one of the most successful the *Vanities* has played in any city. One record was set on Saturday night (12) when 10,000 admissions were sold—the highest number in any one performance for the *Vanities* in any city.

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# 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.

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

## A

Aarons & Broderick (RKO Boston) Boston 1; (State) Hartford, Conn., 25-27, t.  
Adair, Carolyn (Edgewater Beach) Chi, h.  
Adair, Ted (Edgewater Beach) Chi, h.  
Akin's, Bill, Continental Four (Hollywood) Rochester, Minn., cl.  
Albus, The (Earle) Washington, t.  
Allen, Kay (Cafe Loyale) NYC, re.  
Allen & Kent (Paramount) NYC, t.  
Althea (Tony Pastor's Uptown) NYC, nc.  
Amazing Mr. Ballantine (State) Hartford, Conn., 25-27, t; (Plymouth) Worcester, Mass., 28-March 1, t.  
Ames & Arno (Adams) Newark, N. J., t.  
Andre, Rod (Bahamas) Detroit, cl.  
Archalee (Patlo) Cincinnati, nc.

## B

Baird, Bill & Cora (Plaza) NYC, h.  
Baker, Bonnie (Stevens) Chi, h.  
Baker, Polly (885 Club) Chi, nc.  
Bates, Peg Leg (Buffalo) Buffalo, t.  
Belmont Bros. (100 Club) Des Moines 25-March 2, t.  
Berry's, Flying (Beachcomber) Baltimore, nc.  
Betty Jane (Fortune) Reno, Nev., nc.  
Blaine, Mary (606 Club) NYC, nc.  
Blake, Sid (Tower) Kansas City, t.  
Blakstone, Nan (St. Moritz) NYC, h.  
Blazes, Pour (1111 Club) Chi, nc.

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Boag, Wally (Adams) Newark, N. J., t.  
Boone, Marvin (Patlo) Cincinnati, nc.  
Bordon, Irene (La Vie Parisienne) NYC, nc.  
Bowers, Cookie (Chicago) Chi, t.  
Bowers, Eleanor (Carman) Phila, t.  
Brazil, Quita (Savoy-Plaza Lounge) NYC, h.  
Brewer, Betty (Oriental) Chi, t.  
Briggs, Doris (Edgewater Beach) Chi, h.  
Brown, Ralph (Orpheum) Minneapolis, t.  
Buck & Bubbles (Capitol) NYC, t.

## C

Cabin Boys (Cardinal) West Allis, Wis., nc.  
Cahill, Johnny (Queens Terrace) NYC, cl.  
Calgary Bros. (Paramount) NYC, t.  
Callahan Sisters (Ft. Worth Supper Club) Ft. Worth, Tex., nc.  
Carlisle, Charlie (Bowery) Detroit, nc.  
Carroll, Harry (885 Club) Chi, nc.  
Carton & Juliette (Philadelphia) Phila, h.  
Caston, Bobbe (Three Sixes) Detroit, nc.  
Ciro Rimaes (Capitol) Washington, t.  
Clayton, Jo Ann (Aloha) NYC, nc.  
Cole, Bud & Eleanor (Lookout House) Covington, Ky., nc.  
Cole, Johnny (Cafe de la Paix) NYC, h.  
Como, Perry (Versailles) NYC, nc.  
Condos Bros. (Strand) NYC, t.  
Cook, Jimmy (Oriental) Chi, t.  
Cordon & Sawyer (Lookout House) Covington, Ky., nc.  
Cornell, Wes (The Spot) NYC, nc.  
Costello, Jimmy (Boulevard) NYC, cl.  
Cravet, Nick (Tower) Kansas City, t.  
Crum, Robert (Chicago) Chi, t.  
Cunningham, Fairy (Lakota's) Milwaukee, t., re.

## D

D'Artega (Palace) Cleveland, t.  
Dale, Dolly (Club 21) Baltimore, nc.  
Dale, Jimmy (Cafe Loyale) NYC, re.  
Dann, Artie (Bradford) Boston, h.  
Dann, Artie (Bradford) Boston, h.  
Davis, Jack (Patlo) Cincinnati, nc.  
Day, Marlon (Village Barn) NYC, nc.  
DeCastro Sisters (Versailles) NYC, nc.  
De Croff, Ann (Astor) Montreal, nc.  
Denise (Aloha) NYC, nc.  
Dennis & Sayers (Havana Casino) Buffalo, nc.  
DeQuincey & Givens (Dixie) NYC, h.  
Dolphin, Chester (Albee) Cincinnati, t.  
Donna, Gloria (Club Jinx) NYC, nc.  
Doyle, Eddie & Amy (Airbase) Fort Worth, Tex., 21-March 4.  
D'Ray, Phil (Royal) Detroit, nc.  
Duncan Sisters (Satire Room) NYC, h.  
Dunbar, Dixie (Palace) Columbus, O., t.

## E

Emerald Sisters (Fort Bragg) Fort Bragg, N. C., 21-25; (Camp Mackall) Hoffman 26-March 1.  
Emmy, Carlton (Earle) Washington, t.  
Edward Sisters (Oriental) Chi, t.  
Evans, Steve (State) NYC, t.

## F

Falt, Virginia (Jimmy Kelly's) NYC, c.  
Fanton, A. & C. (Carman) Phila, t.  
Fay, Frank (Blackstone) Chi, h.  
Ferguson, Al (Capitol) Washington, t.  
Fields, Gracie (Waldorf-Astoria) NYC, h.  
Finnell, Carrie (Blue Angel) NYC, nc.  
Fisher, Wilson John (Bismarck) Chi, h.  
Fitzgerald, Ella (Orpheum) Minneapolis, t.  
Fletcher, Dusty (Zanzibar) NYC, nc.  
Fostaire (Esquire) Norfolk, Va., nc.  
Fox, Gloria, Girls (Lookout House) Covington, Ky., nc.  
Funzafire (Glenn Rendezvous) Newport, Ky., nc.

## G

Galante & Leonarda (Statler) Detroit, h.

Gardner, Lynn (Maisonette) NYC, h.  
Garron & Bennett (Edgewater Beach) Chi, h.  
Geddis, George, & Rowdy (Hollywood) Mobile, Ala., 21-March 4, nc.  
Gibbs, Georgia (Strand) NYC, t.  
Gill, Jeffrie, & Evan Price (Bellerive) Kansas City, Mo., h.  
Glen, Lou (Hollenden) Cleveland, h.  
Gloria & Howard (La Hula Rumba) Honolulu, T. H., nc.  
Glover & LaMae (Mount Royal) Montreal, h.  
Gomez, Luis & Beatrice (Plaza) NYC, h.  
Graham Sisters (Wivel's) NYC, re.  
Grayson, Kathryn (Capitol) Washington, t.  
Guys, Sheila (Rockhead's Paradise) Montreal, nc.  
Gwynne, Jack (Glenn Rendezvous) Newport, Ky., nc.

## H

Hamlin, Jackie (Brown Derby) Chi, nc.  
Harvey, Marion (Club 78) NYC, nc.  
Hazard, Hap, & Mary Hart: Camp Bowie, Tex., 21-23.  
Healy, Mary (Earle) Phila, t.  
Healy, Nancy (Hipp) Baltimore, t.  
Henry, Art & Marie (Indoor Circus) Bonham, Tex., 23-24; Greenville 25-26.  
Herth, Milt (Satire Room) NYC, h.  
Hollywood Pin-Up Girls (RKO-Boston) Boston, t.  
Holm, Celeste (Plaza) NYC, h.  
Hutton, Marion (Riverside) Milwaukee, t.

## I

Inkspots, The (Orpheum) Minneapolis, t.

## J

Jacquellina (Manhattan Room) NYC, h.  
Jagger, Kenny (Sportsman) Indianapolis, nc.

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Jardinere & Madeleine Gardiner (Wade) Dallas, t.  
Johnson, Gil (Bal Tabarin) NYC, nc.

## K

Karson's, Marla, Musicales (Plains) Cheyenne, Wyo., h.  
Kay, Beatrice (Palace) Cleveland, t.  
Kay, Byron (Hollenden) Cleveland, h.  
Keston & Armfield (Hipp) Baltimore, t.  
Kramer, Stan (Edgewater Beach) Chi, h.  
Kramer's, Henry, Midgets (Flint Athletic Club) Flint, Mich., nc.

## L

Laird, Horace (Shrine Circus) Cincinnati.  
Lang & Lee (Wisteria Gardens) Atlanta 23-29, nc.  
LaPearl, Harry, Revue (Fortune) Reno, Nev., nc.  
LaRue, Jean (Cafe Loyale) NYC, re.  
Latin Quarter Revue (Stanley) Pittsburgh, t.  
LaVola, Don, & Carlotta (Ulah Canteen Service) Salt Lake City, until March 15.  
Layton's Dogs (Lion D'or Cabaret) Montreal 21-March 3.  
Lee, Bob (Wivel) NYC, re.  
Lee, Betty (Glenn Rendezvous) Newport, Ky., nc.  
Lemons, Eddie (Sam's Bar) Detroit, nc.  
Leopolds, Herman (Blackhawk) Chi, re.  
Leslie, Dick (Brown Derby) Chi, nc.  
Lester & Irma Jean (Alpine Village) Cleveland, t., re.  
Lester, Buddy (Latin Quarter) Chi, cl.  
Lewis, Joe E. (Chez Paree) Chi, nc.  
Loprete, Lee (Glass Hat) NYC, nc.  
Lowe, Hite & Stanley (Earle) Phila, t.  
Lowell, Lilly (Sawdust Trail) NYC, c.  
Lucas, Clyde (Riverside) Milwaukee, t.  
Lucas, Nick (Radisson) Minneapolis, h.  
Lynn, Herbie (Tic Toc) Milwaukee, nc.  
Lyons, Collette (Bradford) Boston, h.

## M

McDonald, Grace (Palace) Cleveland, t.  
McLaughlin, Kitty (Glenn Rendezvous) Newport, Ky., nc.  
Mage & Karr (Glenn Rendezvous) Newport, Ky., nc.

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Mann, Frances (Show Boat) NYC, nc.  
Mars Trio (The Spot) NYC, nc.  
Mastner, Jane (Hollenden) Cleveland, h.  
Mata & Harl (Versailles) NYC, nc.  
Marquette, Pewee (Zanzibar) NYC, nc.  
Maison, Gil (Albee) Cincinnati, t.  
Maye & Harger (Cotillion Room) NYC, h.  
Meroff, Benny (Glenn Rendezvous) Newport, Ky., nc.

Midnight Zombie Jamboree (Rocket) El Reno, Okla., 23, t.  
Mills, Buster (Legion) Columbus, O., nc.  
Mills Bros. (Capitol) NYC, t.  
Moke & Poke (Orpheum) Minneapolis, t.  
Montrose & Pearl (Jimmie's on the Trail) Miami, nc.  
Morro, Tori (Carutti's) NYC, c.  
Morris, Doug: St. Paul, 22-28; Chi March 1-19.  
Morris & Ryan (Carman) Phila, t.  
Morrison, Joe (Lookout House) Covington, Ky., nc.  
Morse, Lee (Ernie's) NYC, nc.  
Murray, Steve (Tony Pastor's Uptown) NYC, nc.  
Myrus (Cotillion Room) NYC, h.

## N

Nicholas, Harold (Zanzibar) NYC, nc.  
Nichols, Les (Mayfair) Dayton, O., t; (Capitol) Toledo 25-March 2, t.  
Noel, Hattie (Tower) Kansas City, t.  
Norskaya, Nadya (Ruban Bleu) NYC, nc.  
Novellos, The (Colosimo's) Chi, t, re.

## O

Orla, Nina (Cafe de la Paix) NYC, h.  
Owens, Lou (Sam's Bar) Detroit, nc.

## P

Page, Diane (Jimmie's on the Trail) Miami, nc.  
Page, Joe & Nona (Empire) Sydney, Australia, until March 19, t.  
Paige, Ronnie (Sawdust Trail) NYC, c.  
Pansy, the Horse (State) NYC, t.  
Parker, Sophie (Glenn Rendezvous) Newport, Ky., nc.  
Peppers, Three (Zanzibar) NYC, nc.  
Pops & Louis (Capitol) NYC, t.  
Poretta, Joe (Radisson) Minneapolis, h.  
Pretenders, The (St. Charles) New Orleans, t.

## R

Rae, Jerry (Latin Quarter) Chi, cl.  
Raines, Patsy Lou (Greenwich Village Inn) NYC, nc.  
Rayburn, Harry (Pla-Mor) Denver, nc.  
Read, Kemp (Luke's Lodge, Newport Beach) Newport, R. I., h.  
Regan, Paul (Oriental) Chi, t.  
Regan, Phil (Chicago) Chi, t.  
Richey, Jean (Earl Carroll Theater) Hollywood, re.  
Rio, Terry & Ralph (Riverside) Milwaukee, t.  
Rios, Juanita (Lookout House) Covington, Ky., nc.  
Ritter, Eileen (Earle) Washington, t.  
Roberts, Whitey (Keith) Indianapolis 24-27, t.  
Rock & Dean (Dude Ranch) Norfolk, Va., nc.  
Rogers, Lee (Tony Pastor's Uptown) NYC, nc.  
Rogers, Trixie (New Chateau) NYC, nc.  
Rooney, Pat, 2d (Tony Pastor's Uptown) NYC, nc.  
Rosita & Deno (Glass Hat) NYC, h.  
Roual & Ronnie (Zombie) Detroit, nc.  
Russell, Connie (Latin Quarter) Chi, cl.

## S

Sands, Billy (Aloha) NYC, nc.  
Schultz Sisters (Alexander) Columbus, O., nc.  
Scott, Hazel (Paramount) NYC, t.  
Scott, Carmen (Mort Casway's Music Village) Phila, nc.  
Sebastian, Mark (Bolton) Cleveland, h.  
Seror Twins (Glenn Rendezvous) Newport, Ky., nc.  
Sharon, Nita (Esquire) Norfolk, Va., nc.  
Shea, Jack (Blackhawk) Chi, re.  
Slyter, Clarence (Hollenden) Cleveland, h.  
Smart, Doris (Sam's Bar) Detroit, nc.  
Smith, Betty Jane (Albee) Cincinnati, t.  
Son & Sonny (Zanzibar) NYC, nc.  
Sporn & Dukoff (Hollenden) Cleveland, h.  
Star Dusters (Palace) Columbus, O., t.  
Stone, Bert (Tropic Isle) NYC, nc.  
Stooges, Three (Strand) NYC, t.  
Stuart, Helen (La Vie Parisienne) NYC, nc.  
Summer, Helen (Ivanhoe) Chi, re.  
Sunday, Vicki (Cinderella) NYC, nc.  
Supps, Three (Piccadilly) NYC, h.  
Swinghearts, The (Enduro) NYC, nc.  
Symms, Sylvia (606 Club) NYC, nc.

## T

Terrell, G. Ray (Capitol) Washington 21-23; (Olympia) Miami March 1-7, t.  
Therrien, Henri (Latin Quarter) NYC, nc.  
Tops & Wilda (Zanzibar) NYC, nc.  
Tudell, Julio & Jean (Bismarck) Chi, h.

## V

Vine, Billy (Latin Quarter) NYC, nc.  
Von & Gertru (Three Sixes) Detroit, nc.

## W

Wallace Puppets (Shoreham) Washington, h.  
Wallis, Ruth (Essex House) NYC, h.  
Warren, Annette (Carter) Cleveland, nc.  
Waters, Ethel (Zanzibar) NYC, nc.  
Watson Sisters (Palace) Cleveland, t.  
Weldler, Virginia (Hipp) Baltimore, t.  
White, Eddie (Earle) Washington, t.  
White's, George, Scandals (Orpheum) Denver, t.  
Whitson Bros. (Chicago) Chi, t.  
Winnie, Dave, Trio (Carman) Phila, t.  
Woodie & Betty (Roosevelt) New Orleans, h.  
Woods & Bray (Torch) Youngstown, O., nc.  
Worth, Coley, & Marcia (Buffalo) Buffalo, t.  
Worth, Tru (State) NYC, t.

## Z

Zorita (606 Club) NYC, nc.

**MIAMI PURGATORY**  
(Continued from page 3)  
"Mr. and Mrs." and ante up the double rate.

**Beach Bad, Too**  
Miami Beach, they claim, is just as bad. One actor reported that furnished rooms there were pulling as high as \$20 a day from performers working in town.

### Block Sells Block

BOSTON, Feb. 19. — Martin Block, premier platter jockey and exponent of ad-lib commercials in these parts, will address the Boston Advertising Club, February 29, for feed and puff. Block, from WNEW, New York, is slated to spiel on "Value of Ad-Lib Commercials."

The reason for this, it is said, is that transportation around Miami is extremely uncertain, and performers who are appearing in Miami Beach cannot take chances, even if they could find rooms in Miami proper.

There is general agreement that food prices can only be described as exorbitant. Most restaurants, it is reported, don't even bother to imprint their menus with the legend that they are observing OPA ceiling prices, and performers report that headwaiters must be bribed for a table at which to sit down for very expensive meals.

A healthy black market in train tickets and reservations is reported to be flourishing under the control of hotel bellhops and bell captains. It is said that these gentlemen must be paid \$15 for a seat on a North-bound train, and that this is over and above the actual fare. Ticket-selling spots are described as the equivalent of passport-offices where refugees mill about.

Space simply cannot be obtained by the average actor on reserved coach or Pullman trains. On the all-coach Advance Havana Special where seats go on a first-come, first-served basis, the doors open at 7:30 p. m. to mobs resembling those on the B.M.T. in Coney Island on a summer evening. Porters exact \$5 just for the privilege of getting on first. And even when one is safely inside a train it is frequently no pleasure because the vehicles, performers state, are often alive with crawlers.

Returning acts are warning other actors not to accept Miami dates unless they first receive foolproof room reservations and guaranteed space on North-bound trains. Once in Miami, they say, it's a toss-up whether one can get back. "There's inflation in Miami," commented one actor, "so what does \$200 or \$300 a week mean there?"

### THESPS PUSH BALLOT

(Continued from page 3)  
the story of the Green-Lucas Bill and the efforts of Texas Rep. Eugene Worley to force the issue on the floor of the House, and concluded with a pep fight talk for the federal ballot.

Canada Lee made a brief speech for the vote. Rhys Williams then read two resolutions, one to send telegrams to the joint Senate-House committee now considering the ballot bills, the other to send a wire to FDR in behalf of the 80,000 showfolk at war and the 20,000 at home who have signed petitions for the soldier vote, stating their stand and that their other message had gone to the committee.

A resolution from the floor urged that since most of the assembly were actors, recommendations be sent to the board of governors of Actors' Equity Association, AFRA and the Screen Actors' Guild urging them to send wires to Congress.

### 'Blossom Time' Pulls At Choo-Choo B.O.

CHATTANOOGA, Feb. 19. — Coldest night of year (11), couldn't kill customer-enthusiasm for another revival of Blossom Time. Over 4,500 Romberg music fans jammed the Memorial Auditorium. Despite transportation difficulties which prevented rehearsal with local musicians beforehand, the road troupe put on a performance which pleased the packed house. Current company features Ann Pennington as Kitzzi Kranz, Ruth Gillette, William Kent and Harry K. Morton carry the comedy assignments.

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As low as 5c Ea. in quantities. Photo Post Cards, other sizes, made from your negatives. If negative cannot be supplied send good glossy print and \$1.00 extra for making negative. Drop us a card for free samples, complete price list and ordering instructions. Prompt, courteous service. Eastman-Kodak materials. Quality guaranteed.  
**Mulson, Dept. B, 310 E. Washington Ave., Bridgeport, Conn.**

# The Final Curtain

**ANDREWS**—Thomas, 50, veteran carnival man, killed February 5 on the Halifax (N. S.) docks where he was working as a checker. He had been with the Lynch Exposition Shows as a concessionaire for the past 18 seasons. He was in the Canadian army overseas in the first World War and was a former baseball pitcher. Survived by his widow, three children, two brothers and a sister.

**BACH**—George H., 62, orchestra and band leader, of a heart attack in Milwaukee February 5. For eight years he was leader of orks for stock companies at the Schubert Theater, Milwaukee, and later director of the ork at Milwaukee Turn-Verein concerts. Later Bach led his own band at the Kilbourn Park concerts in Milwaukee for 25 years and played with numerous other bands and orchestras in the territory. For seven years he was a member of the board of directors of the Milwaukee Musicians' Association, Local 8, AFM. Survived by his widow, a daughter, two sons and three sisters.

**BANKS**—Mrs. Anna, 65, mother of William A. Banks, who recently acquired ownership of Station WHAT, Philadelphia, at her home in that city February 7 after a long illness. Another son and six daughters survive. Services in Philadelphia, with interment in Har Nebo Cemetery there February 9.

**BOWLES**—A. M., 54, for 22 years manager of the Fox West Coast theaters, San Francisco, February 6 at his home in that city. Survived by his widow, Peggy O'Neill Bowles, once celebrated stage and screen figure, and two sons, Phillip and Thomas.

**CHRISTIAN**—Shelby J., 54, circus fan, in Huntington (W. Va.) Hospital February 9, with services there February 12.

**COLLINS**—William J., former carnival worker, suddenly at his home in Ensley, Ala., February 15.

**CORNELL**—Harry, 47, musical comedy and vaude performer, of pneumonia in San Francisco February 7. He was a member of the cast of the Moulin Rouge Theater, Oakland, Calif. He appeared in the musicals *You're In Love*; *Oh, Look!*; *Rainbow Girl*; *Apple Blossoms* and *Hit the Deck*, and for several seasons toured with Billy House in vaude. He made California his home the past four years. Survived by a daughter, Margarita Wirgler, formerly of the Helene Hughes Dancers. Services under the auspices of the members and management of the Moulin Rouge, Oakland, and the Liberty and President theaters, San Francisco, February 9. Interment at Mount Greenwood, Ill.

**CRAGG**—Charles J., 83, former advance agent at Bridgewater, N. S., January 29 after a fall on the ice. He had

been active as an advance agent and company manager for touring repertoire troupes in California for some years. Returning to Bridgewater he built and operated the Capitol Theater for 25 years. He had also been publisher and editor of *The Bulletin*, local weekly. Survived by a daughter.

**DICKSON**—Thomas H., 84, retired legit actor, at his home in Oneonta, N. Y., February 11. Survived by his widow and two sons.

**DONOHUE**—John W., 25, one of the Three Kitties, in New York recently of pneumonia. He was a member of the comedy trio now appearing in *Stars on Ice* and also appeared in the New York Center Theater's first ice show, *It Happened on Ice*. Survived by his parents and two sisters.

**FOELKER**—Howard A., musician, February 8 at his home in Muskegon, Mich. He served as bandmaster under the late John Philip Sousa, and at the United States Naval Academy.

**GOODING**—Roy J., 61, after an illness of four weeks, February 12, as briefly mentioned last week. He was born in Rome, O., November 4, 1882. When young he joined two of his brothers, Floyd E. and Arby W., in purchase of the good will and equipment of the J. E. Gooding Amusement Company, and they operated several years as a partnership known as the R. J. Gooding Amusement Enterprises Combined. After the partnership was dissolved he organized his own company, known as the R. J. Gooding Amusement Company, in which he had been active until the time of his death. He was a member of B. P. O. Elks, No. 452, Logan, O. Survived by his widow, Chloe Arnold Gooding; three brothers, Floyd E., head of the F. E. Gooding Amusement Company, Columbus, O., and president of the Showmen's League of America; Arby W. and Blaine, and his father, James Gooding. After funeral services in the Glenn W. Myers Mortuary, Columbus, interment was made February 16 in Forest Rose Cemetery, Lancaster, O.

**HARGREAVES**—Pvt. John R., USMC, formerly on the staff of the State Theater, Nashua, N. H., in action in the Southwest Pacific. Survived by his mother, Mrs. Catharine Hargreaves.

**HARRIS**—Charles H., 80, former circus wagon show owner, at his farm home near Glens Falls, N. Y., February 9. Survived by a sister, Mabel Harris. Services and interment in Glens Falls February 12.

**HEIGHT**—Morris, 57, bicycle performer, in Deaconess Hospital, Milwaukee, February 6, from blood poisoning resulting from a perforated abdomen while performing in the *Skating Vanities* there February 2. His home was in Philadelphia.

**JENKS**—Fred C., 73, former circus clown and vaude performer, at his home in Saginaw, Mich., February 14. He retired 25 years ago. Born in Bay City, Mich., he ran away from home when a boy and teamed with Harry Watson, Saginaw native, who later became one of the leading comedians of his day. The team of Watson and Jenks, comedy-acrobatic duo, later became a trio, Bickle, Watson and Jenks, playing small theaters and on wagon show tours thru Michigan. The team toured with Matt Wixom's, McConkey's, and Andrews', and Stowe Bros.' Wild West shows. Jenks married Grace Burk in 1891, and formed the team of Burk and Jenks. They appeared with Sun Bros.' Circus and later on the Pantages and other vaude circuits. In 1910 they joined the Ringling circus, as a clown and equestrienne, respectively. They also trouped with the Barnum & Bailey and Hagenbeck-Wallace circuses. Jenks produced his own Honey Bunch Minstrels at one time. Survived by his widow. Interment in Forest Lawn Cemetery, Saginaw, February 16.

**JOHNSON**—George William (Jerry), pianist with musical tabs, tent dramatic shows and night clubs thruout the Southwest, February 15 in Houston. Christian Science services conducted by Mrs. Monroe Hopkins and Hilda Morgan, well-known rep showfolk, at Boulevard Funeral Home, Houston, with interment in South Park Cemetery there, February 16. A large delegation from the Houston theatrical colony attended the last rites, among them Harry Warner, Jimmie Jukes, Steve Powers, Jess Myers, Stanley Streeter, Joe and Eva Mullens, Monte and Elsie Stuckey and Helen McCardell.

**LAURANT**—Eugene (Eugene Lawrence Greenleaf), 69, magician, of a heart at-

tack in his home in Chicago February 19. He became interested in magic when working after school in Sackett's Wonderland Museum, Denver, his home city, when Bernier, a French magician, taught him a few tricks. His first show was given when he was 15 years old with the billing Eugene, Boy Magician. He joined Carl Nisson's Flying Ballet as a vaude act in 1898, and later that same year went with the Magnascope Motion Picture Company to present his act for the intermission of the pictures and first used the name Laurant. In 1899, he toured for the Charles F. Horner Chautauqua Circuit out of Boulder Dam, Colo. Moving to Chicago, he played vaude and chautauqua dates for many years, and more recently, private engagements. He created a number of magic effects. Survived by his widow.

**LEVINE**—Mrs. Evelyn, professionally known as Evelyn La Deaux, partner of her husband, Charles Levine, magician, February 5 in Philadelphia following a heart attack.

**LOGAN**—Stanley, 73, one of the founders of the Maritime Winter Fair, Amherst, N. S., recently in that city. He was also active in the Maritime Stock Breeders' Association, sponsoring livestock shows and exhibitions in the Maritime Provinces. A daughter survives.

**MCCARY**—Wilbur, 41, manager of the Rainbo Theater, Detroit, was found hanged in the basement of the theater, February 14. He recently managed the Seville and Courtesy theaters for the Broder Circuit. Survived by his widow and two children.

**MCCULLOUGH**—Oliver R. (Mack), 35, showman, in St. Joseph's Hospital, Fort Wayne, Ind., January 29 following two months' illness. Survived by his mother, Mrs. W. A. Hamrick; stepfather and a brother, H. C. McCullough, with the air forces in Boca Raton, Fla. Services at McComb Funeral Home, Fort Wayne, with interment in Wiltshire (O.) Cemetery February 1.

**McMICHAEL**—Pfc. Joe W., 28, formerly a member of the radio, screen and stage singing act, the Merry Macs, at the Santa Ana (Calif.) army air base, February 12, as the result of mistaking directions for taking sulfa medicine prescribed by a civilian physician for a cold. He was married to Inez James, a songwriter, February 5, and had just returned from a week's honeymoon. He had been in the service a year and was a member of the singing group, Air Crew, of the radio production unit of the Army Air Force. His wife, parents and three brothers survive.

**MAGNOT**—William, 56, circus fan and feed store owner, at his home in Hammond, Ind., February 13.

**PIERSON**—Allyn LeMonte (Hal), 62, former vaudeville trouper, at his home in Norwich, Conn., February 10 following an illness of two weeks. He started on the road with Madame Schumann-Heink, and later was with Primrose and Deckstader minstrels, and then formed his own quartet, the Volunteers. He retired in 1929, when he went to work for *The Binghamton* (Conn.) *Sun*. Survived by his widow; a son, Allyn, and a sister, Mrs. Theodore Schelling, Webster, Conn. Services from Breece Funeral Home, Norwich, with committal in Mount Hope Chapel vault there until interment in Binghamton in the spring.

**PRICE**—Walter E., 32, well-known Akron musician who had played for three years with Glenn Miller's orchestra and until recently with Tommy Dorsey's band, February 11 in New York. His widow, Mildred; a son and his mother survive. Body was returned to Akron for interment.

**QUIMBY**—Castus C., 71, former rep, stock and Shakespearean actor, February 12 at St. Vincent Hospital, Bridgeport, Conn. He toured with Richard Mansfield and James K. Hackett, and was engaged in war work at the time of his death.

**RHOADS**—Elizabeth May, 83, who worked marionettes and ventriloquism with her husband, at Union Hospital, Elkton, Md., January 27. Act was known as Harry and Mai Desta and toured in Pennsylvania for over 50 years. Survived by her husband and a son, Penns Grove, N. J. Interment in Riverview Cemetery, Penns Grove.

**SAPREN**—Abe, 48, in St. Louis of a heart attack February 11. He was for many years a familiar figure around

The *Billboard* office, St. Louis. He was stricken in *The Billboard* office and died before the ambulance reached the hospital. Survived by two sisters and two brothers. Services from the Rindskopf Chapel February 13, with interment in Jewish Cemetery, St. Louis.

**SCHIMNOWSKI**—Frank, 53, former owner and operator of amusement concessions thruout Wisconsin, February 8 at his Milwaukee residence. A native of Russia, moved to Milwaukee from Winnipeg, where he had operated the River Park amusement center. He is reported to have operated the first public bingo concession at the Wisconsin State Fair. Survived by his widow, Ella; two daughters, a son, six brothers and a sister.

## LOUIS SCHLOSSBERG

In Loving Memory on This Day, Feb. 27, 1944.  
I miss him at a thousand turns  
Along life's weary day,  
For Life is not the same to me  
Since he has gone away.  
WIFE, LENA, AND CHILDREN.

**SCHROEDER**—Karl T. F., 80, retired opera stage director, February 5 at his home in Upper Darby, Pa. Formerly an official of the Metropolitan Opera Company, New York, and the Civic and Philadelphia Grand Opera companies, Philadelphia, he was also formerly stage director of the Robin Hood Dell, Philadelphia. He also conducted a school of opera and drama in Philadelphia. Services in Upper Darby, February 10.

**SHINOMIYA**—George (Jap George) carnival concessionaire and manager of the Texas Shows the past 20 years, in Mercy Hospital, Brownsville, Tex., February 3. Service and interment in that city February 4.

**SOLLARS**—Truman R. (Dad), 74, carnival man and sheetwriter, at Wesley Hospital, Oklahoma City, February 7. Interment in Sunny Lane Cemetery there February 9.

**WEBER**—Max, 79, brother of the late Joe Weber, comedian, of Weber and Fields, in New York February 8. For years, until his brother's retirement, he had been his manager and since then was connected with several other theatrical enterprises. Surviving are two sisters.

**WEST**—John S., 73, dancer, partnered for many years in vaude and musical comedy with his son, Buster West, now of the act of Buster West and Lucille Page, at his home in South Sutton, N. H., February 8. His son was with him when he died. After retiring from the stage nearly 10 years ago, the deceased went to Paris where he became an agent for American acts playing the European Continent. He fled France ahead of the German invasion. Masonic services and interment in South Sutton. Survived by his son and a sister, Mrs. J. H. Alexander, Norfolk.

**WUNDERLE**—Carl, 77, retired symphonic player who completed 50 years' service in 1941, at his home in Cincinnati February 16 following a lengthy illness. He came to this country from Munich, Germany, in 1890 at the request of Florenz Ziegfeld to play at the Columbian Exposition, Chicago. He was a pioneer radio musician at WLW, Cincinnati, in the '20s. He was first violist with the Cincinnati Symphony Orchestra when he retired with a record of 32 years and previous to that was with the Chicago Symphony Orchestra for 14 years and the Pittsburgh Symphony Orchestra for four years. Survived by his widow; three daughters, Mrs. Wilma Schnell, Mrs. Martin Schneider and Mrs. Margaret Ray; a son, Albert, warrant officer with the navy at Brooklyn; a brother, Constantine, Los Angeles, and a sister in Munich. Services at Busse & Borgmann Funeral Home, Cincinnati, with interment in Arlington Memorial Park there February 19.

**ZIEGLER**—Charles G., 56, carnival and coin machine operator for 40 years, February 10 in Henry Ford Hospital, Detroit, following several strokes 10 days previous. He formerly operated concessions on the Wade Shows, John Robinson Circus and other shows for many years and later became partner with his aunt, Mrs. Mamie Krause, operator of the Mamie Krause Shows. In 1924 he bought his own rides and established the Tri-State Shows, operating mostly in Michigan. He also operated Island Lake (Mich.) Park. About three years ago he entered the coin machine field, forming the Penn-dale Wired Music Company. Survived by his widow, Grace A. Ziegler, who has been closely identified with all his show activities and who will continue to operate his business interests. Interment at White Chapel Memorial Park, Detroit.

## Arthur H. Kudner

Arthur H. Kudner, 53, president of Arthur Kudner, Inc., New York advertising agency and former chairman of the board of the American Association of Advertising Agencies, at the Town House, Los Angeles, February 18 after 10 days' illness with pneumonia. He had left New York two weeks ago with his wife, Madelin Thayer, for an extended business trip.

Kudner was considered an authority on many phases of business, industry and scientific and social progress and was public relations and advertising adviser for many large industrial firms in the country. Entering the advertising field as a copywriter 29 years ago, he was a newspaper reporter and concert singer for a short period. In 1915 he started with the Cheltenham Advertising Agency in New York and later joined the advertising firm of Erwin, Wasey & Company as copywriter in Chicago and New York. He was appointed president of Erwin, Wasey & Company in 1929 and left that post in 1935 to found Arthur Kudner, Inc.

Kudner was known for having instituted some of the most intensive advertising campaigns and was the author of several early advertising displays promoting rubber tires. In 1929 he received the Harvard University award for the best written advertisement of the year.

Surviving, besides his widow, is a son, a daughter, his mother and two brothers.

# BARNES SEE LAST LICKS

## Buckeye Unit To Bow Early

LITTLE ROCK, Feb. 19.—Buckeye State Shows' winter quarters here, under direction of Co-Owner Sam Levine, have been busy since December 16, with a crew of 11 readying equipment, reported H. B. Shive. All rides except the Ferris Wheels have been rebuilt and painted and work is now to be started on the wheels. New effects in lighting are being created by Clyde Barrick, Diesel engineer and electrician, who has returned from Memphis, where the Diesels were overhauled. Frank Permetti and Paul Miller, directing building and repairing, are assisted by Jim Classy, Charles Schmidt and Luther Young. Charles Conners, boss painter, is assisted by two local painters. Sailor Katzy, Side Show operator, has his equipment ready, and a new top will be on for the opening. George Harris will again have the Minsrel Show. Charles Morgan will arrive shortly with his two shows, as will Bud Valler with his attraction. Ray Wheeler is rebuilding and repairing concessions.

General Manager Mike Rosen is in and out on business buying trips. A unit of the show will open at Ninth and Springs streets here March 3, and the (See *Early Buckeye Unit* on page 31)

## Tinsley Rides Set On Greenville Site

GREENVILLE, S. C., Feb. 19.—City Rides will open the season next month on the permanent location, South Main Street, here. Equipment has been overhauled and repainted under Superintendent Hank Stulken, who returned to winter quarters from his home in Florida, reported H. Sawyer. Owner John T. Tinsley purchased new canvas, and a new lighting system has been installed, power to be furnished by the unit's Diesel plants. Another large band organ and two more amplifying systems have been purchased. Word from the Allan Herschell Company is that a Fun House ordered is almost complete and will be delivered soon. Shop crew is completing a new office wagon.

Among personnel here waiting for the band to play are Mr. and Mrs. Bill Reid, Mr. and Mrs. Frank Parton, Mr. and Mrs. Rusty Burnell, Mr. and Mrs. Hank Stulken. (See *Tinsley Rides Set* on page 31)

## Doolan To Pilot Chi Ride Owners

CHICAGO, Feb. 19.—Chicago Ride Owners met this week and organized for the coming season. M. J. Doolan was made chairman and Harry Mamsch secretary-treasurer.

With travel restrictions keeping everyone close to home, the ride owners figure that there will be a heavy demand for neighborhood entertainment this year. In many congested neighborhoods the recreational problem is a tough one, only available entertainment being motion pictures.

Many local churches are co-operating with ride men to provide amusements for these localities.

## Nealand Joins Jones Expo

AUGUSTA, Ga., Feb. 19.—Walter D. Nealand, veteran of 45 years in indoor and outdoor show business, has taken up duties in quarters here as publicity representative of the Johnny J. Jones Exposition. He will handle radio and press and special agent's chores three days ahead. In 1930 he was with the show under the late Johnny J. Jones and again under the E. Lawrence Phillips regime in 1935. Last year he was with the Art Lewis Shows until they went into quarters and finished the season with the Endy-Prell Combined Shows.



TURNING OVER THE LARGEST AMOUNT ever received by Mahi Shrine Temple, Inc., since its inception many years ago in Miami. Left to right: Milo Coffrin, potentate; Harry Ebright, Shrine treasurer, and Treasurer Ralph N. Endy and General Manager David B. Endy, Endy Bros.' Shows. The Endys presented a check in the sum of \$18,892.60 representing net profit to the Shrine org, which sponsored the third annual Mahi Shrine Fair on the Miami circus lot January 14-February 6 for its fund for crippled children.

## Hames Hits

### Houston Top

HOUSTON, Feb. 19.—Moving here from winter quarters in Fort Worth the Bill Hames Shows had a record at their opening at the annual Houston Pat Stock and Livestock Exposition, February 4-13. Stock show attendance was reported over 250,000, topping by over 25,000 the mark of last year. Admission to grounds, which included the stock show, was 50 cents, or 25 cents if tickets were bought in advance in books of four. An attendance of over 125,000 was reported for the Gene Autry Championship Rodeo by W. A. Lee, director. Admission ranged from \$1.10 to \$2.75.

To reach either the rodeo or stock show, patrons were routed thru the Hames midway. Record business for a Houston opener was chalked nearly every day. T. G. Ledel, Hames's son-in-law, (See *HAMES HOUSTON TOP* on page 30)

## Naill Bows at Stock Show

ST. LOUIS, Feb. 19.—C. W. Naill, owner-manager of the shows bearing his name, will open the season at Southeast Louisiana Stock Show, Delhi, April 3. Work in winter quarters, Monroe, La., has been on schedule and rides and fronts will be resplendent. Merry-Go-Round will have a new top from Anchor Supply Company. Harry Gordon, Cole Bros.' Circus, spent two days at quarters last week. Mr. and Mrs. Bert Lyons, concessionaires, who are off the road for the duration, are in Monroe, as are Mr. and Mrs. Graham Davis, L. J. Heth Shows. "Cap" Naill, busy with thorn-bred chickens, has a flock of over 300.

## Conklins Make Five-Year Pact With Exhibition in Sherbrooke

BRANTFORD, Ont., Feb. 19.—Management of the Conklin Shows has signed a five-year contract with Eastern Townships Agricultural Association, which conducts Sherbrooke (Que.) Exhibition, similar to the contract made December 21 with Quebec Exposition Provinciale under which the show is given exclusive midway and concession privileges, with exception of dining halls. President J. W. (Patty) Conklin, who

## Crafts Takes

### Upped at Line By Mex Moola

CALEXICO remains banner date—parties over the border drew showfolks

CALEXICO, Calif., Feb. 19.—Always a banner date for Crafts 20 Big Shows, Calexico, under American Legion Post auspices in a downtown location and Mexican border lot, February 8-13, again gave heavy patronage during the engagement, reported Jack Shell. The peso was quoted at five to one, and many con- (See *CRAFTS AT CALEXICO* on page 30)

## Lee Takes United Title

BAY CITY, Mich., Feb. 19.—At a meeting here Owner-Manager Charles H. Lee announced that for the 1944 season he would shelve the Lake State Shows' title and operate under the name of Leo United Shows. He appointed Harry C. Taylor, general manager, and Walter A. Schafer, special agent. After a quick tour thru the territory he left for a three-week trip to Hot Springs, accompanied by "Shiek" and Juanita Hennessey. In winter quarters here rides, fronts and entrance arch are being repainted under supervision of Blacky Dawes. Opening is planned for late March in the metropolitan area and the tour will include celebrations and fairs in Michigan.

## Ramsdell Will Be Aid to Buck

Modernization work is on in Troy quarters for season's opening in April

NIAGARA FALLS, N. Y., Feb. 19.—After a year away from the show, Lon Ramsdell, who was publicity director, will return to the O. C. Buck Shows at opening of the season as assistant manager. He has been doing exploitation work for United Artists. This was announced here by Roy P. Peugh, Buck publicity director.

With Ramsdell on the Buck staff will be James L. Quinn, general agent; Roy F. Peugh, publicity director and advance (See *RAMSDELL BUCK AID* on page 31)

## Wilcox Adds To Playland

MACON, Ga., Feb. 19.—Shan Wilcox, owner of Playland Amusements, announced here this week that the show would go on the road next month with much additional equipment. He was a visitor here, traveling from winter quarters in Maryville, Tenn., on an inspection trip to Valdosta, Ga., where opening is scheduled for March 18.

New equipment includes property purchased from Al Wagner, consisting mainly of four 24-foot semi-trailers, five tractors and a 12-car Ridee-O. Other equipment includes an Octopus, recently purchased in Pittsburgh, and more lighting equipment, Wilcox said.

He plans to move all of the property from quarters to Valdosta in the next two weeks and after the opening will tour several principal Georgia cities and boom towns on a northward trek. He said a crew of 12 is in quarters. One innovation for the show will be an advance unit, which includes a billposter with billing truck and a sound truck. Additional equipment will substantially enlarge Playland Amusements, which made its debut a year ago, the first season being a big winner, Wilcox said.

## Endy Miami Fair Nets Close to 19G For Shrine Temple

MIAMI, Feb. 19.—There were more than 90,000 paid admissions during the third annual 23-day Mahi Shrine Fair on the circus lot here and David B. and Ralph N. Endy, Endy Bros.' Shows, turned over to Mahi Shrine Temple, Inc., a check in the sum of \$18,892 as balance due the auspices.

Over \$22,000 was paid to the Shrine, but it had some expense and the amount of the check represented net proceeds to go to the fund for crippled children. David Endy, president of the shows, said the gross was heavy for the date.

On Kids' Day over 20,000 school pupils attended. Over 10,000 sheets of paper advertised the event, President Endy said, including 24-sheet boards, and newspapers and radio stations were also used. Newspapers were handled by Dinty Dennis and C. W. (Chick) Franklin worked on the promotional end.

## West Retains Expo Title

JACKSONVILLE, Fla., Feb. 19.—Owner Frank West said in quarters here that he had decided to retain the present title, All American Exposition, and not revert to the West's World's Wonder Shows title. He reported that General Agent Robert Kline had contracted fairs in Columbus, Grenada, Clarksdale, Greenville and Vicksburg, Miss.; Dothan, Ozark and Andalusia, Ala., and three in Florida.

## Let's Go—If You're Going LAST CALL

Savannah, Ga., March 2-11. Finest show spot in the South. Charleston, S. C., March 13-25. First show, first location. Reserve location now in one of the best industrial centers on the Eastern Coast. Columbia, S. C., March 27-April 8. Big soldiers' pay at one of America's largest army camps. Then North—AND FAST. Watch our route of celebrations and fairs until January 1, 1945. All people contracted with show report at once. Wanted—Legitimate Concessions of all kind that can work for 10 cents. Shows like Wild Life, Animals, Motor Drome, Monkeys, smart Girl Show Operator. Al Wallace wants Cookhouse Help. Ride Help and Semi Drivers, come on if sober and willing to work.

Write or Wire

## BANTLY'S ALL-AMERICAN SHOWS

HOTEL DE SOTO, SAVANNAH, GA.

## WANT—CAPABLE RIDE SUPERINTENDENT AND LOT MAN.

Ride Foreman for Wheel, Merry-Go-Round, Roll-o-Plane, Octopus, Single Loop, Whip, Scooter, Miniature Train and Kiddie Rides.

Permanent location. No ups or downs. One day off each week. 45 weeks' work in Sunny California at top wages.

Will book Concessions that do not conflict.

## FROCK AND MEYER COMBINED SHOWS

1433 East Firestone Blvd.

Los Angeles 1, Calif.

## WANTS—HARRY LEWISTON—WANTS

Novelty Acts, Freaks, Unusual Performances. Best of treatment, highest salaries, Cookhouse unbeatable. Performers wishing to make a change, write or wire anyone with me regarding my show. Lorello, Shuster, Tiny Cowan, Geraldine, Popeye Perry, Claudette and others with me. Write or wire HARRY LEWISTON, World Fair Freaks, 270 West Federal, Youngstown, Ohio.

## GENTSCH & SPARKS SHOW

### WANTS FOR 1944 SEASON

Opening Natchez, Miss., March 2-11; Port Gibson Stock Show, March 13-18; Hattiesburg Stock Show, March 20-25.

Will book Shows with or without outfits. Want Ten-in-One. Mac McDonner, wire. Will buy or book Octopus and Tilt, furnish transportation if necessary. Want Help on all Rides; long season, good treatment. Will book following Concessions: Bingo, Pop-Corn, Frozen Custard, Photo Gallery. Telegram Slim, Bill Bailey, Gabe Reed, Don O'Brien, write JACK OLIVER, Biloxi, Miss., until Feb. 24; then Natchez. Clark, with Nina Show, wire.

ADDRESS BILOXI, MISS.

## FIDLER'S UNITED SHOWS

OPENING MARCH 8 IN ST. LOUIS, MO.

WANT CONCESSIONS OF ALL KIND. Can place Agents for legitimate Stock Stores. WANT FOREMEN AND SECOND MEN FOR MERRY-GO-ROUND, FERRIS WHEEL, TILT-A-WHIRL, ROLL-O-PLANE, OCTOPUS, RIDE-O AND CHAIR-O-PLANE. Long Season. Top Salaries. Address: SAM FIDLER, MGR., 4217 N. FLORISSANT AVE., ST. LOUIS, MO.

## FAY'S SILVER DERBY SHOWS

Big Spring opening, Moultrie, Ga., Feb. 28th, followed by Pelham, Tifton, Cordele and Columbus. The Kettle Sisters' Free Act booked for season. Wanted—Corn Game, Bumper, String Game, Milk Bottle, Dart Game, Watch-La or any Grind Store not conflicting. Wanted—General Agent at once. Shows—Have top and banners for 5-in-1. Texas Slim, come on. Minstrel with own equipment. Will book or buy for cash Eli #5.

HAHIRA, GA., This Week. E. J. FAY, Owner.

## DICK'S PARAMOUNT SHOWS, Inc.

OPEN EARLY IN APRIL

WANT

WANT

CONCESSIONS—BINGO, Photos, Scales, Guess Your Age. RIDES—Will book or buy Kiddie Auto Ride. SHOWS—Grind Show, Snake Show or Wild Life Show; Monkey Show, have some stock. Capable Talker and Manager for Posing Show. HELP—A-1 Ferris Wheel Man, top wages; also Second Man. Tilt-a-Whirl and Rocket Help. Semidriver preferred. TRUCK MECHANIC. Bill Robinson, H. C. Chase, write. RICHARD E. GILSDORF, Mgr., Box 401, Chews, N. J.

## NORTH STATE SHOWS WANT

Concessions all kinds except Pop Corn and Palmistry. Want Bingo, Cookhouse; Itzy Fireside, answer. Custard, Photos, Diggers, Stock Concessions. Will place Grind Stores, Wheels, Shows with or without equipment, Girl Show, Snake Show, Grind Shows or any Show of merit. Want Ride Help, Electrician, Help in all departments, especially Help for Merry-Go-Round, 8 Car Whip, Kiddie Ride. Will book, buy or lease Eli No. 5 Wheel, Octopus and Roll-o-Plane. Want sensational Free Act for all season. Show opens April 1st at Asheboro, N. Car., playing proven spots in Carolinas, Virginia, Maryland and Pennsylvania. Fair secretaries North and South Carolina, have some open time in September and October. All address: MANAGER, NORTH STATE SHOWS, 4316 Princeton Ave., Greensboro, N. Car.

## HAMES HOUSTON TOP

(Continued from page 29)

manager of North Beach Amusement Park, Corpus Christi, Tex., helped during the date in absence of ample trained help.

Because of lot limitations Manager Hames set up only four shows, eight rides and 20 concessions. C. R. Fulton, Hames Shows' agent, is still in Veterans' Hospital, Dallas. Until his illness he was with the shows 12 years. Shows moved back to Fort Worth for Fort Worth Stock Show, opening March 10.

## CRAFTS AT CALEXICO

(Continued from page 29)

cessions and attractions gave Mexican spenders a greater allowance in United States money exchange. Ride ticket sellers were given charts by Auditor Mook, and exchange of Mexican coins and currency was handled with ease at all ticket boxes.

Parties were numerous, and Mexican night spots were crowded with showfolk after show hours. The immigration line being operated 24 hours gave every one ample time to dine in Mexico every night. Eateries were heavily patronized by mid-wayites because of the absence of the big cookhouse this season, as only lunch stands are being operated.

Mr. and Mrs. O. N. Crafts, who visited, returned to North Hollywood quarters. Roger Warren, commissary manager, is kept busy trying to find sufficient supplies. Edward (Wolf) Kelly is handling the neon towers and electrical department efficiently. Mack Doman, arcade manager, had that attraction looking good. Lawrence Lolande, Pin-Up Girls' Posing Show, started clicking the first night, as did the Hollywood Follies Show. The Gonzales Ten-in-One drew heavy patronage; also the Ozark Mountain Dog Show making its debut here. Roy E. Ludington, manager, and Owner Crafts made a business trip to Yuma, Ariz. W. Lee Brandon, who visited during opening week in Indio, Calif., reported smooth running for the advance department. Frank Shull has town and country routes well billed.

Harvey Quackenbush, who has his specially built wagon in operation, is turning out artistic neon work daily. John L. (Spot) Ragland, manager of the Ragland & Korte concessions, paid off help nightly in Mexican money, saying the boys spent it in Mexico anyway, so they could take "a hatful over with them." Mr. and Mrs. Pat Mundo, back from operating No. 1 lunch stand, solved an onion shortage by using green onion tops, with chopped cabbage as a topper. Bob Rawlings, one of the Rawlings brothers who operate the Motordrome and who took a bad spill on the wall here when a gas line on his motorcycle clogged, was rushed to a hospital, where several stitches were required to close a head wound.

## NOTICE

Watch next week's Billboard for special advertisement pertaining to early opening of

## Mighty Sheesley Midway

People under contract, contact immediately.

Pensacola, Fla.

## BISTANY GREATER SHOWS

The show that stays out fifty-two weeks each year. Can place Roll-o-Plane Ship or any ride that does not conflict. Join Belle Glade, Florida. Biggest green market in the world, starting March 13th. Want Side Show, Snake Show, Minstrel Show. Have complete outfit for real Manager; Performers here now. Legitimate Concessions, Candy Floss, Guess-Your-Age or Weight, Photo Gallery all open. Want High Act. Year-round work. Show people, if you want the best wire or write LEO BISTANY, Hollywood, Florida.

## C. W. NAILL

HAS SOME SPACE LEFT TO SELL

For the North East Louisiana Stock Show, At Delhi, La.

WANT BINGO AND A FEW MORE STOCK STORES. SHOWS: What have you? Might be able to place you. WANT FIRST AND SECOND MEN ON RIDES, WHO DRIVE TRUCKS. Top salaries paid. Equipment you won't be ashamed to operate. SHOWS AND CONCESSIONS — Don't forget this is a real Money Spot. Address: C. W. NAILL, 703 S. 3d St., Monroe, La.

## BAKER'S GAME SHOP

CARNIVAL AND PARK GAMES  
2907 W. Warren Ave. Detroit 2, Mich.

## J. F. SPARKS SHOWS

Now Booking Season 1944

Shows and Concessions. Exclusive Cookhouse. Ride Foreman and Help wanted.

311 Westover Drive, Birmingham, Ala.

## NOTICE

ALL OLD EMPLOYEES CONTACT AT ONCE: ROY BABBETT, W. C. DAVIS, RED AND OTHERS. ALSO GOOD OPENINGS FOR COMPETENT COOK HOUSE HELP.

R. C. MILLS, ROYAL AMERICAN SHOWS  
P. O. Box 223, CARUTHERSVILLE, MO.

## BINGO

### LOCATION DESIRED

Experienced Operator with high-grade equipment and personnel desires location. Finest references. Will go anywhere!

Organizations, Landlords, Promoters—what have you?

Write in strict confidence!

Satisfactory arrangements can be made!

REDEF & COMPANY 30 Clifton St., Newark 5, N. J.

MILLION DOLLAR  
PAY ROLL MONTHLY

## BLUE RIBBON SHOWS

MILLION DOLLAR  
PAY ROLL MONTHLY

Opening Saturday, March 25, Columbus, Ga.

WANT Ride Help with semi-trailer driving experience. Lawrence Burgess, write. Sheik Rosen, write. ELECTRICIAN with Diesel Light Plant experience. Motor Mechanic with truck and ride motor experience. (Concessions all open.)

SHOWS—Will furnish complete outfits to reliable Show Folks.

WANTED for permanent location for Jacksonville Beach on the Boardwalk. Ride Help and useful Show Folks. No tear downs, no set-ups. Can place a few Slum Concessions. Address: L. E. ROTH, 2031 N. W. 33rd, Miami 37, Fla., till March 1st; then Box 1601, Columbus, Ga.

## GAY WAY SHOW

OPENING MARCH 4, CRESTVIEW, FLA., UNDER AMERICAN LEGION.

Wanted—Foreman for Merry-Go-Round and Ferris Wheel, also other Ride Help. Operator for Walk-Thru Fun House, Man to Handle Monkey Show, a good proposition to right party; also Man for Snake Show. Concessions wanted that work for Stock. Popcorn, open.

Will buy Merry-Go-Round Organ. Winter quarters now open.

GAY WAY SHOW, BILL BROWN, Mgr., Crestview, Fla.

**MAN OR MAN AND WIFE  
WANTED**

To take charge of "Unborn" Show.  
Opening for capable man to handle our Midget Show.

Address:

**Johnny J. Jones Exposition**

P. O. Box 878 Augusta, Ga.

**W. C. KAUS SHOWS, INC.**

OPENING IN NORTH CAROLINA, APRIL 3  
OUTSTANDING ROUTE PLUS 12  
BONA FIDE FAIRS

WANT FOREMAN for Ride-o, Ferris Wheel and Chairplane. Secondmen and General Ride Help. Top salary. Long season.

SHOWS — Will finance any Showman with worthwhile attractions. Have 2 complete Girl Show outfits. Want Manager with Girls.

CONCESSIONS — A few open. Legitimate only. Geo. Minden wants Agents for Ball Game and Cigarette Gallery. No gypsies. This Show Booked Solid for 32 Weeks, Carrying 8 Rides, 6 Shows and 30 Concessions.

RUSS OWENS, Manager  
1 National Court, New Bern, N. C.

**DIXIE BELLE SHOWS**

Opening Saturday, April 29th, in Kentucky.

Have opening for Pan Game, Bowling Alley, Pitch-Tilt-Win, String Game, Hoop-La, Scales, Guess Age, Coco-Cola Bottle, Watch-La, Cane Rack, Cigarette Shooting Gallery, Novelties, or what have you? Excellent opportunity for nice clean Cook House or Grab, Candy Floss and Apple. Want to buy complete High Striker, no junk. Will book Shows with own equipment and transportation. What have you? No Girl Show wanted. Will pay good sober Ride Men good salary in cash plus bonus. Winter Quarters now open at Cloverport, Kentucky. Address: LOUIS T. RILEY, Owner and Manager, Cloverport, Ky.

**HALL BROS. SHOWS**

Now Booking for 1944 Season.

Opening March 1st, Lexington, Miss. (Uptown). Playing all Defense and Army Camp Towns, where that money is. Want Advance Agent that knows the South. Also Legal Adjuster. All Concessions open. Will make exceptionally good proposition to Cookhouse—privilege in tickets. Have tops for Shows. Will book Shows with outfits, 25%. Want Ride Help for Ferris Wheel, Merry-Go-Round, Chair-o-Plane, Tilt-a-Whirl and Kiddie Rides. Man to handle Diesel Light Plant—salary and cut-ins. Have the Concessions—want Agents for Popcorn, Ball Games, Penny Pitch and Grind Stores. Duke Boll, answer. All people with me before, answer. Have gasoline and tires for all that join now. Winterquarters open. Address:

GEORGE HALL, Mgr., Lexington, Miss.

**COLEMAN BROS.' SHOWS**

Opening Early in April.

Want Shows—Monkey, Ice, Midget, Fat Girls, Penny Arcade, any New or Novel Show, Pit or Platform; have outfit for same. Foremen for Rides, Drivers for Semis, Help in all departments. Long season, good wages.

**Thos. J. Coleman**

508 Main St. MIDDLETOWN, CONN.

**WANTED AGENTS**

For Ball Game, Pan Game, Cork Gallery and Bowling Alley.

**Loyd "Mickey" Wilson**

Open March 1st.

1729 Grand Ave. PHOENIX, ARIZ.

**FOR SALE**

20 K.W. D.C. General Electric Generator, or will trade for Show Property.

**W. E. PAGE**

501 W. MAIN OWENSBORO, KY.

**RIDES WANTED**

Will book, buy or lease Miniature Train, Ferris Wheel, any other Major Rides. Opening Brainerd, Minn., May 25th, uptown. Playing lake resort cities.

**E. J. McARDRELL'S MIDWAY OF FUN**

2013 Bryant Ave., So. Minneapolis, Minn.

**WILL LEASE OR BUY FOR CASH**

4 or 5 Major Rides or Small Carnival Complete. Must be stored in Middle West. Send all answers to

**SORENSEN AMUSEMENT ENTERPRISES**

113 N. Broadway, St. Louis 2, Mo.  
Joe Sorensen, Owner — Sigrid Sorensen, Mgr.

**Dodson Pushing  
Work for Bow**

BEAUMONT, Tex., Feb. 19.—With six weeks remaining to put finishing touches to equipment, paint shop, in charge of Jo-Jo Lyle, is putting wagons thru at the rate of three a day and work on flats, stock cars and sleepers will start soon. Several fronts will be finished next week and three fronts and remaining wagon fronts are in the shops, reported Paul Barron.

George (Pinkey) Eggers's new minstrel front will require a 90-foot frontage and will be 22 feet high, with new canvas and special stage. Henry (Pats) McCaulley and Jess Warren are working on the caterpillar tractors, McCaulley also in charge of the six Diesel units. General Manager M. G. Dodson is supervising work and Carl Hansen, secretary, in the office wagon, is in charge of purchases. Charles Clark, who will have one of the pit shows, has been devoting considerable time to construction.

Melvin Dodson Jr., U. S. Navy, who was on furlough, visited General Manager Dodson and departed for Florida to visit friends before returning to San Francisco, where he is stationed. Cecil Hudson has a crew on the Casa Manana Revue. Cast is now incomplete, but Paul Harrell will be at the Hammond organ. DeWitt Hudson, who will again supervise the dining room and who is busy on equipment, is staying at the LaSalle Hotel. General Representative Curtis L. Bockus, who came in for conferences with General Manager Dodson, departed for the North to complete the itinerary.

Present plans are for an opening April 1, about 14 major rides, 4 kiddie rides; Hugo Zacchini, cannon act; concert band and about 12 shows. Another railroad car for transportation of working crews, purchased from the Rock Island Railroad, will be shipped within the next two weeks. Other cars recently purchased are stored in Deweyville, Tex., where flats and stock cars are parked by the M. P. Railroad.

**TINSLEY RIDES SET**

(Continued from page 29)

ken, Mr. and Mrs. W. C. Sargee, Mr. and Mrs. J. E. Lawrence, Mr. and Mrs. Ray Gamble, Tony Lento, O. F. Fox, Fred Raxter, William Estes, W. C. Fortune, James Brown, Charles Hamilton, Clarence Stevens and James Matthews.

Owner Tinsley and Business Manager H. S. (Tommy) Thompson were guests at a luncheon last week given by business men, when plans were made for special matinees to promote sales of War Bonds and Stamps, receipts to go for that purpose. Word was received that Charles Queen, concession operator with the organization, was seriously ill in a hospital in Waynesville, N. C., the result of amputation of a leg.

**EARLY BUCKEYE UNIT**

(Continued from page 29)

entire show will open in North Little Rock March 23, with nine major rides, two kiddie rides, six shows, free act and band. Many people with the shows last season are wintering here and in Hot Springs. Recent visitors have included Bernie Head, Max Goodman, Doc Friedman, Frank Stone, Mr. and Mrs. Gus Forester, Bruce and Christina Duffy, Senator Clyde E. Byrd, Raymond Higgins, M. K. Brody, Mike Gellman, Joe Levine, Humpy Weeks, Pat Ford, Jimmie Newsom, Bill Meyers, Tom Fuzzell, Muscles Miller, Cliff Knox and Ray Marsh Brydon. Mr. and Mrs. Max Goodman had Mike and Frieda Rosen as dinner guests recently in their private car.

**RAMSDELL BUCK AID**

(Continued from page 29)

agent; James Hurd, manager of attractions; Samuel Beatty, concession manager, and Richard Tolman, secretary. In winter quarters, Troy, N. Y., the show has been extensively modernized under direction of Owner O. C. Buck, and will carry nine major rides, with a new three-abreast Merry-Go-Round.

April 15 is set for opening date of a tour in New York and New England and to include New York fairs in Gouverneur, Malone, Lowville, Rhinebeck, Fonda and Altamont. For the 50th Anniversary Golden Jubilee fair in Altamont, Owner Buck has been appointed by Albany and Schenectady County Fair board director of entertainment and attractions.

**Cetlin & Wilson Shows, Inc.**

"The World on Parade"

OPENING APRIL 1 IN PETERSBURG, VA. (THE HOME OF CAMP LEE).

- CAN PLACE Eight-Car Whip, Fly-o-Plane, Tilt-a-Whirl.
- CAN PLACE Fun House, Glass House and Shows that do not conflict with what we have.
- WILL FINANCE any worth-while Attraction. Interested in something different. Have complete outfit for a Mexican or South American unit.
- CAN PLACE Workingmen in all departments. Winter quarters now open.
- CAN PLACE Attractive Girls for the famous Paradise Revue and Posing Show.
- ONLY LEGITIMATE CONCESSIONS CONSIDERED.
- All Address CETLIN & WILSON SHOWS, INC., Box 787, Petersburg, Va.

**WANTED WANTED WANTED**

FOR LONG SEASON WITH ALL NEW BIG 25-CAR RAILROAD SHOW

OPENING IN JACKSONVILLE, FLA., MARCH 4, FOR 4 WEEKS' ENGAGEMENT ON CHOICE LOCATIONS.

RIDES OF ALL KINDS not conflicting with what we have; Spitfire, Rocket, Silver Streak, Roll-o-Plane. Want Shows—Fun and Glass House, Platform and Pit Shows with worthwhile attractions; will furnish wagons and outfits complete. Minstrel Show Performers and Musicians, Girl Show with Performers and Wardrobe; furnish beautiful brand-new front and outfit. Ray Ayers, wire or contact us at once. Freaks and Novelty Acts for Frank Zorda's Side Show. Concessions all open. No exclusives. Ride Foremen, Second Men and Help, Trainmaster and Train Help, Polers, Caterpillar Tractor Drivers, Ticket Sellers, Talkers, Blacksmith, Wagon Builders, Mechanics, Canvasmen and General Help for all new big 25-car Railroad Show. Top salaries, long season. Electrician (Leo Hairt, wire). Following people contact us at once: "Bugs" Adams, Ray Adams (Electrician), Harold (Swede) Johnson, Tim Ayliffe, John Seibert and all former employees, contact us. On account of disappointment will book PENNY ARCADE, Bill Dukin, wire.

All Address: FRANK WEST, General Manager

**WEST'S WORLD'S WONDER SHOWS**

P. O. BOX 1085 JACKSONVILLE, FLA.

**JAMES E. STRATES SHOWS, INC., WANTS**

Foreman for Spitfire; Dickerson, wire. Want Foreman for Ferris Wheels, Hey Day and Octopus. Can place Second Men and Ride Help. Top salaries, no brass. Can place Train Help, Polers, etc. Train Porters. Can place Ass't Electricians, Towermen and Neon Men. Will book for season Pony Ride and Wild Life Show. Will finance any meritorious attraction that does not conflict with what we have. Will furnish wagons and complete outfits for same. WANT TO HEAR FROM ORGANIZED TROUPE OF MIDGETS. Address:

JAMES E. STRATES, MULLINS, S. C.

**W. S. CURL SHOWS**

Opening Fairfield, Ohio, April 24th. Twenty thousand defense workers and soldiers from Patterson Air Field to work to. Right in the heart of defense district. Want legitimate Stock Concessions of all kinds, also Penny Arcade, Photo Gallery, Shooting Gallery, American Palmistry. Can also use Concession Agents. Can place Side Show and Grind Show with own transportation. No Girl Show. Want Foremen and Ride Help for Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Chairplane and Kiddie Auto Ride. Each Ride has its own truck to load on; no back tracking, therefore can use Truck Drivers. Good salaries and good treatment. Address all mail:

W. S. CURL, BOX 27, LONDON, OHIO

**JONES GREATER SHOWS WANT**

Shows—Want Circus Side Show, will furnish outfit; Mechanical City, Fat Show, Wild Life. Mr. Lucas and Harvy Henry and Cynthia Pallesen, write. Concessions—Want Concessions of all kind except Ball Games, P. C. Penny Pitches. Good proposition for Cookhouse, Arcade and Custard. Want Foremen and Second Men for Merry-Go-Round, Wheel, Roll-o-Plane, Octopus, Spit Fire and C. Plane. Steve Bennett, write. Address:

PETE JONES, 727 6TH AVE., HUNTINGTON, W. VA.

For Sale—Long Range Gallery.

**LAKE STATE SHOWS**

OPENING ON ST. LOUIS, MO., LOTS EARLY IN MARCH and playing the Industrial Districts of Northern Illinois, Indiana and Michigan. ALL RIDES ARE OFFICE-OWNED. WANT RIDE FOREMEN AND RIDE HELP WHO CAN DRIVE TRUCKS. WANT STOCK CONCESSIONS, ARCADE AND FROZEN CUSTARD. All people contracted, report by March 1. Geo. Roberts, answer. All address:

J. O'BRIEN, MGR., 4211 NORTH BROADWAY, ST. LOUIS, MO.

**B. & V. SHOWS**

OPENING EARLY IN APRIL

WANT OUSTARD, BINGO AND PENNY ARCADE. WANT Grind Stores, String Game, Fish Pond, Devil's Alley, Duck Pond, Pitch-Tilt-Win, Watch La, Dart Games, any Grind Concessions. Can place Octopus and Tilt-a-Whirl for bona fide ride territory. Want Shows with or without own outfits, Girl and Posing, Side Show, Animal, Snake and Life, also Fun House. Want Billposter and Ride Foremen and Help that drive.

J. VAN VLIET, GEN. MGR., 5 WESTMINSTER PL., GARFIELD, N. J.

**BINGO OUTFIT FOR SALE**

Have beautiful walk-in Bingo outfit, used only 10 weeks. Khaki top, 20x30. Beautifully made frame and layout. 100 leather-covered octagonal stools. Magnificent play boards and flash rack. Entire outfit as good as new. Offered for immediate sale. Not interested in corresponding with members of the "Lonely Hearts Club." If interested come and see it. Cost new \$1400.00, will sell for \$450.00.

KING REID Winter Quarters Dorset, Vermont

## GOLD MEDAL SHOWS

OPENING AT COLUMBUS, MISS., SATURDAY, APRIL 1

**W** **SHOWS:** Monkey and Animal and any well-framed Grind Shows. **W**

**A** **SOBER AND RELIABLE RIDE FOREMEN AND SECOND MEN** **A**  
that can drive Semi-Trailers. Top salaries paid. **N**

**T** **FIRST CLASS SCENIC AND PICTORIAL SHOW PAINTER.** **T**  
Report at once.

— Sam Golden wants Working Acts for Side Show, also Con-  
cession Agents. Bobby Coy, write. —

**W** Mrs. Sam Golden and Thelma Frenzel wants Help for Cook-  
house. Top salaries. **W**

**A** Buck McClannahan wants Man to operate Fun House; also **A**  
Ride Men for Spitfire, Octopus and Roll-O-Plane. Joe Pruitt **N**  
wants First and Second Man on Spitfire. Elmer Wheeler, **N**  
formerly with West Bros.' Shows, write Buck McClannahan. **T**

**HAVE FOR SALE**—Combination Motordrome, 30 ft. diameter, with new  
top and sidewall.

Address GOLD MEDAL SHOWS, P. O. Box 32, Columbus, Miss.

## MARKS SHOWS, INC.

Opening early in April

35 WEEK SEASON IN EXCELLENT TERRITORY!

**SHOWS** Wonderful proposition open for Side Show. What have you?  
Will furnish beautiful outfit for Monkey Show, except animals, to  
reliable party.

Have other complete outfits for Single Pit Attractions, including trans-  
portation.

**RIDES** Will book or buy ROLLOPLANE, with or without transportation.

**CONCESSIONS** Can place legitimate Concessions of all kinds, except p. c.

Can place Second Men and Ride Help on all rides. Want Sign Writers  
and Show Painters (experienced with spray guns).

**WINTER QUARTERS** now open, with EXCELLENT ACCOMMODATIONS!

Address JOHN H. MARKS, P. O. Box 771, Richmond, Virginia

## VICTORY SHOWS, INC.

WANTS

Grind Stores—Popcorn—Candy Apples—Custard. Agents for Percentage and Grind Stores.  
Will place Rides and furnish Help. We play Long Island and New York City lots and operate  
afternoons and evenings. In the heart of Grumann-Republic-Brewster Airplane Factories.  
Foremen and Second Men for Rides. Sleep home. 5c subway fare to lots. Stanley, Eddie,  
Norman, Jackson, phone me. Leo (Brownie) Brovsky, get in touch with me. All my old  
Ride Help, please phone.

JACK DAVERIN

53-01 32ND AVENUE, WOODSIDE, N. Y.

ASTORIA 8-0757

## CONTINENTAL SHOWS

OPENING APRIL 27 KINGSTON, N. Y.  
Get connected with a growing organization. Good opportunity for Arcade and Cookhouse.  
Openings for Grind Stores and Ball Games, Guess Your Weight. Let us hear from reliable  
Showmen with or without outfits. Want Motordrome. Following write: Bill Boudreau, Capt.  
McErwin, Dave White, Fay Markas, John Pantas, John Powell. Ride Men—We have semis  
for each Ride, no doubling. Highest of wages in cash every week. We want Foremen and  
Second Men that drive for the following Rides: Spillman Two-Abreast Merry-Go-Round,  
No. 5 Wheel, Octopus, Smith Chairplane, Kiddie Autos. Also want A-1 Electrician capable  
of handling two 75 K.W. Transformers. Want to hear from experienced Man in book-  
keeping and secretarial work, also Billposter with own car.

CONTINENTAL SHOWS, 3 COURTNEY LANE, LOWELL, MASS.  
Roland Champagne, Gen. Mgr. Al Ventres, Bus. Mgr. Fred Perkins, Gen. Agt.

NOW BOOKING

## A. M. P. SHOWS

"Juggy"

Will book Octopus or Tilt-a-Whirl with or without transportation. Want Sideshows, Grind  
Stores. What have you? No grift. Can use an Advance Man, Electrician and Working Men  
in all departments. All persons previously interviewed write. Address:

A. M. PODSOBINSKI, 514 High Street, Phoenixville, Pa. Telephone 2601.

## EL PASO AMUSEMENT CENTER

Have Lease on Large Building, 80 by 110 Feet, in Heart of Downtown Business District.  
150,000 Civilian and Largest Army Cantonment in Southwest.

Want up-to-date, modern Penny Arcade on percentage. Flashy Picture Machine, Tattoo Artist,  
Palmistry Booth, Shooting Gallery, Novelty, Curio and Jewelry Stands, Pop Corn and Lunch Stand.  
Also use Ball Game, Glass Blowing Concession or anything that is legitimate. Percentage that will  
fit into the largest amusement center in the Southwest. Will open around Friday, March 3rd.  
Wire, don't write. PETER KORTES, 1st National Bank Bldg., East San Antonio St., El Paso, Tex.

## Lewiston Has Big Youngstown Opener

YOUNGSTOWN, O., Feb. 19.—Harry  
Lewiston's World's Fair Freaks closed the  
Columbus (O.) engagement to more than  
satisfactory business and moved to  
Wheeling, W. Va., where business hit an  
all-time high. The management decided  
to remain a third week and continued  
to play to capacity crowds, co-operation  
of press, radio spot announcements and  
daily broadcasts from the stages being  
instrumental in building record grosses.

Youngstown gave a record opening, lo-  
cation being on West Federal Street, next  
to Warner Bros.' Theater. Much patron-  
age comes from defense workers off shift.  
Management's decision to remain open  
until 1 a.m. has proved worth while.  
Show is presented on individual stages,  
with silver backgrounds and neon and  
fluorescent lighting. Line-up now in-  
cludes George Burkhart, magic and  
Punch; Bo-Bo and Ki-Ki, Indian pin-  
heads; Julius Shuster, man with million-  
dollar hands; Madame Zindra, mentalist;  
Carlos Carpenter, indestructible man;  
Vivian Dunning, sword swallower;  
Michaelle, frog boy; Jack Carson's Texas  
Serenaders; Tiny Cowan, fat boy; Lau-  
rello, man with revolving head; Frisco  
and Kitty Lee; Leonard Perry, eye pop-  
per; Geraldine Shover, alligator girl; an-  
nex, Claudette.

Staff: Harry Lewiston, owner and man-  
ager; Claude Bentley, auditor; Johanna  
Rittley, secretary; Charles Zerm, general  
superintendent; Billie Burke, emcee and  
scenic artist; Harold Hendricks, ticket  
seller; Louis Grass, ticket taker; Clarence  
Lineback, Paul Veesco, utility; Mrs.  
Cowan, stewardess. Show will remain on  
tour until late spring before going into  
the management's park and other out-  
door interests. Visitors have included  
F. E. Gooding, Gooding Greater Shows;  
William O'Brien, of Wild Life Show note;  
Jack Lampton, agent Gooding Shows,  
and Mike Conti, outdoor promoter.

## Roth Is To Move To Jax Beach Spot

MIAMI, Feb. 19.—Owner L. E. Roth  
will take part of his equipment of the  
Blue Ribbon Shows to the Boardwalk,  
Jacksonville Beach, Fla., where he has  
leased some ground to establish an  
amusement area for the duration, he re-  
ported here.

He said other equipment would be  
operated on lots at Columbus, Ga., where  
there is a big military population, until  
fall, when fairs in South Georgia and  
Alabama will be played. He will close  
his Florida tour, which has been excel-  
lent, March 5 and expects to repeat in  
the spots next winter.

## Continental Is Readied

LOWELL, Mass., Feb. 19.—Roland  
Champagne, manager of the Continental  
Shows, and his partner, Al Ventres, at-  
tended the Massachusetts fairs meeting  
in Greenfield and the New York meeting  
in Albany, after which Ventres left for  
Miami on business. Upon his return to  
quarters, Manager Champagne was ten-  
dered a surprise party on his 36th birth-  
day, a watch being presented by his little  
daughter, Doris. All rides have been re-  
painted. Show has the services of Ray-  
mond Harmachinski, a cabinet maker  
from Poland, who has done artistic work  
on the Merry-Go-Round horses. Peg  
Goudreau, mechanic, is overhauling ride  
motors. All trucks and semis have been  
sprayed. New ticket boxes for rides have  
been built and all truck tires have been  
recapped. Recent visitors were Fred Per-  
kins, show's general agent; P. Odell, W.  
Richardson, J. Hill and A. W. Sears, re-  
ported C. Bradley.

## SIEBRAND BROS.' CIRCUS AND CARNIVAL WANTS

Circus Acts, Elephant Act, also Platform or  
Aerial Act. Week stands. Want Hammond  
Organ Player with Organ. Will buy Organ  
for cash. Chas. A. Greiner wants people for  
three Shows, Dancing Girls; also Couple to  
handle Dope Show. Opening date March  
4th, Phoenix. Address:

P. W. SIEBRAND  
1715 W. Walnut St. Phoenix, Arizona

## WANTED WANTED RIDE HELP

Foremen and Help for the following Rides:  
2 Ell Wheels, No. 5 and 12; 36 Ft. Merry-  
Go-Round, Octopus, 2 Smith & Smith Chair-  
Planes, Kids' Swings, Kids' Auto Ride, Truck  
Drivers preferred. Will also book several  
Concessions not conflicting. ATTENTION. Com-  
mittees of PARKS, FAIRS or SPONSORED  
EVENTS wanting to book RIDES, please con-  
tact us. All Rides and Equipment in the best  
of condition. Write

THOMPSON BROTHERS  
2906 Fourth Ave. ALTOONA, PA.

## JOHN HOWARD'S MUSEUM WANTS

SWORD SWALLOWER, FAT GIRL, LEC-  
TURER. Jack O'Brien—wired you. This  
show runs the year around. Address:

711 CHURCH ST., NASHVILLE, TENN.

## BUFFALO SHOWS WANT

Stock Concessions. Will book any Ride not  
conflicting with what we have. Book Wild Life  
Exhibit, Mechanical Show and other Shows  
with own transportation. No percentage  
wanted. Opening in April. HOWARD POT-  
TER, Buffalo Shows, Zone 14, Buffalo, N. Y.

## — FOR SALE —

24-seat Smith Chair-o-Plane, needs some repairs,  
\$350.00; late 1937 Single Loop-o-Plane, good con-  
dition, five horse motor, just overhauled, \$600.00;  
10 car Auto Kid Ride, passing condition, \$200.00;  
two-story Fun House, built on semi-trailer, fair con-  
dition, \$300.00; complete 25 K.W. D.C. Light  
Plant, good condition, \$500.00; three Light Towers,  
\$75.00; Transformers, 40 K.W., \$175.00; 37 1/2  
K.W., \$105.00; 10 K.W., \$50.00; Grand Cable,  
heavy weight, \$125.00 per 1000 ft.; Kingley Semi-  
Trailer, \$165.00; Int. 1 1/2 ton Trucks, 1934 to  
1936, \$200.00 to \$375.00. Address:

HARRY H. ZIMDARS, Box 69, Hot Springs, Ark.

## AT LIBERTY F. STANLEY REED

Bus. Mgr., Special Agent or Press, either ahead or  
back on show. Will go anywhere. Reliable show only.

Address: F. STANLEY REED  
Box 130 Palatka, Fla.

## WANTED

Octopus, Ferris Wheel No. 5. Have for Sale or  
Trade—36 ft. Parker Two Abreast, single phase,  
elec. motor driven. Also Monkey Motor Drome,  
two Rhesus Monks.

BOX D-183, Billboard, Cincinnati 1, Ohio.

## WANT TO BUY FOR CASH

ELECTRIC CUSTARD MACHINE. Must be in  
good condition.

PETE STAMOS

BOX 494 ELMIRA, N. Y.

## FOR SALE

40x80 Oblong Square 12.91 Oz. Khaki Top and  
Wall, waterproofed, made by Baker-Lockwood. Used  
only 3 months on one stand. Not a patch on it.  
Extra heavily roped. Gable back end. No poles.  
Stored near Nashville, Tenn. \$600.00 cash. Write  
H. B. REIGLE, Box 1928, Ft. Myers, Fla.

## LAST CALL

Will open Brownwood, Texas, March 1st, for ten days.

Soldiers' pay day; big army camp. Show consists of six Rides and eight Shows and thirty  
Concessions. Want to hear from capable Show People and Ride Help. Will furnish complete  
outfit for any good show. Will book any Ride not conflicting. Want Agents for Pop Corn,  
Candy Apples, Snow Cones, etc. E. P. (Red) James, business manager, would like to hear  
from any good Grind Store Agents. Rocco, Eddie Clark, Perk Katz, have good proposition  
for you and any other of my old friends, including Ride Help. Address all mail:

HARRY CRAIG SHOWS

BROWNWOOD, TEXAS

**NAVY SHOWBIZ**

(Continued from page 3)

you that the Flushing fiesta was child's play compared to this opera in blue. Sampson NTS is less than two years old and covers an expanse of recaptured property along the shores of Lake Seneca that takes hours and hours to negotiate by foot.

Some weeks ago *The Billboard* printed a story called "Navy's Show Business Blues." The general theme was that the navy has been left out in the cold as far as entertainment for the boys is concerned. Showbiz at Sampson certainly substantiates this theme. Somehow or other bluejacket ensembles such as this have been lost in the shuffle, and it cannot conceivably be the service's fault because the navy can get almost anything it wants from showdom. It need only ask. The conclusion is that the fault lies with the entertainment industry itself.

There is damned little showbiz at this big station—not enough of it to put into a thimble. To be sure, there is an occasional USO-Camp Shows' troupe, but they have been put together badly. The fact that few of the mates attend this type of presentation is an indication of what they think of CSI up here.

**Movie Squawk**

The big squawk is with the movies. The other day we saw a newsreel of the World Series and one of a football game, a sure tip-off that the clips were four months old. Do the newsreels think they are putting one over? And some of the feature pictures sent up here are fantastically dull—certainly a de-inspiring kind of amusement fare after a tough day.

Moviedom may boost about its participation in the war effort—and probably it's doing a good job for many parts of the services—but it's clear that the picture people are giving some segments of the navy the ignore grandiloquent.

We raw recruits are here for only a

few weeks and then become seamen second class at graduation. But a few weeks seems like a year to fellows who have been removed from their families, their friends, their work, their familiar haunts and habits of a lifetime in one fell swoop and transplanted to an atmosphere and system as different from civilian life as the sun is from the moon. Under these conditions the second most important morale factor that helps to keep all of us happy is, of course, entertainment. As a result of the sad lack of substantial contribution from the outside, there is a self-entertainment which goes under the heading of the Happy Hour Club. The actors are the mates themselves, and there is some swell talent being developed or already developed that may furnish the show business of tomorrow—after the biggest show of them all is concluded with treaties dictated by and signed in Washington, London and Moscow.

**Mail's First**

I put entertainment second because the first and foremost morale factor is letters from home and friends. You've heard this time and time again, but there is no greater thrill than that which comes when Uncle Sam brings the mail. I know because I am mail orderly for my company and have thus had first-hand opportunity to study reactions. They give me all kinds of hell when they have been forgotten, and pat me on the back when they are remembered. So you in show business who have relatives and friends in the armed forces, get busy and write those letters. Then go down on your knees and beg the big-wigs to send the boot camps and war front some people who know how to produce laughs. Don't be too proud to beg. Consider it a privilege.

That's all, brother.

**CARNIVAL**

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

- H. & H.: Harleyville, S. C.
- Berryhill United: Thunderbolt, Ga.
- Crafts 20 Big: El Centro, Calif., 21-27.
- Fay's Silver Derby: Hahira, Ga.; Moultrie 28-March 4.
- Gentsch & Sparks: Biloxi, Miss.
- Hotlle, Buff: New Orleans, La.
- Mighty Monarch: Bradenton, Fla.
- Stebiar's Greater: (Washington & Assembly Sts.) Columbia, S. C.
- Texas: Harlingen, Tex.
- Tower Am. Co.: West Columbia, S. C., 21-March 4.

**CIRCUS**

- Davenport, Orrin: Cleveland, O., 21-26.
- Hamid-Morton: Milwaukee, Wis., 21-27; Kansas City, Mo., 29-March 5.
- Polack Bros.: (Taft Auditorium) Cincinnati, O., 21-26.

**MISCELLANEOUS**

- Barrett, Roy (Grotto Circus) Cleveland, O., 21-26.
- Basile, Joe, Band: Milwaukee, Wis., 21-26; Kansas City, Mo., 29-March 4.
- Bertin, Doc P.: Merrimac, Mass., 21-26.
- Birch: Beeville, Tex., 28; Corpus Christi 29; Robstown March 1.
- Campbell, Loring: Nicollet, Minn., 23; Windom 24; Marshall 25; Slayton 28; Sioux Falls, S. D., 29; De Smet March 1.
- Couden, Doug & Lola: School Assemblies, Puyallup, Wash.
- Daniel, B. A.: Marion, Ind., 21-26.
- Franklin, Jog, & Pals (La Jolla Club) Tucson, Ariz., 1-2.
- Gallus, John (Belmont Plaza Hotel) New York 1-4.
- Golden Pair (Orpheum) Oakland, Calif., 1.
- Lady Crystal (Club Lido) South Bend, Ind., 21-26.
- Long, Leon, with Lee's Minstrels (GIO Auditorium) Mobile, Ala., until March 5.
- Lucy, Thos. Elmore: Rutherfordton, N. C., 25; Forest City 29; Bostic March 1.
- Marquis (Von Ritz) Bedford, Ind., 23; (Strand) Crawfordsville 24; (Rivoli) Muncie 25; (Castle) New Castle 26; (Castle) Greencastle 28; (Strand) Shelbyville 29.
- Ricton's Dogs: Lawrenceburg, Tenn., 21-26.
- Romas, Flying (Grotto Circus) Cleveland 21-26.
- Slout, L. Verne, Theater Workshop: Mineral Point, Wis., 23; Cashton 24; Wisconsin Dells 25; Markesan 28; Campbellsport 29; Milwaukee March 1.
- Texas Cattle King Tent Show, George M. Bragg's: Pollockville, N. C., 21-26.
- Virgil: Mount Vernon, Wash., 23; Sedro-Woolley 24; Anacortes 25; Edmonds 26; Bellingham 28; Blaine 29.

**BAKER UNITED SHOWS**

Opening April 29th

**SHOWMEN AND CONCESSIONAIRES ATTENTION!**

If you are interested in a connection for the 1944 season with a clean, modern truck show that is geared to war time conditions it will pay you to investigate my organization. I play all proven money spots, repeating year after year with the same auspices. One of the shortest truck routes in the Middle West. NO GRIFT—NO GYPSIES. The kind of people you will enjoy tramping with. SHOWS—Can place any show of merit with own outfit and transportation, or will assist in framing any show capable of getting money. CONCESSIONS—Have openings for a few legitimate Concessions, including Hoop-La, Cork Gallery, Dart Game, String Game, Blower, Waich-La, Knife or Cane Rack, Age, Custard, Sno-Ball, American Palmistry. Must be high grade. FREE ACT—Am interested in contracting with sensational act. Must be good. Sound Car—Can use attractive Sound Car for short mileage. IT WILL PAY YOU TO GET ROUTE AND OTHER PARTICULARS. All communications will be answered. Address all replies to

BAKER UNITED SHOWS, Tom L. Baker Mgr., Sheridan, Indiana.

**★ INSURANCE ★**

of all kinds including

**WORKMEN'S COMPENSATION**

Write

**CHARLES A. LENZ**

"THE SHOWMAN'S INSURANCE MAN"

A1338 INSURANCE EXCHANGE

CHICAGO



**SCOTT EXPOSITION SHOWS**

Opening March 27 for 1944 Season, Atlanta, Ga.

Will pay cash for #5 Wheel, Octopus and Roll-o-Plane, or will book any new Ride with transportation not conflicting. Have 14 fairs now booked. Will book Shows with or without outfits.

**CALL!**

Babe La Barry, Showboat Harry, communicate or come on. Want Musicians and Performers for Minstrel Show; Ride Help and Foremen for Tilt-a-Whirl, Chair-o-Plane, Loop-the-Loop; Second Men for all Rides that drive semis; top salaries, come on. Winterquarters open. Want Painter. Clay, answer or come on. All our people communicate. Have few legitimate Concessions open, Custard, Popcorn, Lead Gallery, Hoop-La. Address:

C. D. SCOTT, Winter Quarters, Southeastern Fair Grounds, or P. O. Box 1562, Atlanta, Ga.

**J. J. PAGE SHOWS**

OPENING MIDDLE OF APRIL IN JOHNSON CITY, TENN.

WANT LEGITIMATE CONCESSIONS OF ALL KINDS, especially Diggers, Palmistry, Photos, Scales, Guess-Your-Age, Popcorn, Candy Floss, Ball Games, Cigarette Gallery, Bumper and all other legitimate Concessions except Corn Game, Cookhouse and Grab. GOOD OPENING for Man with talent for Girl Show. Excellent outfit complete. WANT Performers and Chorus Girls for Colored Minstrel Show. Also Bandsmen for same. WANT Foreman for Merry-Go-Round, Chairplane, Ferris Wheel and Ride-o-C. Also Operator for Kiddie Rides. All those with us last year answer. JACK KING wants Acts for Side Show. HAVE OPENING for money-getting Grind Shows with or without outfits. Can place useful people in all lines. Winter quarters now open. Ample space for building. Everybody address:

J. J. PAGE SHOWS, BOX 705, JOHNSON CITY, TENN. P.S.: Want High Aerial Free Act.

**JOHN R. WARD SHOWS**

OPENING BATON ROUGE, SATURDAY, MARCH 4

W. E. Jacks, wire me. Want Ride Foreman and Second Men for Spitfire, Merry-Go-Round, Ferris Wheel, Roll-o-Plane, Kiddie Rides who drive trucks; top salaries; Joe Libgity, answer. Concessions all open except Custard, Cook House, Popcorn, Bingo and Penny Pitches. Minstrel Show, Chorus Girls, Blues Singer, Comedians and Musicians. Harry Harris, manager Monkey Circus, have 40x60 top and banners for same. Want Mechanical Show, high-class Free Act. Harry, La Mar, answer.

BOX 148, BATON ROUGE, LA.

**Playland Amusements, Inc.**

OPENING VALDOSTA, GA., SATURDAY, MARCH 18.

Want Shows of all kinds except Animal, Snake and Minstrel. Concessions of all kinds. Want Bingo for entire season. Want Truck Drivers and Ride Help. Playing the best spring dates in the South.

O. C. Cunningham, Asst. Mgr. Herman Q. Smith, Gen'l Agent. Dick Harris, Business Mgr. All Address: SHAN WILCOX, General Mgr., 607 E. Broadway, Maryville, Tenn.

**FOR SALE**

Streamlined Miniature Train (new), operates on a 35-foot circle track. Capacity 12 kiddies or 6 to 8 adults. Will not turn over or jump the track, engine and three coaches, all electric, easy to set up and haul. We have built and sold 5 of these trains this winter, only enough material and time to build one more for May delivery. Price \$1295, Gastonia.

**Crescent Amusement Co. Box 373, Gastonia, N. C.**

FOR SALE—Fairbanks-Morse 60 H.P.-40 K.W. Diesel Light Plant, \$3500 Cash.

**Sunflower State Shows**

Opening April 15th

Want Help, first and second, on small Merry-Go-Round, Mix-Up, Loop, Kid Ride. Second Man on Wheel. All must drive. Or will book any of the above Rides except Wheel. Special proposition to Kid Ride. All SHOWS open except GIRL SHOW. Will book any other or frame to suit managers. We have complete frame-ups. Will buy new Canvas, Banners. WANT Electrician; special proposition if you work Concessions. WILL SELL EXCLUSIVE on POP CORN, SCALES, CANDY, LEAD GALLERY, HI-STRIKER, BUMPER, or what have you? Write

C. A. GOREE, Box 127, Aransas Pass, Texas.

**MIGHTY MONARCH SHOWS**

**WANT HELP**

for Merry-Go-Round and Roll-o-Plane. Place few legitimate Concessions and one Flat Ride. Address: N. P. ROLAND Bradenton, Florida, this week.

**WANT**

Ride Help for Ferris Wheel, Octopus, Roll-o-Plane and Tilt-a-Whirl. No tear downs. Pay your own wire.

**J. W. LAUGHLIN**

Playland Park HOUSTON, TEX.

**FOR SALE**

16 Dodge Cars, floor and ceiling steel, for building 45x75 feet. Also 70 Penny Machines. \$2,500.00 Cash.

**FRED SCHAEFER**

R. 4, Box 650-S BEAUMONT, TEXAS

**WANT ARCADE MECHANIC**

Only Arcade in town. Have downtown location, sixty by one hundred building. Can place real Concession Agent. Plenty of money here. Must work for Stock and War Stamps only. Will pay cash for good used Arcade Machines, also Mug Joint.

**MANAGER, PLAYLAND ARCADE**

300 DAUPHIN STREET MOBILE, ALABAMA



### PENNY PITCH GAMES

Size 46x46", Price \$25.00.  
Size 48x48", With 1 Jack Pot, \$35.00.  
Size 48x48", with 5 Jack Pots, \$45.00.

### PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price .....\$12.00

### BINGO GAMES

75-Player Complete .....\$5.00  
100-Player Complete ..... 7.00

1/3 Deposit on All Orders.

### SLACK MFG. CO.

124-126 W. Lake St. CHICAGO, ILL.

## ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1944

Single Sheets, 8 1/2 x 14, Typewritten. Per M. .45.00  
Analysis, 3-p., with Blue Cover. Each ..... .03  
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Forecast and Analysis, 10-p., Fancy Covers. Ea. .05  
Samples of the 4 Readings, Four for 25¢.  
No. 1, 35 Pages, Assorted Color Covers ..... .35  
Wall Charts, Heavy Paper, Size 28x34. Each 1.00

### NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy.  
1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample, 15¢.  
HOW TO WIN AT ANY KIND OF SPECULATION. 24-p., Well Bound ..... 25¢  
PACK OF 78 EGYPTIAN F. T. CARDS.  
Answers All Questions, Lucky Numbers, etc. 40¢  
Signa Cards, Illustrated, Pack of 36 ..... 15¢  
Graphology Charts, 9x17. Sam. 5¢ per 1000 \$6.00  
MENTAL TELEPATHY, Booklet, 21 P. .... 25¢  
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses, Very Well Written. \$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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Send for Wholesale Prices.



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### BUDDHA PAPERS

Blank sheets of paper magically turn into written Fortune Telling or Character Readings.

Send Stamp for Catalog.  
S. BOWER, Bellemead, N. J.

## World of Pleasure Shows

Now booking for 1944  
SHOWS — CONCESSIONS  
Ride Help, write us now.

JOHN QUINN, Mgr.  
100 Davenport Detroit 1, Mich.

### 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 Bellis, Leo Miltona, 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.

## BYERS BROS.' COMBINED SHOWS

Now Contracting for Season 1944

Address: 1210 West 8th St., Texarkana, Texas

### WANTED

7-Car Tilt-a-Whirl. Will pay cash. Write or wire full details, price, condition, age and where ride can be seen.

### Griffen Amusement Co.

P. O. Box 43 Jacksonville Beach, Fla.

### FOR SALE

Wheel, Chairplane, Kiddy Cars, 24 Ft. Semi Trucks, Light Plant, Tents, Callopes, Games, Stock, Trunks, Wiring, cheap for cash.

RAY D. JONES  
EDDYVILLE, KY.

## SUNSET AMUSEMENT CO.

Want Ferris and Tilt Help. Shows with own equipment. P. O. BOX 468, Danville, Ill.

### WANTED

Will pay cash for No. 5 Elm 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.

# Midway Confab

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

WORKING or dodging problems?

LOU DAVIS, owner of Oddities-on-View, reports having signed with the Harry Craig Shows at Brownwood, Tex.

J. C. CORBITT and Dolly Clark, who have been working in Richmond, Va., the past few months, left for Tampa to open their 1944 season.

AFTER an absence from show business for several years, former cookhouse operator Harry Frank contemplates taking out a string of concessions.

JOE COREY, who has been wintering in Lynchburg, Va., spent a few days visiting friends in Richmond on his way to Atlanta for opening of the season.

JACK OLIVER arrived in Biloxi, Miss., to be with the Gentsch & Sparks Shows for the 1944 season, the management reported.

WAY early-day titles switched, we didn't know who owned the letterheads.

MR. AND MRS. HOOPER DENT are employed in St. Louis, he as a shipping



M. J. DOOLAN, named chairman of Chicago Ride Owners, who last week organized for the season with plans to meet an increased demand for neighborhood entertainment. Churches and civic clubs' co-operation will be further sought in the problem of providing recreation in congested districts. Harry Mamsch is secretary-treasurer of the group.

clerk and she with a manufacturing company.

CURLEY AND TRIXIE CLARK, Kansas City, Mo., booked their concessions on the Reynolds & Wells Shows for the second consecutive season.

MARIE AND SMOKEY JONES are in Birmingham rebuilding their shows to join the L. J. Heth Shows. New wardrobe has been purchased.

ROBERT W. TILTON, who was discharged from the air force in January, is a concession agent on the B. & H. Amusement Company, playing Eutawville, S. C.

W. L. BORROR, who operated cookhouses on Midwest shows many years, is now in the fruit and vegetable business in Clute, Tex., but plans to return to the road after the war.

PRINCESS BEATRICE (Clark), well-known tattooed woman, is convalescing at her home in Brantford, Ont., after six weeks in a hospital with a severe attack of influenza.

REMEMBER the manager who said: "Publicity makes one think better of himself."

CORP. HARRY McCLURE and Pfc. Buddy Fleming, former troupers, now stationed at Richmond (Va.) Army Air Base, were recent visitors at Marks Shows' winter quarters.

JOHN H. MARKS, owner-manager of the Marks Shows, returned to Richmond, Va., from a booking trip and said he had

contracted for the 1944 fairs in Wilmington, Statesville, Albemarle, Monroe and Rock Hill.

FRANK REED, who will have a concession with the Allen Brewer Concessions, reports from Jackson, Tenn., that work in winter quarters is progressing rapidly and that the Gold Medal Shows will be joined about March 1.

CLYDE GRAHAM, Grand Island, Neb., with the McMahon Shows, Marysville, Kan., for several years as general agent and assistant manager, attended the Lincoln fairs meeting and contracted several fairs.

T. J. BROWN types from Witt, Ill., that he will be with the Walter Lankford Circus, which has been contracted by Shan Wilcox, owner of Playland Amusement Company. Brown, who will go to Lankford winter quarters about March 1, will also have the band on the show.

HARRY H. KINCHELOE reports that Gene Morgan arrived in Oklahoma City from California by plane and that Gabe King, of the Srader Shows, came from Wichita, Kan., to attend the funeral of Truman R. (Dad) Sollars, carnival showman, in Oklahoma City.

HOUSE-TRAILER wife, who owns an A-1 electric iron, finds a lot of new friends around quarters.

FRANK ROBERTSON, baseball concessionaire, pens from Racine, Wis., that he visited Jack Strike's shooting gallery in the Arcade building there, where Strike



LON RAMSDELL, well-known show publicist, will return to the O. C. Buck Shows this season as assistant manager. He formerly was publicity director for O. C. Buck but left the show a year ago to do exploitation work for United Artists. Roy F. Peugh, who succeeded Ramsdell as publicity representative, will be back on the staff this season.

reported his best winter. Robertson, en route to the South with four concessions, expects to start in Louisiana.

FORMERLY with the Mighty Sheesley Midway, Knud Freidrichsen (Penny Arcade Dutch), who had been confined to his room in Detroit since September with a fractured leg, is able to get about on crutches and visits a hospital for treatment four times weekly.

EDWARD C. ANDREWS, 35 years with circuses and carnivals doing magic, fire-eating and knife throwing, who is in Veterans' Hospital, Dayton, O., for an operation, expects to be confined for about a month. Last season he was with the Mark Williams Side Show on the World of Pleasure Shows.

ENTERTAINING at a cocktail party in honor of Mrs. Beatrice Tarbors, Katherine Niort, formerly Tarbors, had as guests in her home in Northeast Miami, Kay Weiss, Dolly Young, Ruth Schreiber, Peggy Biscom, Laura McMasters, June Weiner, Patricia Parker, Edna Travis and Mabel Brisson.

RETURNING to Norfolk quarters from

## "Twin" Is Removed

CINCINNATI, Feb. 19.—The AP carried a story last week regarding an unusual operation performed by a Mayo Clinic surgeon in Rochester, Minn., for removal of a "parasitic twin," and which restored a 12-year-old Winnipeg boy to normal life. Operation was performed on Ernie-Len Defort, who had been born with a partial "Siamese twin" attached to his body at his lower chest and upper abdomen. The twin body was removed and within a few weeks he was back home to re-enter school. Today he is active in athletics, well up in his studies and living as a normal boy, according to the doctor. When he was two years old Ernie went on tour with the Conklin Shows, being shown in a glass crib, with a nurse attendant. He toured annually until 1939, when he made his final appearance at the Canadian National Exhibition, Toronto.

the Albany meeting with some New York fair contracts, R. C. McCarter, general agent of the J. C. Weer Shows, went on to Rocky Mount, N. C., where his daughter, Mrs. Maxine Owens, gave birth February 15 to a son, making McCarter a five-time grandfather.

EVEN tho the same man has been laying out the lots all season, there is always some showman who yells: "Who in the hell laid this lot out?"

CY PERKINS, advertising agent for the past two years with Dick's Paramount Shows, who signed with the Lawrence Greater Shows at the Richmond (Va.) fairs meeting, will leave Norfolk for Lawrence quarters in Sanford, N. C., early in March. It will be his third time with the Lawrence shows.

JOHN GECOMA, general manager Bright Lights Exposition Shows, reported that at the Pennsylvania fairs meeting in Reading he contracted fairs in Jennerstown, Port Royal, Gratz and the McClure Bean Soup Picnic and rides and free acts in Lewistown and for Liberty Fire Company, York.

FOLLOWING the death of Charles G. Ziegler, operator of the Tri-State Shows since 1924, in Detroit, February 10, Mrs. Ziegler, who has been associated in all his business activities, plans to carry on operation of the rides in the Detroit territory. Funeral, at White Chapel Memorial Park, was attended by a number of Michigan showmen.

NOTES from Don Foltz, Elite Exposition Shows, Arma, Kan.: Carl and June Harlan spent a week-end at Kansas City, Mo., with their mothers. Pa and Ma Atchison will have charge of Kiddleland this season. John Ellis and Madame Rose booked three concessions and Chief Le Fereer will add one. Mrs. Jack (Lottie) Clark is in St. Elizabeth Hospital, Hutchinson, Kan., with pneumonia.

NOTES from World of Pleasure Shows' quarters, Detroit, by Ray Marks: A crew of 10 has Bill Postlewaite in charge. Twin Wheel foreman Troy Scruggs and wife returned after a visit south. Kenny Martin, second man on the Ferris Wheels, is driving for a truck line. Daily visitor is Charles Van Arsdale. Owner John Quinn, recently recovered from flu, returned from a booking trip.

WHEN an agent books a good spot unintentionally he is considered tops. But when he books a bad one unintentionally he becomes famous as a prankster.

KING REID, manager of the King Reid Shows, reported from Manchester, Vt., new winter quarters, that William J. Culeton, Oswego, N. Y., had booked his cookhouse for the fifth season. William DeVaul will present his Arcade Amusement Palace with new equipment and a staff of four. Returning for the seventh season will be Thorton Hoar, Weymouth, Mass., with popcorn and photo gallery.

EDGAR H. (DOC) KELLEY, of the former Pa & Ma Shows, who has been confined to his home, Gales Ferry, Conn., over two months since a minor hospital operation in December, will return to Lawrence Hospital, New London, Conn., this month for a major operation. Aged 70, he started with the John B. Doris show in 1889, is a member of the National

Showmen's Association and says he has read *The Billboard* since February, 1897.

JOE TRACY EMERLING is convalescing in U. S. Veterans' Hospital, Indianapolis, after an illness that began last season while he was lecturer in the Side Show on Cole Bros.' Circus. He left the Cole show in Joliet, Ill., July 7 and played a few spots as inside lecturer for Carl J. Lauther on the Johnny J. Jones Exposition. After treatment for arthritis, he is able to be about again but does not expect to be discharged until weather is milder.

DURING the Houston Fat Stock Show, February 4-13, a dinner was presided over by Lillian Crawford and B. C. McDonald, Harry Craig Shows, for visiting executives of shows and fairs. Mrs. Crawford went from Indiana and McDonald from Atlanta. Festivities were held in the Harry Reynolds dining emporium in the Coliseum and among those present were Bill H. Hames, Jack Ruback, O. (Booby) Obadal, Tobe and Hatlie McFarland, Roy and Bess Gray, Lillian LaBerta and Frank and Kitty Harrison.

AUDREY CLARK reports that Marvell, Ark., winter quarters of Omar's Greater Shows opened January 1 with a crew of 12. Harvey Johnston is supervising painting and lettering on trucks and banners. Bill Arnold is mechanical supervisor. Concessions are being built by Gene Clark, Lucky Davis and Vernon Gross. Superintendent of rides is Cliff Higgins. Robert A. Ragon and crew have charge of the cookhouse. Steve Conley will handle the Monkey Speedway and P. D. Preston has signed his photo gallery for the fourth season. New canvas arrived.

JACK W. WILSON, co-owner Cetlin & Wilson Shows, and Mrs. Wilson, who have arrived in Miami for a sojourn, were dinner guests at the home of Bill Cowan, business manager of the shows, and Mrs. Cowan. After a meeting with Ben Braunstein, publicity director of the shows, General Manager Wilson announced an addition to the 1944 route, the Frederick (Md.) Fair. Sid Siskin, former agent for Bill Cowan, who operates the 634 Club at Miami Beach, was host to Mr. and Mrs. Wilson, Mrs. Izzy Cetlin, Mrs. Ada Cowan and Ben Braunstein on the night of February 13 at his club.

HOW would some talkers square their corny belly platform tricks if William Shakespeare hadn't said: "A little nonsense now and then is relished by the best of men."

MRS. LILLIAN MAY, wife of E. C. May, agent of the World of Pleasure Shows, celebrated her 41st birthday February 5 in the home of Tony DeAngelas, adjacent to the house trailer of the Mays, in Detroit. The party, with luncheon, refreshments and games, was also the occasion of the 11th wedding anniversary of Mr. and Mrs. DeAngelas. Besides Mr. and Mrs. May and Mr. and Mrs. DeAngelas, there were present Mr. and Mrs. Paul

Mayrand, Mr. and Mrs. Joe Bierkenheir; Mr. and Mrs. Bill Meyers, formerly with the Hagenbeck Circus; Mrs. Anna Hill, Harry DeMuth, and J. B. Hendershot, agent J. C. Weer Shows.

BERRYHILL United Shows, new org. under management of Leo I. Berryhill and W. O. Seymour, opened on the Thunderbolt lot, Savannah, Ga., with much new equipment, reported W. O. Seymour. Ferris Wheel, Chair-o-Plane and big Kiddie Auto Ride are supplemented by concession row, which includes Jack Stutzman with 1; Clyde R. Pierce, 3; Bob Miller, 2; George Springer, 1; J. B. Parenteau, 2; Flossie Miller, 3; Steve and George Marks, 1; Mrs. Berryhill, 2; W. M. Murphy, 1; Wilson, 2; office, arcade and one concession. B. E. Spencer is electrician and Clarence Vincent has charge of rides.

NOTES from Porter Van Ault, Van Ault's Arcade, Cetlin & Wilson Shows, Petersburg, Va.: Mrs. Henry R. King and Mrs. Cecil Yensey and daughters, who have been in New Orleans for the last two years, are playing lots with the Buff Hottle Shows. Dudley Lewis, of motor-drome note, who bought a roadhouse a mile from Petersburg, reports good business. Tony Lewis, back in quarters, is painting Merry-Go-Round horses and Slim Gibson is building fronts with a crew of 10. A new trailer was purchased by Richard Walters, who has the kiddie rides. The writer sold his arcade to Mike Roman, of cookhouse note, and purchased a farm in New Jersey, where he will reside for the summer at least.

FUNERAL services for Clay Mantley, of the Convention Shows, who died in Miami February 6 after an illness from pneumonia in Jackson Memorial Hospital, was largely attended by showfolk, friends report. Floral tributes were numerous and among show people noted in the Tracy Funeral Home were Sam Palitz, Joe Payne, Louis A. Rice, Art Frazier, George and Margaret Beardsley, John B. Mason, Jack Rose, Mr. and Mrs. Jack Beardsley, Ralph N. Endy, Milton S. Paer, Matthew J. Riley, Sid Markham, Mrs. L. E. Roth, Mrs. Neal Massaro, L. H. Hardin, Mr. and Mrs. M. Gould, Mr. and Mrs. Carl Amsden, Mr. and Mrs. Max Kimerer, Mrs. Leo Bistany, Mrs. Rob Royall, Robert K. Parker.

CREWS have been enlarged in winter quarters of the Al Baysinger Shows, Poplar Bluff, Mo., reported L. B. (Barney) Lamb. Madison brothers, who arrived with their photo gallery and custard truck, left the equipment and went on a two-week vacation in the North. Owner Baysinger, who will open part of the show on the post office lot March 30 for 10 days, and Lamb left to attend the Wisconsin fairs meeting in Milwaukee. Contracts for Wisconsin fairs in Monroe, Elkhorn, Jefferson and Darlington have already been signed. Lamb completed a body on a new semi-trailer and built six stock concessions. Show will carry a neon plant and neon will be used plentifully, light towers having been purchased from Sam Solomon. Bernice Lamb, who arrived from Columbus, Miss., has booked seven concessions. The Dixon concessions are ready.

NOTES by Helene Tignor from quarters of the Harry Craig Shows, Brownwood, Tex.: With return of Mr. and Mrs. Harry Craig and son, Bucky, from a business trip to Arkansas, there is much activity. New show tops have been purchased and rides, shows and concessions are being rebuilt and repainted under supervision of E. A. Tignor. A patriotic color scheme will be carried out. Secretary B. C. McDonald, who has been in Houston, will be joined here by Mrs. McDonald, who is visiting relatives in Georgia. Madam Fay works her trained animals daily. Mr. and Mrs. Craig entertained. Mr. and Mrs. Tignor at a dinner party in their apartment at Grande Courts. Recent visitors: T. J. Tidwell and father; Mr. and Mrs. Buddy Tidwell, Tidwell Shows, and Martin Purdy and Boone Brown, Wichita Falls. Foreman of rides last season, Ernest Edwards, is now in the armed forces. Show will have a large number of pennants on show fronts and across the midway from light towers. Mr. and Mrs. Riley Bain, who closed the store-room which they have operated, are working on bingo equipment for the season. He is also decorating the Merry-Go-Round. Jack Maxwell, electrician, is making new lighting devices for the rides. General Agent Harry Badger reports the show booked until after July 4. Dean Lock, billposter, formerly of Donovan Bros.' Circus, who has arrived, has ordered special paper.

## IN THE ARMED FORCES

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

HENRY R. KING, with Van Ault's Arcade for 10 years, is overseas with a tank unit.

PVT. A. G. SLATEN, former operator of concessions with the Happyland Shows, is with Headquarters Battery 514th AAA, Bn., Fort Bliss, Tex.

THIS month marks a one-year period in the armed forces for Burr Van Ault, of the Van Ault Arcade, who is with a tank unit in Italy.

A V-MAIL VALENTINE from New Guinea came from Corp. Sam Swain, who said he hoped to be back in showbiz in 1945. His address is: 33203270, APO 322, c/o Postmaster, San Francisco, Calif.

SGT. WILBUR D. TAYLOR, former foreman and ride manager of the Greater United Shows, Laredo, Tex., who has been in foreign service 14 months, expects to rejoin the show after the war. His address is, Air Transport Command, APO 701, Station 6, Minneapolis, Minn.

VINCENT T. O'CONNELL, C. M. 3/c, former concessionaire with shows, including the former American Exposition and M. J. Lapp Greater Shows of 1921-'28, writes: "I am at sea with a naval repair force. Joe Williams was a shipmate on a ship that I previously was aboard." His address is, 4th Division, U. S. S. Varuna, c/o Fleet Post Office, San Francisco, Calif.

PVT. ALBERT J. OLESON, for 13 years with carnivals, including Hennies Bros.' Shows, 1939-'42, and member of the Showmen's League of America and the Pacific Coast Showmen's Association, is in the hospital at Camp Callan recovering from mercury poisoning. His address is Battery A, 52d A. A. Training Battalion, Barracks No. 803, A. A. R. T. C., Camp Callan, San Diego, 14, Calif.

**WHEELS OF ALL KINDS**  
 Tickets—Paddles—Laydowns  
 Complete KENO Outfits  
**CARNIVAL SUPPLIES AND EQUIPMENT**  
 GAMES, STRIKERS, ETC.  
 Still Available  
**EVANS' BIG PUSH**  
 Write for Catalog  
**H. C. EVANS & CO.**  
 1520-28 W. Adams St., Chicago 7

**Wanted Concession Agents**  
 To join March 27, Norfolk, Va. Can place Agents for two Wheels; Clothespin and Roll-Down Agents. Tommy Carey, Ben Glass, call me. OTHER AGENTS, WRITE.  
**Carl H. Barlow**  
 1638 Fort Davis Place, S. E.  
 Washington, D. C.

Pinto Bros.' Pony and Cart, Kiddie Merry-Go-Round, \$400.00; 15 K. W. Light Plant, \$300.00; 1936 Chevrolet 5 1/2-Ton Truck with two-wheel trailer, with 8x16 body, \$800.00; 200 Ft. of Number 6 Wire, 200 Ft. Sidewall, Jumbo Wheel, \$100.00; two Cork Cans, several Wheels, Wings for Cane Rack, 10 Files, 10x16, and 10 Frames, 8x10, complete, \$500.00; a lot of miscellaneous Show Equipment. Will take \$1,500.00 for all. Stored in Mathews, Va. Wire or write  
**THOS. H. BOSWELL**  
 5124 Chestnut St. PHILADELPHIA, PA.  
 Want to buy Ferris Wheel and Chairplane.

**FOR SALE**  
 One Pretzel Dark Ride, latest one made, like new, for sale, with lease in good park, or can be moved complete with all stunts and extra parts, etc. Write for price. Two like new factory-built portable Loud Speakers with amplifier, mike and two horns for each outfit. Write  
**L. H. HOOKER NOVELTY CO.**  
 Arnolds Park, Iowa

**EYERLY RIDE OPERATORS**  
 Protect your OCTOPUS, ROLLOPLANE and FLY-O-PLANE  
 World's Most Popular Rides  
 • Operate Slowly • Keep Well Oiled  
 • Operate Carefully • Keep Nuts and Bolts Tight  
**EYERLY AIRCRAFT CO. Manufacturers SALEM, OREGON**

**BUY WAR BONDS NOW BUY WAR STAMPS NOW**  
 AFTER THE WAR BUY A NEW  
**TILT-A-WHIRL**  
 In the meantime keep your old rides safe with the original builder's parts.  
**SELLNER MFG. CO. Faribault, Minnesota**

**ALLEN & NICKERSON SHOWS**  
 Opening Evansville April 9th, followed by one of the best routes, wants the following:  
 Concessions: Will book any Slum Stores that work for ten cents. Want Agents for Roll Downs, Wheels and Percentage Joints. Want Counter Men and Caller for Bingo. All the above address J. J. ALLEN, 35 Spring St., Springfield, Mass. Shows—Will book any show 25%. What have you? Rides—Want to book or lease Tilt, Whip, Roll-o-Plane or Spitfire with or without transportation. Help—Can place good sober Office Man that understands all details. Want to hear from Electrician. Prefer one with Concessions. Can place good sober Ride Help that give senia. Winter quarters now open.  
 Address: ALLEN & NICKERSON SHOWS, Box 94, Evansville, Ind.  
 P.S.: Fair Secretaries, look us over.

**L. B. "BARNEY" LAMB**  
 With AL BAYSINGER SHOWS  
 WANTS CONCESSION AGENTS for Stock Concessions. Girls for Ball Games. Paul Brown, Darby, O. E. Scott, Tracy, get in touch.  
 WANTS RIDE HELP for Octopus and Roll-o-Plane. Al O'Dear, Bill Ferguson, Sam Rochester, Jerry Zdroik, Loyd Blankenship, L. C. Conatser, come on. Can offer long season, top wages and the best of treatment. Write or wire or come on.  
**L. B. "BARNEY" LAMB, Box 475, Poplar Bluff, Mo.**

**Quick Action**  
 "TLL PAY a man \$100 a week to do my worrying for me," remarked Toney Martone, carnival operator, at the Heart of America Showmen's Club in Kansas City, Mo. "When can I go to work?" asked a listener. "Right now," replied the genial Toney. "When do I get paid?" asked the elated one. "That'll be your first worry," was the answer.

**READERS WANTED**  
 For **JOHNNY J. JONES EXPOSITION**  
 Playing excellent route of still dates, celebrations and fairs. Good opportunity to make real money. Would like to hear from those who have worked for me before.  
 Address:  
**MRS. 'BOOTS' PADDOCK**  
 Richmond Hotel Augusta, Georgia

**FOR SALE**  
**WAX FIGURE BUSINESS**  
 (Life Size)  
 Wonderful opportunity. For particulars:  
**MRS. W. H. J. SHAW**  
 8186A South Grand Blvd. St. Louis 18, Mo.

# 3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—  
 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$6 per 100 for cards only—markers or tally omitted.  
 No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

# 3000 KENO

Made in 50 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$3.50.  
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.  
**LIGHT WEIGHT BINGO CARDS**  
 Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.  
 Large Numbers Board, 6 in. type, 4 ft. by 15 ft., in 3 collapsible sections, non-electrical \$75.00  
 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25  
 M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.  
 3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000 1.25  
 3,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$1.25 per M.  
 Box of 25,000 Black Strip Card Markers... 1.00  
 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

**J. M. SIMMONS & CO.**  
 19 W. Jackson Blvd., Chicago

## TENTS

New and Used  
**CARNIVAL and SKATING RINK**  
 Write for Prices  
**E. G. CAMPBELL TENT & AWNING CO.**  
 100 CENTRAL AVE. ALTON, ILL.

## TENTS

**UNITED STATES TENT & AWNING CO.**  
 2315-21 W. Huron St. Chicago 12, Ill.

**Carnival and Concession**

## TENTS

Serving the Showmen of the Southwest  
**JOHN M. COLLIN CO.**  
 18 E. KIRK ST. SHAWNEE, OKLA.

## TENTS—BANNERS

We have Canvas for your needs.  
 No priorities needed.  
 Charles Drivor—Bernie Mendelsohn.  
**O. Henry Tent & Awning Co.**  
 4862 North Clark St. CHICAGO 40, ILL.

## TENTS

New and Used Concession, 6x6, 8x8, 8x10, 8x12, 10x10, 10x12, 10x16. Larger Tents, 14x21, 14x24, 20x30, 20x40, 30x45, 40x60. Sidewall 7 to 10 ft. high.  
**KERR MFG. CO.**  
 1954 W. Grand Ave. Chicago 22, Ill.

**OUTDOOR WIRE**  
**\$12.00 PER 1,000 FEET**

2 Conductor #18 gauge, used on army maneuvers. Good as new.  
 1/3 deposit with all orders.  
**CROWN MACHINE CO.**  
 4521 Diversey Blvd. CHICAGO, ILL.

## FOR SALE

6 30 K.W., 5 35 K.W., 6 40 K.W., 1 50 K.W.  
 Gasoline Engine Generating Plants with Switchboard and all Motors. All D.C. current, 110 volts.  
 \$45.00 per kilowatt.  
**Illumination, Inc.**  
 38-10 Queens Blvd. SUNNYSIDE, L. I., N. Y.  
 Tel.: RA-9-5512

# Club Activities

## Showmen's League of America



Sherman Hotel  
 Chicago

CHICAGO, Feb. 19.—President F. E. Gooding, in for the meeting February 17, stayed over for attention to important League business. On the sick list William J. Coutry, Hymie Stone and Past President Sam J. Levy, are all showing improvement. Joe Miles is on his final furlough before embarking and Homer Finley, Wonder Shows of America, in for a visit. Arthur Hopper returned from Sarasota. Harry Ross off on a southern trip. Tom Sharkey on a business trip to Indianapolis. Lou Leonard's new heir is named Martin Paul. Harry and Mrs. Martin back from Detroit, where they were wintering. Lewis Greene, Joe Eule and Al Kamin in for a week-end.

Past President J. C. McCaffery, with Co-Chairman Mike Wright, plans an intensive campaign on the Red Cross drive, starting March 1. Number of members going to Milwaukee for the Wisconsin fairs' meeting. J. C. (Tommy) Thomas out on a business trip. Letters came from Walter K. Sibley, Harry Smiley, Vice-President Mel G. Dodson and J. R. Thompson. William O. Perrot reported he was awaiting medical discharge from the service. Jack Rosenheim has been out for some time.

Callers at the rooms have included Jack Tavlin, Joe Miles, Leo Berrington, Max Hirsch, Lou Rosen, Harry Martin, Eph and Ben Glosser, Jack Benjamin, Sam Bloom, Jack Pritchard, Fred Donnelly, Max Friedman, Charles H. Hall, Dave Goldfen, Lou Leonard, Adolph Treusch, Elmer Byrnes, Al Kaufman, Louis Berger, Oliver Barnes, Sunny Benet, Jack Schenck, Max Sharp, Jack Hawthorne, Frank Ehrenz, Ed Wall, Toby Wells, Bob Seery and Charles Zemater. League's total participation in War

(See SLA on page 50)



## Michigan Showmen's Assn.

156 Temple Street  
 Detroit

DETROIT, Feb. 19.—Meeting February 14 had 74 in attendance, with President Harry Stahl presiding. With appointment of Ben (Babe) Gold as sergeant at arms and Joe Bennett as chairman of the funeral committee, assisted by Jack Gallagher, Harry Elkins, Jack Dickstein and Ora A. (Pop) Baker, all committees are now complete. Acting on announcement of House Chairman Hymie Sobel that a State license for sale of wine and beer has been approved, the committee began installation of fluorescent lighting for the back bar to be enhanced by concealed panel lighting and all calculated to lend "cocktail-hour" atmosphere to the room.

Entertainment committee, headed by Jack Dickstein, reports elaborate plans for the annual St. Patrick's Day Party in the clubrooms March 19, with a dance band, strolling entertainment, food, drinks and a 50-cent door tariff. Newly elected to membership are Harold Berg, Jack Carmen, John Crawford, William Korth and Harry Shapiro. Gold membership card has been completed for Harry Schrelber for having enrolled over 50 new members in 1943. Stating that increase of dues to \$15 has not hampered its activities, Chairman Baker, membership committee, reported eight new applications.

Back from a sojourn in California and New Orleans, Louis Wish will again have his concessions in Eastwood Park and Edgewater Park. Harry Jones, concessionaire at Jefferson Beach, visited. Mannie Brown, just out of a hospital, secured a health priority rating and left by plane for Miami to recuperate. Former general agent Joe Bennett, now general manager of Roscoe T. Wade's Joyland Attractions, returned from Adrian, Mich., winter quarters.



## National Showmen's Assn.

Palace Theater Building  
 New York

NEW YORK, Feb. 19.—President Oscar C. Buck has appointed an entertainment committee comprising James Davenport and Fred Murray, co-chairmen; Sam Rothstein, Bill Bloch, Jerry Gottlieb, Joe End, Frank Capell, Jack Owen, Paul Sptzler, Harry Kaplan, Sam Burd, Ike Weinberg, Charles Davenport, Sam Berk, Ross Manning, Frank Ware, David Brown, Edward Elkins, Louis Victor, George Reector, Joseph McKee, "Dada" King, Louis Faber, James Hurd, Harry Mirsky, Harry Rosen, Phil Cook, Charles (Doc) Morris, Sam Levy, Ben Herman, Dave White, Tom Fallon, Irving Berk, Jack Capria, Max Miller and Jack Linderman.

Word came of the death of the mother of James and Sam Peterson and mother-in-law of Sam Robbins February 14. Chic Goodman, Bibs Malang and Frank Schilzi are still hospitalized. Max Elchholz is slowly recovering at home and Myer Pimentel and Joe Bellinger are well enough to be around. Robert Newman, formerly with the Ringling-Barnum circus, is seriously ill in Coney Island (N. Y.) Hospital.

Secretary Joseph McKee, an executive of Palisades (N. J.) Park, is working on a money-raising idea that should help materially to swell the NSA benefit fund. Irving Rosenthal, Palisades Park, was a visitor, as were Benjamin Weil, Philadelphia; Mike Surock, veteran orientalist of Atlantic City, and Jim Kelleher, formerly of the Mighty Sheesley Midway, as a guest of Ralph Decker. Joe Trosey, of the R-B Circus, in from Plainfield, N. J., accompanied by Fred Palma, of the same show. Max Miller back from Miami; Frank and Paul Miller still there, but leaving February 21 for New York. Joe Casper in from Baltimore, Frank Wald from the West, and Bill Lynch, Lynch Shows, from Halifax. William Gottlieb came from Baltimore, accompanied by Cy Reiss.

Sam Wallace and Louis Candee will be with the W. C. Kaus Shows, to open in New Bern, N. C., April 3. Sam Lawrence, who will open his shows April 3 in Rockingham, N. C., left for winter quarters in Sanford, N. C. Sam and Irving Berk will again be with the Gooding Shows; Jimmy Hurd, Buck Shows; Jack Owen, Cethn & Wilson Shows; Casper Sargent, Riverside Park, Springfield, Mass., and Sam Burd with Endy Bros.' Shows after a short season with the Strates Shows. Sailor Harry A. Farber wrote from the Southwest Pacific expressing thanks for his Christmas present. Next entertainment event will be a Barn Dance in the clubrooms on the night of March 10.

### Ladies' Auxiliary

Meeting February 9 had about 20 members and after discussion regarding purchase of additional War Bonds during the Fourth War Loan drive, it was unanimously decided that the auxiliary's surplus cash should all be so invested, leaving a satisfactory working balance. Evelyn Fallon, Ethel Weinberg and Es-

(See NSA on page 50)

## Missouri Show Women's Club

Maryland Hotel  
 St. Louis

ST. LOUIS, Feb. 19.—At the first social meeting of the season February 3 chairman of the entertainment committee, Gertrude Lang, was hostess. Her first party was declared a success, as members played bridge and rummy, with lovely table prizes and sandwiches, and cake and coffee served, members of the IAS being in attendance. Plans were completed for a co-operative St. Patrick's Lucky Party March 18 in the rooms. New members accepted are Mildred Sorenson, Mae Ward, Florence Guth, Evelyn Lewis and Lucille Pollard.



## Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire  
 Los Angeles

LOS ANGELES, Feb. 19.—Ed Vollman, secretary of San Joaquin Valley Fair, and A. L. (Red) Vollman, who had *Cavalcade* at the Golden Gate Exposition, were guests at the Monday night meeting. On the rostrum were Ted LeFors, president; H. A. (Pop) Ludwig, Everett W. Coe and Hunter Farmer, vice-presidents; Edwin Tait, treasurer, and William Hobday, secretary. In the Fourth War Loan drive to reach a \$75,000 goal to have a bomber named after the club, Joe Glacy reported that over \$50,000 had been subscribed. An order for \$1,000 came from W. E. Groff, with several orders for \$100 bonds also being placed with the secretary.

Arthur Hockwald was named as the new full-time secretary to fill the post vacated by Charles W. Nelson. A. L. Vollman told the members he had been practically out of business since 1941. Associated with specs, he predicted that after the defeat of Germany there will be *cavalcades* that will "out-cavalcade" anything ever offered.

Jimmy Dunn, sick and relief committee, said there was not a name on the bulletin board. Treasurer Tait reported that the building fund was about \$2,750. Bill Scott, library committee, reported on the keeping of clippings and other information pertinent to show business. Harry Quillen, publicity committee, was praised for his work. Members returning after absences included C. F. (Doc) Zelger, who introduced Chester I. Levin, chairman of the finance committee, Heart of America Showmen's Club. After the meeting Harry Chipman, chairman of the entertainment committee, showed several interesting 16mm. film subjects.

On February 9 Mora Bagby, of the Ladies' Auxiliary, entertained at her home with a buffet dinner for President Clara Zelger and Past President Ruth Ann Levin, Ladies' Auxiliary, Heart of America Showmen's Club, Kansas City, Mo. Present were Peggy Forstall, Allerita Foster, Rosemary Loomis, Helen Brainerd Smith, Lucille Dolman, Jessie Loomis and Allie Wrightsman.



## Heart of America Showmen's Club

Reid Hotel  
 Kansas City

KANSAS CITY, Mo., Feb. 19.—After a brief business session, presided over by Third Vice-President Buck Ray, the February 11 meeting adjourned and a motion picture, *Pearl Harbor*, was shown by members of the U. S. Navy and presented thru efforts of Harry Duncan to aid the club's sale of War Bonds and Stamps. Admission was by purchase of a 25-cent War Stamp or a War Bond. Several hundred dollars in War Bonds were sold and a large amount of War Stamps, which give the club a good chance of going over its \$25,000 goal.

John R. Castle, who has been discharged from Leeds Sanitarium, is back. Chester and Ruth Ann Levin, in Los Angeles to visit their son, Leo, in the armed forces, are expected home about February 25.

Sam Benjamin, who managed Walled Lake (Mich.) Park last season, will leave February 27 to resume duties there. Chairmen of the Silver Jubilee and Banquet and Ball committees, working out plans for a big celebration December 25-January 1, say the event will be held at one of the leading hotels.

**WANTED**  
**FERRIS WHEEL**  
 State Condition and Price.  
**CHINCOTEAGUE VOLUNTEER FIRE CO.**  
 Chincoteague, Va.

## GOLD MEDAL SHOWS

NOW BOOKING FOR 1944 SEASON  
 Address: OSCAR BLOOM, Mgr.  
 P. O. Box 32. Columbus, Miss.

## Kortes Grabs Publicity in L. A.

LOS ANGELES, Feb. 19.—The Pete Kortes World's Fair Museum, after a run in the El Paso (Tex.) area, here at 723-25 South Hill Street for an indefinite run, with Manager Roy B. Jones on hand to meet visiting newspaper men, is getting good publicity breaks. Advertising is being inserted in *The Los Angeles Herald Express*, *The Examiner* and *The News* and three radio stations are being used. Money flowing freely is in the show's favor. Admission runs 20 and 40 cents thruout the day. First Saturday night had nearly 600 admissions after closing of bars at midnight in the area. Attendance was reported to run around 5,000 on the first Sunday. Admission includes taxes.

The museum is backing up its newspaper and radio advertising with a flashy front. Store, formerly occupied by a luggage concern and at Christmas by a fruit packing outfit, has large window space across the front with a large opening. Kortes has bedecked the windows with large photos in color and the colorful silk ceiling drops inside are attracting crowds. Some little difficulty has been encountered with the fire department, 30 gallons of fire preventive having been used, but an inspector advising that it "wasn't too much." Even with 30 gallons, the drapes had been soaked. Interior and exterior are due for more paint and color, there has been difficulty in securing sign painters.

Management here includes Kortes, owner; Jones, manager; Johnny Cousins, agent; Whitey Bishop, Swede Peterson, Carl Tysinger, front door; Nick Delo, floorman; Homer Hoeye, construction superintendent; Howard Benson, scenic artist; Abe Sirles, porter, and Anne LeRoy, secretary. Attractions are Gorilla People; Patent Twins, albino girls; Jim Dunleavy, reptile exhibit; William E. Alexander, flea circus; Barney Nelson, armless wonder; Baby Betty, fat girl; Athelia, monkey girl; Shackles, handcuff king; Eko and Iko, sheep-haired men; Harry Lewis, man turning to stone; Bingo, midget clown; J. Barnett Dean, lightning sketch artist; Zandu, quarter boy; Great LeRoy, magician; Lorenzo, mentalist; Sealo, seal boy; Great Waldo, human rat trap; Prince Juan, smallest man, and Bob Wallace, man of many faces. Sam Alexander, two-faced man, is in the after-show; 25-cent admission.

Record music is used to bally. Several attractions have appeared at the Victory House in connection with the War Bond Drive. Store shows have never been given carte blanche by the city, but this one appears to be getting more consideration than others that have played the area.

Notes: Manager Jones has a son in the army in Iceland. Jack Grimes on hand and shooting the breeze with the fellows until he gets down to active work on Cronin Circus publicity about March 1. Jack Johnson, ex-fight champ, visited the show. Uniform attendants spruce up the museum. Mezzanine in the building offered difficulty in showing the attractions across the back of the place. While the show is here for an indefinite stand, four months are being talked in managerial circles.

## Troupers Planning "Nights"

LOS ANGELES, Feb. 19.—Regular Associated Troupers met February 8 in the clubrooms, Walker Building, accepted these new members: Ted Levitt, Doris Friedman, San Francisco; Ruby Davis, Portland, Ore.; Eloise Kelley, Sacramento; Leon Sides, Al DiDenti, Tacoma; Harry Miller, Los Angeles. Presentation of an American flag by Mr. and Mrs. Frank Downie brought a standing vote of thanks. Red and Gladys Patrick in from Portland, and Relley Castle Burglon, San Francisco, made generous donations. From the Heart of America Showmen's Club, Kansas City, Mo., came Mr. and Mrs. C. I. Levin, who were welcomed as guests of C. F. and Clara Zelger. Luncheon was donated and served by Ethel Krug, Lillabelle Lear and Jennie Regal, and refreshments were served and donated by Mr. and Mrs. Frank Yagla. It was unanimously voted to keep clubrooms open thruout summer, with meetings every Tuesday, with sponsored dinners and luncheons held by members and to be known as Sponsors' Nights.

## Va. Trailer License \$3.50

RICHMOND, Va., Feb. 19.—The Virginia State House of Delegates this week voted unanimously to pass the Vaden-Bustard bill, which enables trailers up to 8 feet in length, towed by passenger cars,



ROY J. GOODING, shown here in an old family portrait, operated the R. J. Gooding Amusement Company, rides and other amusement devices, for many years before his death in Columbus, O., February 12, and he was widely known in Ohio and adjacent States. In his youth he was in a partnership with two of his brothers, Floyd E. Gooding, head of the F. E. Gooding Amusement Company, Columbus, and Arby W. Gooding. Details in the Final Curtain in this issue.

to be registered for a \$3.50 license fee annually. The bill had already passed the State Senate and has now been sent to Virginia's Governor Colgate Darden for his signature.

## TAYLOR BROS. WANTS

### PRUDENT AM. CO.

20 Weeks' Work. Opening May 1st. Want Ride Help, top salary. Want good Concession Agents. Will book few more Concessions. What have you to offer? Good opportunity for Photo Gallery, American Mitt Camp, Popcorn, Candy Apples. One Concession of a kind. Free Acts, what have you to offer? For Sale—Top, 23x43, fair condition, \$45.00. Ride Help, apply M. A. PRUDENT, 124 Cedar Ave., Patchogue, L. I., N. Y. Concessions and Agents, apply TAYLOR BROS., 927 N. High St., Martinsburg, W. Va.

## RIDE MEN WANTED

Foremen and Second Men to work around Chicago on Merry-Co-Round, Ferris Wheel, Tilt-a-Whirl and Rocket. Top salary and good treatment. Truck drivers given preference.

**CHICAGO RIDE OWNERS**  
5617 S. Halsted Street CHICAGO, ILL.

CALL

CALL

## RUBY'S BALL GAMES

Will open March 2nd, Savannah, Ga. Bantly's All-American Shows, 4th season. Want to hear from George Burke, Nolle Breeze, Lois from Greensboro, come on. Want to buy complete Watch-La pitch; no junk. JOE or RUBY KANE, Hotel Do Soto, Savannah, Ga.

## HYALITE MIDWAY WANTS

WHEEL FOREMAN, \$45 per week with \$5 bonus; Operator for Kiddie Auto; 15 Concession Agents for route into Dakotas and return. Opening March 15th, Bonham, Texas, uptown.

Write or Wire RAY STECK, Bonham.

## GREAT SUTTON SHOWS

### NOW BOOKING

SHOWS, RIDES AND CONCESSIONS. WHAT HAVE YOU?

P. O. BOX 304

OSCEOLA, ARK.

## Sponsored Events

Veteran, Lodge and Other Organization Festivities

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

## Jones Expo Preps For Engagement at Charleston Jubilee

CHARLESTON, S. C., Feb. 19.—Three buildings will be erected on grounds in Victory Park after the Johnny J. Jones

Exposition and Daughters of America Orphanage Fund Spring Jubilee. Morris Lipsky, co-owner of the Jones shows, was here last week looking over railroad trackage and location.

L. E. and Floyd Heth's Bingoland and bar is clicking. Same for Tom and Jeanette Terrill's Cafe downtown. Many showfolk are wintering here, including Mr. and Mrs. Roy Bible, Sello Bros.' Circus; Harry Manos, Mr. and Mrs. Harry Webb, Mr. and Mrs. R. L. Wade, Mr. Gillipsie and Mr. and Mrs. Lyle (Red) Barrett.

Walter D. Nealand, director of publicity of the Jones shows, contracted for all vacant 24-sheet outdoor boards for the Spring Jubilee. Personnel of the Jones shows will entertain wounded veterans in Stark Hospital and the Pines.

## Marlow Heads Ohio Doings

CANTON, O., Feb. 19.—George Marlow, Marlow Amusement Company, is general chairman of two events to be held in and around Canton. At the sixth annual North Industry Home-Coming Celebration, sponsored by Canton Township Volunteer Fire Department, there will be exhibits, free acts and band concerts. Attendance in 1943 was over 40,000. East Canton Street Fair, sponsored by business men of the village, will have acts, bands and rides, and concessions of Larry Fallon, Akron Amusement Company.

J. H. SHARP pens from Steele, Mo., that the American Beauty Shows have signed to play Independence (Ia.) July 4 Celebration. B. O. Gates, secretary, said plans are under way to make this one of the best celebrations in the State.

## WANT

### WORKING MEN—TRUCK DRIVERS

For Wheel, Merry-Co-Round, Chairplane, Roll-o-Plane Marquee, two Fun Houses, Office Concessions. Need Electrician with or without Sound Truck. Blackie, Garrison, Farley, Jimmy Gordon, write. WILL BOOK CANNON ACT FOR TWENTY WEEKS STARTING EARLY APRIL.

### MORRIS HANNUM CARNIVAL UNIT

232 E. Union Street Bethlehem, Penna.

## WANTED

Good Carnival Company for July 4th Celebration week, 6 days and nights.

### UNIFORM RANK, K. of P., CO. 111

Jasonville, Ind.  
Write CAPT. OTIS V. LITTLEJOHN.

### ARCADE MECHANIC

And General Arcade Help wanted, also Canvasmen and Help suitable for Rocky Road to Dublin. Jimmy Wells, formerly with Gold Medal Shows, contact me.

### MRS. BERTHA McDANIELS

Care Johnny J. Jones Expo. Augusta, Ga.

## ELLMAN SHOWS

Greatly Enlarged for 1944

WANT SHOWS OF ALL DESCRIPTIONS. HAVE COMPLETE OUTFITS FOR SAME. Especially will furnish 20x90 new Side Show Top, 10 Banner Front for capable Operator. Anyone that can produce 5 or 6 Shows we will furnish outfits and Semis to transport.

WANT RIDE HELP and FOREMEN for BABY-Q-MERRY, TWIN WHEELS, ROLL-O-PLANE, OCTOPUS, TILT-A-WHIRL, LOOP-O-PLANE, TRAIN, PONIES AND KIDDIE AUTO RIDE.

RIDES: WILL BOOK or BUY ROCKET, 12-CAR RIDE-O, SPITFIRE, DIPSY-DOODLE, FLYING SCOOTER. WILL BOOK CHAIR-O-PLANE WITH TRANSPORTATION.

FREE ACT—WANT HIGH UP IN AIR FREE ACT FOR SEASON. CONCESSIONS OF ALL KINDS. Photo, Popcorn, Striker, Pitch-Till-You-Win and Cookhouse open.

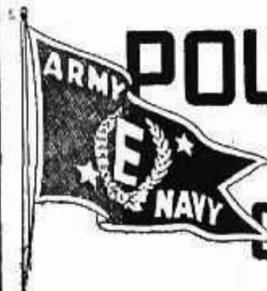
ELECTRICIAN WANTED. Have nice Transformer Wagon and Cables. Also want Help for Glass House and 2-Story Funhouse.

SHOW PEOPLE: Will give you a real Route of Fairs and Midwest best Defense Money Spots. Winter Quarters open April 1, Show opens May 1. Can use good Painters and Mechanics for Quarters. All address ELLMAN SHOWS, 2239 NORTH 56TH ST., MILWAUKEE 8, WIS.

## "First Things First"

Our first responsibility is to the men at the Fighting Fronts and our policy of 100% co-operation with Uncle Sam as evidenced by the award of the Army-Navy E-pennant for our "all-out" war effort.

At this time we regret that it is impossible to accept civilian orders until the end of the war. Then we will be able and happy to take care of your canvas needs.



## POWERS & CO.

MANUFACTURERS OF

## CANVAS GOODS

PHILADELPHIA, PA.

CHICAGO, ILL.

# INDOOR PULL IS POTENT

## Cincy Turning Out for Polack In Nine-Day Run

CINCINNATI, Feb. 19.—Heretofore playing here only one week for the Shrine, Polack Bros.' Circus went in for a nine-day engagement, opening Thursday afternoon at the Taft Auditorium for its fifth annual engagement under auspices of Syrian Temple. Opening-day attendance, as well as those of yesterday and today, was exceptionally good. Three performances were given today, two in the afternoon. Advance ticket sale is big and it appears that the Irv J. Polack-Louis Stern combination will again have a most successful engagement in the Queen City. Dates are February 17-26, with no Sunday performances.

Promotion work under direction of Jimmy Rison, including ticket sales, banners and advertising, has been first-class, as has been the handling of the press by Sam Ward. F. A. (Whitey) Woods does a good job as equestrian director and announcer; Bee Carsey directs the band in fine style and George Morovchek looks after the props in a very capable manner. Following the local date, Rison will go to Hot Springs for several days and then to Sacramento, Calif., to handle the Polack promotion there. Ralph Crosthwaite is the Shrine committee chairman.

An excellent array of talent, with plenty of comedy, is offered. Among features are Hubert Castle, Pallenberg's (See Cincy Polack Opener on page 47)

## Anderson To Get Started In Emporia, Kan., in April

EMPORIA, Kan., Feb. 19.—Bud E. Anderson Circus will open here early in April. A new four-pole big top, a 70 with three 30s, has been ordered. Side Show top will be a push pole, 40 by 80, with new double-deck banners. Show has received a new callope. Anderson will have 10 semi-trucks back and one car and a truck ahead. He bought some equipment from the Allen King show last winter.

Management has several animal acts—elephant, eight-horse Liberty, four menage horses, six-pony drill, pick-out pony and eight performing mules. Part of this stock doubles in concert. The Andersons will present their trick and horse roping, whip-cracking and horses, Tonto and Tumbleweed, in concert.

## Wirth in Jamaica Eight Days

NEW YORK, Feb. 19.—Frank Wirth is presenting a three-ring "Victory Circus" at the Jamaica Armory, opening this afternoon and running for eight days. This is a benefit show for Jamaica's Own 4th Regiment of the National Guard. Among acts are Power's elephants, Captain Engerer's lions and Greer's Liberty horses. Matinees daily, with three shows on Washington's Birthday. Navy personnel and patients from the near-by Navy Hospital at St. Alban's will be guests at performances.

## Mills Is Making Plans

LONDON, Feb. 19.—Bernard Mills, circus operator, has received a three-month leave from the RAF and is putting in his time readying a couple of horse and elephant acts, which he intends to work in theaters. His move is for the purpose of getting together the nucleus of a staff with which to reorganize his show when the war is over.

## Milligan Signs With Mills

CLEVELAND, Feb. 19.—Ted Milligan has been engaged to manage Mills Bros.' Circus Side Show, which will have a new top, colored minstrels, eight acts and all the show's animals. He had been with John Robinson, Barnett Bros., Russell Bros. and Lewis Bros.' circuses and with the Art Lewis and Cetlin & Wilson shows.



SEAMAN 1/c MEL COLBURN, who is somewhere in New Caledonia, had been with circuses on the advance from 1927 to 1942 when he entered the navy. In 1927 he was with the Sparks Circus; 1930-'37, Ringling-Barnum No. 1 car; 1938-'39, agent for Lucky Teter; 1940-'41, No. 1 RB car.

## Sunbrock, Polack, Olympia for Chi

CHICAGO, Feb. 19.—Chicago's three and a half million people should get their fill of circus this spring. Two established circuses and one rodeo and thrill circus are slated to play a total of 50 days here between February 26 and May 7.

First will be Larry Sunbrock, who opens a 15-day engagement at the newly opened Coliseum February 26 with his "Sensational Wild West Rodeo and Big Top Hollywood Thrill Circus." He is using considerable billing, including 24-sheets and painted boards, and also has his rapid-fire announcements on most of the local radio stations. He has a four-horse prairie schooner touring the Loop advertising the show. Initial ads in the dailies have caused some eyebrow lifting, especially among show people. Itemed in the ad are "Cowboy Rogers—the King Cowboy in Person. See cowboys compete for \$15,000 in bronk riding, bulldogging, steer riding. Super Man leaps his car over big bus. The Lone Ranger, impersonated, defending the stage coach."

Polack Bros.' Circus is second to come in, showing at Medinah Temple March 3 to 12 for the Shrine. Advance sale is large. Olympia Circus plays the Stadium April 13-May 7, with Detroit following.

## Cleveland Grotto Off To Big Start

CLEVELAND, Feb. 19.—Al Sirat Grotto Circus, under direction of Orrin Davenport, was off to an auspicious start February 10, with an opening night attendance of 7,211 cash customers. Heavy snow fall and daily blizzards have not kept the crowds away. Last Saturday was a sellout for both matinee and night performances. Seating capacity of the Arena is 10,000. Show will run thru February 26 with matinee and night performances except Sundays. *Cleveland Plain Dealer* in commenting on performance said, in part: "More thrills packed into five minutes of this performance than in three hours of any thrill show ever to play Cleveland." George Hoffman, committee chairman, in an interview stated: "This is the strongest show Orrin Davenport has ever brought to Cleveland." Besides Davenport's regular staff, consisting of Col. Harry Thomas, equestrian director and announcer; Izzy Cervone, band leader, and Charles Jones, property boss, he is using Claire Everett and Nena Thomas in charge of Eva Languay wardrobe being used in the tournament.

Mrs. Ike Rose is presenting her midget review for the third consecutive year as (See *Cleveland Start Big on page 47*)

## Sherman With Wallace; Show To Have New Canvas

CANTON, O., Feb. 19.—Advance department of Wallace Bros.' Circus is about completed. The No. 1 car has been rebuilt with four new berths added. Crew will consist of 14 billers, one apprentice and manager, with Jack Grady again in charge. Tex Sherman will have charge of the press department. All new art and ad mats are being prepared by him. All pick-up style trucks have been abandoned and new panel trucks and station wagons will be used by the advance, according to Dorey Miller, who with Grady, just returned from a trip East, including Pittsburgh and Erie.

Miller will assist in routing the show, but does not plan in being active ahead of the show. John Cutler will be 24-hour man. All truck bodies are being rebuilt and at present there are 40 workmen at quarters in York, S. C.

The show will have all new canvas. Big top is a 120 with three 50s, using two sets of quarter poles. Menagerie top is a 70-foot round with three 30s. The show is departing from circus red. New color scheme will be yellow with black lettering and silver-leaf trim.

Captain Engerer will have his lion act on the show. Romig and Rooney, riding act; Corielle troupe and Red Lunceford rodeo are others contracted.

## Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

Red Clay, Ala.  
February 19, 1944.

Dear Editor:

Co-owners of Won, Horse & Upp Circus have given up all thoughts of putting the show in quarters this year. Because of matters beyond their control, they have been forced to stay out, win, lose or draw. Last Monday at Low Bank, Ky., the show was gambling on getting a day's business by playing under canvas. Spring was in the air and weather was ideal. Our transportation boat was rising and falling with the gentle wavelets of the Ohio River, 50 feet away from the big top. The matinee had just let out when our boat watchman rushed to the lot, yelling: "A submarine just torpedoed the showboat." Rushing to the river bank, the bosses were surprised to see the boat jammed against the pillars of a bridge below and slowly sinking while being crushed by an ice jam. It then dawned upon the bosses that because of the spring weather the ice on the river above had broken and was rushing down stream, taking along everything in its path.

Not owning the boat, it gave the bosses a grand feeling that spring was here. After checking their people, the bosses found that all except one woman were accounted for and that all their stock and equipment were on the lot. While we were looking at the gradually sinking boat, we saw a woman (wearing a black-face make-up) who did a wench turn in our concert, leave the boat and start ashore by leaping from one cake of ice to another. Having no camera, we lost the first authentic picture of Eliza crossing the Ohio on broken ice.

When things look the darkest for showmen something always shows up. After the show had been loaded on the wagons, except the bull top, two men came onto the lot and asked for the shanty boss. Not knowing who they were or what they wanted, Manager Upp spoke up that he was such. The men then explained that they were road builders, but that because of shortages and priorities they couldn't buy any modern machinery. Seeing our grading camp outfit parked here and idle, they were ready (See *Won, Horse & Upp on opp. page*)

## Spring in (on) Air

COLUMBUS, O., Feb. 19.—In connection with increasing the advance staff and locating personnel for it, General Agent James Dewey, Mills Bros.' Circus, sent in a request to the local office of the United States Employment Service. The request was not only broadcast by the Employment Service over its daily JOBS broadcast, but this paragraph appeared on the front page of *The Columbus Citizen* of February 14—"Shades of that thing called spring!" The U. S. Employment Service office here today received a request to provide an advance agent for a circus."

## HM Opens Season At Memphis; Big Advance Recorded

MEMPHIS, Feb. 19.—Hamid-Morton Circus opened its 12-week indoor season in Municipal Auditorium here February 11 to excellent crowds. With general admission prices up 38 per cent over last year's and reserves up 50 per cent, attendance ran ahead of corresponding shows of the previous year, said Bob Morton, director and general manager. Advance sales had topped 40,000 at 80 cents each, according to Vernon L. McReavy, promotional director. Attendance thru Tuesday night, according to Len Humphries, personnel manager, had exceeded 18,000 for a gross of over \$22,000. Jack Shaw is chief property man.

Strong promotional activity by Al Chymia Temple Circus committee, headed by Dr. Charles C. King, received excellent (See *Big HM Memphis Sale on page 47*)

## Kelly-Miller Buy Christy Property

HUGO, Okla., Feb. 19.—Kelly Miller and Milt Herriott returned from Houston, where they purchased show property from George W. Christy—a semi-horse trailer, the Christy Eight Black and White Horse Liberty act—including trappings and all equipment. Lucky, the thoroughbred black stallion who does a menage routine and specialties, harness and blacksmith equipment light cable and other articles. The Christy horses and Lucky will be presented by Herriott. This gives the Al G. Kelly-Miller Bros.' Circus two Liberty horse acts, one four and one eight, also seven menage and five specialty horses.

Miller recently bought a large semi-trailer and Chevrolet tractor. Trained dogs are expected soon, as well as one more bull. H. V. Darr will again pilot the show, this being his sixth year as general agent. Evelina Ross will be one of the features. Jack Fogg will play tuba in the band. Johnny Grady is again doing the paint job on banners and trucks. All trucks will be white with plenty of pictorial work on them. (See *Buy Christy Property on page 47*)

## Williams to Produce Two

MACON, Ga., Feb. 19.—Junior Chamber of Commerce will present the Hippodrome Thrill Circus here for six nights and three matinees, using the Stadium. Edwin N. Williams will produce and direct. Servicemen will be entertained as guests.

COLUMBUS, Ga., Feb. 19.—Edwin N. Williams will produce the Junior Chamber of Commerce Circus for five nights and three matinees. Six civic organizations will assist the auspices on advance sale.

## Olympia Booked for Detroit

DETROIT, Feb. 19.—Great Olympia Circus has been booked for a third season at the Olympia here, following its Chicago engagement, said Fred A. Haner, manager of Olympia. Dates have not been set, but probably will be late in April, dependent upon hockey schedule playoffs for one thing. This will be the only indoor circus slated for Detroit this year, with the Shrine Circus called off for the second consecutive year.

# Under the Marquee

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

## OPENINGS nearer.

**WILLIAM J. LESTER**, of Cole Bros.' Circus, was in Cincinnati last week.

**MELL HENRY**, who will again be with Arthur Bros.' Circus, has been playing USO shows and for bond drives in California.

**EARLY-DAY parade ad:** More than three miles of opulence and splendor."

**DOC CANDLER**, who has been playing schools in West Virginia, doing Punch and clown specialties, will be at the Legion circus in Dayton, O.

**T DWIGHT PEPPLER**, in charge of the Polack promotion in Louisville, had a swell program book.

**CIRCUS owner once told a band leader:** "Rehearse your band before or after a concert, not during it."

**AFTER** undergoing a serious operation in emergency hospital, Fort Dodge, Ia., Rae Tullis is convalescing at her home, 225 S. Fourth Street.

**C. V. CRAWFORD**, former privilege man with King Bros. and other circuses, is baggage master at Union Station, Wichita, Kan.

**SIDE-SHOW manager's boast:** "Wait till you hear my Scotch band play 'The Cock o' the Walk' in their new kilts!"

**ROBERT D. GOOD** visited the Yacopi family, acrobats, backstage at the State Theater, Allentown, Pa. They were formerly with the Big One.

**HENRY T. HUTCHINSON**, M. M. 2/c, U. S. Coast Guard, formerly with the Ringling show, saw the Hamid-Morton Circus in Memphis and visited with a number of the showfolk.

**AFTER** looking over his crew in quarters a newly hired boss asked: "What are they celebrating—Old-Timers' Week?"

**FORMER** circus ticket seller and later a concessionaire, Ed E. Wood is presenting a pick-out pony in vaudeville and night clubs and at indoor shows around Boston.

**CHARLES BOILEAU**, associated with circuses long before the turn of the century, celebrated his 100th birthday anniversary at his home in Philadelphia February 13. Until 50 years ago, he was with circuses as a team driver.

**GREAT showmen must all be alike.** The same "From-Rags-to-Riches" stories are told about them. And they are all credited with the same tough breaks.

**DICK LEONI**, ring performer and clown and son of the late Dick and Maggie Leoni, vaude team, is now known as Dick Leoni White and was recently elected president of Local 182, Blindery Help and Specialty Workers' Union.

**CHARLES A. (CHUCK) O'CONNOR**, Portland, Ore., pens that Stanley F. Dawson, manager of Unit No. 241, USO, was in that city recently with his troupe of 16. Show is booked in Washington until February 29. Arthur Bros.' Circus will be in Portland May 19-27, and Russell Bros. June 30-July 8.

**REMEMBER** the early-day story about a First-of-May musician, who, when fined for being late, said: "I haven't got the money with me, but I'll send home and get it."

**FRANK COLEMAN**, armless attorney, known in show business as the Artistic Armless Marvel of Temple, Tex., is now senior adjudicator with the U. S. Veterans' Administration, Waco, Tex., and will not troupe this year. His wife is continuing treatments in Torbett Hospital, Marlin, Tex., and is improving.

**FLYING ROMAS**, at the Cleveland Grotto Circus, have been contracted for the Ed Williams Hippodrome Circus at Roanoke, Va.; Shrine shows at St. Paul and Lansing, Mich.; St. Louis Police Show, to be followed by three more indoor circus dates in the South. The act will then go east to appear again with Harlacker's Thrill Circus for summer season, with fair engagements following, the itinerary running into late November. Romas are featuring the under-and-over-passing leap, with two performers blindfolded and encased in a bag.

**YEARS** ago when one circus was billed a day ahead of another they put out dodgers blasting each other. When the first one in opened, a colored girl, with a dodger of each show in her hand, stood in front of the ticket wagon. "Huh!" she said. "Both shows say dat de odder ain't any good. I'se gwine to both ob 'em and find out fo' mase'f."



## With the Circus Fans

By THE RINGMASTER

President **FRANK H. HARTLESS**, 2930 W. Lake St., Chicago  
 Secretary **W. M. BUCKINGHAM**, P. O. Box 4, Gales Ferry, Conn.  
 (Conducted by **WALTER HOHENADEL**, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

Mr. and Mrs. Frank H. Hartless, who are spending the winter in San Antonio, in a recent letter said that they had returned from a trip to Mexico with friends.

Don S. Howland, Columbus, O., in a recent letter said in part: "During the first two weeks in January Harry Lewiston's museum was here and I visited with Johanna Rittley. I was in Chicago January 16-21, but was so busy I didn't have much chance to see any of the old-time circus folks, but, as usual, had a good evening with Harry Atwell. From Chicago I went to Reedsburg, Wis., for a visit with my mother and then back to Columbus. We will have Polack Bros.' Circus here March 15-22."

## WON, HORSE & UPP

(Continued from opposite page)

to do business with our shanty boss. Seeing our cookhouse and horses and mules, the road builders asked Manager Upp to accompany them to town, where they would sign a contract and arrange to move our grading camp to a job in Alabama by rail.

At 10 p.m. last Tuesday the show was loaded on 10 flat and stock cars and we were high-balling south. While unloading here Friday morning the road builders were surprised to see us unload our elephant, Crumwell, and our dromedary, Moses, along with our baggage stock. It was then that they awoke to the fact that they had a circus and not a grading-camp outfit. The road builders didn't bat an eye when they informed by the bosses that they would move enough cubic feet of dirt to pay all expenses. Oh! Well, the show is back south and when ready we can start again.

P.S.—This is off the record. Just learned that tonight at midnight we are going to make a Poggle O'Brien parade, as the Georgia line is only a three-hour drive away. **MAJOR PRIVILEGE.**

**JACK DILLON** has been reappointed arena manager for the Calgary Stampede. Judges for the bucking and steer riding events will be Pete Le Grandeur, Bob Carry and Frank Sharp. G. H. Beatty will be calf starter and A. Robertson will judge calf-roping events. N. Edgar will be chief chute judge, assisted by J. Fisher, L. Thompson and J. Van Weazel. Timers, J. J. Bowlen, E. R. Helmer, Herb Johnson, A. Boyce, Dack Black. Dick Cosgrave will be in charge of livestock and L. A. Chown will be chief clerk. Prize money will total about \$14,000.



**Shorty Betty SUTTON & LEE**  
 America's finest Stock-Whip Manipulators. Now touring Army Camps for U.S.O. Camp Shows, Inc.  
 Booked by **EDDIE HALSON**  
 1560 Broadway NEW YORK CITY, N. Y.

**ACTS WANTED**  
 Suitable for Indoor Circuses and Fairs.  
**ERNIE YOUNG AGENCY**  
 155 N. CLARK ST. CHICAGO 1, ILL.

**DONOVAN BROS.' CIRCUS WANTS**  
 GENERAL AGENT (John Foss, write).  
 LEGAL ADJUSTER (Harry Finch, write).  
 BILLPOSTER (Bill Page, write).  
 ALSO ACTS OF ALL KINDS.  
 Address: Care Texas Hotel, Waco, Texas.

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 Get your Preferred Customer Card giving you our wholesale prices for 1944.  
 Post Cards: 5x7, 8x10, 11x14, 16x20.  
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 440 W. 42 ST., N. Y. C.  
 Paste This in Your Address Book.

**The Aerial Ortons**  
**DOUBLE SWAY POLE ACT**  
 Featuring  
**"A FLIRTATION IN THE CLOUDS"**  
 An Outstanding Attraction at the World's Largest Indoor Event,  
**AL SIRAT GROTTO CIRCUS,**  
 Cleveland, Ohio.  
 Permanent address: Adel, Iowa.

## IN THE ARMED FORCES

**PVT. ERIC O. BRAUN** (Eric the Great, Nerveless Man), wire performer, formerly with the Ringling and other shows, is with the Y-Force Operations Staff in China, and presents his act occasionally.

**PVT. VERNELL CORIELL**, paratrooper, and Corp. Earl Coriell are both overseas. Their brother, Pvt. Everett Coriell, is back in the States after being on Midway Island more than two years.

**RICHARD E. IANNONE**, who was with the Ringling show for 20 years as reserved seat ticket seller, now is a private in the Signal Corps and has started his basic training at Camp Edison, sub-post of Fort Monmouth, N. J.

## Kellems in Texas Spots

**CHICAGO, Feb. 19.**—Happy Kellems, panto clown, played the Gene Autry Rodeo February 4-13 at the Houston Pat Stock Show, and also is playing the indoor circus at Galveston, closing tonight. In addition to clowning on the show, Kellems has been making talks at various civic clubs.

**THE FLYING ROMAS**  
 America's Outstanding FLYING ACT currently  
**GROTTO CIRCUS, CLEVELAND, O.**  
**"TERRIFIC"**  
 AT THE GATE  
 featuring Blindfolded Passing Leap.  
 FOR OPEN TIME, PRICE, ETC. WIRE — WRITE — PHONE  
 The FLYING ROMAS  
 Dakota City, Neb.



**Wallace Bros.' Circus**  
**Wants for 1944 Season**  
 One more Act to feature in Big Show. Few more Clowns, Freaks, Novelty Acts for Side Show. Horse Trainer, Elephant Trainer, Candy Butchers. FOR ADVANCE: UNION BILLPOSTERS, LITHOGRAPHERS, BILLPOSTERS, BANNER MEN. Preference to those who drive trucks. Write or wire  
**WALLACE BROS.' CIRCUS**  
 Winter Quarters, York, S. Car.

**Wanted for Bud E. Anderson Circus**  
 Family Act, Single Acts, Useful People all lines. Animal Acts. Will buy hay-eating trained or untrained Animals. Side show manager, write, and all others.  
**EMPORIA, KANSAS**

**CALL**  
 All people under contract with this organization kindly report to Grants Park, Charleston, S. C., March 2nd. WANTED—2 Clowns, Aerial Team or Ground Act, Aug. Kenner, G. T. Wilson and wife, if at liberty wire. Long season.  
**SELLO BROS.' CIRCUS**

**CRONIN'S CIRCUS—WANTS**  
**ACTS OF MERIT.** Girl Acts, Novelty Acts. Teeterboard Act. Clowns. Week Stands on the West Coast.  
**EVERYTHING NEW.**  
 Useful People in All Departments, Write  
**CRONIN'S CIRCUS**  
 2619 Oak Knoll Ave. San Marino 9, Calif.

# WFA Mulls Revivals

## West Coasters Poised on Line For New Start Secs Ready To Go

SANTA BARBARA, Calif., Feb. 19.—An optimistic note for West Coast fairs was sounded at the annual meeting of Western Fairs Association here on Wednesday and Thursday, when it was announced that San Joaquin County Fair, Stockton, would resume this year. Santa Rosa, Santa Maria and Bakersfield are hanging over the starting fence, with others likely to follow.

Secretary E. G. Vollman, of the San Joaquin Fair, was again named president of the association, with the full roster being returned to office. No action was taken on a 1945 meeting city, but a bid for Portland, Ore., was entered by A. H. Leo, Multnomah County Fair. Other officers unanimously re-elected are Jess Chambers, Santa Maria, vice-president; Tevis Paine, Ontario, secretary-treasurer; directors, Sylvia Cook, Chino; Dr. J. N. D. Hindley, Ferndale; D. V. Stewart, Imperial; A. H. Lea, out-of-State director. Miss Cook was the only officer not in attendance.



E. G. VOLLMAN

Realizing that it will be more difficult to re-establish fairs than to keep the public cognizant of them, action was urged to get the ball rolling. It was emphasized that with San Joaquin voting to run and the other three on the tentative list, others would follow when secretaries presented their boards with plans brought out at this meeting. No fair will now interfere with the war effort, it was pointed out.

### No Fairs Undesirable

Julian A. McPhee, chief of the State Bureau of Agricultural Education and California State Polytechnic president, outlined the value of fairs in urging perfection in agriculture and stock (See West Coasters Ready on page 47)

### WANTED

A good Carnival to play Anthony, Kan., July 31 to Aug. 5; also Eureka, Kan., Aug. 7 to 12.

O. F. MORRISON, Sec.

## Jackson Cancels Cow Show; Plant Offered to State

JACKSON, Miss., Feb. 19.—Dispute between the city of Jackson and the State of Mississippi over purchase of the State fairgrounds here by the city became more complex last week as the management of Mississippi State Fair, owned by the city, suspended negotiations for the American Hereford National Southern Show and Sales, and the bill to authorize the sale to the city of the grounds was recommitted to the public lands committee of the State Senate.

The negotiations suspension was revealed in this telegram from Rex B. Magee, secretary-manager of the State fair, to R. L. Kinzer, secretary of the American Hereford Association, Kansas City, Mo. "Am directed to wire you that the Mississippi State Fair and city of Jackson hereby withdraws the invitation and offer of \$5,000 to you and your association to hold your show and sale in Jackson."

When queried as to a possibility that there would not be a 1944 State fair here, as scheduled, Manager Magee remarked that the suspension was "part of a retrenchment program." During the past two State fairs the National Polled Hereford Show has been held. Dates could not be satisfactorily arranged to fit plans this year, and the American Hereford (horned) Show was invited. Manager Magee also said: "If they (the State) want us to have a fair, all right; if they don't, that's all right, too." Pointing out the loss at which the fair is operated, he declared prospects were much better than last year.

The city seeks to purchase the grounds for \$7,500 and to make improvements in buildings and use them for municipal purposes "at the convenience of the (Jackson Offers Plant on opposite page)

## Annuals in Ill., To Repeat, Win Nod of Director

SPRINGFIELD, Ill., Feb. 19.—Illinois fairs held in 1943 reveal their value as educational and recreational institutions for community life, in a report to Gov. Dwight H. Green by Howard Leonard, State director of agriculture.

"Last year 53 fairs were conducted in Illinois, only six less than in 1942, and the reports show they were more than normally successful," Leonard's report stated. "State department of agriculture, administering the State aid fund, appreciates the co-operation of fair officials in submitting promptly their final reports, which permits distribution of funds much earlier than in former years."

"Fairs were modified to meet wartime conditions, which added much to their effectiveness and sales of War Stamps and War Bonds were far beyond expectations. It is indicated that the same fairs will be operated this year, as for some of them last season was the most prosperous in their history, with attendance records being excelled in several instances."

Tentative dates have been assigned to Mendon-Adams County Fair, Mendon; Brown County, Mount Sterling; Bureau County, Princeton; Christian County, Taylorville; Clark County, Marshall; Champaign County, Urbana; Coles County, Charleston; Crawford County, Obolong; Greenup - Cumberland County, Greenup; Edwards County, Albion; Franklin County, Benton; Fulton County, Lewistown; Gallatin County, Shawneetown; Greene County, Carrollton; Grundy County, Mazon; Hamilton County, McLeansboro; Mount Vernon State (Jefferson County); Union Agricultural Warren (Joe Davless County); Johnson County, Vienna; Kankakee County, Kan. (See Ill Fairs to Repeat on page 47)

## AROUND THE GROUNDS

EUGENE, Ore.—Lane County Agricultural Council decided against holding a 1944 fair.

THIEF RIVER FALLS, Minn.—After lapse of a year, Pennington County Fair will be held in 1944, it was decided by directors of Pennington County Agricultural Society. Robert J. Lund, board member, was authorized to sign contracts for entertainment. Frank Hardisty, president, and G. S. Bergland were named to make a survey of improvements needed.

VANCOUVER, B. C.—Net income from regular operations of Vancouver Exhibition Association in 1943 was \$67,227, as compared with \$32,842 in 1942; total net income for the year, \$87,817. Racing returns showed a \$25,000 increase to \$75,113. Members were told the race track would be extended from the present half mile to a mile, if problems of buildings and street layouts could be solved.

WICHITA FALLS, Tex.—Wichita County Fair, revived in 1943 after a two-year lapse, will be held on a larger scale this year, said Manager R. W. Knight. After operating with a free gate many years, the management initiated a small admission charge last year to get funds for needed improvements and there was net profit of about \$2,000, altho the fair was handicapped by a polio scare. Taylor George is president.

INDIANAPOLIS.—Muncie and Rushville fairs were accepted into membership in Southeastern Indiana Fair Circuit at a meeting in Columbus, Ind. F. M. (See Around the Grounds on page 47)

## Fair Elections

WHAT CHEER, Ia., Keokuk County Fair board appointed E. P. Lally as secretary of the 1944 fair.

LA CROSSE, Wis.—La Crosse Inter-State Fair Association elected N. Nustad, president; H. D. Newburg, vice-president; Joseph J. Frisch, secretary.

FAIRBURY, Neb.—Jefferson County Fair board elected Henry Hansmire, Reynolds, president; Harry Ahrends, vice-president; John Nider, Jensen, secretary-treasurer.

HATTIESBURG, Miss.—R. O. Stringer, Sumrall, was re-elected president of South Mississippi Livestock Association. Other officers are Thad L. Fowler, Hattiesburg; R. W. Mitchell, Tylertown, vice-presidents; E. E. Deen, Hattiesburg, secretary and business manager. Forrest, Jeff Davis, Lawrence, Marion, Perry, Stone and Walthall counties will take part in the district event this year.

LONGVIEW, Tex.—W. P. Hurst was elected president of Gregg County Feeder-Breeder Show Association and G. P. Smith, vice-president. Lynelle Mackey (See Fair Elections on page 47)

## Altamont Jubilee Planned

ALTAMONT, N. Y., Feb. 19.—Directors of Albany and Schenectady County Fair Association at a special meeting February 7 in the Ten Eyck Hotel, Albany, discussed celebration of the 50th anniversary of the fair and, as it will be the first held since 1941, it is expected to be titled Altamont Fair Golden Jubilee, with an agricultural theme predominating. Entertainment will include the O. C. Buck Shows, grandstand attractions and harness races. Directors are Fred Dorsett, Altamont, president; J. W. M. Goff, Medusa, vice-president; Van Rensselaer Taylor, Albany, treasurer; Roy F. Peugh, Altamont, secretary, and R. M. Stanton, Greenville; Garrett Fredericks, Clarksville; Charles Radick, Preston Hollow; Benjamin J. Franken, Philip Salisbury, Schenectady; Arthur S. Tompkins, Berne; George Sawin, Guelderland Center; Raymond White, Delmar. President Dorsett named Stanton, Goff and Tompkins to meet with agricultural organizations to arrange for exhibits and revision of the premium list.

## More for Western Mass.

SPRINGFIELD, Mass., Feb. 19.—As a contribution to morale building and the war effort, there will be more fairs this year in Western Massachusetts, the Massachusetts Agricultural Fairs Association has announced. Dates have been set for Highland Fair, Middlefield; Blandford; Three-County, Northampton; Greenfield; Huntington; Great Barrington; Hillside, Cummington and Heath.

DES MOINES.—Irving H. Grossman said that a contract for the Hoaglan Hippodrome at South Dakota State Fair had been signed by Jinks Hoaglan, Western sales representative for the Gus Sun Agency. Hamilton County Fair, Webster City, Ia., also has contracted the Hoaglan Hippodrome and *Hail To Victory* revue and nine acts have been booked for Audubon (Ia.) County Fair.

SAN DIEGO, Calif.—Taylor Trout and Mickle, hoop rolling comedians, now in their 10th week with USO-Camp Shows, Inc., are with Victory Unit, *What Next?* No. 235. Their last civilian engagement was at the Carman Theater, Philadelphia.

**Selden - THE STRATOSPHERE MAN**

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I HOPE WE CAN GET HIM FOR OUR SHOW.

HERE I GO AGAIN.  
...GOT MORE THAN TIME ON MY HANDS!

OH!  
OH-OH  
WHEW - I'D RATHER WORK FOR A LIVING!

**TIME ON HIS HANDS**

MY HEART'S STILL POUNDING LIKE A TRIP HAMMER. GLAD I CAUGHT THE ACT THOUGH - I KNOW IT WILL THRILL OUR CROWDS.

I HOPE SO.

Selden THE STRATOSPHERE MAN

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**Selden THE STRATOSPHERE MAN**

WORLD'S HIGHEST AERIAL ACT

## AC Rentals Boom; Prices Up 20-30%

ATLANTIC CITY, Feb. 19.—Indicating a boom summer ahead, an unprecedented demand for summer rentals of cottages and apartments reached a peak last week and brought from realtors the prediction that all available places will be rented before spring. Not only are the agents as busy now as they usually would be in June, but rental prices are in many cases from 20 to 30 per cent above previous years.

Explaining the unprecedented demand for summer housing space, realtors explained that many military men have rented homes and apartments on a yearly basis and as a result they are off the market. Then, too, the realty sales market has been unusually active and many homes have been sold during the past six months to out-of-town people. These are taken off the market also.

In addition, many people in Philadelphia and other cities have more money than in previous years because of war industries, and the number of rental prospects is thus increased greatly. The unusual early demand was also attributed to the fact that many people waited too long last season and were unable to rent a suitable cottage, and so are making plans for next season as early as possible.

## Seek Steamship Line For Cape May Sector

CAPE MAY, N. J., Feb. 19.—Efforts to have a steamship line established between Cape May; Wilmington, Del.; Chester, Pa., and Philadelphia to overcome vacation travel restrictions and to add a unique feature to this resort's vacation industry are being revived by the city commission.

Commissioner Samuel F. Eldredge, director of public affairs, reveals that he will begin negotiations with officials of the Wilson Steamship Line, which operates steamers and excursion boats between Philadelphia, Chester, Wilmington and other Delaware River points. The proposal was originally made last summer by the city commission when vacation travel was discouraged as a war measure.

## American Recreational Equipment Association

By R. S. UZZELL

### Cold Halts Work

We boosted too soon of a mild winter comparatively free of snow. We are getting enough snow and sub-zero temperatures to temporarily stop outdoor repair work. Many places were making excellent progress with "must" work they had under way. Snow removal is an added expense to winter repair work that often cannot be avoided.

The Deep South and the Pacific Coast does not have to wrestle with our snow problems. We, on the other hand, do not have the ordeal of the long grind to earn the gross that we roll up in four months. The writer has operated every day of the year in Southern California only to equal the four months' gross of Buffalo, N. Y. The former had 12 months' expense, while the latter had only four months' expense.

In winter operation there are cold week-ends when nothing is earned, yet the pay roll must be met. Two weeks with no income makes two pay rolls to come from one good week-end. We have already had three pay rolls to make up after a bad weather spell. To pay men for week-end operation only and sometimes for two or three weeks' idleness is not conducive to good morale nor good business. So do not waste time on cold days dreaming of year-round operation. It is a dream with many disappointments.

Harry A. Ackley must be given credit for taking on an important job at Washington to help the amusement industry. It is no easy job, but Harry has not come up the line on a bed of roses. We know he will help where he can. He is another of our bunch who has a son in the armed service. He urges immediate action in getting at your spring requirements, as time is short.

### Watch Fire Hazards

There is twice the consumption of cigarettes that prevailed before women began to smoke. Are park men and concessionaires taking double precautions against fire hazards? Unfortunately, some have grown lax just because they have not had a fire. They can and do occur at unexpected times and places.

Encourage your public and your employees to help prevent fires. A hasty job of temporary wiring, that is to be corrected after some rush of business, has been known to touch off a big fire before the unsafe wiring has been corrected. Stands using gas or electricity for cooking are a source of fire damage unless closely supervised. Waste paper, leaves and rubbish require only a carelessly tossed match or cigarette butt to start a conflagration. The last big fire at Coney Island, N. Y., was started by boys carelessly burning waste paper beneath the Boardwalk. We are not the careless housekeepers we once were, but there is still room for improvement. It is part of Fred Levere's religion to watch the leaves each fall until they have been raked up and burned. Minor blazes have already occurred at some amusement parks this year.

It looks like a real estate boom brewing in the park field. Mild it may be, but there will be some parks change hands. More parks sell in bonanza days than in those of depression. The purchaser at the high price must struggle to make his payments on a reduced income. Those days are coming again.

### Women Ops Busy

Mabel Humphrey Killaly is a busy woman at Euclid Beach, but despite it all she finds time to keep posted on the questions of the day; strong evidence that she takes time out for reading.

Page Mrs. Bob Ingersoll, of Lake Contrary, St. Joseph, Mo. She is another lively-wire in the business. We always regret that she ventured into Houston at the wrong time. She also took a flier at Krug Park, Omaha, before settling down again with her first and true love, Lake Contrary. The lake has gone, but Annie and the park still abide at the old stand. A carnival man wintered one season at the fairgrounds near-by and claims to have caught enough fish for a big Christmas feed out of that lake that had long before ceased to exist. Some of the strange happenings in this game we can understand, but this one has kept us baffled. Page Starr De Belle for the answer.

## Len B. Schloss To Talk Taxes At N. E. Meet

SPRINGFIELD, Mass., Feb. 19.—President Leonard B. Schloss, of the NAAPPB, has advised Edward J. Carroll, head of the New England Section, that he plans to attend the annual meeting scheduled for the Parker House here March 22. Schloss will bring first-hand information on the tax situation in the present bill and future tax proposals. Other important matters affecting the industry will also be brought into his subject, which has tentatively been titled, "The Washington Viewpoint and NAAPPB."

President Carroll, in a broadside sent out to the NAAPPB membership this week, announced that three other important speakers will deliver vital messages at the Hub conclave on the industry in general.

Other subjects to be covered at the various clinic sessions will be post-war recreations, the new admission and coin machine taxes, priorities for construction and repairs, fire and liability insurance, the new OPA regulations on food and drink, and transportation to and from parks and beaches.

Carroll promises that the 16th annual convention of the New England Section will be "the biggest, most important meeting in the history of the NAAPPB."

Fred L. Markey, secretary, of Exeter, N. H., has charge of convention reservations.

Mrs. Hamid, vacationing for a few weeks, reports that her son, George Jr., now on active duty in the South Pacific, recently wrote her, stating: "Dad will probably have to work overtime to pay for your losses at Hialeah." But when I saw Bess, she had just won 50 smackeroos—which is a feat this writer has been trying to do since the first of the year.

Mentioning Hialeah, reminds me that I drove out there last week with Erna Kompa, of the famed Kompa sister team, and Mike Ciofine, editor of *News of the Day* newsreel and his lovely missus. Erna, who is now Mrs. Schwartz, if you please, is a neighbor of the Ciofines in New York. She has been doing very little swimming lately, occasionally churning the waters of the London Terrace indoor plunge in New York.

SAN FRANCISCO.—Alice, third female offspring of Mary, 20-year-old chimpanzee at the San Francisco Zoo, was born February 2. Both Mary and Jimmy, father of Alice, were donated to the zoo in 1937 by William Randolph Hearst.

## JACKSON OFFERS PLANT

(Continued from opposite page)

city." The group reported "do not pass" on the measure and Chairman Taylor Garland, of Pickins, after an offer by Mayor Walter A. Scott to give the fair to the State free of all charges, made a motion, sending the bill back to the Senate committee.

### FOR SALE

One Pretzel Dark Ride, latest one made, like new, for sale, with lease in good park, or can be moved complete with all stunts and extra parts, etc. Write for price. Two like new factory built portable Loud Speakers with amplifier, mike and two horns for each outfit. Write L. H. HOOKER NOVELTY CO. ARNOLDS PARK, IOWA

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## The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office The Billboard)

### Sans Lifeguards

MIAMI BEACH, Fla.—Things are still booming in these parts—more than ever—with pools and cabana clubs packed like a Bronx Express. One of the outstanding observations is that, despite the record throngs on the beaches—Miami Beach is virtually without lifeguards.

The beach never did have a well-equipped and properly manned life-saving patrol even in ordinary times; the city fathers relied upon private pools and beaches to do their own patrolling. But this season the private hostilities and cabana clubs just aren't bothering about this phase of operation. And it's very unwise.

Macfadden Deauville plunge has the former amateur swim flash, Len Spence, in the role of lifeguard, but he also is swim tutor, beach boy and pool manager—so you can't expect him to watch bathers on the beach, too, which is many yards from the pool. And that's the situation wherever you go along the sand front. Either there's no one at all, or if there is, he is occupied with the beach chair concession and thus always too busy to be of any value as a life-saver.

There should be a city ordinance making it compulsory to have beach patrol, or, if they do have a law, something should be done to enforce it. Surely they're not waiting for a drowning with all its resultant messy notoriety to bring them to their senses.

Just suppose one person is carried away by the waves and drowned and investigation should prove that the life could have been saved had there been proper patrolling! Such a story appearing in newspapers throught the country would overshadow the thousands of favorable stories that Messrs. Hannagan and Ferris have planted in behalf of the Chamber of Commerce for years.

Why take the chance, boys?

### Style Note

Those foxhole pillows — horseshoe-shaped headrests used by our servicemen to help them catch a few extra winks on trains, in waiting rooms or on troop ships—are being used by bathing beauties here as beach pillows. Apparently the gals have seen the air corp boys stationed here use 'em, and decided the horseshoe-shaped rests would be swell for the beach, with the result that they have become quite a fad. Everywhere you go—at the Roney Beach Club, the Deauville pool or the Sea Gulls—you'll see mermaids resting their pretty heads on a foxhole pillow while tanning themselves. So don't be surprised if you see your patrons walking into your pool with foxhole pillows next summer.

### Men and Mentions

Met good ol' Rex Billings, of Belmont Park, Montreal, the other day. Rex and his charming wife live like hermits down here in a virtual wilderness a stone's throw from Hialeah Park. They have a beautiful home set amidst orange groves, completely different from the hectic existence the Billings go thru each summer. And their sun-tanned, rested faces bespeak the marvelous time they're having.

Another hand-shaking and chit-chat session your reporter encountered was on the deck of the Macfadden Deauville plunge with the energetic Bess Hamid, wife of the equally energetic George.



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# RSROA Polio Benefit in N. Y., With Gate of Over 14,000, May Turn in 10G to National Fund

NEW YORK, Feb. 19. — Estimated \$10,000 should be reached for the benefit of the Infantile Paralysis Foundation as a result of the 1944 Benefit Exhibition staged in Madison Square Garden here Wednesday (16), under auspices of the Roller-Skating Rink Operators' Association of the United States. Attendance was over 14,000, and applause continuous thru 23 numbers to the grand finale, depicting the theme, "We Skated Tonight So That Others May Walk Tomorrow." Show also proved a great boost for roller skating in general. Final tabulation of receipts from all sources will not be available for a few weeks, as tickets were sold at the many RSROA rinks in Greater New York territory.

Thrills, spills and excitement was provided in some of the events, with several of the ensemble numbers proving a combination of color and beauty. The lighting effects were especially well planned. Youthful performers predominated and large percentage of teen-agers in the seats attested rink operators' confidence in the future of roller skating.

More than 500 skaters were in the show and some of the chief participants in-

cluded Arthur Russell, Oakland, Calif., 1943 national novice champion; Marie Reed and Clarence Rader, 1943 national novice pair champions; Eleanor Nash and Bobby Guthy, national junior dance champions; Patricia Carroll and Norman Latin, 1943 national junior pairs champions; Dorothy Law, 1941-'42-'43 national junior speed-skating champion; Nancy Lee Parker, runner-up, national junior girls' 1943 championship; Margaret Williams and Billy Martin, 1943 national senior pairs champions; Shirley Snyder, 1943 national senior ladies' champion; Ruth Kelly, national junior girls' champion; Margaret Williams, national novice lady, 1943; Patricia Carroll, Norman Latin, Carol Smola and William Can Wagner, 1943 national fours champions; Lorraine Burdick, ballerina; Audrey Baker, Eileen McDonnell, Betty Lytle, Jeanne Higgins, Jack Swanson, Ginger Werner, Howard Sheldon, Millie and Cliff Wilkins, Bob Huyuk, Bob Lewis, Gibby White, Helen Sokolowski, Margaret Wallace, Betty Lytle, Patricia Carroll, Dorothy Gintenkamp, George Metz, Delores Patton, Donald Touhy and Jeanne Kuester, with large groups in support in ensemble numbers.

### Produce Special Numbers

Arthur Wagner was emcee, with organ music provided by William Voelk, Phil Reed; Ralph, the organist; Ray Boughner and Nick Monty. Recorded special numbers also were used. "It's Skate Time," was produced by Jack Dalton; "Inspiration," devised by Barney Fluke; "Naval Salute" devised by Jeanne Schneider; "Hands Across the Border," devised by Terry Davis and Millie Ferris; "Invitation to the Dance," devised by Margaret and Roland Cloni; "Russian Capers," devised by Betty Lytle, and "Toyland in Review," devised by Millie and Cliff Wilkins.

Fred A. Martin, Detroit, chairman of national activities, and Victor J. Brown, Newark, N. J., chairman of the Madison



A SURPRISE REUNION ON SKATES marked the Sunday morning, February 6, meeting of Detroit Figure Skating Club in Arena Gardens Rink, Detroit, of which Fred A. Martin, secretary of the Roller Skating Rink Operators' Association of the United States, is general manager. Lieut. Hugo Laine, Army Air Force, returned from a year of training and a year of service in Alaska, during which he was rewarded for distinctive service. He skated in the 1941 RSROA national championships, winning third place in senior pairs. Left to right: Pvt. Bruce Towle, runner-up to champion in the senior men's division, 1941 RSROA national championships, turning pro a year ago to appear in the "Skating Vanities" for a season prior to joining the Army Air Force; Julia Brunk, with her partner, S/IC Eddie Pedersen, Michigan State RSROA dance champions in 1942; Margaret Williams, 1943 RSROA novice figure national champion and winner of 1943 national senior pairs; Lieutenant Laine; Louise Moore and her partner, Corp. Alden Sibley, who won the 1942 RSROA national novice pair championship. None of the four champs from the army and navy expected to meet the others at the club session and the reunion took on a gay aspect.

Square Garden Benefit, had the support of every member of the RSROA, not only in New York but from cities throughout the country, with participants coming great distances to give their aid to the polio fund benefit.

BARLOW'S RINK, Charleston, W. Va., operated by Mrs. Margaret L. Barlow, and National Park Rink, Blaw-Knox, Pa., operated by Mrs. William Logan, were voted into membership last week by the RSROA board of directors. This will nearly double the feminine membership of the RSROA, according to statistics at national headquarters, Detroit.

WILLIAM HOLLAND, operator of Pyramid Mosque Rink, Bridgeport, Conn., was fined \$35 in city court by Judge George Plunkelstone last week on grounds of race discrimination. At a party of high school students, with white and colored students attending, it was al-

leged, Operator Holland gave colored students inferior skates and refused to exchange them for good ones. He was accused of violating Sec. 860F of Connecticut's penal statutes, which deals with discrimination, and lists types of public places in which such practice is considered a penal offense. Holland insisted that he was within his rights because his type of business is not listed in Sec. 860F, and that if the Legislature had wanted to include skating rinks in the statute, it would have done so. However, it was pointed out that the statute does mention places where food is sold to be consumed on the premises (See Rinks on page 47)

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Exactly Like Real Thing  
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Makes 32 Gals. Tasty Cola Syrup  
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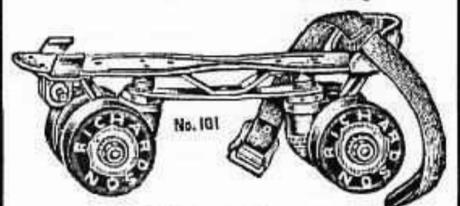
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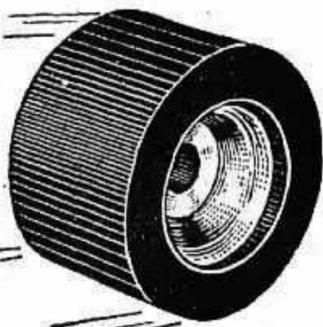
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## OWI Queries 16mm. Users on Needs of Two New War Pix

WASHINGTON, Feb. 19.—Office of War Information, in its recent news letter to 16mm. film groups, suggested that users of 16mm. film see the film *Battle of Tarawa* at 35mm. theaters and advise them whether or not the films should be made available on 16mm. The film was made by U. S. Marine Corps cameramen during combat in one of the toughest battles in American history. The film is being made available for 35mm. showing March 2, and if sufficient interest is evidenced by 16mm. users it is presumed that the OWI will see that it is released on 16mm. The film is in technicolor on the 35mm. release.

Another film, *At His Side*, produced by *March of Time* (Time, Inc.) for the American Red Cross, is made from footage obtained from the signal corps of the army air forces, navy, Office of Strategic Services, newsreel companies, *March of Time* and Red Cross photographers. It deals with the Red Cross at the side of our armed forces and shows how the work of the organization

## Raw Film More Plentiful

WASHINGTON, Feb. 19.—The fact that the motion picture film supply is more plentiful promises an easing of restrictions within the next three to six months. Thanks to steady improvement in the supply situation, WPB is reported to be making a study to determine whether this improvement is permanent or temporary. Results of the check may be an abandonment by the War Production Board on present controls on consumption of raw stock film by producers and distributors before the end of June. Allocations thru the first quarter of this year will be continued at the present level.

EFFORTS TO RELEASE army and navy industrial incentive films thru OWI channels are still blocked. The army is continuing to use the system set up last April.

contributes to their morale. Lieut. Gen. Mark Clark and Brig. Gen. Jimmy Doolittle appear in the film. The 16mm. users are also asked to advise OWI whether or not this film should be made available for their use.

## Stronger State Orgs Proposed For Info Films

WASHINGTON, Feb. 19.—The Committee on State and Local War Film Utilization, a division of the National 16mm. Advisory and Policy Committee of OWI, which met here last month to discover and put into effect ways and means of boosting the effectiveness of war information pictures, recommended that each State should appoint State war-film coordinators. Many of the States already have agencies handling distribution of pictures as a part of their war councils, and in those States without an established office the committee believed that the program could be tied in with recognized agencies to reach school and adult groups.

A strong recommendation of the committee was that commercial projection services now offered by roadshowmen and other 16mm. projectionists should be used in local programs. The State co-ordinator should work with county and village men to find out how many sound projectors and operators are available and should plan for the maximum use of all equipment in his territory.

Each State office, said the committee, should prepare and keep up to date a master listing showing what films are in each distributor's hands, so that local co-ordinators who are looking for a specific subject can be referred directly to the source. For instance, civic groups, schools, industries, lodges, etc., desiring films would go to the local co-ordinator to find out what films would be available for their meetings; the local man could then contact his State co-ordinator who would, or should, be able to give out the locations of 16mm. projectors and operators.

OWI would work with the different States by keeping them supplied with descriptions of war films and suggestions for their use. The committee recommended that OWI supply mats and press releases to the State offices for redistribution to community co-ordinators. Posters to stimulate public interest and demand for the films should also be prepared by the Office of War Information.

## Thousands of 16mm. Projectors for Services

CAMDEN, N. J., Feb. 19.—Reporting for the Photophone Section of the Sound and Picture Section of RCA here, Barton Kreuzer, manager, revealed that large quantities of RCA film sound equipment have been furnished to the armed forces and various government agencies during 1943. Such equipment is being used for the production and screening of entertainment-for-morale films.

For the U. S. Army alone, Kreuzer said, RCA has supplied several hundred Photophone 35mm. projection equipment and several thousand 16mm. sound film projectors. This equipment is scheduled for use in training camps, recreation centers and base hospitals, and on fighting fronts thruout the world. The company here is now making delivery on an order for portable recording equipment amounting to many times a normal year's production.

In addition, more than a score of RCA film sound reproduction systems have been furnished for special government installations in Washington, including one in the White House and others for army, navy and marine corps use. RCA studio recording systems have been furnished in government studios in Washington, Anacostia, D. C.; Astoria, Long Island, N. Y.; Wright Field, Dayton, O., New York and Hollywood. Large quantities of both recording and theater equipment also have been supplied to the governments of England, China, Russia, Australia and Canada.

## Release 5 War Info Films

CHICAGO, Feb. 19.—During the month of March five war information films will be distributed under the auspices of the War Activities Committee of the Motion Picture Industry. These were produced by the film industry in cooperation with the Office of War Information. Films to be released are: *The Why of Wartime Taxes, Prices Unlimited, America's Hidden Weapon and Film Bulletin Nos. 12 and 13.* These are all 35mm. films.

## Employment for Vets

Four trade associations serving the various branches of the photographic industry, namely: Allied Non-Theatrical Film Association, Inc.; Photographic Manufacturers' & Distributors' Association, Inc.; National Photographic Dealers' Association, and Master Photo Finishers' Association of America have jointly inaugurated a comprehensive program to furnish employment in the photographic industry to returning servicemen of the U. S. armed forces with photographic technical experience or training.

This program was put into operation on a nation-wide basis in January, 1944, and within the next 10 days received a poster to be prominently displayed inviting qualified ex-servicemen in the community to come in and register for employment and furnish necessary information regarding education, training, experience, etc. This information is to be forwarded to the associations and employment bulletins are to be issued regularly to the membership of the associations, who are expected to select prospective employees from same.

## REPertoire-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

## Frisbie Goes Back 40 Years To Reel Off Old-Time Shows

Port Gibson, Miss.

Editors *The Billboard*:

I have read all of the articles on the rep pages regarding the old-time shows. I go back some 40 years, to the days of Roselle Knott in *When Knighthood Was in Flower*, and Lea Van Dyck in *Little Tycoon*. I'm also reminded of Howard and Dorsett in *The Man From Mexico*, Jules Walters in *Side-Tracked*, C. J. Smith's *Pair of Country Kids*, the Holden Bros. *Denver Express*, William McCaulley in *The Little Homestead*, Porter J. White in *Faust*, Ezra Kendall in *Vinegar Barrel*, W. A. Whitaker's *Country Kid*, Harry Shannon's *The Banker's Child*, Wood and Ward's *Two Merry Tramps*, and Maud Henderson's *Stock Company*, with Jack Mansfield doing heavies.

Then there was the firm of Gordon & Bennett, who produced *The Royal Slave* and *The Holy City*. Clarence Bennett, of the team, is dead, but Harry Gordon, his partner, was with the publicity department of the Cole Bros. Circus last season. He is wintering with me here, awaiting the opening of the Cole circus. I was at one time connected with a theater in Northern Indiana and remember many of the shows which played there. I'd like to read more of the old-time shows in the future.

MARK L. FRISBIE.

## Jay Mason To Pearl Harbor

SAVANNAH, Ga., Feb. 19.—Jay O. (Toby) Mason, former rep and tab manager, producer and comedian, who has been engaged in the shipyards here since 1940 with the U. S. Maritime Electrical Engineers, is slated to leave here soon for Pearl Harbor to work on electrical construction for the duration. He is waiting for the final papers to be okayed. Mason advises that his wife, whom he married last October, has completely mended from injuries sustained in an accident the day after their wedding and which nearly cost her her leg.

## Pvt. Klein Pneumonia Victim

JEFFERSON BARRACKS, Mo., Feb. 19.—Pvt. Clarence L. Klein (37625761) is in Station Hospital I-4 here recuperating from a serious attack of pneumonia which put him under an oxygen tank for 48 hours. He will be in the hospital four more weeks. Klein and his wife, Louise,

## One-Man Shows

By E. F. HANNAN

NEVER before have as many single-actor shows been at the game of doing a full evening's opus. Partly due to war, but more to scarcity of talent and show places, these traveling single performers, more than a hundred strong over the country, are taking the place of small trunks that toted more people.

Most of them are appearing jointly between schools and halls, and the number is growing daily. Booking is the one big trouble that hits this style showman, altho it is getting nearer to booking by mail for those who get to be known in certain territories. It takes a measure of talent to keep the ball rolling for a whole evening, and in the case of dramatic offerings there is a need of plenty wigs and wardrobes. In fact these two essentials are what the majority of one-man shows depend upon, as the greatest number are impersonators of one kind or other.

Best of all there is no prejudice against age; in fact most of the successful ones are beyond the limit that is required for stock and city drama. And I have seen some of them who are very clever. There is no stopping this one-actor show, as the outlets for performances are unlimited.

## H. R. Evans Seeks Info On Old Hopkins Vaudeur

Baltimore.

Editors *The Billboard*:

Can you or any of your readers supply me with information on the tour of the old Hopkins Transatlantic Vaudeville Company, having as its particular star Felicien Trewey, the juggler, shadow-graphist, etc. This tour was, I believe, between 1893-'95.

My recollection is that it was in 1893, and that Trewey appeared in Philadelphia during Christmas week of the foregoing year. He died in 1920. I will be grateful if any of your readers can throw light on the subject.

HENRY R. EVANS.

are well known in Midwestern rep circles. Klein trouped with Brunk's Comedians, Madcap Players and others before joining the Schaffner Players in Iowa, with whom he was with seven years before entering the army last October. Mrs. Klein is now employed in St. Louis.

## COLORED PERFORMERS-MUSICIANS

FOR MEDICINE SHOW—WANTED AT ONCE

Rehearsals start Monday, Feb. 28th. Enlarging Show, want Dancing Girls for line. Specialty Acts, Blues Singers, Harp and String Music and Musicians all instruments can be placed. You know my reputation—top salaries—good treatment—you get your money here. Write at once, tell all you can and will do. One, two and three weeks' stands.

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WANTED — EXPERIENCED BILL POSTER by established outdoor advertising company. Modern plant with excellent working conditions. Opportunity to advance to department supervisor. Answer giving full particulars regarding self, salary, willing to start. Capital Advertising Company, Montgomery, Ala. fe26

WANTED — EXPERIENCED PIANO; ALSO Trumpet Man, must read, fake for steady beach location. Wire, write Leader, Pier Hotel, Daytona Beach, Fla.

WANTED FOR SOCIETY STYLED SMALL UNIT. Lead Tenor, double Clarinet; also Accordion, Violin, Guitar. Either girls or men. Those that sing or double preferred. Must read and fake. Give permanent address. Leader, Colonial Hotel, Shreveport, La.

WANTED — ORGANIST WITH INSTRUMENT or Entertaining Pianist. State salary, details and pics in first letter. Long engagement, living conditions very reasonable. Exclusive membership. Town Club, Sioux Falls, S. D.

WANTED — HAMMOND ORGANISTS WITH own instruments, Girl Pianists, Girl and Male Musicians, Small Units, Organized Orchestras, Vocalists. Write or wire McConkey Orchestra Co., Chambers Bldg., Kansas City 6, Mo. mh18

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SECURITIES — OLD UNSALABLE BONDS AND Stocks of extinct railroads, municipalities, corporations, etc. Send full description for cash offer. H. T. Webber, 415-V Walnut St., Danville, Ill.

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AT LIBERTY MARCH 3D — ALTO SAX doubling Clarinet, Violin, Union. Minimum, \$75.00. Leo Johnson, 2009 W. Wisconsin Ave., Milwaukee, Wis.

DRUMMER — READ, FAKE, SHOW EXPERI-ence. 4-F. Pearl outfit. Prefer large band or swing combo. Travel anywhere; \$65.00 minimum. Bill Apperson, 273 Glenco, Decatur, Ill. fe26

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LARGEST WILD LIFE EXHIBIT ON ROAD today. Would like park location for season 1944. Building space required, 1500 sq. ft. Advise best proposition. W. D. Shelden and Joe Dean, 390 Arcade Bldg., St. Louis 1, Mo. fe26

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# Coming Events

These dates are for a five-week period.

## Arizona

Phoenix—Dog Show. March 5. Mrs. E. P. Harkleroad, Rt. 12, Box 299.  
Tucson—Dog Show. March 26, Elizabeth M. Strauss, Box 2623.

## California

Oakland—Dog Show. March 11-12. Victor Sagues, 6529 Gwynn Road.

## Colorado

Denver—Dog Show. March 31-April 1. Fred A. Higel, 650 S. Bryant.

## Connecticut

Williamantic—Poultry Show. Feb. 27. D. D. Cavanaugh, North Windham, Conn.

## District of Columbia

Washington—Shrine Circus. March 27-April 2. Howard P. Foley.

## Georgia

Macon—Fat Cattle Show & Sale. March 6-7. Lee S. Trimble, Box 268.  
Moultrie—Fat Cattle Show. March 15-16. D. H. Bright.

## Kansas

Wichita—Police Circus. March 7-12.

## Massachusetts

Boston—Boston Gift Show. March 6-14. George F. Little, 230 Fifth Ave., New York, N. Y.  
Boston—New England Flower Show. March 18-25. Arno H. Nehrling, 390 Mass. Ave.

## Michigan

Lansing—Commandery Hospitaler Circus. March 21-26. E. A. Mackey, Box 569.  
Saginaw—South School Circus. March 24-25. Maurice M. Guy, S. Intermediate School.

## Minnesota

St. Paul—Shrine Circus. March 13-18. Walter T. King, Masonic Temple.  
St. Paul—Dog Show. March 5. Mrs. T. A. Pederson, 567 Galvin Ave.

## Mississippi

Forest—S. E. Miss. Livestock Show. March 6-8. R. L. Goodwin.  
Greenwood—Delta Dist. Livestock Show. March 30-April 1.  
Hattiesburg—S. Miss. Dist. Livestock Show. March 26-27.  
Fort Gibson—S. W. Dist. Livestock Show. March 18-19.  
West Point—N. E. Dist. Livestock Show. March 27-29.

## Missouri

Kansas City—Police Circus. Feb. 29-March 5. Roy Prather, 1125 Locust St.  
St. Louis—Dog Show. March 19. George D. Dodd, 6131 Lallite Ave.

## New York

Jamaica—4th Regt. Army Circus. Feb. 19-26. Frank Wirth.  
New York—Gift Show. Feb. 28-March 3. George F. Little, 230 Fifth Ave.

## North Dakota

Valley City—N. D. Winter Show. March 6-10. Thomas C. Hutchinson.

## Ohio

Cincinnati—Dog Show. March 11-12. C. W. James, Box 302.  
Cleveland—Dog Show. March 4-5. Foley, 2009 Runstead St., Philadelphia, Pa.  
Cleveland—American-Canadian Sportsmen's Show. March 18-26. A. W. Newman, 286 Public Aud.  
Cleveland—Grotto Circus. Feb. 10-26. Wm. C. Schmidt, 268 Hotel Stalder.

## Oklahoma

Oklahoma City—4-H and F. A. Livestock Show. March 20-24. G. W. Eilor, Stockyards Sta.

## Rhode Island

Providence—Dog Show. March 13. Louis G. Najac, 64 Pinhurst Ave.

## Texas

Arlington—West Texas Livestock Show. March 7-9. Chamber of Commerce.  
Dallas—Dallas Gift Show. Feb. 21-27. Fred Sands, 1610 Dierks Bldg., Kansas City, Mo.  
El Paso—S. Western Rodeo & Livestock Expo. March 30-April 2. Rex McMorris, Chamber of Commerce.  
Fort Worth—S. Western Expo., Stock Show & Rodeo. March 10-19. John B. Davis, Box 150.  
Midland—Livestock Show. Feb. 29-March 1. Harlan Howell.  
Monahans—Pecos Valley Livestock Show. March 24-25. Jack Downs.

## Virginia

Roanoke—Junior Chamber of Commerce Circus. Feb. 28-March 4.

## Wisconsin

Milwaukee—Tripoli Shrine Circus. Feb. 21-27. Henry F. Zurse, 3009 W. Wisconsin St.

## CINCY POLACK OPENER

(Continued from page 38)

bears, Polack's Black Horse Troupe, Zavatta Family; Walter Jennier's seal, Buddy; Flying Valentinos, Chester (Bo-Bo) Barnett and his dogs, Felix Morales, Mel Hall and Aerialletta.

### Program In Two Parts

Program presented in two parts, with a 10-minute intermission, follows: Zoppe Troupe of five, in feats on unsupported ladders; Phil and Bonnie, gymnasts, and Philmore Duo, novelty in balancing. Polack's high-school horses, presented by Etta and Carlos Carreon. Chester Barnett, who has some clever dog entertainers. Aerialletta (Mrs. Jennier), in a swell swinging trapeze number. The two Polack elephants put thru their routine by Gwen Carsey. Felix Morales in daring head slide on wire. An outstanding act is the Black Horse Troupe, six in number, presented by Carreon. Mel Hall, on unicycles, is one of the best in his line. And that goes for Hubert Castle, on the wire, whose feature is a backward somersault from and to the wire during which he passes his body thru a small hoop; also the Pallenberg bears, the feature being "Fu," riding a motorcycle.

Georgette and Marcel offer a fast double trapeze turn and the Zoppes a ladder novelty. The Morales, on trampoline, scored, as did Eric Philmore, juggler. Elephant head carry by Jess King, and Carreon with one horse in a stepping number. Harry Froboess does some nice work in a cloud swing presentation. Phil and Bonnie, perch, and Georgette and Marcel, in gymnastic bits, are okay. A dandy act is that of the Zavatta Family of riders (five men, two girls and a boy). They breeze along with an excellent routine. Clown band, always good for laughs. Walter Jennier in his seal, Buddy, has a remarkable animal and the act registered solidly. The Valentinos, with George doing the catching and two women the flying, is an excellent closer.

Clown numbers, very good, are interspersed thruout the program, the Joey line-up including Ed Raymond, Eugene Randow, Frank Prevost, Jack Klippel, Horace Laird, Albert White, Dennis Stevens, Frenchy Houle, Chester and Dorothy Barnett.

### Louisville '43 Figures Doubled

LOUISVILLE, Feb. 19.—Playing to capacity houses thruout most of its 13 afternoon and evening performances, Polack Bros.—Shrine circus piled up a big gross in its run here which ended February 13, George Sengel, Kosalr Shrine recorder, announced today. The gross this year, the show's fifth in the city, is more than double the '43 figure, said Sengel, citing an average attendance figure of 5,000 a performance. Press was receptive, both *The Times* and *The Courier-Journal* giving Publicist Sam Ward reviews, art and blurb space.

## CLEVELAND START BIG

(Continued from page 38)

the concert feature. Review is restyled and all new, and has been averaging playing to three-fourths of the houses. She has Thomas exploiting the midgets. While exercising the Beauty lions in the Arena Monday morning, four of the cats escaped thru the elephant door and wandered about the arena for over an hour before being captured and returned to their shifting dens.

### The Program

The program with 32 displays follows in order: Tournament. Harriett Beatty, riding tiger. Dyer Duo and the Hodgsons, comedy acrobats. Clyde Beatty's big wild animal act. Hollywood Sky Ballet. Clowns. Voice Trio, aerial bars. Clowns. Rudy Rudynoff Jr., Liberty horse. Concert announcement. Pallenberg's bears and Howard chimpanzee. Boxing horses. The Iwanows and Donahue and LaSalle. Dearo, Antaleks, Mickey King, Conchita, in an aerial number. Jitterbug horse. The Great Gregoresko. George Hanneford Family, comedy riding number. Adriana and Charly. Torelli's dogs and ponies, Cole ponies and Ruby Haag. LaTosca, bounding rope. Roland Tiebor's seals. Jim Wong Troupe, acrobats. Con-

cert announcement. Con Colleano, on the wire. Rudynoff Family, menage horses. The Canestrellis, balancing ladders; the Antaleks and Pape and Conchita, high perch. Elephants and Clowns. Aerial Ortons, swaying pole. Liberty horses. Crazy number by clowns. Flying Harolds and Flying Romas.

## BIG HM MEMPHIS SALE

(Continued from page 38)

support from *The Memphis Commercial-Appel* and *The Press-Scimitar*. The acts followed thru in appearances at War Bond campaigns and at military hospitals.

Show opened with a concert by Joe Basile's band, with Bubbles Ricardo as vocalist. The Grand Entry, *Victorious America*, was followed by a clown act featuring the Rice-Davison Trio, Georgette Brothers, and Kinko, contortionist. The other clowns in the show are Gabby Dekos, Cosmo, Pete Roberts, Pee-Wee, Billy Rice, Jimmy Davison, Tommy Walters, Henry James and Slivers Johnson. Laddie LaMont clowned on a rolling globe. An exhibition of muscular endurance by Misses Betty, Orton and Evans. Capt. Roman Proske presented a six-tiger act. Slivers Johnson and His Funny Austin followed. Peaches and Her Sky Revue appeared in place of Johnny Gibson's Sky Ballet, originally billed. Don Francisco did a wire turn, followed by Alf Loyal's French poodles.

Van Leer's high-school horses and his menage horse were followed by Winifred Colleano in heel-and-toe catches paired with the Rooneys in a trapeze act and breakaway; then the clown band. Miss Vera on Spanish web, Jenny and Betty on double trapeze and Miss Starday on trapeze were followed by the Walkmrs, perch-pole act. Captain Spillers' seals were followed by Van Leer's Liberty horses. Another clown act, followed by wire walkers, Berosini and company, who did a series of feats ending in a three-high ride across the wire. Don Sims, as the human fly, walked upside down without net, followed by Les Klmris, aerialists. After more clowns Robinson's elephants began the finale of the show which was closed by the Flying La Mars.

## BUY CHRISTY PROPERTY

(Continued from page 38)

A new cookhouse truck has been started and will be equipped with two Butane gas stoves. Obert Miller is busy in quarters. Doc and Mrs. Ford are temporarily in Hugo, filling indoor dates.

Recent visitors were Ben Davenport, Butch Cohen, Harry Leroy, Dutch LeBlair and wife, and Vernon Pratt and partner, Ewalt, of Nebraska. Obert Miller bought a Great Dane dog. A new four-pony drill is in the training barn. Jean and John Herriott are practicing tight wire in addition to menage. Pvt. Doris Miller, stationed at Camp Beale, Calif., writes that he will get a furlough in time to be here when the band starts to practice. Quarters are located two miles from here on a 90-acre farm with all white buildings and fencing. Mrs. Kelly Miller and Mrs. Doris Miller will be in the large menage act. Gus Kanerva, head balancer, will be back, making his third year.

## WEST COASTERS READY

(Continued from page 40)

breeding. "I do not have in mind the re-establishment at this time of all fairs we had when war broke out or of any particular fair," he said. "I am sure that a sudden rebirth of all fairs would be undesirable. I am equally convinced that practically no fairs at all is equally undesirable. Somewhere between these extremes, under the guidance of individuals who really know productive agriculture and at the same time recognize the one major job of winning the war, we will find the ideal situation."

Pairs will operate along this line when they are established during the year, President Vollman said. In the past San Joaquin County Fair has embraced five adjoining counties, some cutting down of the area served is to be made to save gasoline. Meeting was scattered by war-time conditions and delegates were housed in different hotels, opening-day session being held in the supervisors' room of Santa Barbara County courthouse and morning session on the second day in the Hotel Carillo basement. Auditing for fairs to which State funds are contributed was discussed by Gerald Smith, chief of the State Division of Fairs and Expositions, and Eric McLachlan, State finance department, talked on

plans to draft uniform entry blanks and master premium list.

### Asset to Horse Industry

Also approved was a plan to give top money for products of the county in which they are grown and have importance, rather than to conform to a list of items having no bearing in a particular vicinity. Mayor Patrick J. Maher and J. Monroe Rutherford, chairman of the county board of supervisors, welcomed delegates. Col. F. W. Koester, commanding officer of the army remount depot, San Mateo, declared that fairs and horse shows would be of tremendous value to the horse industry during the post-war period. On the second day conferees accepted an invitation of Sam Kramer to see the county. Lunch at the ranch stable of Dwight Murphy, visits to other ranches and a banquet at El Paso Thursday night ended the sessions. About 200 attended the meeting.

## ILL. FAIRS TO REPEAT

(Continued from page 40)

kakee; La Fayette County; Livingston County, Fairbury; Logan County, Lincoln; Horse Show and Livestock Show, Industry; McLean County, Bloomington; Marlon County, Salem; Marshall-Putnam County, Henry; Menard County, Petersburg; Mercer County, Aledo; Southern Illinois (Perry County), DuQuoin; Perry County, Pinckneyville; Pope County, Golconda; Richland County, Olney; Stark County, Bradford; Southern Illinois, Anna; Wabash County, Mount Carmel; Washington County, Ashley; Wayne County, Fairfield; Williamson County, Marlon.

## FAIR ELECTIONS

(Continued from page 40)

is secretary-manager and Sport Fambrough, show superintendent.

SAN FRANCISCO.—Three members of the State Agricultural Society which administers California State Fair reappointed by Gov. Earl Warren are Fred H. Bixby, Long Beach, for term ending February 1, 1948; Joseph T. Grace, Santa Rosa, February 1, 1945; Lewis M. Foulke, Gazelle, February 1, 1945. Bixby was designated as president until February 1, 1945.

## AROUND THE GROUNDS

(Continued from page 40)

Overstreet, Columbus, was re-elected circuit president; William H. Clark, Franklin, secretary; Leonard Haag, Lawrenceburg, circuit director. Eight members, Anderson, Franklin, Columbus, Muncie, Shelbyville, Connersville, Logansport and Lawrenceburg, voted to put on \$1,000 stake races this year in the 2:20 pace and 2:24 trot, in addition to the two and three-year-old stakes of Indiana Trotting and Pacing Horse Association.

## RINKS

(Continued from page 42)

and that a soft drink and ice-cream stand is part of the set-up at the rink.

MASSACHUSETTS STATE championships for figures, dance, pairs and fours competitions have been shifted from Riverside Rollaway, Agawam, to Fred H. Freeman's Winter Garden Rollerway, Boston, March 15, because of illness of Mr. and Mrs. H. A. Briggs, owners of the Agawam rink. Hampden County championships, however, will be held in Agawam rink February 23.

ST. LOUIS, Feb. 19.—Ideal Roller Rink, Lemay and Bayless streets, put on several Miles-of-Dimes Nights the last week in January and the first week in February, proceeds of which were turned over to the polio fund. Rink got much newspaper publicity. Carl F. Trippe is manager of Ideal Rink.



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| DOOLIN, Richard Daniel  | Thompson, James Martin      | Duane                       | Lake                    | Sturms, E.          |
| George, Harold          |                             |                             | Knapp, Edith            | Tyree, Marcella     |
| Jones, Irvin F.         |                             |                             | Knapp, Mrs. Speedy      | VEASEY, Russell     |
| King, Mrs. Annie Lee    |                             |                             | Krauss, Henry           | Conwell             |
|                         |                             |                             | (Dutch)                 | Warren, Paul        |
| NICHOLSON, Clyde Archie |                             |                             | MONTGOMERY, Paul        | (Alligator Zeke)    |
| Sapra, Albert           |                             |                             |                         | WILLIAMS, Herbert   |
| SELLERS, William Harry  | Classey, Mrs. Robert        | EUBANKS, John Madison       | Milanese, Joe           | Wilson, Duke        |
| SIMS, Leonard Marvin    | Cowan, W. D.                | Grimm, B. F.                | NIXON, James            | WILSON, William Max |
|                         |                             | Haley, H. D.                | Nolle, Mrs. Erwin       |                     |
|                         |                             |                             | Proctor, Dick           |                     |
|                         |                             |                             | Reeves, Goebel L.       |                     |
|                         |                             |                             | ROBERTS, Maxwell Aldria |                     |

### MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

# CMA To Have Group Buying

## Assn. Survey Will Precede New System

Joseph Hagn, Chi distributor, re-elected secretary at annual meeting

CHICAGO, Feb. 19.—Plans to set up a system of group buying for members of the Catalogue Merchandisers' Association were announced at its recent annual meeting. The association is made up of distributors of certain men's furnishings, women's apparel accessories, sports wear and general merchandise as well as jewelry, electric appliances, radios, sporting goods, luggage, etc. Before any group buying is undertaken, a survey will be made of the volume of business done by members on different types of goods. The first merchandise to be bought thru the association, as soon as conditions permit, will probably be radios, electrical goods and luggage. At the same time, the association adopted as its code the trade practice rules for the catalog jewelry and giftware industry announced December 23 by the Federal Trade Commission (printed in full in *The Billboard*, January 8 and 22). Last May 6, a code of fair trade practice rules very similar to the FTC order was adopted by the association. (See **GROUP BUYING** on page 82)

## Merchandise Trends . . .

By CAROLINE ASPRAY

CHICAGO, Feb. 19.—The bunny may hop in with a slight bluish tinge this year, thanks to his early arrival, but despite the weather, the American people will be celebrating Easter more fervently, tho quietly, than ever. This year a greater number of women will be realizing, now that daddy's drafted, the importance of putting all extra money into War Bonds—service stars being sad substitutes—and they're not going to get that new spring outfit. But there will be few girls to resist the lift of a new bit of costume jewelry. Chances are they'll go for jeweled hair pieces and be completely different and up-to-vogue. Pins, bobbettes, combs, clips, even pendants to hang from the flat-top hats provide a change from flowers and feathers that have nestled in feminine tresses for the last six or eight seasons. Along about the first of April the victory garden bug will start biting again, so gardening accessories will tie-in well with Easter promotions too.

**TAX EFFECTS.**—With the new tax bill on FDR's desk at this writing, merchandisers are anticipating a moderate buying rush on luggage, jewelry, furs and cosmetics, but do not expect that the public will go berserk and cram their closets with supplies for the next year or more. If the President signs the bill in time for excises to become effective March 1, increases in public purchasing may be only slightly noticeable, due to the recent bond drive and present preoccupation (or frenzy?) of income tax figuring. If the tax measure becomes law without the President's signature, new excises go into effect April 1, by which time the public may have more spending money to splurge on items that will cost more after April Fool's Day.

**NEW MOTOR.**—A motor that weighs seven pounds and will fit into the palm of a hand operates at the record speed of 120,000 revolutions per minute, or 65 times faster than the present conventional household motor. General Electric Company announced this week that it has built and tested this small three-horsepower electric motor, which, of course, is not now available for general use.

**COAST-TO-COAST.**—It was the same in Boston and San Francisco last week—giftwares, pottery and novelties did land-office business at the two shows. Buying was brisk and attendance a record at the New England Housewares Show and the Western Merchandise Exchange and Furniture Mart in San Francisco. Buyers were said to have a more realistic idea of manufacturers' difficulties and a feeling that having survived the duration (See *Merchandise Trends* on page 50)



### STERLING SILVER RINGS

Two hands that clasp and unclasp go to make up this memento of true friendship. Price includes Federal Excise Tax, postage and insurance.

BB9119—Sizes 5 to 9. Ea. \$1.85  
BB9120—Same as above in Ladies', Sizes 5 to 7. Ea. 1.35

9 1/4 by 5 1/4 by 3 1/2



Available in Tan or Mahogany

### UTILITY KIT

Made of high quality leather. It is dust-proof, has a waterproof lining and a Talon zipper. Full capacity opening, with a stiff wire frame at top which holds it rigid when open. It closes snug and compact. Used by both men and women. Ea. \$2.10. In Lots of 10, \$20.00

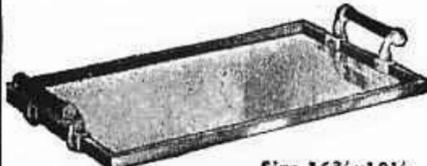


### "A PERFECT LIGHTER THAT NEVER FAILS"

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-110—\$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.

BB102—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.

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## 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 Fob . . . . . \$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!

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## LUMINOUS FIGURES

that glows in the dark—artistically hand decorated in 2, 3 and 4 colors, making it a day and nite seller! Place your orders now to assure delivery and be prepared for the Easter rush. Our Workmanship, Service and Courtesy cannot be equaled!

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|---|-------------|---|--------------|
| 9" Crucifix in Relief. . . . .                                    | \$6.50 Doz. | Ass't. 6 1/2" Saints . . . . .                                    | \$ 4.50 Doz. |
| Large Bust of Christ, 7 1/2"x4". . . . .                          | 6.50 Doz.   | Ass't 5" Saints . . . . .   | 3.60 Doz.    |
| Large Bust of Mater Dolorosa. . . . .                             | 6.50 Doz.   | Large Wall Brackets, 7 1/4"x6" . . . . .                          | 8.50 Doz.    |
| Ass't. Saints on Altars, . . . . .                                |             | Small Wall Brackets, 4"x4" . . . . .                              | 4.25 Doz.    |
| 5 3/4"x4 1/2" . . . . .   | 6.50 Doz.   | Ass't. Large Animals . . . . .                                    | 4.00 Doz.    |
| Statue of Nativity, 4 1/2"x3 1/2" . . . . .                       | 6.50 Doz.   | Ass't. 12" Saints . . . . .                                       | 2.25 Each    |
| Ass't. 8" Saints . . . . .  | 6.50 Doz.   | Statue of Sitting Madonna and Child, 6"x3 1/4" . . . . .          | \$ 6.50 Doz. |
| Statue of Sitting Madonna and Child, 6"x3 1/4" . . . . .          |             | Plaque Crucifix With Hanging Hook, 6"x3 1/2" . . . . .            | 4.25 Doz.    |
| Plaque Crucifix With Hanging Hook, 6"x3 1/2" . . . . .            |             | Small Crucifix, 4"x2 1/2"x1/2" with Hanging Hook . . . . .        | 2.75 Doz.    |
| Small Crucifix, 4"x2 1/2"x1/2" with Hanging Hook . . . . .        |             | Boutonnieres . . . . .  | 12.00 Gross  |
| Boutonnieres . . . . .  |             | Acetate Hairbow on Comb With Luminous Gardenia . . . . .          | 4.25 Doz.    |
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1/3 Deposit. Balance C. O. D., F. O. B., N. Y.

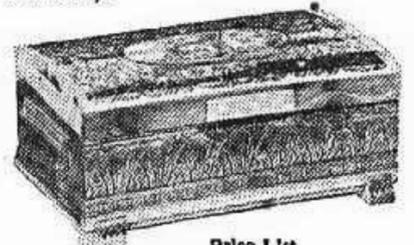
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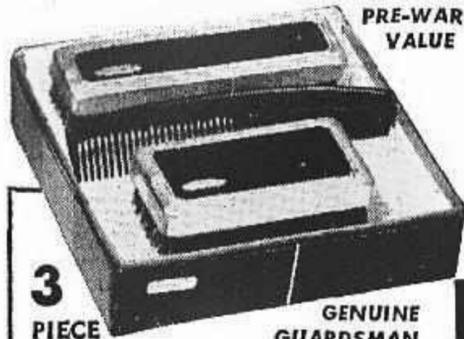


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3 to 6 Doz. . . . .	2.25	1.75	20.00
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Sample . . . . .	2.50	2.15	2.00 Ea.

Prices F. O. B. Detroit; 25% with Order, Balance C. O. D.

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The "Big" flashlight value—good for boards and clubs. Die stamped metal case in baked on enameled finish. Complete with batteries. Per 100 **\$55.00**

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**Popular Items**

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A full-color map, 17x38 1/2 inches which is unusual in that it gives dates and names of events from the invasion of Austria to recent battles in Europe and the Pacific, has space on the cover for company name or advertising message. Armchair strategists of all ages and classes will welcome such a handy map and thank the donor for the convenience of the information, including location of air and naval bases and raw material sources. Gettier-Montanye, Inc., Baltimore, is offering them.

**Mexican Bracelets**

A source that promises immediate delivery and unusual values in filigree, stone-set and solid silver bracelets is Casa Gavila, Inc., New York. The demand for Mexican design and workmanship never seems to be filled these days, and fashion magazines are emphasizing silver costume jewelry, so, the trinkets probably won't hug store shelves very long.

**Glowing Religious Figures**

With all indications pointing to a big upsurge of interest in religious items, the "Mother Cabrini" luminous figure recently released by Nite Glow Products Company, New York, should provide a perfect Easter gift. The figurine is 7 1/2 x 3 1/2 inches. The firm also has other items that glow in the dark.

**RING SCOOP!**

Pre-War Stock  
No More Available for Duration



S-102. One-half carat simulated diamond ring set in SOLID STERLING Silver, with two brilliants. Sizes 4 1/2 to 10. **\$1.75 EA. \$20.00 PER DOZ.**



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Gift box with each ring. TERMS: Cash with order, post paid; or 25% deposit, balance C. O. D. plus postage. Return in 10 days for refund if not satisfied.

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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.

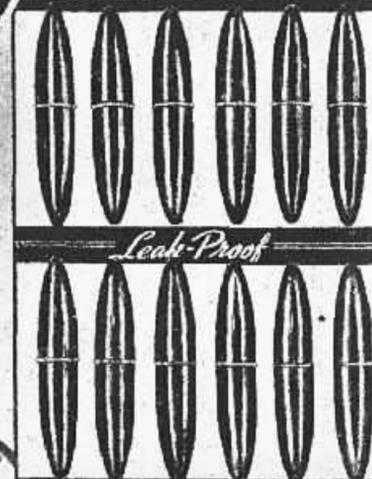
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Streamlined  
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In Two Glowing Colors. With Separate Buds. **\$3.00 Doz.**

1/3 Deposit, Balance C.O.D., F.O.B. N. Y. Just pin \$2.00 and your letterhead to this ad for samples of our line, including Religious Figures. All articles in 2 or 3 colors. Equally attractive for day or night use.

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It's a colorful greeting card with SURPRISE ANIMATED ACTION when you lift the heel. Each card is individually packed in a humorously illustrated envelope. A 10¢ retailer. Jobber's Price, \$20.00 per 1000. Sample 100, \$3.00 Prepaid.

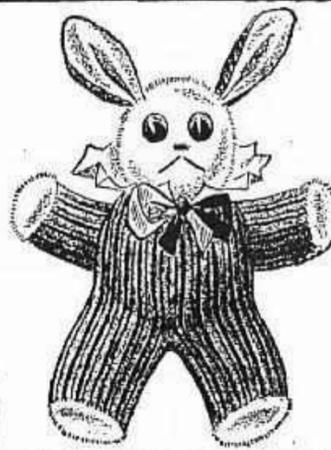
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Ten gross trial order, 1,440 pins, \$10.00. Quantity prices sent with first order. Will sell fast at 15¢ or 20¢ dozen.

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	Per Dozen
6-Jewel Swiss Wrist Watches	\$120.00
Light Weight Sterling Neck Chain	9.00
Light Weight Gold-Filled Chain	9.00
Heavy Sterling Identification Bracelets	60.00
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Sterling Silver Pins, Army, Navy, Etc.	2.00
Heavy Sterling Rings, Army, Navy, Air, Etc.	24.00
Light Lady's Sterling Rings, Army, Navy, Etc.	24.00
Heavy Sterling Identification Dog Chains	20.00
Light Sterling Ident. Dog Chain	15.00
Plata Glass Locket, Chain & Fob, Army, Navy, Etc.	18.00
Anklets, Gold on Sterling	13.20
All Leather Wallets, 4 Windows, Black or Tan	7.50
Plastic Cigarette Cases, Holds Full Pack	2.00
Genuine Army Waltham Compass	38.00
Genuine Army Bayonets, English, American	108.00
Packard Electric Razors	102.00
Pocket Knives, Best Quality, 3 Blades	18.00
Musical Powder Boxes, Large Size	66.00
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Pin Up Girls, Large Size, 12 Photos	3.60
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Telegraph Practice Sets, Double	30.00
Telegraph Practice Sets, Single	15.00
Gemoid 2 Cell Penlight Flashlights, 3 Colors	7.80
All Metal Key Chain with Identification Tag	1.50
Miniature Checker Sets for the Army	6.00
Veedex Cigarette Cases	10.00
Cigarette Lighters, Metal	9.00
Part Sterling Gillette Type Razors	30.00
Signal Practice Wirelets Sets	18.00
Service Banners, Army, 1 to 6 Stars	1.50
Safety Pins (Steel)	.08
Leather Cigarette Cases	2.00

# NOVELTIES

	Per Dozen
Auto Burglar Alarm	\$1.00
Doggonit Floor Novelty	.60
Dribble Glass	1.50
Flip Tease (8 Styles)	1.00
Itch Powder	.40
Jeko & Magic Glass	1.50
Lady Kidder Handkerchief	.90
Lady Ticker Badge	.85
Looney Letters	1.50
Lover's Fun Cards	.40
Liar's Medal	.85
Maglo Coat Pencil	.75
Mail Order Catalog	1.60
Nude Decals	.50
Nude Glasses	1.20
Mystic Glasses	2.00
Hot Pepper Gum	.55
Pharos Serpents	.50
Red Snapper	.60
Trick Soap	.75
Stink Perfume	.75
Shimmie Dancer	.65
Shiner	.75
Shocking Horn Button	.75
Stage Money	.50
Scanner Dog Combination	1.00
Voice Testers	1.00
Magnifying Glasses	3.00
Whiskey Glass Imitation	.75
Coin on the String	1.10
Fortune Telling Cards	6.50
Daisy Deck Cards	6.75
Delands Dollar Deck	6.75
Star Deck	6.75
Svengali Deck	4.00
Maglo Coin Box	1.60
Shooting Plugs Loads	.40
Snowstorm Tablets	.50
Roller Skate Leather Lapel Pins	1.00
Miss Betty Bubbles	1.00
Gold Plated Locket, Boxed in Velvet	21.00

1/3 deposit must accompany order, balance C. O. D. Don't write for catalog.

**Border Novelty Co.**  
405 Woodward Ave.  
Detroit 26, Mich.  
W. ZAKOOR, prop.  
Phone Cadillac 6261  
Cadillac 6253

## GROUP BUYING

(Continued from page 80)

ciation, so the decision to make the government order the official code for the organizations means very little change from the code in effect since last spring.

The group is considering a change of name to the American Catalogue Merchandisers' Association and the federal registry of the name "ACMA" quality.

This new association, which is incorporated in Illinois, aims to promote friendly relationship between members, public, merchants and other trade associations. Its endeavor is to eliminate unfair competitive practices and otherwise "to rehabilitate and improve the methods of selling merchandise thruout the United States by means of catalogs."

The new association has no connection with the Mail Order Association of America, which comprises the general mail-order houses selling direct to the consumer thru catalogs in which every selling price is shown. Some members of the Catalogue Merchandisers' Association and similar firms (whose total volume is estimated in normal times as aggregating 200,000,000 distribute some catalogs to consumers, industrial concerns, consumer buying groups, etc., and in some instances to small stores which use them as counter salesmen or for display, which explains why they are permitted to use a code instead of a price in their catalogs.

Herbert J. Buchsbaum, of S. Buchsbaum & Company, Chicago, was re-elected president and the following other officers were also re-elected: James J. Waldron, of Waldron & Company, Philadelphia, vice-president; James E. Trebing, of G. Ed Trebing Company, Chicago, treasurer, and Joseph Hagn, of Joseph Hagn Company, Chicago, secretary.

The new director is William J. Phillips, of Wm. E. Phillips Company, Los Angeles. The directors re-elected are Messrs. Buchsbaum, Waldron, Trebing, Hagn and C. D. LaFore, J. M. Bennett Company, Minneapolis, and Waldo F. Schoettle, E. L. Rice & Company, Detroit.

## MERCHANDISE TRENDS

(Continued from page 80)

this long, their stores can weather the rest of it.

**BLACK MARKET EXPOSED.**—The Maryland and New York offices of OPA are investigating a reported interstate black market in knives, watches and novelties, which they say is intended to victimize servicemen. OPA investigators say servicemen are charged higher prices than civilians; one OPA-er saw a soldier charged \$12.95 for a \$5 knife in a Baltimore novelty shop. Retailers in that city say New York wholesale houses forced them to increase prices by overcharging.

**MEXICAN SILVER.**—Starting April 29 silver from our Southern neighbor is expected to flow in at the rate of 3,000,000 to 4,000,000 ounces a month, and experts are saying that about 25,000,000 ounces will come in during the last eight months of 1944. Buying here will be thru regular commercial channels, but WPB will decide allotments to manufacturers.

**IMPORTED WATCHES.**—Importers are pessimistic about the quantity of Swiss watches available in 1944. The military forces have taken over a greater amount than ever in the past few months and only export of American manufactured goods to Switzerland can now insure adequate shipments to the U. S. The State Department, it is reported, will refuse permission for such exports. Meanwhile importers claim the OPA price regulations and allocation of stocks to the armed forces necessitate such complicated red tape that distribution is delayed beyond reason.

**OUT OF WASHINGTON.**—The Federal Trade Commission on February 10 ordered Rodin Novelty Company to cease and desist from: (1) Supplying to or placing in the hands of others salesboards, push or pull cards, or other lottery devices, either with assortments of merchandise or separately, which are to be used or may be used in the sale or distribution of respondent's merchandise to the public. (2) Selling or distributing any merchandise so packed and assembled that sales of such merchandise to the public are to be made or, due to the manner in which such merchandise is packed and assembled at the time it is sold by respondent, may be made by means of a game of chance, gift enterprise or lottery scheme. (3) Selling or otherwise disposing of any merchandise by means of a game or lottery scheme."

WPB's amendment February 10 to General Limitation Order L-284 sets quotas for the production of luggage during the first six months of 1944. Forty-five per cent of 1941 volume is permitted for base

period factory sales of less than \$25,000. Regardless of base period volume, any manufacturer can now make factory sales up to \$1,000 per month. . . . The Controlled Materials Plan division of WPB declared last week that lumber may be declared a critical material and brought under allotment procedures. An estimated shortage of over 4,000,000 board feet may make stricter controls than the present conservation and limitation orders necessary. . . . While the Senate Post-War Planning Committee, Bernard Baruch and James Byrnes and various other agencies and departments are setting up plans for disposal of surplus materials, a "clearance" sale of surplus war goods went off very well on the West Coast. WPB's Los Angeles office announced that about \$50,000 worth of materials, such as synthetic rubber, certain types of lamps and reflectors, tools, ink, paints, brushes, flashlights, fuses, thermos jugs, were sold to manufacturers, wholesalers, distributors and warehouses. Retailers, brokers and "speculators" were not permitted to participate. Other similar clearances will be held later, said WPB.

## SLA

(Continued from page 36)

Bond drives were purchases of \$39,500 in U. S. War Bonds and \$6,500 in Canadian War Bonds.

## Ladies' Auxiliary

At the February 10 meeting in the Hotel Sherman President Mrs. William Carsky presided with Mrs. Joseph L. Streibich, first vice-president pro tem; Mrs. Al Latto, second vice-president pro tem; Mrs. Tom Rankine, third vice-president pro tem; Elsie Miller, secretary, and Lucille Hirsch, treasurer. It was voted to donate \$30 to the President's infantile paralysis fund.

Sick members recuperating are Marie Brown, now in Milwaukee; Anna Jane Pearson Bunting, in Effingham, Ill., and Mrs. Al Miller, Chicago. Viola Blake is in American Hospital, Irving Park and Broadway, Chicago. Elma Koss is recuperating in Municipal Hospital, 3801 Palmira, Tampa, Fla. Letters came from F/O Robert R. Feuerstein, son of member Esther Bernet, from England, and from Nan Rankine, who spent a week in Michigan, and Evelyn Blakely, Tampa.

Claire Sopenar and Lena Schlossberg were hostesses at a social on the night of February 17. Edna Stenson returned from New York, where she spent some time with her sisters, Midge Cohen and Elsie Aldrich. Members on the road are asked to forward permanent addresses to Secretary Elsie Miller, 4004 North Avers Avenue, Chicago (18), Ill.

## NSA

(Continued from page 36)

ther Ellenbeck were reported ill and the sick committee was instructed to call on them. Letters came from the Caravans, Annette Cowan, Elsie Mellor and Bess Hamid. Meeting was then turned over to Dorothy Packman, chairman of the by-laws committee, to complete first first reading of the new by-laws. After two more readings they will be typed as approved and by the body and turned over to the NSA legal department for approval, after which they will be adopted and printed and copies sent to members.

Assistant chairman of the ways and means committee, Magnolia Hamid, reported the card party February 2 netted over \$80 for the Iron lung fund. At a small party February 17 about \$30 was netted for the fund. Social meeting February 23 will be given over to the ways and means and entertainment committees to hold the second box-lunch party, with co-operation of the men's club. Orest Devany has offered to auction the boxes, and proceeds will go into the lung fund. March 17 there will be an award of \$500 worth of War Bonds and members who have not already sent in remittances on the books sent to them last summer should do so at once. Sympathy was extended to Ruth Robbins in the loss of her mother February 15. A lovely valentine was delivered to the home of Sister Sunshine Bess Hamid in the form of a son to daughter Zyne Hamid Caloca, wife of Lieut. Juan Caloca, U. S. Army.

## METAL PIN BACKS



Minimum order 1 gross, \$2.50 per gross. 1 inch only. Cash, no C. O. D. Special price in large quantity. H. MALINA, 81 East Market Street, Wilkes-Barre, Pa.

## 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. 45 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.

729 Baltimore Ave.  
HOWARD CO. KANSAS CITY 6, MO.

## CANDY!! SALLY FAMOUS ALLEN

high quality covered chocolates

22 One (1) Pound Boxes Candy in connection with 1900 H. B. at 5¢ per sale takes in \$50.00. Jobber's cost \$19.95 per deal; 10 deals or more, \$19.50 per deal. Rush orders now, as this famous candy is offered on Sales Board for the first time.

IMMEDIATE DELIVERY EASTER BANDS  
1/3 Deposit With Orders, Balance C.O.D.

## H & H NOVELTY CO.

5713 Euclid Avenue CLEVELAND, OHIO

## 'LUCKY HORSESHOE RING'



Made from highly polished Monel 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

## BINGO SUPPLIES

Plastic Balls  
Plastic Markers  
Midgots 1-3000  
News 1-3000  
Specials—5 Ups—6 Ups—7 Ups to Pad  
Regular Specials

Write or Wire for Catalog  
**JOHN A. ROBERTS & CO.**  
Formerly  
N. M. BANK & CO.  
235 Halsey St. Newark, N. J.

## JUMPING CIGARETTE



THE MERRY-MAKERS Box 221, Dept. C Winchester, Mass.

MAKE Extra MONEY FAST  
Sell Illustrated Comic Booklets (vest pocket size) and other novelties. 10 different sample booklets sent for 50c or 25 assorted for \$1 or 100 assorted for \$2. Shipped prepaid. Wholesale novelty price list sent with order only. No C. O. D. orders. Send Cash, Stamps or Money Order. GRAYKO, Dept. 204, Box 520, G. P. O., New York.

**WANTED**  
NEW OR USED BRIDGE-O-CARDS  
Price No Object  
Address  
Box D182, Billboard, Cincinnati 1, O.

# 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.

# DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Manufacturers sometimes say they want no part of salescards or salesboards because these merchandise distributing devices offer unfair competition to regular retail stores. When they do that they are either sadly misinformed or have not taken the trouble to analyze the salesboard market. Especially so if they sell installment houses, for if it is true that distributing merchandise thru the use of a salescard or board is in direct competition with the retailer then it is true that installment houses can also plead guilty on a similar score. Neither contention holds water, and when passed along by a manufacturer to an operator is, more often than not, done so with tongue in cheek.

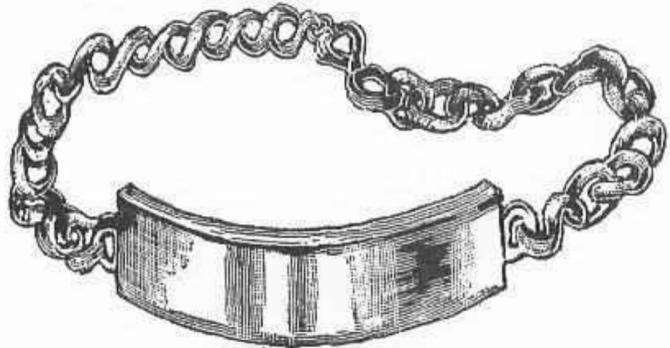
In fact, there are numerous cases on record where operators helped stimulate sales in retail stores and many instances where manufacturers cracked retail channels as a direct result of a salesboard promotion. An item illustrated on a card or board receives invaluable direct-to-the-consumer publicity, and quite often John Public will walk into a store to buy an item which he tried for and did not win on a promotion. The smart manufacturer knows this and when he has something he believes the boys can use he goes all out to let them have it.

Some operators never seem to understand that you can get no further in this business than in any other business when engaged in a flim-flam deal. Tricky promises and double talk in sales literature will always invite trouble and innocent operators suffer with the gully when trouble comes.

Goldwyn Company seems to be set for a nice run on Easter business. Among the items the firm expects to go well is its fruit-cake ring packed in a three-color litho box with Easter wrapping. Cake weighs 3 1/2 pounds.

HAPPY LANDING.

# 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.

**WOOD JEWELRY**

*Lapel Gadjets • Pendants • Pins • Photo Lockets • Gold Wire Mother Hearts*

**\$10.00 For Sample Assortment**

*Or Write for No. 43 New Catalogue*

**Charles Demec**  
WOOD PRODUCTS  
PHONE 3913 116 E. WALNUT ST.  
LOCUST 3913 MILWAUKEE, WIS.

# MINIATURE ANIMALS

Made of chenille in gorgeous colors. Wired strongly so that they stand firm.

About 2 1/2 inches long and about 2 1/2 inches wide, in a large variety of colors, and beautiful colors at that.

- #4181K Puppies \$4.00 Per Doz.
- #4182K Kittens In 3 DOZ. LOTS \$3.75 Per Doz.
- #4183K Bunnies In GROSS LOTS \$3.60 Per Doz.



In order to obtain the special prices they may be assorted among three numbers, but never less than 1 doz. of a number. We carry a big assortment of GIFT GOODS from \$1.80 to \$90.00 per doz. Complete set K of illustrated price lists will be sent to any re-seller on application.

**LEO KAUL**

IMPORTING AGENCY, Inc.

115-119 K South Market Street  
Chicago 6, Ill.

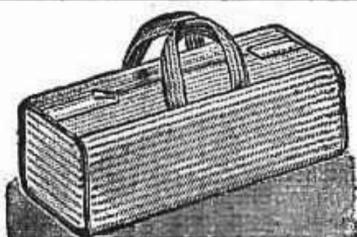
A SWELL **GIVE AWAY**

This is actual size 2x3.  
MADE OF DURABLE PAPER.  
Printed on Both Sides.

**75c PER GROSS**  
10 Gross Minimum

25% with order, balance C. O. D.

**ELCO SUPPLY CO.**  
1307 Boscobel Ave., Bronx, New York



## 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, \$16.85  
\$1.75. Per Doz. ....

**JOSEPH HAGN CO.**

Wholesalers Since 1911

223 W. Madison Street, Chicago 6

## AMERICAN MADE SLUM \$1.25

- Nice Finish, 20 Kinds ..... Gross
- Individually Boxes Billfolds ..... \$18.00 Gr.
  - Leatherette Cigarette Paks ..... 10.80 Gr.
  - Boxed Long Key Chains ..... 4.00 Doz.
  - Wedding Rings (Highly Polished, Large Size) ..... 1.25 Gr.
  - American Made Bow Pins ..... 1.50 Gr.
  - Comio Hat Bands ..... 20.00 M.
  - 50 Ligne Comio Buttons ..... 20.00 M.
  - 84 Ligne Comio Buttons ..... 50.00 M.
  - Turnover Mirrors ..... 7.20 Gr.
  - Base Balls ..... 24.00 Gr.

Write for Jewelry and General Merchandise Catalog. Deposit Must Accompany All Orders.

**SCHREIBER MERCHANDISE CO.**

1001-3 BROADWAY, KANSAS CITY 6, MO.

**MEN—Build a Wholesale Route GET INTO a Big Pay Business**

We Help You Establish a Steady Route of Dealer Customers

Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality a sensational line of self-selling counter goods. Retail at 5¢ and 10¢. You make up to 112% commission. No large capital required. Easy to start. A fortune spent for National Advertising has made our products known from coast to coast. Send for our booklet "Your Opportunity in a Wholesale Business of Your Own." It's FREE—no obligation. **WRITE TODAY!**

**WORLD'S PRODUCTS CO., Dept. 8-P, Spencer, Ind.**

—SCOOP—  
**EXPLODING MATCHES** (4 Doz. in Box)  
**SMOKERS FUN SHOP** (53 Items on Card) \$1.75 PER CARD  
Rush Your Orders Immediately.  
**ERNIE'S ENTERPRISES**  
"The Midwest's Fastest Growing Novelty House"  
725 PINE STREET ST. LOUIS 1, MO.

*Easy-to-sell* **CIGARETTE CASES**  
of Genuine Leather

**A MONEY-MAKING STAND-OUT!**  
BY THE DOZEN \$1.80 per doz. BY THE GROSS 12 1/2¢ each  
One Dozen Minimum Order...\$1.80

These attractive genuine leather cigarette cases with handy tuck-in flap come packed by the dozen in assorted colors and grains. Your price so low you can sell dealers. A winning salesboard item!

*Peter Peyton*

25% Deposit with Order, Balance C.O.D.—F.O.B. Factory  
We Prepay Shipping Charges on all Cash-In-Full Orders  
Dept. B226  
405 1/2 Washington St. . . . Waukegan, Ill.

**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**

**INTRODUCTORY LISTINGS NOW READY**  
Covering All Items Still Available  
IF YOU ARE A SHOWMAN, PREMIUM USER, SPECIALTY MAN OR NOVELTY OPERATOR, WE STILL HAVE LIMITED STOCKS OF POPULAR NUMBERS.

IMPORTANT To obtain the proper listings, be sure and state in detail your business and type of goods you are interested in.

**1-day Service** **ACME PREMIUM SUPPLY CORP.**  
3333 LINDELL BLVD., ST. LOUIS 3, MO.

**Engravers Attention!**



**No. 5R81**  
**Sterling Friendship Ring**  
 Heart Dangles  
*Ideal For Engraving*

Big Seller! Wide embossed sterling silver friendship ring with two sterling silver heart dangles. Ideal for engraving initials on hearts. All rings stamped "sterling." Priced for volume selling. Available in sizes from 4 to 9.

**Other - Big - Sellers!**

Available for immediate delivery! Better sterling identification jewelry. Also, a complete line of military and costume jewelry for better business and bigger profit.

(State Your Business)

**Harry Pakula & Co.**  
 5 N. Wabash Ave., Chicago 2, Ill.

# PIPES

FOR PITCHMEN by BILL BAKER

Communications to 25 Opera Place, Cincinnati 1, Ohio

AVOID AN ARGUMENT and you've won it.

**HARRY H. KINCHELOE . . .** pipes from Oklahoma City that Gene (Dago) Morgan planned in from California, and Gabe King, of Anderson-Strader Shows, came in from Wichita, Kan., to attend the funeral of Truman R. (Dad) Sollars, carnival man and sheetie, February 9.

**BILLIE AND JOE NEUSTADTER . . .** of sheetwriter fame, are new managers of the Victoria Hotel, Oklahoma City. Chappie Chapman was there recently and reported good takes. Wintering there are Bubbles and Ramona, Pat Harris, Vellie Wilson, Red Campbell, Norman Fuller and Mr. and Mrs. Landrum. Some are working in war plants near by.

A BIG CROWD does not always mean big sales.

**CHIEF NAPIER . . .** has a wonderful spot on the main drag at Ocean Beach, Calif., according to lines from Kid Carrigan. He raved about a recent typical Hollywood movie opening where he mingled with the stars. He is working in a pic with Leo Carrillo.

**PVT. JAY ROSS . . .** is now stationed with Company D, 215 Brs., 66 Rgt., Camp Blanding, Fla., with no time for pitching, but looking forward to mail from friends.

IT MAY BE low tide if you wait too long for your ship to come in.

**HARRY DEMPSEY . . .** seen with lots of geedus following his 3,600-second lecture with vitamins in Nelsner's, Cincinnati. "One for two or three for five," is the cry.

**HELEN KESSELMAN . . .** returning to Chicago after a few weeks demonstrating stove polish in Cincinnati to fair takes.

WHEN YOU SAY, "Don't go away, I've got something for you" . . . have it, even tho it is a pic of paper with a few words on it.

## Pitchdom Five Years Ago

J. H. McCaskey reported reading of business in Richmond, Va., indicated a slight improvement. . . . Kid Carrigan was working Southern Indiana to fair biz. . . . Christine Baylor had her own jewelry concession, and booked independently from Harrisburg, Pa., headquarters. . . . Mr. and Mrs. Jack Hendrix were working rug needles in stores and polish on the streets in Macon, Ga. . . . Bob Vehling was manager of the Robert Treet Hotel, Newark, N. J., and the fact that he was an ex-pitchman attracted the boys and girls of the trade to his hostelry. Birth of a son, Joe Penner, to Mr. and Mrs. Joe Hess was observed

in a party there, with Al Sears, Joe Morris, Mike Kelly and Joe Weiner aiding in the observance of the junior edition of the old pen worker. . . . W. C. Wilson was making a success in New York with root and herbs, according to J. O'Shea. . . . Al (Pop) Adams reported Florida was tough for the boys, and spots hard to get around Tampa. . . . Stanley Naldrett had it all to himself in Macon, Ga., and was headed for Augusta, Ga. . . . Ray Flege was in Cleveland doing advance advertising and formerly was with Bob Clark's med show. . . . J. Earl told of cold weather stopping outdoor work in Detroit. . . . Joe Kenner (The Count) was pitching gummy in the motor city. . . . Mr. and Mrs. William Stroehlin and Miss Laura, Stroehlin's sister, were in Houston working to good takes. . . . The Irwins were in Providence with cleaner. . . . Doc Newman's boys were collecting velvet with herbs in Boston. . . . Dr. Robert M. Smith was slipping around his route of 20 years ago in Southern Alabama and reported the lack of pitchmen there. . . . Philip Oulleman reported the rings were no good in New York. . . . Morris Kahntroff was in West Palm Beach, Fla., working to good takes. . . . Charley Courteaux was headed East with juicers. . . . Al Wallien was in his house trailer in downtown Little Rock, Ark. . . . Conrad Knoch, of panlifter fame, was in Florida for fish. . . . Jim Osborne and Frenchy Thibaut were working small towns in Louisiana. . . . Chief Vogt was hibernating in Spokane. . . . Doc Greay was working Harrison, Ark., to good takes. . . . Teddy Goldstein and his wife were in Dallas awaiting a New York call for their Hum-a-Tune stands. . . . That's all.

## A Poison Case

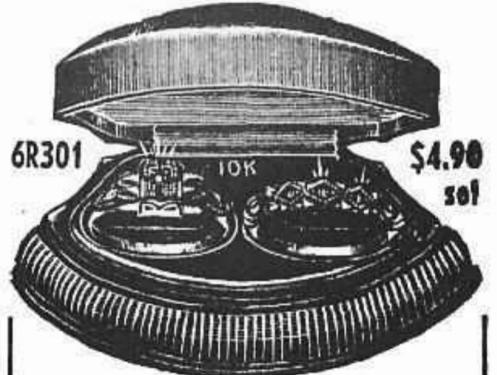
By E. F. HANNAN

THERE is a popular short story that relates the tale of a med showman together with a pitchman, trimming the town's mayor. Like most such stories written by those on the outside looking in, it plays up the cunning of the med and pitch fraternity. Street workers and such are easy picking for overzealous yarners. Publishers wouldn't know, and the ear of the public is easily tuned to some such title as *Louie the Pitchman* or *Dr. Wahoo's Diploma*. With this in mind a tale from one on the inside might be worth repeating.

"Deacon White, an old-timer in med, was jugged in a small Vermont town for doing nothing but trying to make a living. 'Twas Saturday night, which meant a layover in the town cooler until Monday. But luck went to jail with the Deacon, the constable, who was Deacon's complainant, taking ill early Sunday morning with pains in the stomach, sometimes called colic. The only reason that the med man was confined, was that the constable, as he himself remarked, could see nothing in or about a street salesman but "poison." But here was the limb-of-the-law in bed and suffering, and the nearest M.D. 12 miles away. The sick man thought of Deacon. In fact he had been slyly listening to White's lecture which was a masterpiece of its kind. Soon the constable's wife appeared at the jail, threw open the doors, and escorted Deacon to the bedside of the ailing man.

It took but two doses of medicine, and Deacon was soon on his way out of town, the constable being up and on his pins again. For many years after the med man was reminded of his part in the episode by receiving a gallon of good Vermont maple sirup when sap time came around.

Deacon White was a single man and handed most of the sweetener around to his married and home-keeping friends. One of these friends was Ed Kelley, Boston booking agent, and when Kelley asked Deacon how come the sirup, he got this reply: 'I get this every spring as a reward for curing a poison case. Yes, sir, it was a clear case of poison, the kind you get by believing things that are not so.'



**DIAMOND RING SETS**  
 10K Gold Mountings

6R301—1 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . . .Set \$4.90

6R305—3 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . . .Set 6.40

6R302—3 Diamond Engagement Ring and 5 Diamond Wedding Ring . . . . .Set 8.65

WRITE FOR NEW CATALOG FEATURING MILITARY JEWELRY & DIAMOND RINGS.

**BIELER-LEVINE**  
 37 South Wabash CHICAGO 3

**\$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.

**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.**  
 2861 East 13th St. Brooklyn 29, N. Y.

**Now! You Can Tell The Weather 24 Hours in Advance**

Swiss Windmill Weather Forecaster

**Be Your Own Weather Man 50c**

Your customers are sure to want this item. Handsome carved-style Burwood representing a Swiss Windmill. Beautifully hand-painted in Four Colors. Thermometer accurate from 120° to 20° below zero. Amazing storm glass predicts weather up to 24 hours in advance—tells if will rain, snow or shine. Nothing to get out of order. Proven fast seller. You'll "go to town" with it. Retail for \$1.00. Your cost only \$6 per dozen, beautifully boxed. Send 25¢ deposit, balance C. O. D., plus few cents postage.

Rush your order to  
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**AFTER VICTORY**

**OAK-HYTEX TOY BALLOONS**

**WE'LL BE SEEING YOU**

**The OAK RUBBER Co.**  
 RAVENNA, OHIO

**CHESWING 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.

**FAST SELLING JEWELRY**  
 FOR ENGRAVERS, FAIRS, MILITARY STORES, RESORTS, PROMOTIONS, etc. FAST SERVICE!

Send \$10.00 or \$20.00 for Samples.

**MAJESTIC BEAD & NOV. CO.**  
 807 Fifth Avenue NEW YORK 16, N. Y.

**MEDICINE MEN**

Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

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 BUY WAR BONDS FOR VICTORY

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Clean up with the fastest selling novelty in correspondence entertainment. Write on 'em, break 'em up, mail 'em. 22 Civilian and military designs, handed 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.

**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**  
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 San Antonio, Tex.

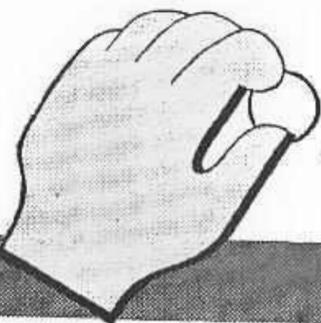
Importers and distributors of Mexican Candy, Bobby Pins and Gum—for JOBBERS only. Prices and samples upon request.

Brokers wanted for some states

**REAL PROPOSITION**

Selling Repeat Medicines. Tonics, Herbs, Liniments. Catalog On Request.

**THE QUAKER MEDICINE CO.**  
 220-224 George St., Cincinnati, Ohio



# Coin Machines

AMUSEMENT . . . MUSIC . . . VENDING . . . SERVICE

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Address Coin Machine Department, The Billboard, 155 N. Clark St., Chicago 1, Ill.

WALTER W. HURD, Director  
C. E. VETTERICK, Editor

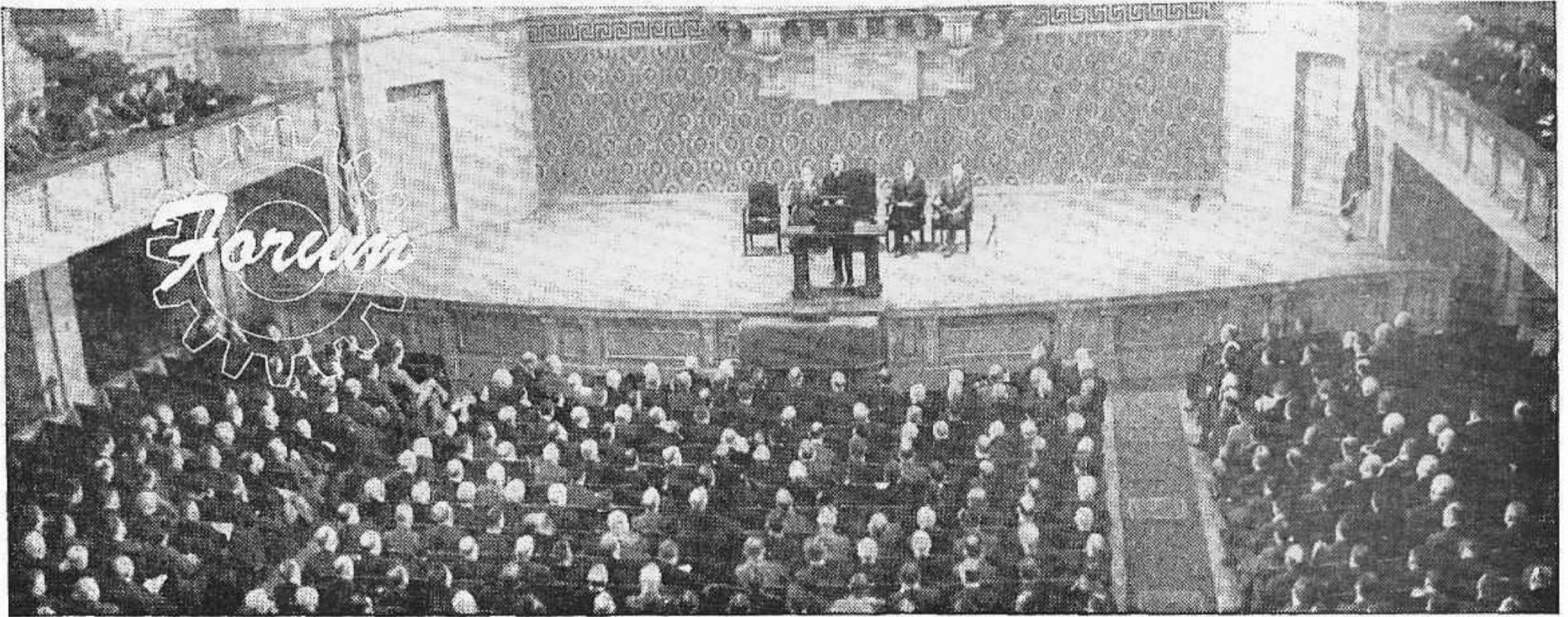


## Until the Show Again is Held...

THE BILLBOARD presents the coin machine convention "in print."

Geared to the tempo of convention time and synchronized with today's win-the-war action . . . this edition reveals an industry working, fighting, planning . . . for the better world of tomorrow.

**1944 • Coin Machine Convention • in print**



## When the war record of small industries is written, the coin machine industry will rank among the leaders in its program to help win the war

**B**EFORE the United States entered the war officially, the coin machine industry had a national committee designated for the purpose of co-operating with the Civilian Defense program, which at that time was the biggest patriotic movement in the country. As soon as war was declared on the Axis, the juke box section of the trade was one of the first to undertake an official program in support of the war. This was a plan to boost the sale of bonds thru the use of an officially adopted song on every music machine.

Manufacturing plants had already begun conversion to war production even before war was declared. The industry will probably consider that its greatest contributions to the war effort were the production records of its manufacturing plants and the contribution of about half of its personnel to war plants and to the armed services.

The men who left the coin machine trade to enter war plants or the armed forces were skilled mechanics almost 100 per cent. Many of them were well trained in electrical work and became

important in war plants, as well as in the highly mechanized armed forces. This contribution proved its worth over and over and the armed services recognized that a number of the machines and inventions of the industry also had uses in training men for the fighting forces.

The industry began 1943 with a special program of 40 ways in which to help win the war. This constituted one of the biggest editorial programs for boosting patriotic effort of any industry in the country. The trade press strongly supported educational plans and thus the entire membership of the industry was inspired to perform something useful in the war program. During 1943 the basic plans of the industry were carried out chiefly by local groups because the industry did not have a national organization to bind all its forces at that time.

A new field of service developed when the nation became alarmed about the juvenile delinquency problem. It was eventually discovered that one of the best ways to prevent delinquency was to establish amusement centers by and for teen-age groups. One of the first requirements for these steps was music, and the

young people had already decided long before that juke boxes provided the most popular music of the day. In fact, they were going to taverns and other places, where they were not wanted, to hear juke box music. So it was easy to come upon the idea that every youth center should have one or more juke boxes.

The idea spread all over the nation, and by the beginning of 1944 a national organization was crystallizing to establish teen-age clubs, and close to 95 per cent of these clubs were using juke box music. It promises to be one of the greatest movements ever developed to aid young people.

Another patriotic plan was started early in 1944, and at this writing is just getting under way. A non-profit organization was incorporated in January for the purpose of soliciting contributions to boost a national movement for writing letters to men in the armed services. The organization set up its headquarters in Chicago and immediately planned to boost letter writing by placing appropriate cards in busses, streetcars and other forms of public transportation thruout the country. The plan also included placing a sticker on all coin machines thruout the nation, boosting the idea of writing letters to men in the services. In addition to all the other patriotic work done by the trade in its many local groups, a letter-writing campaign has much promise.

The educational program started early in 1943 listed 40 ways in which the trade was enlisted to help win the war.

# WIN THE WAR

# INDUSTRY'S NO. 1 GOAL



## 40 WAYS IN WHICH WE ARE HELPING AMERICA WIN THE WAR

1. The manufacturing division has converted to war production.
2. Manufacturers' efficiency in production has merited Army and Navy "E" Awards.
3. Employees in the industry contribute thru pay-roll plan to purchase War Bonds.
4. All firms in the industry post patriotic placards in their establishments.
5. The industry has contributed a high rate of enlistment of its personnel in the armed services.
6. The industry has trained many mechanics and engineers for war plants.
7. The industry trade papers have set a high standard for boosting the war effort.
8. Many firms have used paid advertising space to boost Bonds and the war program.
9. Local firms are nearly all enlisted in the local program for civilian defense.
10. Local firms have in many cases contributed transportation for scrap collections.
11. The industry as a whole has contributed much scrap materials.
12. The industry, thru its organizations, has given much publicity to the scrap drive.
13. Many amusement games have been contributed to the USO and other centers for service men.
14. Families of the men in the industry maintain a high average for local patriotic work.
15. Trade associations in the industry set a high record for supporting the gas-rationing program.
16. Experimental laboratories of the manufacturers have contributed some very important ideas.
17. Adaptations of amusement machines are being used in training programs for army and navy.
18. Parts of coin machines have been adapted to important uses in war planes.
19. Workmen trained in making these devices were quickly available for government use.
20. Automatic phonographs have performed valuable services in boosting War Bonds.
21. Operators of phonographs have bought their own records to boost Bonds.
22. The phonograph division has published large amounts of publicity to boost Bonds.
23. Many machines carry a sticker or other advertising to boost Bonds.
24. Many phonographs have been contributed to USO centers and to army posts.
25. Gifts of phonograph records to service men have been abundant.
26. Clubs have been organized within the industry to send phonograph records to men overseas.
27. Most types of coin machines now pay a federal excise tax to support the war effort.
28. Coin machines now pay a license tax to support 11 State governments.
29. Coin machines now pay a license tax to help support more than 200 cities and towns.
30. Coin machines perform their most useful service in helping thousands of small stores now hard hit.
31. Coin machines offer very useful services to millions of employees in defense plants.
32. Useful diversion for war workers is provided by coin machines near defense plants.
33. The industry contributed engineering experience in solving the metal problem in small coins.
34. Vending machines for dispensing milk have proved a boon to workers in war plants and men in army camps.
35. Trade associations in the industry are supporting local Red Cross work.
36. The industry joined in plans for contributing Christmas gifts to service men.
37. All trade associations in the industry have active patriotic programs.
38. The industry has helped to provide popular music for workers in defense plants and men in the services.
39. The industry has trained many electrical workers who have proved useful in war production and with the armed forces.
40. The industry has set a high standard for giving full publicity to every plan to support the war effort.



**BUILD  
WEAPONS!  
BUY  
BONDS!  
BOOST  
MORALE!**



A general industry survey by The Billboard provides a great deal of interesting and valuable information, and shows a significant pattern of opinion. This issue presents the subjects covered by questionnaires sent to manufacturers, distributors and operators, and a general summary of the response.

### If the War Should End Tomorrow . . .

**M**ANUFACTURERS were asked to make a general statement on how soon they might expect to resume production of coin-operated equipment if the war should end tomorrow.

On the basis of answers received, production of coin machines of most every kind will get going in a hurry when materials are available for this purpose.

Since coin-operated equipment was among the first civilian items affected by wartime restrictions on critical metals, games, phonographs, even vending machines, may be among the last on which restrictions are lifted.

A majority of the firms participating in the survey said: "Immediately—if materials are obtainable and restrictions are removed." However, "immediately" in most cases meant after completion of all war work schedules or termination of war contracts by the government.

While only a 100 per cent response to the survey would have revealed the actual number of coin machine firms participating in war work, the survey indicates that among firms intending to resume the manufacture of coin machines following the war, only a handful were unable to obtain war work or leased their facilities to others for the duration. All others continued their former identities with the exception of a few minor changes in firm names and retained the same management in most cases. Thousands of new names and faces, of course, are to be found in the industry's factories today, and many "key" production officials, designers and engineers are expected to remain and help create some of the coin machines of tomorrow.

Among those manufacturers declaring they could begin production of coin-operated equipment "immediately," after restrictions are removed and materials are available, deliveries of finished machines were not expected by the majority until "about 30 to 60 days later." However, some said: "Within two weeks."

The survey reveals two stages of post-war planning:

1. Immediate post-war models which will represent serviceable equipment of standard types, and for which dies, jigs and production facilities already exist.

2. Totally new coin machine models embodying new designs, new features and new mechanisms for which plans may be well advanced but which will occasion many months of delay before placed on the market.

A sprinkling of definite announcements of immediate post-war models may be looked for in the months just ahead. Such models will no doubt be ready within a month or two after restrictions on production are lifted. Totally new equipment should not be expected until six months to a year later.

#### A Few Said "90 Days"

Some of the larger firms in the industry have indicated reconversion would entail considerable planning and time even if the process were not complicated by procurement of materials and completion of war schedules if the war should end tomorrow. Several firms stated that it would require "at least 90 days" after all restrictions are lifted before shipments could be made of new equipment. Many firms will have to dismantle and remove special war production machinery, replace normal production equipment, rearrange their factories, make new tools and dies, etc.

Many coin machine firms who are heavily engaged in war production do not anticipate abrupt terminations of war contracts or sudden limitations of war production. They indicate that reconversion will more likely be a tapering off process on war work and a gradual change-over to peacetime manufacturing activities.

"We will have plenty of problems," said one manufacturer, "but if the war could actually end tomorrow we would be too happy to care."

#### Industry Planning for Post-War Employment

The subject of post-war employment is so important that a special section is devoted

to it in this issue, presenting the urgency of finding jobs for returning servicemen and workers who are displaced by diminishing war requirements and showing how greatly the coin machine industry, directly and indirectly, can provide jobs and income opportunities in the post-war period. Employment plans of operators are also dealt with separately in other pages of this issue.

Direct employment of workers by manufacturers was one of the subjects in the questionnaire to manufacturers. They were asked to estimate whether more workers would be needed following the war than were employed before the war. On the basis of the response, coin machine manufacturers have hopes of adding 15 to 20 per cent more workers than were employed before the war. Several reported plans to double their manufacturing capacities and to expand employment by 100 per cent. A majority of those responding expected to increase pre-war pay rolls by "at least 10 per cent." Several of the industry's leading firms greatly expanded production facilities to accommodate war work; one firm now operates four separate plants instead of the single factory used before the war—another leases and controls three plants rather than one which turned out coin machine equipment, and many others doubled, tripled and quadrupled the size of previous facilities. How much of this wartime expansion will be retained for coin machine purposes is a subject for post-war planning to decide. That such planning is taking place throughout the industry, as time and study permit under present circumstances, is quite well known. Some firms have made more progress perhaps than others, but few are ready to make definite announcements at this time.

#### Employment of Ex-Servicemen

That former employees who entered the service will be given a big welcome by coin machine firms when they return is overwhelmingly assured. All manufacturers responding to the survey declared that such men would receive their old jobs back and that other servicemen, not previously employed, would receive preferred attention when workers are needed.

#### Maintenance of Equipment Previously Manufactured

Manufacturers were asked to state to what extent they have been able to provide repairs, parts or other technical service for machines previously manufactured. All who replied to this question stated that they had been able to supply essential parts. A large number of  
(See Industry Survey on page 58)

# GENERAL INDUSTRY SURVEY



VINCE SHAY

25 YEARS WITH MILLS



JOHN P. RYAN

19 YEARS WITH MILLS



CHARLIE ZENDER

14 YEARS WITH MILLS



SAM BASLER

43 YEARS WITH MILLS

# We Serve

We're here to serve you and we're giving out plenty of service every day. Though hundreds of our old friends are constantly in touch with us, there are many, many more whom we might be serving. Please don't hesitate to write us or drop in for a friendly visit. We have plenty of things to tell you and perhaps many things which we can do for you. It pays to keep in touch with Mills. It's the same old address, in the great big building, First Floor, 4100 Fullerton Avenue, Chicago, Ill.

# MILLS

## INDUSTRY SURVEY

(Continued from page 56)

manufacturers also reported that they had been able to provide repair service, that is, actually repair machines or parts sent to them. A smaller number have provided limited reconditioning service, using old parts and materials for most of such work, and refinishing the machines to make them look almost as good as new. "Victory" models have appeared since the war, usually with a new or refinished cabinet housing used mechanisms which have been cleaned and repaired.

A separate questionnaire addressed to companies who have specialized in "re-bullt" or "remodeled" equipment, with new names and changes in playing principles, largely pin games, brought only limited information regarding future plans. Good used equipment for such purposes is reported becoming more difficult to obtain, and prohibited ma-

terials and restrictions create problems in redesigning old machines. However, there is reason to believe that some restrictions will be eased a little later on, and opinions generally reflect that more "re-works" may be offered in that future rather than fewer.

Several manufacturers of vending machines reported that limited stocks of new machines are still available, but only in certain models.

### General Forecast on Post-War Equipment

That the "golden age" of operating is still to come, is reflected in reports received from representative coin machine manufacturers who were asked to

comment on the design, features and general improvements planned for post-war equipment.

A persistent and general trend of opinion indicated that most equipment offered immediately following the war will be standard machines with refinements in appearance and minor mechanical improvements, the trend following closely that predicted in the automobile field. A race for markets is expected in this industry just as in others, with ability to produce quickly being the leading factor in planning. And standard equipment—1941 models—will be easiest to produce. Revolutionary ideas and "sales" features will follow along somewhat later, after the most pressing demand for serviceable equipment has been satisfied. A seller's market is expected to exist for many months after the production of coin machines is resumed.

This does not mean that operators will be offered nothing other than 1941 models. Not only will standard types of equipment be further modernized in design and appearance, but they will offer plenty of features that will insure more dependable operation, easier servicing and play-compelling principles.

Here are some of the most frequent "mentions" made by manufacturers reporting in the survey:

New materials which are expected to be available after the war will make machines more attractive in appearance, more balanced in wearing qualities and more flexible in operation.

The high precision required in manufacturing instruments of war will carry over and result in closer tolerances, better tooling and dies, more accurate fittings and simplifications effected by better engineering and new technical methods.

Games will capitalize on basic principles which have proved successful and popular, but new ideas can be expected within a few weeks after the last shot is fired.

Vending machines will offer greater capacity, easier servicing, require less floor space in proportion to capacity, provide even greater protection against slugs and jamming and will be far more attractive in general appearance. Surfaces will be easier to keep clean; better access to interior mechanical units will be provided; machines will be adapted to handle many new products. One prominent manufacturer believes that the patron would like to "watch the machine work" as in the case of record-changers on phonographs.

Technical advances, new materials and new principles are expected to influence tomorrow's new juke boxes. One prominent designer expects more radical changes in recording and reproduction than in any other division of the industry.

Additional thoughts on post-war design of coin machine equipment will be found in the report on the Coin Machine Census in which more than 500 representative operators and distributors participated.

## LOOKING FORWARD!



Our current experience in the production of materials to Win the War will be used to produce fine equipment in the Post War Era.

To be the first in your territory to receive advance information on new JENNINGS products, write us NOW to place your name on our mailing list. In the Meantime . . . BUY MORE WAR BONDS!

REPAIR SERVICE . . .  
RIGHT NOW!

We can still accept a limited number of JENNINGS "Chiefs" for complete reconditioning.

★  
★  
**O. D. JENNINGS & CO.**

Manufacturers of Fine Coin Machines  
for 38 Years

4307-39 West Lake Street, Chicago 24, Ill.

CHICAGO COIN working 100% for the War Effort today . . . 100% for the Coin Machine Operator when VICTORY IS OURS.

CHICAGO COIN  
1725 Diversey Blvd. Chicago, Ill.

## MEET OUR COIN MACHINE EDITOR

By WALTER W. HURD

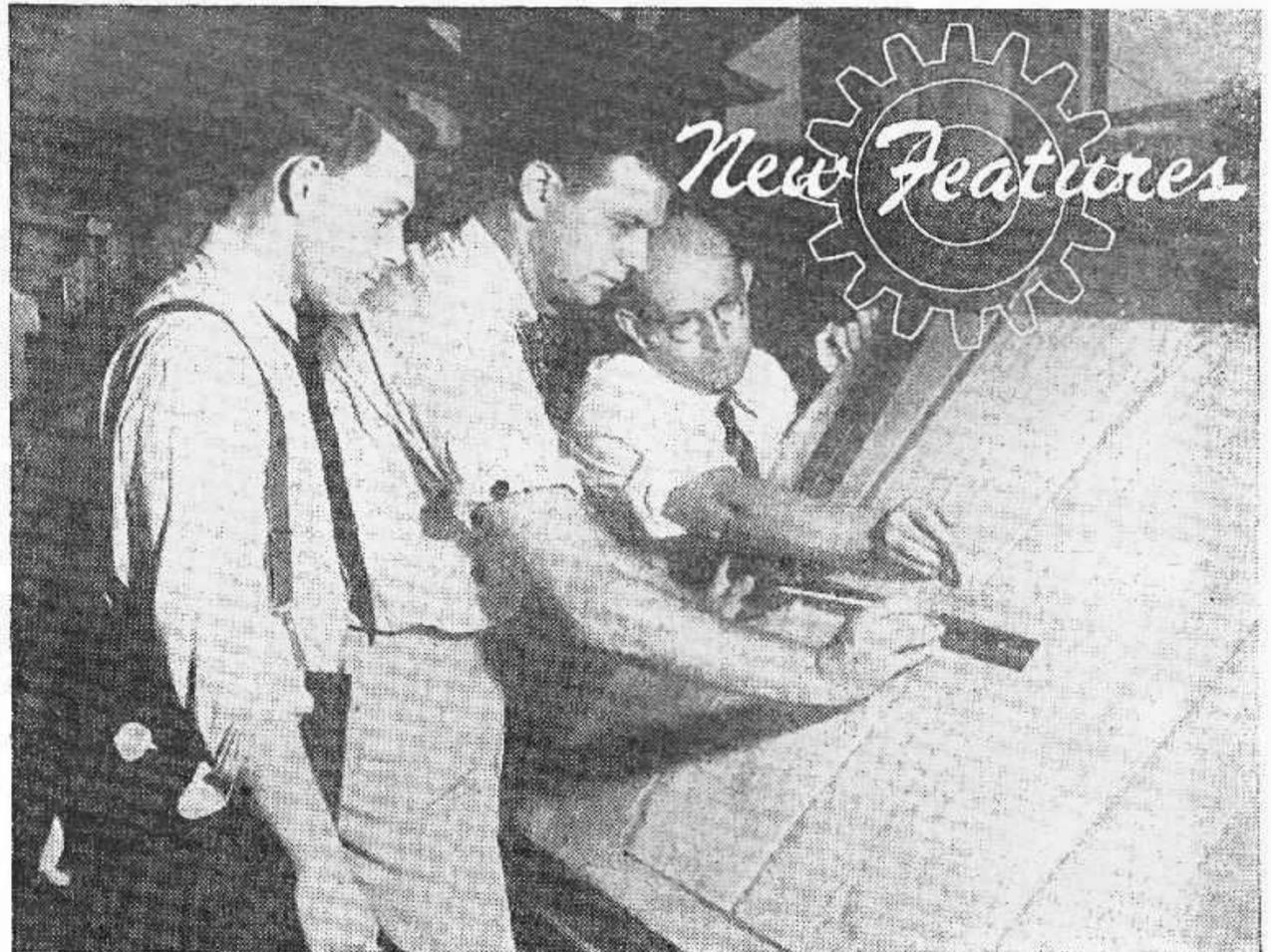
FOR some months now Carroll E. Vetterick has been hard at work on the coin machine news pages of The Billboard, giving vigor and pep to the headlines and presenting the news stories of the industry with the greatest reader appeal. While this is a new job for Vetterick, he is not new to the industry, having entered the coin machine editorial field in 1927, which makes him a pioneer among the pioneers of the trade. His experience is about as broad as anyone could hope for in preparation for his editorial work. In addition to his early editorial experience he also worked for a large vending machine operating firm and managed a branch office for this company. In more recent years, after leaving the coin machine editorial field, he has been employed by manufacturing firms in various capacities so that he has a varied experience covering everything from operating to manufacturing, selling, news reporting and editing.

Vetterick will have the job of giving The Billboard readers the most complete news service possible. While taking care of current news he will also begin preparing for a greatly increased news coverage of the industry after the war. The Billboard news staff has been increased during the war instead of being cut, and Vetterick will have capable assistants as he plans for the future. He will direct the reporting work of a large corps of newsmen in various cities who report coin machine happenings to The Billboard regularly. While this corps of reporters has been cut down considerably by the war, at the same time plans are being made to build up the staff as soon as conditions permit. Vetterick will work closely with these men as they contact the local trade in various cities and market centers.

Vetterick is a native of Iowa, married and has a young daughter. His hobby is hunting, and he can't go many weeks without enjoying this sport. He admits to being 38. In order to become active again in the coin machine industry, Vetterick resigned from Consolidated Vultee Aircraft Corporation, where he had charge of an employee publication.



C. E. Vetterick



The opinions, experiences, problems and plans of 500 representative operators were obtained by The Billboard in the 1944 Coin Machine Census. Leading distributors also participated. This information is summarized in this issue and should prove useful to the entire trade.

GENERAL summaries of the 1944 Coin Machine Census are based on the first 500 questionnaires received from representative operators who received them. The response from successful operators selected for this survey has been unusually large, particularly so when it is revealed that operators were asked to answer 26 different questions and to fill in several spaces with "remarks."

Many operators accompanied their questionnaires with letters giving additional information and opinions.

Since the type of equipment operated has a bearing on some of the subjects of the census, a breakdown of the 500 operators reveals the following information:

Thirty-five per cent operate music exclusively.

Ten per cent operate games exclusively.

Five per cent operate venders exclusively.

Less than 1 per cent operate slots exclusively.

Since most operators handle several types of equipment, it is found that:

Sixty-five per cent operate some music equipment.

Forty-five per cent operate some games.

Twenty per cent operate some vending machines.

Eight per cent operate slots along with other equipment.

It should be kept in mind that these are wartime figures. In normal times, the percentage of operators handling some games would be a great deal higher. Other percentages might also be affected.

### Number of Employees Today

With all the talk of consolidation of routes and curtailment of employees, the size of operator organizations in general has changed less than three per cent. The total number of people employed by 500 representative operators, according to the 1944 Coin Machine Census, is 2,300 persons, including self, which is only 100 employees below pre-war figures.

There has been reduced personnel in many cases, but other operators have expanded enough to almost offset the loss. New arcades have been an important factor.

Those who may have thought of coin machine operators as "one-man stands," so to speak, will be surprised to learn that the average coin machine operator is really an "organization" which affords employment to 4.6 persons, including the operator himself.

The average, of course, is made up of many "one-man" routes and many large operating organizations.

### Post-War Employment

"Post-war planning" finds the coin machine operator fully alive to tomorrow's opportunities and eager to provide employment to returning servicemen. Based upon operator estimates included in the census, operating organizations will be expanded almost 30 per cent following the war, jumping the number of employees needed by 500 operators to 2,990, or roughly 3,000, as compared with 2,300 employed today, and 2,400 before the war.

This is significant, since if even a 20 per cent increase is accomplished by only 5,000 operators it would represent a net gain of nearly 5,000 workers.

### The Post-War Market

Some idea of the number of machines operators will need to replace worn-out and obsolete equipment following the war, is indicated by the census.

If equipment could be purchased today each operator would require an average of 44 new machines the census reveals. How many they will need after the war is indicated in the number of machines retired in 1943 as compared with the number operators estimate will be junked or withdrawn during 1944.

In 1943 operators had to retire an average

of 17 machines per operator. In 1944 they estimate it will be necessary to retire or discard 29 machines per operator. At this rate of depreciation, operators at the end of 1944 will need not 44 new machines but 85 new machines per operator.

If equipment should not be available until the end of 1945, operators will very likely be down to their last coin chute, since the rate of depreciation would likely be very much higher than during 1943 and 1944. The seriousness of such a situation is very apparent. Despite the staggering size of the post-war market that would exist, it is problematical whether operators could maintain their financial reserves for that period of time. For this reason, some "break" in the war and in the material situation will have to come before the end of 1945, it is believed, if the present structure of operating is to be preserved.

### What Operators Want

What kind of machines would operators like to see introduced after the war?

This question provoked a very healthy response, some operators giving rather detailed descriptions, but most answers were general. More than half of the 500 operators gave some answer to the question, the others had no suggestion to make or, as several indicated, are leaving the matter of new equipment entirely in the hands of the manufacturers.

Suggestions for music equipment lead the list, with games and "general improvements" about even for second place; venders held a slight edge over arcade equipment in the number of suggestions received, and "revolutionary" ideas were smallest in number with 40 mentions.

### New Ideas Offered

Operators will have an important hand in the design of future equipment, judging from

# 1944 COIN MACHINE CENSUS



**Maintenance of equipment is a factor of ever increasing importance in preservation of the industry's operating structure. Operators and distributors can survive another year . . . but after that problems will become critical.**

the number who reported they were "developing new machines." Several stated their ideas had been accepted by manufacturers for production after the war. A few operators stated they intend to "bring out a new machine of my own." And a number withheld information regarding their ideas, stating they intended to contact some manufacturer. A few were disgruntled over ideas they had offered in the past for which they "did not receive fair compensation."

**Operators Demand Quality**

Among the general suggestions offered were the following which are listed in the order of times mentioned:

- Better machines giving less service trouble.
- Higher priced machines to discourage location ownership and "small time" operators.
- Simpler mechanisms with fewer "gadgets."
- Better materials for parts receiving most wear.
- Easier access to interior parts of machine.
- More slug protection.
- Relief from clogged coin chutes.
- Fewer new models and higher priced.
- Protection from cheating on games.
- Lower prices, so operator can buy more machines.
- More "flash" in games, but less "flash" in music equipment.

**Ideas for "New" Machines**

Television received the most mentions among suggestions for totally "new" equipment. Some variation of movie machines suggested were new, but the majority were for further refinements or new features for equipment like Panoram. A large number of operators said they wanted a nickel-play, selective movie machine, with sound track. Some favored 20 selections. A three-dimensional movie machine and music combination is "in process" according to one questionnaire and will be offered when materials permit.

One of the television minded operators wants "a combination phonograph and television machine to be operated with nickels for records only, and 10-cent play for television."

In the music field, several operators would like to see 40-record phonographs introduced after the war. One wants a phonograph offering 100 records. Many reported they would like to see a satisfactory substitute for records, mentioning several methods, wire, film, etc. One operator said music should be picked up by a light beam. Another operator wants to see further developments in "wired-music" so that a central studio can serve several counties.

Sound-track phonographs, without movies, were mentioned by a number of operators. Remote control refinements and improvements are wanted by many music men. Several want a phonograph that will play both sides of the record, yet, a far greater number of operators

said smaller phonographs with fewer records would make just as much money since five or six "hit" tunes get most of the play.

**Trade Information**

The Billboard's 1944 Coin Machine Census contained the following "yes" and "no" questions. A general summary of answers is presented since space restrictions do not permit publishing of comments and additional information supplied by 500 representative operators who participated in the census. Where total yes and no votes do not equal 500, balance left the question unanswered.

	YES	NO
Do you belong to an association?	144	308
Are you interested in a national association at this time? . . . . .	288	110
Should operators, distributors and manufacturers belong to the same association? . . . . .	247	167
Have taxes reduced number of machines in operation? . . . . .	266	191
Any new taxes this year? . . . . .	114	344
Have you found women satisfactory for collection and service work? . . . . .	87	66
Any trouble with steel pennies? . . . . .	223	244
Any shortage of other coins? . . . . .	80	388
Are you interested in arcades? . . . . .	132	346
Do you think arcades will decline in popularity after the war? . . . . .	247	166
In normal times, do local jobbers supply most of your equipment? . . . . .	325	153
Do any locations in your territory own their own machines? . . . . .	349	103
Do you operate venders in war plants? . . . . .	42	310
Do you operate games in war plants? . . . . .	38	298
Do you operate music in war plants? . . . . .	77	260
Are there any teen-age clubs in Your city? . . . . .	99	...
Are juke boxes used in these clubs? . . . . .	95	...
Have you supplied equipment to teen-age clubs? . . . . .	66	...

Among other frequent suggestions made by music operators are the following:

- Phonographs pre-wired for wall boxes, so operator can plug in as many as needed; music and speaker equipment that can be installed in the wall of a location; phonographs without plastics which is frequently cracked on location; electric rather than mechanical selectors; greater portability; higher fidelity with lower volume; 30-wire remote control; adaptors on all phonographs; universal remote-control system; models occupying smaller floor space; a universal style coin chute that takes nickels, dimes or quarters in the same slot to be separated inside the machine; a quality mechanism in small steel cabinet for 30-wire box operation, mounted on rollers, access to all sides.

**Counter Games in Demand**

Legal games, particularly counter machines, evoked the greatest number of suggestions from game operators. The high federal tax which took thousands of penny counter games out of operation was a principal factor here. Further developments of the free-play or "re-play" feature is wanted by many operators, along with a playing principle to replace bumpers on pin games; dozens of requests were made for arcade-style equipment to be operated in regular locations; a great many operators want games simplified to be easier for players to understand and give less maintenance trouble, some being willing to go back to plain pin game principles, without backglass or scoreboards; a number want unnecessary relay or contact switches eliminated; several mentioned that they wanted drop-coin slots on games to eliminate push-in style of coin chutes; improved method of locking leg adjustments is wanted by operators; several mentioned that free-play and automatic games are too "tight" and do not give players "a break"; cheat-proof and slug-proof features also received frequent mentions.

In the arcade field operators generally agreed on what is needed: More action, more skill and more novelty. Most arcade men said that with all the variety offered in modern arcades, people tire of equipment and new ideas must be introduced to keep earnings up. In particular, many arcade operators stated something must be found to replace pin games and shooting games even tho they are getting good play today. The demand is heavily for equipment that tests intelligence, ability, skill, strength, memory, etc.

Vending machine operators generally would like to see further mechanical improvements and refinements that will reduce service calls. Improved slug detection and non-clogging coin chutes were among the most frequent mentions, along with greater access to interior parts and mechanism to facilitate repair and adjustment.

Some of the machines which vending men would like to see introduced after the war include the following:

- Ice cream bar venders; refrigerated candy bar machines; combination cigarette, candy and gum vending machines; candy cabinets with 5c, 10c and 25c selections; more rugged vending machines for factory installations.

**Wartime Problems**

The greatest problem operators have faced since Pearl Harbor is securing satisfactory help, or even adequate help. According to the survey, 250 operators out of 500 voted this the most annoying problem. Parts and replacements was second in the category of operating problems, and gasoline a close third. Other problems, mentioned in order, included records, tires, merchandise and supplies; transportation, location closings, taxes and trouble with new coins.

Among the items reported hardest to obtain, records were first, repair parts were second and phonograph accessories such as tubes and needles rated third. Other hard-to-get items, in order, were: Chewing gum, candy bars, electrical parts, coin chutes, cigarettes.

**WAR-TIME OPERATING PROBLEMS**

# News Highlights

LOS ANGELES, Feb. 19.—The Associated Operators of Los Angeles County, Inc. (Curley Robinson, managing director), recently sent its annual county tax assessment list to members. The list is made out each year in co-operation with tax officials and has proved a valuable service. The schedule has also been used as a model in other sections of the country.

\* \* \*

CHICAGO, Feb. 19.—The Circuit Court, February 15, granted a second continuance to February 24 in an injunction suit brought by two juke box operators and three location owners against the recently enacted tax on juke boxes. The present petition is to restrain the city from collecting the 1944 tax. Attorney for operators asked for the delay. City attorneys said 2,400 cases for non-payment of taxes by juke box operators had already been filed in Municipal Court.

\* \* \*

CHICAGO, Feb. 19.—While awaiting action of the President on the federal tax bill now on his desk, the question of how the new tax would apply to trade associations is being discussed. If the tax bill becomes effective the tax aimed at labor unions may have wide applications.

\* \* \*

CHEYENNE, Wyo., Feb. 19.—The city has proposed a tax on games and juke boxes and final action had been scheduled for February 14. No report made public at this time. The proposal was to assess a very high business tax on the operator. The city had about 100 juke boxes and probably 120 pinball games, according to official reports.

\* \* \*

CLEVELAND, Feb. 19.—The city council has approved bingo games for charitable purposes, and the law becomes effective April 7. Operators of bingo games must obtain city licenses and post bonds. This is an interesting step in a city that had such a long crusade against licensed pinball games.

\* \* \*

NASHVILLE, Feb. 19.—The State Supreme Court did not hand down a decision on the Memphis juke box license case on February 5 as had been predicted. No reports are available as to when a decision may be expected.

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**NO AIR-O-MATIC RIFLES  
ARE AVAILABLE NOW!**

Today our plant is entirely upon war production, but we are hoping that soon we will be able to supply the many requests. We do wish to thank all of you for your patience, and in waiting you may be assured of a vastly improved and superior product when again ready for you.

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MARCH 25, 1944  
25 Cents

# The Billboard



**IN THIS ISSUE** / *The Annual Outdoor Attractions Section*

## RATION POINTS

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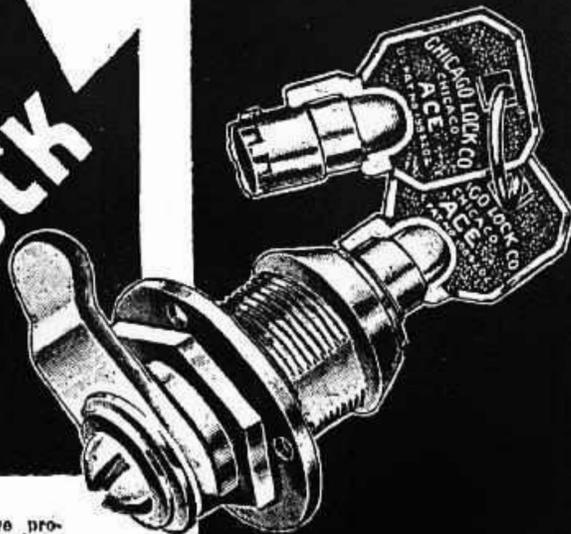
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**DON'T FORGET** buying war bonds will bring **VICTORY** that much sooner, and will help us all get back to business.

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ACE LOCKS provide Powerful Positive protection, both on new machines and for replacement purposes. Order ACE LOCKS today! Made entirely of Steel and Brass. No Die Cast Metal used. Center Post Case Hardened to Prevent Drilling. Keyed alike or in various Key changes.

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**News Highlights . . .**

MINNEAPOLIS, Feb. 19.—The grand jury now in session is investigating the operation of pinball games in the city. Affidavits asked for the investigation were presented by the attorney general for the State. He said city and State officials had suggested such an investigation.

\* \* \*

MILWAUKEE, Feb. 19.—The pinball situation still is before the Circuit Court here. District attorneys have filed an equity action in Civil Court to come up the week of February 21, and a delay in the appeal before the Circuit Court has been asked until the civil case is decided.

\* \* \*

NEW YORK, Feb. 19.—A survey report made by an agency here says that more than half of the conventions and trade shows scheduled for the first four months of the year had been canceled, most of them for the duration.

\* \* \*

SPRINGFIELD, Ill., Feb. 19.—The city council has adopted a license fee to apply to each juke box in operation to become effective March 1. City officials estimated there are about 200 juke boxes in use in the city.

\* \* \*

WASHINGTON, Feb. 19.—A business report on the OPA token plans indicates much interest in the date of February 27, when ration tokens go into use. OPA is still waiting for bids on another billion tokens. Plenty of aluminum was available for the new tokens, but the War Department asked that aluminum not be used. OPA wants plastics if there are any bidders.

\* \* \*

CHICAGO, Feb. 19.—Much interest still continues to show up in the shellac substitute being manufactured from corn by an Illinois concern. The firm now produces more than double the government assignment six months ago. Chemists continue to experiment with the new product called zein and find its uses increasing almost beyond limits. It appears to be a miracle product. Announcements that it proved very serviceable for phonograph records were made a month ago.

**TO  
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D. Gottlieb and Company are privileged to serve our Nation in the great program that is bringing Victory ever closer. We have dedicated our entire facilities to the men behind the guns that they may the sooner return to their peacetime pursuits.

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## • The nation girds itself to give employment to all

**I**N A NATION determined to give employment to its citizens when the war comes to an end, the coin-operated machine industry will do its part. The industry has had ample experience before the war, and during the war emergency, to undertake an organized program for providing a maximum number of jobs in its field. These steps are already being taken by leaders in the industry.

During the business depression of the early '30s, the coin machine industry attained prominence by providing a means of livelihood for thousands of small business men and skilled workers. The industry expects to repeat this story and much more by at least doubling its total pre-war personnel.

These hopes are reasonable, because the war period has served to impress the public with the usefulness of coin-operated machines in the industrial life of the nation. While such machines have been subject to attack from many quarters in the past, the whole country has learned to respect all types of coin machines during the war, because they have all performed useful functions in helping to win the war. Experience gained by the industry during the war in helping the nation carry on its great program has inspired the industry membership with new ideals and with a greater vision of what can be done in providing jobs for men and women in the future.

The industry has been alert to all the ideas and programs that have been advanced by leaders in government and industry, and altho the coin machine trade is a minor industry, it will be in the front ranks of those that have concrete plans for providing jobs.

The coin machine industry recognizes that it has both a duty and an opportunity to join the nation in keeping its

pay rolls at as high a peak as possible during the post-war period.

The industry gave more than half of its membership to serve in war production plants and in the armed forces early in the war. The men who remained behind to keep the trade going during the war were, in the majority, veterans of World War I, and in many cases their sons and daughters are serving in the present war. This means that the industry is imbued with an intense patriotic spirit and recognizes that one of the chief obligations is to provide jobs to former employees when they come back, and also to employ as many others as possible. It is in carrying out this high objective that all branches of the industry are planning expansion programs in keeping with the promising future for American trade and industry.

The coin machine industry has always been able to adapt inventions and ideas to the limits of its machines, and this ability will be in greater evidence than ever in the post-war era. The industry has carefully followed all the new ideas, materials and inventions that have been developed for war uses. In keeping with all industries, the coin machine trade will make full use of all these ideas as soon as they are available for civilian use. The industry expects the new wealth of materials will greatly improve manufacturing processes and also make possible much more attractive machines for the amusement and convenience of the public.

The American people expect many new conveniences when the war is over, and all of these things will increase the demand for those services which can be offered thru coin-operated devices. The people expect to travel more and to enjoy life much more. They also expect better services in the retail field, and in gratifying these desires, the coin machine trade will find a big place in giving the people what they want. Such a bright future is the real foundation for the trade's plans to provide many thousands of new jobs.

## • The Coin Machine Industry will provide its share of jobs

# EMPLOYMENT CONFERENCE



**T**HE framework of the coin machine industry permits the employment of thousands of people in its own realm and also extends employment benefits to many more thousands in allied fields. This makes it a beneficent industry indeed. Many people have never analyzed the industry to visualize how wide it extends its employment benefits, and when they do, they are amazed at how far-reaching the influence of the trade goes in helping small business enterprises provide jobs.

In its industrial set-up, the coin machine industry is composed of manufacturers, distributors and operators. The manufacturing industry produces machines, parts and supplies for sale to the trade.

The distributing section performs the usual functions belonging to the wholesale or jobbing trade and also extends credit services to operators.

The operating section consists of men who make a business or profession of buying coin machines, placing them in retail establishments, and keeping them in service.

The majority of manufacturing plants are grouped as small business, but some of the factories are of such size that they are ranked among modern industrial plants. These plants in normal times have employed several thousand people, and in the post-war expansion period anticipate employing twice as many people as they did before the war. Plants are modern in every respect and have, almost without exception, made a high rating for war production. The distributing section of the trade includes several hundred firms, and these firms in the pre-war period had an average of six employees. They have shown their vitality by staying in business during the war and have, without exception, made plans for enlarging their trade as soon as machines are on the market. They also perform valuable services in financing purchases of machines.

The operating field is productive of employment for still greater thousands. Many men provided employment for themselves during the depression by engaging in the business as an independent worker. Taking the country

as a whole, operators on the average employed about two men in the pre-war period. There are prospects that this may be increased to three in the post-war expansion. Operators employ service and route men, and distributors need skilled workers for repairs, and also selling and office forces.

With respect to types of machines, the coin machine industry includes music, amusement and vending machines. Music machines are popularly known as juke boxes and supply recorded music to retail establishments of various kinds.

Amusement machines include popular pinball games and many other types of machines that are attractive to the public as a means of diversion or entertainment.

Vending machines dispense small merchandise items such as soft drinks, cigarettes, candy bars, chewing gum, nuts, cough drops and similar items in retail establishments, railway and bus stations, apartment buildings, washrooms and manufacturing plants.

The music branch of the trade numbers several thousand people in its own right, and by using recorded music helps musicians, record plants and all branches of the music industry. Amusement machines are chiefly useful in providing employment by the use of materials from many industrial fields. Vending machines extend employment benefits by using vast quantities of merchandise which requires thousands of workers in other fields.

The most valuable extension of employment benefits due to the coin machine trade is the services it gives to retail establishments that display such machines. The business is one of placing coin-operated machines in retail establishments that find them attractive to their customers by offering amusement, merchandise or some service. Retail establishments share in the profits of these machines, ranging from 10 to 50 per cent of the gross take, depending upon the type of machine. In times of depression, retail proprietors know that coin machines help them stay in business. In times of prosperity, retail proprietors know that coin machines greatly increase their profits in every respect.

The coin machine trade uses such large quantities of materials of all kinds, including metals, wood, plastics and electrical equipment, that it probably provides more jobs in the plants of suppliers and makers of materials than in its own plants. Supplying the industry has become big business. The industry also buys parts from many plants, and its own plants assemble machines by modern methods. All this use of materials and parts creates jobs by the thousands. In its plans to increase greatly its own production and public use of machines, the industry will extend many benefits to other industries. It can be seen that the employment benefits traceable to the trade are far-reaching and of immense value to the nation as a whole.

The fact that the coin machine trade is an auxiliary to three great branches of American business helps the trade to promise increasing employment. As the industry has its music branch, its merchandise dispensing branch and its amusement branch, it is thereby definitely auxiliary to music, amusement and merchandise industries.

All three types of machines aid related branches of the industry, with materials and supplies coming from American industry as a whole.

# INDUSTRY FRAMEWORK

**A** RELIABLE picture of the promising future of the coin machine industry may be had by studying the important facts of the trade during the past decade. The industry started its modern phase about 1930 and continued to expand steadily and without let-up until the war emergency began to cut production in early 1941. The rapid and uninterrupted progress of the whole industry during this period indicates rich promise for the post-war period. During the past decade every progressive development in industry and business seemed to aid the coin machine industry. This means that all progressive developments in the future will also aid the industry.

The industry is assured that increases in travel, stabilized money systems, increases in export trade, modernizing of industry in other countries, new inventions, better retail stores and every other advance in the nation will in some way aid the growth of the coin machine industry.

One of the most encouraging facts is the ability of the industry to adapt inventions and ideas from the world at large. An outstanding example of this was the use of the photo-electric ray in a coin-operated target machine. The government adapted this coin machine to an important use for training pilots, gunners and other personnel of the armed forces. It is assured that every advance in radio, television, moving pictures, electrical gadgets and other lines of invention can be used in some way to improve coin machines.

The last statistical reports on the industry were made in 1940 and 1941. The U. S. Census Bureau made a survey of the industry in late 1939 and reported its manufactured products for that year were valued at close to \$20,000,000. In 1937 the Census Bureau reported a total valuation of manufactured products at \$23,000,000.

The Billboard reported in its survey of the industry in 1941 that there were practically 5,000,000 coin machines in use, including every type of machine on the market. A total personnel of about 121,000 people were engaged in all branches of the industry, including part-time operators of machines. In normal times the total of about 80 manufacturing plants were engaged directly in making machines or parts for such machines. If the list is made to include all known firms producing machines, parts, supplies, or who were developing inventions for some type of machine, it would include over 500 plants some of them among the largest industrial concerns in the country. The nation is assured that the number of firms engaged in some way in producing or developing machines and allied products will greatly increase in the post-war period.

The Census Bureau estimated that the industry produced 285,674 coin machines in 1939 valued at \$997,000. That was the first year in which the government estimated production values. The Census Bureau estimated that 1937 was the top year in the coin machine manufacturing industry and that by 1939 the war in Europe had already begun to affect the industry by cutting off the export trade.

The distributing branch of the industry normally had about 250 established firms. With the expected increase in the industry in the post-war period, the number of distributors may be expected to increase by at least 50 per



cent. Due to expected improvements in the types of machines made in the post-war period, the entire operating personnel, estimated in 1941 at 25,000 full-time operators, may be expected to double.

The tendency in the industry has been to produce higher grade machines which decreases the number of units in operation per man. In other words, improved machines directly increase the number of men employed by the industry.

An indication of a bigger future for the coin machine trade is seen in the fact that a majority of its manufacturing plants have been able to add new machinery and expand plant capacity during the war. All of these firms expect to have much better production facilities when they can return to civilian production than they had before the war. Their plants have been modernized in many ways, and their keymen have gained much valuable experience in producing war goods.

The coin machine industry is of such a nature that any expansion in business or industry of the nation helps to increase the use of coin machines in some way. Improvement in the retail trade after the war will expand the use of coin machines in many ways. The industry is also looking forward to a much bigger export trade after the war. This will be based on the fact that many nations will turn to the United States for high-grade products for which American industry excels. It was notably true that before the war coin machines produced in America held the spotlight in exports. The industry now looks forward to a greatly increased trade to Latin-American countries and also a much bigger field for exports in all parts of the world once peace returns to the world.

Firms interested in the industry may obtain reliable facts in detail about all phases of the trade and what may be expected in future trends based on careful studies of the industry for the past 10 years. All manufacturing firms in the industry have developed important studies and are making surveys of future prospects. The industry has facts on which to work and will be in the front ranks of progressive American industry in the future.

# INDUSTRY FACTS

# The Coin Machine Industry

## EMPLOYMENT

The coin machine industry, while helping to win the war, looks forward to joining the nation in providing many jobs after the war. Since the war upset normal production current statistics are not available. A fair picture of what the industry may do after the war can be gained by a study of the last available statistics for a normal business year.

These reports were made in 1941 and cover the year of 1940. The last business census by official government agencies cover the year 1939. The statistical tables on this page therefore tabulate the best information that is available about the coin machine industry until normal conditions return again at the end of the war. These statistics show that the industry can provide many thousands of jobs.

## GENERAL INDUSTRY DATA

(December 31, 1941)

### Number of Games in Use

Amusement (pinball) games .....	250,000
Counter amusement devices .....	600,000
Jackpot slot machines .....	No estimate
Console amusement games .....	200,000
Miscellaneous amusement machines .....	100,000
Automatic phonographs .....	300,000
Cigarette vending machines .....	126,500
Beverage vending machines .....	28,000
Candy bar venders .....	250,000
Penny vending machines .....	3,000,000
Miscellaneous vending machines .....	25,000
<b>Total .....</b>	<b>4,879,500</b>

### Personnel

Principal manufacturing firms .....	85
Listed manufacturing firms .....	325
Normal factory employment .....	15,000
Distributing firms .....	900
Employed by distributors .....	4,500
Professional operators .....	25,000
Part-time operators .....	30,000
Employed by operators .....	45,000
Employment by locations (Estimated) .....	1,000,000

### Coins in Circulation

Pennies minted, 1940-'41 fiscal year .....	1,001,445,300
Pennies in circulation .....	8,514,289,200
Nickels minted, 1940-'41 fiscal year .....	315,228,260
Nickels in circulation .....	2,246,026,280
Dimes minted in 1941 .....	263,830,557

## PHONOGRAPHS (JUKE BOXES)

(January 1, 1941)

Number of firms manufacturing phonographs .....	6
Additional firms making wall boxes, etc. ....	2
Employment in the manufacturing industry .....	2,500
Phonograph production in 1940 .....	49,000
Estimated production, 1941 .....	39,000
Total number of phonographs in operation .....	400,000
Estimated value of phonograph industry .....	\$80,000,000
(This includes manufacturing, distributing and operating divisions of the industry)	
Number of distributing firms .....	250
Number persons employed by distributing firms .....	1,500
Number of music operators in the U. S. ....	7,000
Number persons employed by operators .....	13,500

### COMMERCIAL VALUE

Number of plants making phonographs .....	6
Total pay roll (1939) .....	\$4,300,000
Capital investment (1939) .....	\$9,500,000
Dollar volume of sales (1939) .....	\$15,500,000
Dollar purchases in materials, parts, supplies, etc., used in manufacture of phonographs (1939) .....	\$8,300,000
*1939 data based on government reports, the last year for which available.	

### Phonograph Records

The following estimates of the total number of records produced and of the part of this total purchased by phonograph operators, are based on reports made by various music trade authorities and on surveys of the music machine industry made by *The Billboard*:

	Total Productions	Used by Phonograph Operators
1938	33,000,000	15,000,000
1939	60,000,000	31,000,000
1940	75,000,000	37,400,000
1941	110,000,000	45,000,000

## VENDING MACHINE DATA

(As of January 1, 1941)

### PENNY VENDERS

Number of machines in operation .....	3,000,000
Nut venders .....	1,800,000
Gum venders .....	750,000
Candy venders .....	450,000
Total annual volume of sales .....	\$78,000,000
Total investment in equipment .....	\$21,000,000

### CIGARETTE VENDERS

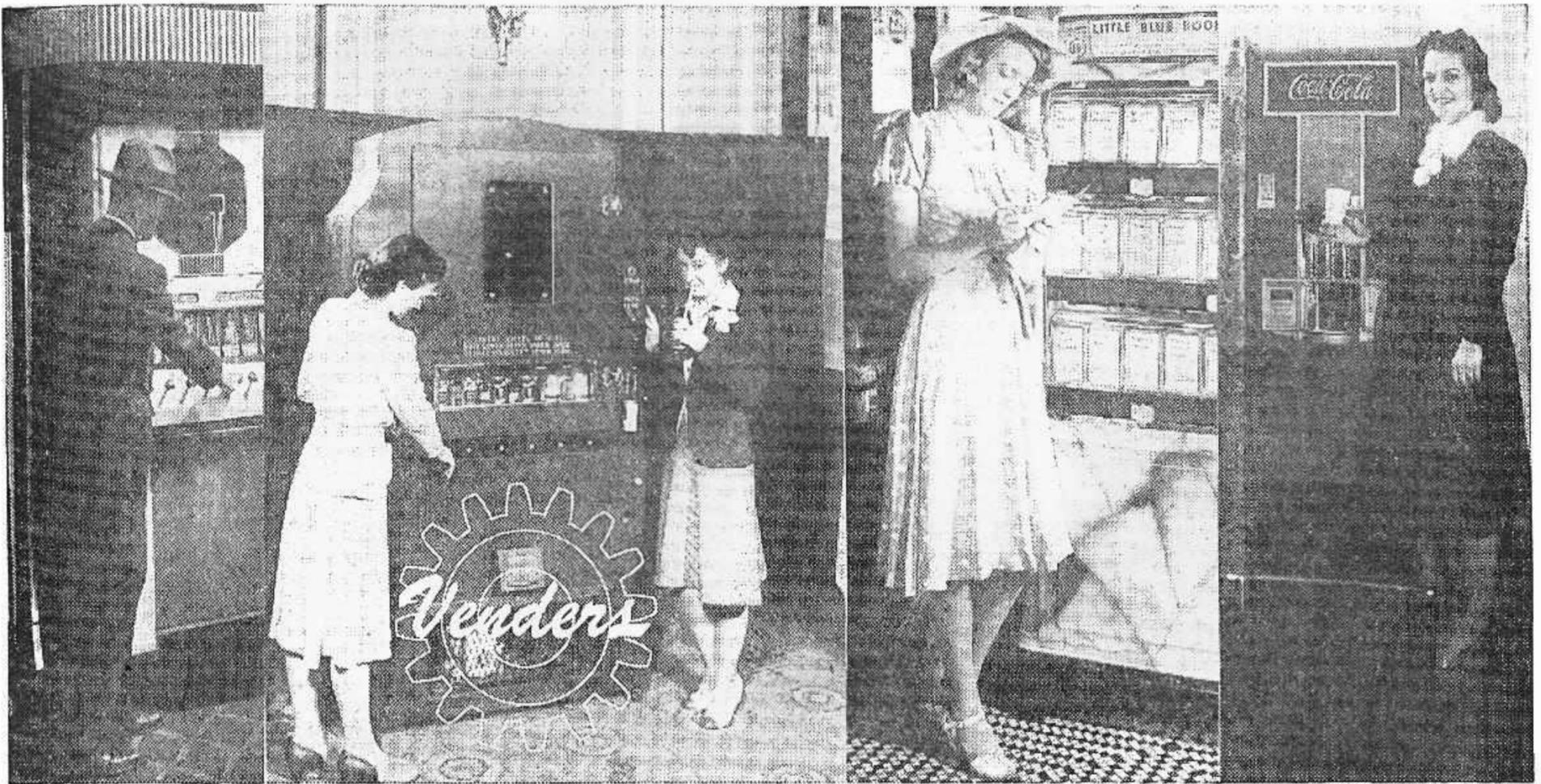
Number of machines in operation .....	126,500
Total annual volume of sales (packs) .....	657,800,000
Total investment in equipment .....	\$ 1,138,500

### 5c CANDY BAR VENDERS

Number of machines in operation .....	250,000
Total annual volume of sales (bars) .....	625,000,000
Total investment in equipment .....	\$ 8,750,000

### BEVERAGE VENDERS

Number of machines in operation .....	28,000
Total annual volume of sales .....	\$12,096,000
Total investment in equipment .....	\$ 2,800,000



Automatic merchandising has its "foot in the door" and behind that bold step is the calm assurance of a seasoned salesman . . . the full flower of opportunity is not yet, but the reception party is ready.

By CARROLL E. VETTERICK

Coin Machine Editor

VENDING is a five-sided structure composed of Equipment, Product, Operator, Location and Consumer. Since the geometric figure of a pentagon has five sides, and, significantly, contains no acute angles, it may be in order to picture vending as a business which has fewer bothersome "angles" than some other phases of coin machine operation.

While vending might be termed the serious side of the light-hearted coin machine industry, every now and then you will run across operators who insist that vending is the most pleasant side of the business. There are some who say they get a lot of satisfaction from the feeling that a vending machine "stays put" and, come what may, will contain a fair collection of coins at service time. They say that it is pleasant to have sleep come without effort—without worries that some "highbinder" has jumped their location with some wild commission deal, a gadget scoring to 60,000 instead of to 50,000, or perhaps a brighter colored music cabinet. Then, of course, they point out that there is some comfort in the thought that folks can't win anything on a vending machine. In fact, time was when a curious customer was satisfied, not to say astounded, when a ball of gum or maybe nine peanuts were shucked out instead of having the hungry hopper gulp down his penny, refuse to give, and then look back at him as tho it expected another coin.

But whether you call it a pleasant or a serious business, vending keeps on moving in a given direction—frowning some at "crackpot" ideas that have ruffled its dignity, at promoters who sold stock and machines on wildcat promises, and at the sheer carelessness which exposes the business to justified protests—but always moving toward the goal of stability and wider public acceptance.

As an industry, we may not yet boast such fancy titles as "the era of automatic merchan-

dising," but the reason may be that the "era" has not yet caught up with designers and manufacturers of equipment.

Automatic merchandising has not yet "arrived," but it certainly has its foot in the door, and behind that bold step is the calm assurance of a seasoned salesman—not the timid hopes of a neophyte. The full flower of opportunity is not yet—perhaps it is farther off than just around the corner, but it is approaching, and the reception party is ready.

For we have arrived mechanically. The groundwork for automatic merchandising has been laid, painfully and painstakingly, by the designers and manufacturers of vending equipment. With a few notable exceptions, they have carried the full burden of industry progress during their unending struggle to produce machines which somebody would buy. Finding buyers, creating and maintaining markets, while a secondary factor in the mechanical evolution of the industry, usually proved a more worrisome problem than production. In only a few cases did a ready-made market step up to the manufacturer and say: "We have the product, the organization and the money. Here is a contract for machines."

### Influence of Product On Growth of Vending

Yet, strangely, it is those few instances—where the factor of product distribution displayed an active interest in vending machines—which have put zooming upward curves on the chart of industry progress. To mention a few of these, let's take a deep dip into the archives of vending and go back to one of the earliest machines. Until someone comes up with something more historic, we will call the

vending machine, which sold Adams chewing gum some years after the Civil War, America's first vender. Guesswork, rather than actual records, credits Adams Gum Company, rather than an operating organization, with introducing and pioneering this machine. They may have designed the machine as well. But, for our purposes here, it was the distribution factor, rather than a manufacturer of equipment, which played the major role of taking a vending machine to the stores and street corners of America.

Years later, Zeno Gum Company adopted the vending machine as a new distribution outlet and sprinkled their famous "red stick" vender thruout cities and hamlets of the nation. The red stick, of course, entitled the lucky patron to a five-cent package of Zeno gum, supplied by the merchant or location. These machines were mostly located on the outside of stores, near the entrance. They are believed among the first to withstand wind and weather successfully.

### Operating Firms Played Big Role

Pulver Gum Company was soon to follow with the famous "Yellow Kid" which is still thrilling kiddies with its manikin action, and still supplying a satisfying chew to adults, supplies permitting.

In more recent years, who can deny the lift given to vending machines by Wrigley's interest in distribution thru this channel.

Several steps nearer to the goal of automatic merchandising were taken when the manufacturers of Kotex learned the surprising facts about distribution thru vending machines.

And most spectacular of all contributions to vending progress by distribution factors are the de luxe red beverage dispensers which Coca-Cola bottlers have employed to bring the "Pause That Refreshes" within a few steps of thirsty factory and office workers.

There have been others, but these are highlights to indicate the influence of distribution interests.

Operating organizations have also had an important hand in vending progress. Most notable among early firms establishing the operation of vending machines as a profitable and independent enterprise, was the Autosales

# THE VENDING PENTAGON



Corporation and older firms absorbed by this firm. Their method of operation was a forerunner of present-day routes of both large and small operators. They purchased scales outright and placed them on a commission basis in railroad stations throughout the country. Later they purchased vending cabinets, mostly of the push-rod style of operation, to operate in conjunction with their scales. These machines handled Baker's and Suchard chocolates, Chiclets and Dentyne chewing gum, all purchased direct from manufacturers and specially packaged in penny units. In this far-flung operation of thousands of vending machines, established nearly 50 years ago, might be found the groundwork for public acceptance of vending machines.

A second major development by an independent operating organization, is that of the West Disinfecting Company which established, and still controls,

the operation of thousands of Kotex vending machines in ladies' restrooms on a national basis.

Today, Automatic Canteen Company of America, operating upward of 75,000 units, principally candy bars, peanuts and chewing gum—and Mills Automatic Merchandising Corporation, which acquired assets of Autosales Corporation in 1930, are Exhibit A's in terms of the influence of operating organizations on the growth of automatic merchandising.

Another quite obvious influence of operating organizations in setting the stage for the era of automatic merchandising that is to come, is that exercised by coin telephones, toilet door locks, parcel lockers, weighing scales, turnstiles, etc. These services made young and old conscious of the conveniences obtainable from coin devices, in fact, made the act of depositing a coin almost a daily habit.

## Equipment Paves Way for Future

Perhaps, after this brief review of significant contributions made by distribution factors and operating organizations, an earlier estimate of the manufacturer's importance will be questioned. Yet, it must be kept in mind that it was some manufacturer's engineering, design and ingenuity that produced the dozen or so "hits" which enabled distributors and operators to build those highly successful operations which boosted vending prestige. What about the hundreds of different types and models designed and introduced by manufacturers thru the years? What about years of development work on vending equipment, which, thru no fault of design or mechanical excellence, never found a successful market? And consider, too, the research, patents, engineering and development work which even now waits for the proper opportunity before being divulged or applied.

Automatic merchandising would never be more than a limp and a halt proposition without accurate, dependable coin selectors and coin actuating mechanisms — without protection against slugs and spurious coins—without positive ejecting or dispensing features—without selective purchase—without the durability and dependability resulting from years of experiment, design and actual use. The surprising variety of vending machines which have been developed, from those delivering a collar button to those equipped to provide a complete urinary analysis—all have had their place in perfecting the mechanics of vending, however ill-advised some of them may have been as business propositions.

While there will be ingenious, perhaps incredible, developments still to come from manufacturers and designers, the important thing is that, from the standpoint of mechanical development, the industry is prepared for most any assignment which the era of automatic merchandising can produce.

Where we go from here—as an industry or as an era—will depend upon the further application and use of these jewels of design and development. From this point forward it is reasonable to believe that vending progress will constantly reflect full credit to the manufacturer and designer of equipment but it will headline the promotional efforts of distribution factors. In the foreseeable future, established manufacturers stand to capitalize on the development work and the trial-and-error results of the past half century. Volume production of both special and standard units may be undertaken with complete assurance that they can be sold, if fitted to product and market, and that they can do the selling job expected of them, with mechanical and maintenance problems no longer a factor of limitation or a cause for concern.

## The Product--In Terms of Future

Equipment then, forms a secure foundation for the vending pentagon. And with suitable equipment available (post-war), or with the assurance that it can be produced "to order," the broader concept of automatic merchandising is sure to emerge. To distribution factors interested in wider sales of their products, vending will be regarded less and less as an experiment, and more and more as a sound and profitable channel of distribution. Assured of proper mechanical functioning, correctness and smartness of design, maintenance and care that is purely routine, a wealth of desirable locations and complete public acceptance of the coin-device idea—distribution factors need to satisfy themselves on just one point: Will vending machines sell enough of their product to justify cost and operation of equipment. If the product is new and untried, some experimenting is obviously necessary. If it is a product for which wide public demand already exists, but which has never been sold thru vending machines, some more experimenting, or at least caution, should precede any major venture into automatic selling. If it is a product, or similar to one, already being sold successfully via

machines, investigation into the availability of locations will be an essential preliminary step. Yet, the over-all consideration will be the prospects for sales volume, whether new business or "plus" business, to justify purchase and operation of equipment. Whether machines are operator-owned or otherwise, sales must justify cost of equipment and operating expenses.

For the supplier of merchandise, whether a manufacturer or distributor, there is an array of significant precedent to guide him. Coca-Cola bottlers, for example, have found the operation of some 20,000 bottled beverage dispensers surprisingly profitable, garnering enough "plus" business, over and above regular soft drink volume, to justify purchase and operation of the machines. In the same field, independent operators, largely operating bulk, cup-type dispensers, have found sales volume sufficient to yield fine returns on their investment.

Dairies represent distribution interests who have discovered the benefits of "plus" business from the operation of bottled milk dispensers. Dairies were adopting milk venders in increasing numbers when war restricted production of equipment, and independent operators likewise found it a profitable business. Some operators favored a combination machine which handled fruit juices, or soft drinks, along with bottled milk.

Precedent in the chewing gum field, as already mentioned in this outline, reveals the larger gum companies adopting or promoting vending machines as a major merchandising objective.

Altho the great majority of cigarette machines are owned by independent operators, tobacco jobbers in some sections have set up operations of cigarette venders to obtain wider distribution and greater sales volume. Cigarette manufacturers have evidenced a real interest in the additional volume of business made possible by vending machines.

Manufacturers of candy bars and other confections have enjoyed tremendous extra volume from the operation of vending machines. While they have obtained this "plus" business thru no particular efforts of their own, for the most part, the future of vending will find them making a strong bid for a bigger place in the picture. Competition for operator preference will some day become quite spirited, and go hand-in-hand with the bidding for consumer preference.

With an estimated quarter-of-a-million candy bar vending machines now in operation, and the number expected to double or triple in the not-too-distant future, manufacturers of candy bars face some interesting and significant possibilities.

(1) Since candy bar venders are selective machines offering the public a limited choice of bars, candy manufacturing firms will want to be certain that their product is in as many of these machines as possible.

(2) An estimated half-million deluxe vending cabinets, which take the product out to the consumer, will ring up an astounding volume of "plus" business for candy manufacturers and jobbers. Candy bars, being consumer merchandise, create unlimited "impulse" purchases made on the spur of the moment. Furthermore, the purchaser consumes the candy on the spot. Thus, the vending machine has made sales that otherwise would not have been possible.

(3) The candy bar manufacturer is interested in having his product displayed and advertised as widely as possible. And point-of-sale advertising is the most effective kind. Panel displays on vending machines, as well as display of the product itself, coupled with impulse on-the-spot purchases, make an unbeatable combination.

A quick look at some of the future possibilities of vending, involving participation by distribution factors, highlights a number of products in the cold venter field. Neatly packaged frozen foods are now widely in demand. Product display which upright vending cabinets would afford is something manufacturers and distributors are sure to consider in planning expanded sale volume.

Ice cream bars represent a "natural" to be compared with candy bars in the

## STILL SERVING OPERATORS OF BULK VENDING MACHINES

Yes, Ops, Northwestern is still your headquarters in the bulk vending field. Even though our factory is now engaged 100% in vital war production and we have only a few machines remaining in our stock, we have in no way forgotten the operator. Replacement parts and repair facilities are still available. Then, too, we have continued our free monthly paper, The Northwesterner, which is the only publication devoted exclusively to the activities in bulk vending, and it's yours for the asking. We invite you to make use of our thirty-five years of experience in this business—call upon us whenever we can be of help—and, remember, in bulk vending, now as always — it's Northwesterner.

BUY WAR BONDS NOW FOR



NEW MACHINES LATER

# Northwestern

245 EAST ARMSTRONG STREET

MORRIS, ILLINOIS

a tremendous "plus" market can be obtained by taking the product closer to consumers, by making the product available in thousands of new locations, by creating new regular customers and by garnering a substantial volume of "impulse" sales.

Refrigerated equipment, now accepted as entirely practical in design, construction and operation, offers a most promising invitation to distribution factors, and sets the stage for significant new developments in automatic merchandising.

## The Operator—His New Opportunities

What is the independent operator's stake in the future of vending? Well, he might be considered the direct current which powers the whole network. On his shoulders has been the responsibility for placing and maintaining more than 3,000,000 vending machines. In his lap is placed any opportunity offered by new equipment or new products. He is both the worker and the opportunist of the industry. And he represents the experience which can best translate equipment and product into profits for all concerned. Without the operator, even the finest and most practical machines would collect dust on manufacturers' shelves.

Location-ownership, apart from the ethics of the thing, has never represented anything more than a dubious, short-lived and dangerous market for manufacturers. And, to the credit of manufacturers generally, location-ownership has almost always resulted from efforts to buy on the part of the location, rather than from efforts to sell on the part of the manufacturer of equipment. True, there have been promotion deals where combination merchandise-machine sales were made to merchants. Usually the merchandise was priced out of all proportion and the machine thrown in "for free." Such machines were usually cheaply constructed and soon became out of order,

with the result that irate storekeepers often had to put them under the counter before the initial stock of merchandise could be sold. Such propositions, of course, were not offered to operators who can detect "phonies" among salesmen almost as quickly as they can among machines.

Proper maintenance of equipment, which is beyond the ken of most location owners, has been the most important factor in keeping control of vending machine operation in the hands of independent operators. While small venders do not represent much of an investment, the returns from a single machine are usually in proportion and most location-owners do not think the earnings justify expense of machine, merchandise and the bother of servicing and repair. Even popular games and expensive phonographs have not proved wise investments for location-owners, principally because an "out-of-order" sign on such equipment, not only completely cancels out earnings until the machine is repaired, but dims player enthusiasm and even causes customers to leave the establishment. "Earning time" is protected at all times by the independent operator, regular care and servicing reducing emergency calls to a minimum. Even when a machine stops for mechanical reasons, the operator usually can be notified and the trouble ended within a few minutes. On the other hand, a machine owned by the location may go days or weeks before someone can be found who is able to make repairs or adjustments, or before new parts can be obtained.

The operator's contribution to vending progress has been mentioned briefly, high-lighted by the impetus resulting from larger operations, such as Autosales, West Disinfectant, Automatic Canteen and Mills Automatic. However, these and other large operating organizations represent only a small portion of the total units in operation at any given time. Probably more than 90 per cent of all vending machines are placed by independent operators and the balance by incorpo-

rated operating firms. In the future, these percentages may gradually change in favor of large operations, depending upon the amount of promotional effort slanted in their direction by distribution factors anxious for quick results. In this respect, however, a percentage change of even five per cent might be considered high. In the event private operators are offered the same equipment that is made available to large operating organizations, the percentage picture might not change at all. For while large operations enjoy a slight edge in the matter of purchasing power, the private operator enjoys a much lower overhead and operating expense. The case of small vs. large operations has been argued thru the years, but the only conclusions possible at this time would be to let facts speak for themselves, and available statistics show that small operators control at least 90 per cent of the equipment in operation.

## Promotion To Boom Public Acceptance

The position of the operator, in view of expected developments, is a fortunate one. He will share in product promotion from one direction and in equipment promotion from the other. Whereas, he has borne the greater share of actual promotion in the past thru his efforts to fit machine to product and fitting both to locations, he will find both suppliers and equipment manufacturers laying more and more ready-made opportunities in his lap. Instead of depending upon operators to somehow find their machine or their product in the plodding process of making a living out of the vending machine business, research, sound planning and test operations will enable suppliers and equipment manufacturers to offer something proven and concrete. Instead of piecing together odds and ends, operators will choose from operating opportunities in "package" form.

When the Wrigley company and Coca-Cola began using display advertising to tell the public about vending machines, it marked a long step toward the goal of automatic merchandising. But even today, what the general public actually knows about vending machines is largely in terms of their own experience with machines and observation of machines. A good deal of such experience and observation has been unfavorable. Our publicity and propaganda "front" has been the machines themselves, and the size of this front has been determined by the number of machines operators could place and maintain. Both the size and character of this front will be changed when suppliers and equipment interests take a serious hand.

Public acceptance of vending machines is fairly well established; even tho, like Topsy, it "just grew up." What it will become when properly cultivated, may be something too vast for the average imagination to conjure. Certainly, those commercial interests with a heavy stake in the future of vending, are not going to continue to leave it to chance. Instead, business acumen, if nothing more, will see that tomorrow's vending promotions and opportunities include budgets for preparing fullest public reception. Display advertising, posters, point-of-sale displays, are among the major promotion possibilities, not only to introduce new vending conveniences, but to accomplish a continuing job of selling. Major developments will also "make news" in newspapers and magazines of general distribution. Editors have always been liberal in allotting space to such feature stories. However, publicity of this kind will not be the hit-and-miss material of staff feature writers and reporters, but will be prepared by competent advertising and publicity men representing the industry, associations and firms. Supplied with proper material, each operator can expect co-operation from community newspapers. Furthermore, operators

**WE'VE SET OUR CLOCK AHEAD!**

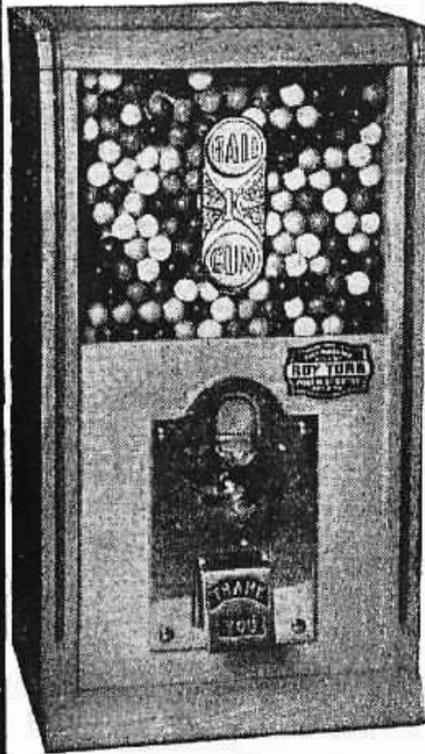
We've set our clock ahead to the day after victory because plans are formulated for the DuGrenier Post War Cigarette and Candy Merchandisers. We really should say, "Your Plans", Mister Operator, because all new designs and functional vending improvements are based upon the views, need and recommendations of over 3000 operators.

The expected changes of the Post War industrial era will certainly offer new and exciting products of all types; and, our present experiences in war production have certainly influenced the new merchandisers we will have. We haven't overlooked the necessity of modern design from the standpoint of the ultimate location as well as the operator's requirements; and, we've delved deeper into the Post War problems of cigarette and candy vending and have created merchandisers so stepped up to the modern tempo that they are entirely different — functionally and mechanically — from anything you have ever seen—or even expected—before.

DuGrenier is manufacturing for Uncle Sam right now; but, we think it's important for you to know that "We've Set Our Clock Ahead!"

**Arthur H. DuGRENIER, Inc.**  
15 Hale Street Haverhill, Mass.

**HURRAH! A CHANCE TO GET 5/8 BALL GUM**



**10 VICTOR-TORR B.G. 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.**

may find well-planned local advertising to be a good investment.

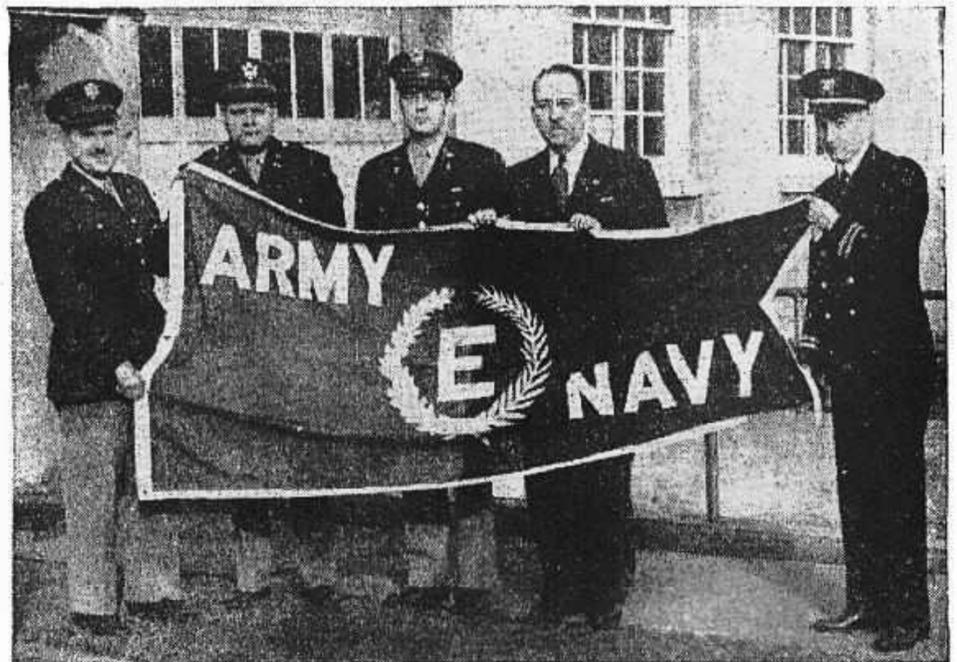
**Location Holds a Key to Expansion**

Moving to the penultimate side of the vending pentagon, we find the location holding an all-important key to vending progress. In order to sell, we first have to set up shop. While it is not a case of begging or borrowing, nor, like the familiar crowbird of laying an egg in somebody else's nest, the location does represent something of a sacred trust for the industry, despite the amount of commission paid for space. In other words, while location-operator relations may be entitled to stand solely upon the basis of being a mutually profitable business proposition, the operator's selling job and the location's co-operation should not end when permission is granted to install the machine. That should mark the beginning of mutual interest and responsibility, as well as of mutual profit-sharing. This is mentioned to mark down the importance of active interest, rather than passive interest, on the part of location owners and location management. The ability to obtain locations is more or less conceded, particularly in view of the contribution which vending machines have made to the war effort, increasing efficiency of workers by providing energy boosts as well as refreshment, cutting down the time otherwise required for workers to visit canteens or to patronize factory wagons, as well as relieving management of storekeeping responsibilities in connection with vendable items—cigarettes, beverages, milk, food and confectionery items.

The value of vending machines to factory and office locations often transcends any commission arrangement, and the trend of vending progress will find management seeking automatic merchandising equipment in the interests of convenience and welfare of personnel. In such cases, willingness of operators to establish employee benefit funds of various kinds will further cement friendly relationships.

When the profit or commission ar-

**Northwestern Wins "E" Award**



IN A BRIEF CEREMONY on February 1, the Army-Navy "E" Award for excellency in war production was conferred upon the Northwestern Corporation, Morris, Ill. W. E. Bolen, president of the firm, is shown above receiving the flag from officers, reading left to right, Maj. J. A. Roesche, Lt. S. Sussman, Lt. R. Byrne and Lt. H. S. Geiser.

The Northwestern Army-Navy "E" is the first to be awarded to a manufacturer in the bulk vending machine field and honors a firm which is one of the oldest and largest in that division of the industry.

For the past 35 years, Northwestern Corporation, of Morris, Ill., has furnished a wide variety of merchandise machines to operators. Today, Northwestern is devoting its entire facilities to vital war production.

Major J. A. Roesch, of the Chicago

Ordnance District, in presenting the "E" flag to W. E. Bolen, president of the firm, pointed out that less than three per cent of all war plants have been so honored. "This honor is even more unique," he stated, "because it is recognized by the Army Ordnance Department that Northwestern steel cartridge cases are the best that have been produced."

Northwestern has maintained wartime service for their thousands of operator-customers, according to W. R. Greiner, vice-president of the firm.

**ADVANCE MACHINE CO.**

4641-47 Ravenswood Avenue Chicago, Illinois

**VENDING MACHINES OF EVERY TYPE BEFORE THE WAR—AFTER THE WAR— BUT NOT DURING THE WAR!**

We have received the Ordnance Banner Award for meritorious production of Ordnance parts, and will do our best to "keep this ball rolling" until the last shot is fired.

However, government permission has been given to manufacture a limited number of SANITARY NAPKIN MACHINES, which will be prorated among our customers.

**A NAME TO REMEMBER FOR POST WAR REASONS**

*"Hard Shell Candies" for Vending Machines*

**PAN CONFECTIONS**

345 W. ERIE ST.

CHICAGO, ILL.

**MAKE MONEY by INSTALLING and SERVICING SANITARY NAPKIN VENDORS**

NOW AVAILABLE for immediate delivery! Sanitary Napkin Vendors—complete with Sanitary Napkins in individual packages. A necessity in war plants, offices, theaters, restaurants, places of amusement, etc. For complete details write to

**The Hospital Specialty Co.**

1994 E. 66TH

CLEVELAND 3, OHIO

angement is uppermost in a location owner's mind, or when it represents the operator's principal argument for installing the machine, it often leaves the location receptive to higher commission offers, or may even cause him to regard the venders as "catch-penny" propositions. The successful operator has many talking points in addition to commission, and as more modern vending equipment becomes available, offering new conveniences, services and products, he will represent himself as selling a service rather than a commission. It is conceivable that de luxe merchandising equipment in many types of locations will draw new customers to the establishment. A Coca-Cola machine might draw shoppers who had previously preferred another grocery store. A frozen-food vender might prove an even stronger incentive. A cold beer dispenser might cause one bowling alley to win a new following. A successful hot-sandwich or food-specialty machine, could prove a strong inducement for people to prefer one tavern over another. "Health" foods, vitamin candies and drinks, in attractive machines, might prove a powerful factor in attracting customers.

Locations provide not only the "place of business" for vending machines, but also dictate, in a general way, the design of equipment produced. The vending machine around which a location might be built has not yet arrived. Until it does, vending equipment must be fitted to existing locations.

Top spot on the vending dial is held by the consumer whose pennies, nickels and dimes must make the whole thing tick. Good-naturedly forgiving the petty thefts of well-intentioned but nevertheless greedy penny-catchers of the past, consumers now walk up to modern merchandising devices with full confidence.

In the years to come, when early closing hours for stores are adopted and enforced, the public can expect to find hundreds of items obtainable from vending machines. Such automatic stores attained a high degree of development and popularity in many European

Consumers have witnessed a heterogeneous parade of mechanical salesmen over a period of 25 years, extending to some the coin of welcome, and greeting others with amused smiles. Novelty machines, like the chicken which for a nickel laid a hard-boiled egg on the saloon counter, had their day. Non-practical venders, such as those delivering a sniff of perfume for a dime or a bottle of sex tonic for a quarter, found the going too rough to endure. But, here to stay and flourish, are those machines which provide popular consumer items or needed personal services—representing convenience for the general public and volume sales to operators and distribution factors. Elimination of knickknacks and novelties may have narrowed the field, but rightly so. From here on, the serious side of the coin machine industry will probably insist on being dignified.



**VICTOR'S TOPPER**

Tops in Modern Design. Vends everything. Capacity 5 lbs. bulk mchse. (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.**  
1711 W. GRAND AVENUE, CHICAGO

**DRINK VENDING MACHINES WANTED**  
Spa-Carb, Frigidrink or Cole Drink

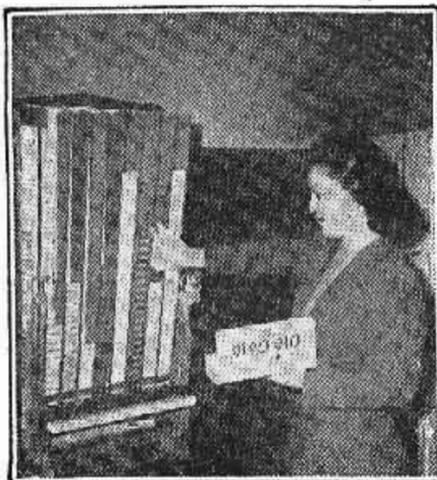
State Model, Age and Price Consider Buying Operator or Route  
GEO. KRAMER 814 GRACE STREET CHICAGO (13) Phone WEL. 3151

# GIRLS ON COIN ROUTES : PRO AND CON

## "Ladies of Nicotiana"

By SAM ABBOTT

ARTISTS depicting the Woman of the West around 1849 have painted her as stern looking and riding with rifle across her knees in a covered wagon. As the caravan moved along the dust-laden trails of Old California, the Woman of the West looked across the plains to the horizon for Indians.



Ruth Campbell, beautiful service woman of Cigarettes, Unlimited, loads a cigarette machine. Firm has found women adept at this sort of work and plans to keep them on the job following the war.

The pioneering woman of the West today rides in a paneled truck loaded with cigarettes. There is no rifle across her knees. But she keeps a sharp lookout—a lookout for more cigarette sales. Femme "servicemen" in the cigarette machine business came into their own in the Los Angeles area about a year ago when Cigarettes, Unlimited, headed by Russell Collier, took the lead. Under his personal direction, three girls are servicing the more than 500 machines operated by the company. They aren't pick-ups thru the want ad columns of the daily newspapers, but selected and almost actually "cast" by Collier, one-time casting director for Paramount Pictures before entering the vending field. Selecting a girl for a cigarette route is comparable almost to that of Earl Carroll picking his statuesque beauties for his theater-restaurant productions.

The assignment of servicing the machines is given to the fairer sex. Mechanical adjustments are handled by a man; no woman who can tear a machine apart and put it together again without having enough parts for an additional machine has yet been found. But for collecting money and refilling the package columns this

(Continued on page 90)

## A Most Emphatic "NO!"

By M. H. ORODENKER

A RESOUNDING "No!" and a most emphatic one, is let out when music and pinball operators in Philadelphia are questioned regarding the employment of women. Not that the operators have anything against the girls. In fact, most of the boys couldn't do without them in their business. But that is only as long as the gals remain in the office, take care of the books, answer phones, take messages and maybe make the record purchases. But as far as sending the gals out on the streets to service locations, it's definitely no go.

Not that the operators here are prejudiced against the female of the species. Rather, the girls have been given a fair trial and as far as the local industry is concerned, have been found to be most unsatisfactory.

The operator will admit that the girl is capable of taking the money out of the coin box, change the needle and change the record. But that is all. And for such chores, they hardly justify the expense.

### Afraid of the "Wolves"

First of all, use of women in making service calls is restricted to only certain hours of the day. It is almost impossible to expect a woman to go servicing a machine unescorted in many locations. They must get there before the customers arrive, else they will be the "prey of the wolves."

Of course, the girls cannot be blamed for that, but as long as that condition does exist at a large majority of the locations, it is foolhardy to use girls to service the locations,

say the operators. Apart from that, operators point out, the girls have been found to be woefully lacking in mechanical ability which is required in service calls. They can't lift or carry heavy burdens. They can't handle automatic equipment. In short, it means sending along a man with them. Moreover, the ability of girls to drive an automobile or truck is also disputed by the local operators.

While it is admitted that the girls are more honest, and not inclined to pocket a few dollars out of the collection box, the small savings thus affected hardly justify the added expense in their employment. Actual experience has shown us, say the operators, that use of girls to serve locations does not work out here in Philadelphia.

Still another factor that puts a negative stamp on use of women is the fact that some girls, perhaps thru no fault of their own, create a wrong impression. And once a girl loses her respectability, she becomes more of a menace than a help to the operator.

### Fail for Two Reasons

Still fresh in the minds of most operators

(Continued on page 90)

**TODAY** ROWE is working for victory and planning for peace.

**TOMORROW** ROWE will once more render a service to our vending machine clientele according to the established tradition of our company. We know that the future will be bright for far-sighted operators, because they are planning NOW for tomorrow . . . To make doubly sure that tomorrow will come soon

LET US ALL REDOUBLE OUR WAR EFFORTS

**BUY WAR BONDS**  
in the  
**GREAT VICTORY CRUSADE**

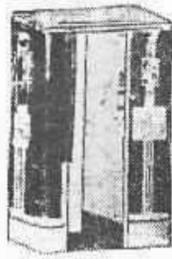
**ROWE MANUFACTURING CO., INC.**

WORLD'S LARGEST BUILDERS OF CIGARETTE, CANDY, GUM AND MINT MERCHANDISE MACHINES

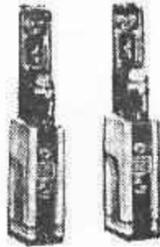
BELLEVILLE, N. J.

# BEFORE *Pearl Harbor*

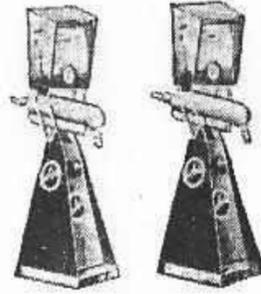
... MUTOSCOPE MANUFACTURED THESE TYPICAL MONEY MAKERS FOR YOU



°PHOTOMATIC



°MUTOSCOPE



°SKYFIGHTER



°ACE BOMBER



°DRIVEMOBILE

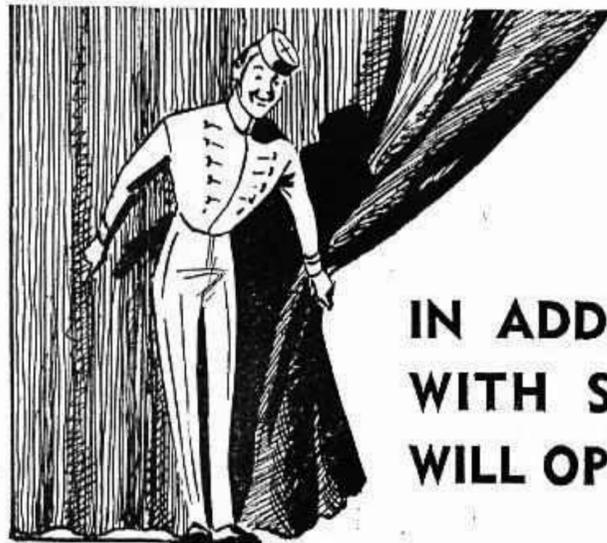
OPERATORS WHO BOUGHT THESE AND OTHER MUTOSCOPE MACHINES HAVE HAD THEIR JUDGMENT THAT "IT PAYS TO BUY MUTOSCOPE QUALITY" JUSTIFIED OVER AND OVER AGAIN BECAUSE MACHINES THEY BOUGHT 6, 8, EVEN 20 YEARS AGO, ARE STILL STANDING UP AND MAKING MONEY!

# DURING *The War*

... MUTOSCOPE IS MANUFACTURING EXCLUSIVELY FOR UNCLE SAM. LARGE AND SMALL UNITS OF THE MOST INTRICATE CHARACTER REQUIRING HAIRBREADTH ACCURACY ARE AMONG THE ITEMS NOW BEING PRODUCED AT THE GREATEST SPEED OF WHICH OUR HIGHLY SKILLED MECHANICS ARE CAPABLE.



# AFTER VICTORY



... WE WILL ONCE AGAIN SUPPLY YOU WITH THE FAMOUS MUTOSCOPE LINE OF MACHINES, AND

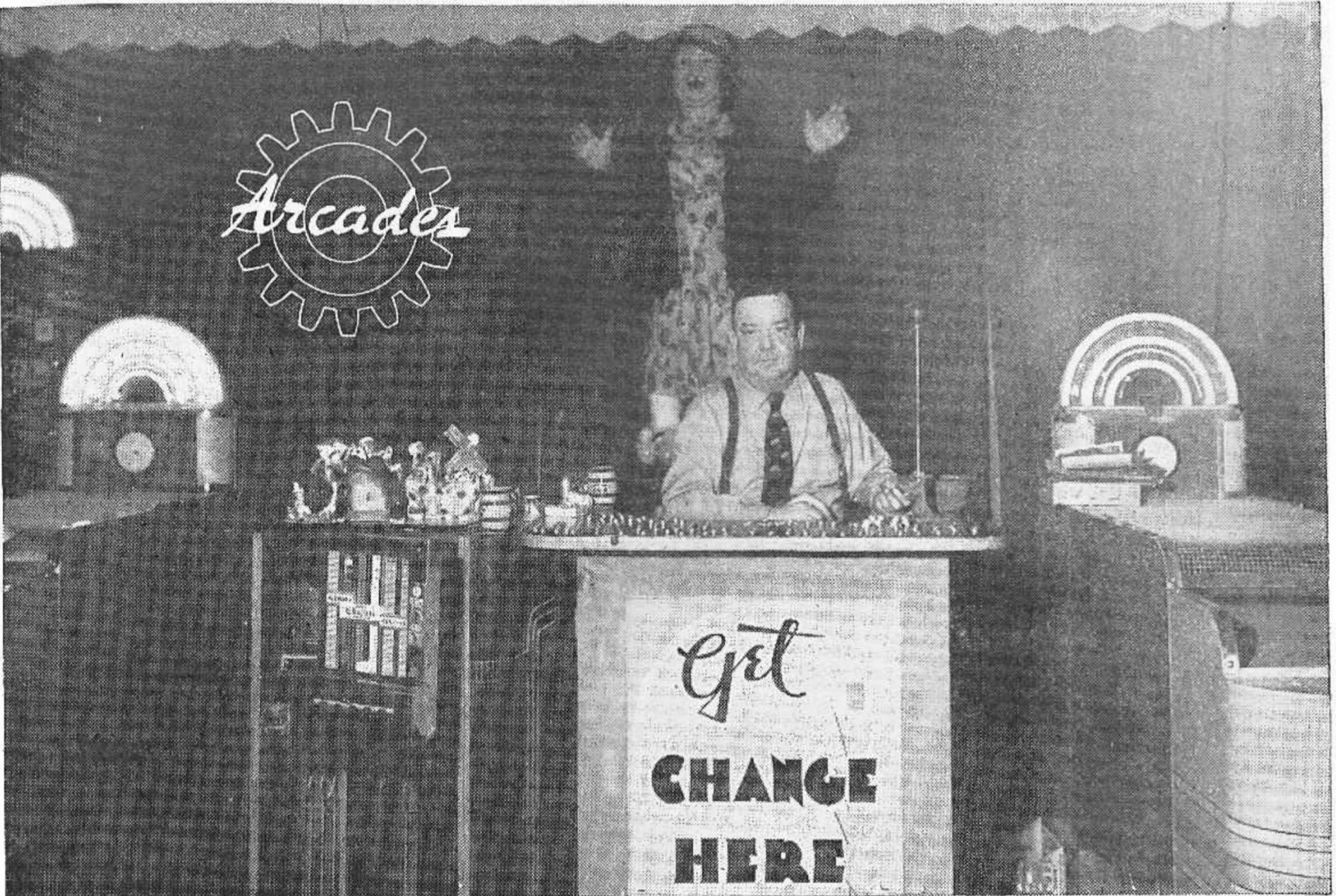
IN ADDITION . . . WE WILL BE READY WITH SOME NEW EQUIPMENT THAT WILL OPEN A NEW PROFIT ERA FOR YOU!

**IN THE MEANTIME—Keep Buying War Bonds  
To Your Utmost Capacity for Your Greatest Security**

\* Trade Marks

**INTERNATIONAL MUTOSCOPE CORPORATION**

44-01 ELEVENTH STREET, LONG ISLAND CITY, NEW YORK (PHONE: STIlwell 4-3800)



## Baltimore "Rates" Earning Power of Arcade Machines

By JOHN IGNACE

SHOOTING ranges are rated as the best money producers by Baltimore arcades which feature such equipment. While this is true during the "duration" it is even more true in peacetime. Some of the few arcade operators maintaining shooting ranges state the scarcity of ammunition is an important factor, and for that reason returns from some ranges are not up to par. Electric ranges are said to be "not so hot," patrons preferring the real thing. All local arcades do not maintain shooting ranges.

Pinball games are declared the best bets in arcades that do not have shooting ranges. This is due to fact that players want action and, it is pointed out, no better action from the players' viewpoint is to be had than at pinball games.

Next in favor are claws. Popularity of these is said to be due to element of winning prizes, cigarettes, etc. While bringing in money, some operators report net returns are not always high

as the amount paid out in prizes take away much of the profit.

Operators of one of the largest arcades, which has neither shooting range nor ray guns, states "straight" arcade equipment ranks third in popularity and returns.

It is to be noted ray guns, which at one time were very popular, get lesser attention at establishments which have them. This is said to be a result of the war, with most of the best shots now shooting it out with the enemy. In normal times ray guns are reported very good.

One balls and five balls, in that order, come next in favor as well as earning power.

"Peeks," which in recent months have become more numerous than formerly, are reported fair thus far, both in favor and earning capacity in Baltimore arcades.

Photo machines are reported fair in general, tho a few arcades have found the returns sufficient to warrant installation of at least two machines. One of the spots has a double unit.

Punchers have found little favor here with some arcades thinking so little of them they have not installed any.

The same holds true of fortune tellers.

Sky Fighters, once very popular, have recently lost favor, the loss attributed to entry of the players into the armed forces. Prior to that time Sky Fighters were good money producers.

Drive-Mobiles, once much favored, no longer hold popularity.

Baseball and football games, seasonal favorites, no longer hold attraction, and currently only two arcades have them.

Perhaps, when new equipment will be made, manufacturers might try their hand at producing new games that will be attractive in appearance, nature of play and results in the form of prizes, say arcade owners.

Arcade operators say that refreshment stands are big revenue producers. One arcade, which claims "weiner" title, sells more than 2,000 in a week. Since upping of prices, this operation makes for good returns. The returns at these are supplemented by returns from "pop." All arcades having stands report good returns, and add they are potential revenue producers for machines. Coming in for a "hot dog," customers look over the arcade and try some of the games.

Aggregate returns from machines and refreshments stands make for a good and profitable business, as is indicated by continuance of operations and addition of new arcades here.

## Three Coinmen Give Views On "Peek" Machine Trends

LOS ANGELES, Feb. 19.—The "Peek" style movie-machine equipment is here to stay, a survey here revealed. It may undergo some changes, but after the war peek machines will be going strong. The concensus of opinion gleaned from a manufacturer, a jobber and an operator do not jibe

all the way thru, but in the opinion of those contacted, the use of the machines is not just a fad. Peek machines are now a stable product, with production of the conversions and specially adapted films set to increase as more of the machines are put on location.

Les Lorden, formerly an orchestra leader and later a music machine operator, is one of the pioneers of the peek machine. With the advent of movie-machines, Lorden got into the field as an operator and then as a movie producer. Seeing the movie-machine field as unlimited, he brought out the "conversion" which has put plenty of ar-

cade, especially in this section, in the money-making brackets.

Lorden, manufacturer, believes that the peek machines have unlimited possibilities; William R. Happel Jr., manager of Badger Sales Company, jobber, looks for conversions to do big things; Tony Brill, operator, agrees with both on some counts but ventures that the war is having much to do with peek show popularity.

"Peek show business is a permanent thing," Lorden said. "There will be some changes after the war, but for the

### In This Issue

Space limitations, imposed by paper rationing, permit only a general summary of the volume of information, articles, post-war plans, etc., received from manufacturers, distributors and operators. Look for specific reports and opinions in succeeding issues of *The Billboard*.—THE EDITOR.

# ARCADES CONTINUE TO BOOM

**SMART SHOWMEN SHOW**  
**SOUNDIES SOLO-VUE** *films*

**DARING  
 DAZZLING  
 DANCING  
 DAMSELS**

In a Variety of Rhythmic and  
 Melodic **MUSICAL MOVIES**

**WITH  
 WORLD'S  
 GREATEST  
 DANCE  
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See the  
 Pick of the  
**PIN UPS**

*A  
 Bewitching  
 Bewildering  
 Benvy of  
 Beauties*

Subject to  
**AUTHORIZED  
 Censorship  
 Regulations**

**NEW  
 SUBJECTS  
 RELEASED  
 REGULARLY**

**MORE THAN  
 300  
 SNAPPY  
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 Films to Choose from**

**GORGEOUS  
 GLAMOUR  
 GIRLS**



**SOUNDIES DISTRIBUTING CORPORATION  
 OF AMERICA, INC.**  
 209 W. Jackson Blvd. CHICAGO 6, ILL.

time being the machine is strong enough to battle any competition and on a winning basis. We haven't started to scratch the surface of the peek show possibilities. There is polaroid lens treatment along with third dimensional pictures to be thought of. Then there is color, good, rich and natural color subjects that will enhance the value of these machines and their films.

"We are using narration and some gags. We suggest that the machines not be operated too loud. There is something of a mystery about them to those listening but not seeing. Operation makes everyone in the location a potential customer, which is not true with music machines or the open-screen movie machine. I'd say that after the war, the coin machine industry will really see the peek machines come into its own."

**Distrib Point of View**

Happel, who has had years of experience as a jobber and distributor of coin-operated equipment, sees eye to eye with Lorden. There are some things that Happel sees that Lorden, as a manufacturer, would be likely to overlook.

"Peek show machines are the last thing in arcade equipment," Happel said. "There is no sharing of what the patron has bought and he sees an entire show for 10 cents. These machines will be going as long as there is an amusement park. The demand is increasing and it is on an even basis—not spurts that would indicate the popularity to be a fad.

"Improvements on the idea will come. I have been in contact with a man who wants to display a movie machine in a booth with six, eight or 10 chairs. Each viewing the show, would be charged 10 cents and the run would bring 60 or 80 cents or even \$1. The patrons would pay their dime, go in and sit down behind a drawn curtain and view the show. These ideas will pop up from time to time. Such suggestions show

**For the Duration**

Until the show again is held,  
 Until the war is won . . .  
 The coin machine salutes with pride  
 Each foe-defyin' gun.

Those tools of total war we make  
 Instead of coin machines  
 Mean soldier power . . . air command  
 And do-or-die Marines.

Then up with hands, a pledge to make  
 When once the feudin' done;  
 An income we will help provide  
 For every fightin' son.

**In Future Issues**

Post-war planning will be a subject of increasing interest. In addition to major announcements by manufacturers, *The Billboard* will present articles and opinions which will be helpful to operators and the trade in general. Here are some of the subjects to be treated:

Location Agreements; Criteria-  
 ons for Operator Expansion; De-  
 velopments in the Cold Vender  
 Field; Work Planning and Better  
 Management; Public Relations  
 Program for Operators; Theory  
 and Use of Surveys; Wartime Ma-  
 chine Maintenance; Management  
 Makes Arcades Click; Service  
 Means Security; Opportunities  
 for Reconditioning; Parts and  
 Operator Ingenuity; New Ma-  
 terials in the Music and Record  
 Field; Vending as an Investment;  
 Analyses of Wartime Limita-  
 tions; Permanence in the Arcade  
 Field, and many others.—THE  
 EDITOR.

that the operators are conscious of the money-making tendencies and intend to work them to the hilt."

Both Lorden and Happel were enthusiastic over their predictions of what the peek machines can and will do. Brill was not so enthusiastic, but readily admitted that the machines "have got something."

**Operator Still Wonders**

"I operate 10 or 12 of these machines on locations in Hollywood, Ventura, Oceanside, Indio, Pomona, and in bowling alleys," said Brill. "They are doing all right now but of the future I don't know. That remains to be seen. At Oceanside there are a number of marines and the army is located around Indio. I'd say that about 75 per cent of the business comes from men in the service. However, I could never see the movie machine with one dime paying for the pleasure of everyone in the place. That killed the selling power to the others there. If you stayed long enough, you'd see the entire show without ever paying out anything yourself. The people would then say to the location's employees, 'Why don't you get some new reels?'"

"They will improve the machines and the pictures will also get better. Peek machines have a post-war future but what about the 75 per cent of servicemen now patronizing them? Do you think they will continue to be as rabid for pin-up girls after the war?"

Lorden and Happel have got some salient points in their predictions. But, so has Brill. However, if plans are carried out according to Lorden's and Happel's predictions, they will answer Brill's questions.

**Penny Claw Machines Seen  
 As Bright Arcade Prospect**

DETROIT, Feb. 19.—Renewed scope of activity for operators of claw type machines is seen in the plans of Joe Frederick, arcade operator here, to restore a substantial number of his machines of this type to service, after being out of commission for some time.

Frederick's new plans are based upon the ruling he recently received from the local Treasury Department office, agreeing with his contention that these machines, under certain conditions, are subject to the \$10 annual vending machine tax, instead of the \$100 federal tax for amusement machines, as had been generally understood previously.

Frederick's method is to shift the machines to 1-cent operation, and fill them up with candy, so that the machine will pass out some candy on every play. The speed of operation is also speeded up a little. This change classes it as a vending machine, under his plan, which, he advises, has been approved by the Treasury.

Prizes are used, of course, but relatively inexpensive novelties are placed in the machine; none of the expensive

items, like watches, which are frequently used by operators. This also helps to have the machine considered as a regular vender.

Many operators in this territory are in favor of 1-cent operation of this type of machine, and the system Frederick is working out fits their needs exactly. He is himself readying a number of such machines for service during the coming season.

**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



## Amendment of Clause Protecting Music Operators Would Unleash Torrent of "Fee Grabbers"—Issue May Finally Go to the Public for Decision on Who Owns Recorded Music

**O**PERATORS of the popular juke box or coin-operated phonograph first learned about what "a public performance for profit" may mean when they began placing their machines in establishments which pay the cabaret tax to the federal government. But most operators of juke boxes have never fully realized how serious it would be for them if the federal copyright law is amended in accordance with ideas being pushed by several powerful organizations.

The subject of amending the federal copyright laws suddenly loomed in November, 1943, during hearings on the Petrillo record ban. The juke box trade knew full well what the record ban meant, but they were not aware of what agitation for copyright amendments might mean nor were they prepared for its injection into the situation. Representatives of radio interests suggested that the copyright law be amended so that organizations like the American Federation of Musicians could collect huge fees direct for the use of music in the machines. Apparently the copyright issue was injected into the situation as a sort of sop to Petrillo because he had been demanding fees from the radio industry chiefly.

### Pressure Keeps Increasing

The agitation to amend the copyright laws became still more serious when the chairman of a committee representing the War Labor Board also asked if amending the federal law

would not permit the collection of fees from the juke box trade.

All of this agitation injected as a part of the record ban situation recalled a lot of history. For several years bills to amend the Copyright Act of 1909 have been introduced in Congress, and each year the pressure to amend the law seemed to increase. As the years have passed the number of powerful organizations seeking such amendment has increased. The organizations now include the American Federation of Musicians, National Association of Performing Artists; American Society of Composers, Authors and Publishers; Music Publishers' Protective Association; Songwriters' Protective Association and others. In recent months one or all of these groups have threatened to march on Washington to see if they could promote laws that would enable them to collect big fees from recorded music, particularly the juke box trade.

Juke box operators have been well aware that record manufacturing companies paid a fee on each recording to the copyright owners and that this fee was included in the price of the record. Financial reports have shown that organizations representing copyright owners have collected immense sums each year, even when the fee on a selection may be only two cents. The fact that revenue from such a small fee has run into millions has encouraged organizations to seek changes in the federal law which

would make it possible for almost any group to collect a fee if it had the power to demand it.

### The Clause Now Reads:

The fight is over Section 1-E of the Federal Copyright Act of 1909, which reads as follows: "The reproduction or rendition of a musical composition by or upon coin-operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs."

Bills introduced into Congress in recent years have practically all sought to eliminate this section or else to revamp the law so that juke boxes would not be excepted as the 1909 law provides. The Petrillo demands went far beyond the copyright protection ordinarily claimed by copyright owners. The Petrillo record ban was based on the argument that mechanical music displaced living musicians and caused considerable unemployment among such artists. The American Federation of Musicians thereupon simply declined to make recordings unless a special fee was paid into the treasury of the organization which would go to an unemployment fund. This issue assumed national importance and was taken into the courts, one appeal reaching the United States Supreme Court. The real issue raised by the organized musicians was based on employment and not on the copyright question. So the injection of the copyright question itself into the Petrillo hearings must be regarded simply as a side issue and apparently intended to divert some of the pressure from the organized musicians toward promoting bills in Congress which would amend the original copyright law.

It can be seen that there are good arguments on the side of the organized musicians and also those organizations that seek to amend the copyright laws. Unemployment among musicians at times became a serious problem for such artists. For many years it has been

# COPYRIGHT LAW and the JUKES

an accepted principle in the business and law that authors and owners of copyrights should be fully rewarded for their creative work. The question has been raised in court many times, and a large volume of legal material has accumulated.

The two problems of unemployment and of rewards for authors and copyright owners make the situation an important one. It seems now that a full settlement of the issues will not be reached until after the war. As late as January 15, it seemed apparent that the Petrillo demands would, in a large degree, be granted by government agencies. In addition to the efforts of various organizations to amend the copyright laws, several of these organizations also had test cases filed in courts which

have been pending for many months and even years in some instances. All these steps seem to be a concerted effort to break the law which exempts juke boxes from fee grabbers.

#### Situation Now Complex

The whole situation is made complex, of course, by modern developments and inventions. Some idea of the various problems that enter the situation may be gained by reading the lengthy bill S. 3043, introduced January 8, 1940, in the United States Senate by Mr. Thomas of Utah; or a situation closer to the juke box trade may be visualized by the following section proposed in HR 3997, introduced in Congress March 13, 1941: "(c) The rendition and/or performance of any work when recorded in a fixed permanent form on

phonograph records, disks, sound tracks, tapes, and or any and all other substances or by any other means whatsoever from and by the means of which it may be acoustically communicated, performed, delivered or reproduced" shall be liable to the copyright owner.

Such big industries as motion pictures and radio broadcasting are vitally concerned in the copyright protection issue, and they will probably be the deciding factor rather than the small juke box trade.

The public enters the situation because it wants and will eventually demand popular music at the lowest cost and as free from selfish controls as possible. This will eventually be the big political and economic battle fought in future years. Some idea of the coming battle may be gained by the report the Temporary National Economic Committee made to the President in 1940. The TNEC had spent many months in a thoro investigation of patent monopolies and related copyright problems. The voluminous report undertook to establish new principles to guide Congress and the courts in deciding patent and copyright questions. One of the important principles suggested by this committee was that once the owner of a patent or copyright had made a sale, the original owner could not have any further control on the use and sale of the product. This basic principle has been followed in many ways by the Federal Courts since and promises to be one of the great bulwarks for the protection of the public in the future from selfish groups who undertake to grab fees based on patent or copyright monopolies.

#### Who Owns Recorded Music?

The economic fight on this whole issue is being waged at present against patent monopolies. The nation was aroused to the danger of patent monopolies at the beginning of the war when it was discovered that big corporations had cartel agreements with foreign enemies which robbed American people of many modern inventions. It may be some time before the question of copyrights comes to the fore. The fact that the masses of the people want and will demand popular music will eventually decide the issue, however. People have shown their decided preference for juke box music, and they will fight for unfettered control of these machines once they are fully acquainted with the issues. Popular music is something that comes close to the heart of the public, and at the same time it has many angles which are not as easy to decide as the simple question of property rights in a patent or invention. To a large extent music has become the heritage of the people. In many cases a modern tune or arrangement is simply a revival of the work of a composer who has long since been dead and who probably never got a penny for his work before he died. These facts will all be weighed when the issue of who has the power to own and control the music confronts the American people, and they get a chance to vote on the issue.

Up to the present no better policy has been suggested than that laid down by the TNEC when it made its report to President Roosevelt. If this policy is applied to music, it will mean that once a musician or copyright owner makes a sale of his service or product, he will not be permitted to control the future use of the product or service or to determine the selling price or to exact special fees in any way. The performer and the copyright owner will get his full pay in the original selling contract just as

#### Sorry!

The Billboard regrets that it has become necessary to ration and omit much of its advertising. Over 7,500 lines had to be left out of this issue.

the worker in the factory gets his full pay in his paycheck.

If the demands by powerful groups in the music field were carried out to their logical conclusions, a skilled worker who builds a juke box could also demand a special fee from operators who use them because they make a profit from his services. Even an editor could demand special fees from those who read suggestions in his articles and profit from such suggestions.

#### Limits of Copyright Law

Legal authorities have called attention to the fact that the Constitution itself may be the deciding factor in the demand for extra fees by powerful groups. The Constitution provides that "Congress shall have power . . . to promote progress . . . of the artists by securing for a limited time to authors . . . the exclusive rights to their respective writings." Lawyers say that the Constitution limits copyright protection to written productions and does not include such material things as recordings.

However, in England and Canada amendments are being made to statutes which make it possible for copyright owners to collect even from manufacturing plants that use music to bolster the morale of employees. And it is suggested that Congress can enact statutes which will make it possible for the collection of all kinds of fees from the users of recorded music in this country.

The whole issue promises to be of increased importance once the immediate problems of the war are over.

#### Friends Honor Hankin at Pre-Induction Farewell

PHILADELPHIA, Feb. 19.—Virtually the entire music and pinball industry will turn out this week for a farewell party being tendered Ben Hankin, first of the "old guard" leaving to join the armed forces. The party is being sponsored by the Amusement Machine Association of Philadelphia. In addition to his pinball operations, Hankin, one of the pioneer operators here, is also a prominent member of the music operators' association. Married and the father of four children, Hankin leaves for the army on February 21. In addition to tokens presented by his many friends and associates, Hankin will be presented with a War Bond as a going-away gift from the pinball association. Operating under his own name for many years, his music and pinball business will be continued by family members and associates.

• **Won't be long now!** •

• **MARUSCHKA** •

• (MA-RÖÖSH-KA) •

• on Records . . . •

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



**DUKE ELLINGTON**

PRESENTS HIS LATEST

**Victor Recordings**

**MAIN STEM**  
backed by

**JOHNNY COME LATELY**

NO. 20-1556

*Still Going Very Strong!!*

**DO NOTHIN' TILL YOU HEAR FROM ME**  
backed by **CHLO-E**  
(Song of the Swamp)

NO. 20-1547



## SEVEN LEAGUE BOOTS FOR COIN MACHINE MANUFACTURERS AND DISTRIBUTORS

Like Tom Thumb, whose ability to "go places fast" was accelerated many times by his seven league boots, Coin Machine manufacturers and distributors find CMAC Financing stimulates their progress by multiplying their volume — and volume means profits!

No need for manufacturers to freeze large sums with but little profit, by carrying their own installment paper. They can devote their full resources to building and selling new machines—turn their capital much faster—make more money. CMAC Financing offers important advantages to Distributors, too. It helps them take cash discounts. It promotes their prestige with operators by enabling them to offer this sound financing service.

Look to CMAC Financing to provide the means of re-establishing normal business after the war—to speed the sale and distribution of new products—to give "Seven League Boots" to your post-war progress.

In addition to financing manufacturer's and distributor's sales CMAC also provides distributor financing for the purchase of warehouse stocks of new equipment—financing through manufacturers or distributors of a substantial amount of the cost required for purchase and sale of routes.



*Coin Machine Acceptance Corporation*

134 NORTH LA SALLE STREET • CHICAGO 2 • ILLINOIS

A SPECIALIZED CREDIT AND FINANCING AGENCY FOR MANUFACTURERS AND DISTRIBUTORS OF COIN OPERATED MACHINES

# "HOME JUKE" WILL BOOST DISK SALES

**B**EFORE the end of 1943 a number of manufacturers were telling the public about the prospects for radio-phonograph combinations when the war is over. If proof is needed that home phonographs would be ready for the market as soon as possible and be pushed by the makers, the fact that they were among the early home products being announced to the American public was an indication of the faith manufacturers have in such products.

From the promotional standpoint the fact that the public seems ready to give these devices a popular name of "home juke" would be a great advantage. There are indications also that the industry itself may for a time try to maintain a more dignified name for the home phonograph, but the force of popular usage is almost certain to adopt the word "juke." The commercial phonograph industry for a long time fought the popular trend to use the name "juke box" for such machines. Then it recognized the fact that public usage is one of the biggest advertisements that can be found, so the industry finally accepted the name "juke box" to apply to its machines, and newspapers and magazines began to feature the popular term in headlines.

It appears that the same course will be followed in the home phonograph industry. The term "phonograph" is cumbersome for

popular usage and could never be made practical under any circumstances. It may look good in print and give dignity to quality products, but just the same people prefer a more acceptable word.

If nothing else, the teen-agers will do it, for they were the ones who popularized "juke box" to refer to commercial phonographs. The biggest group of customers for recorded music in the home will be the teen-age group.

#### First Use of Term

Newspapers in or near Cincinnati are given credit for being the first to use "home juke" as a popular name for phonographs made for the home. Up to the present, this term has not spread widely among newspapers, but that may be ascribed to the fact that such devices cannot be made at the present time. They feature juke boxes in their headlines, but for the present this refers to commercial ma-



chines that are found in public establishments.

The sales of records for home use during the past several years have long since established the fact that people like recorded music in the home. The past several years have also shown that however large the radio audience may become, recorded music will still have its place. Predictions are rife now that FM broadcasts and perfection of television might tend to cut down the sale of records to the home in the post-war period, but if such a thing should happen, experience over many years before the war indicates that it will last only for a short while till the novelty of television and FM broadcasting wears off. In fact, a careful analysis of music tastes and ways of checking the home demand for music shows that the increase in the use of one form of music boosts the demand for other types. In simple terms, the popularity of tunes on radio broadcasts creates

a decided demand for records of these tunes in the home. There should really never be any conflict between these forms of music service to the home.

#### Coin Jukes Paved Way

The commercial juke box must be given due credit for doing much to prepare the way for the big national popularity of the home juke boxes. The home juke box means simply a modern phonograph which has an automatic record changer. The commercial juke box first introduced the American public to the fact that an automatic mechanism was being built which would change a number of recordings mechanically. By this means a great convenience to the home use of recorded music can easily be tested by simple trial. One only has to use the old-style phonograph, where it is necessary to get up and give attention to the machine at the end of each record and then try one of the automatic record



**Hi-de-ho! HI-DE-HO! OPERATORS!**

Just Completed Andrew Stone's  
"SENSATIONS OF 1944"  
for United Artists

# CAB CALLOWAY

and his ORCHESTRA

**A SIZZLING PLATTER FOR YOUR MACHINES!**

Latest Columbia Release

**OKEH 6717**

**{ I'LL BE AROUND  
VIRGINIA, GEORGIA AND CAROLINE**

"Orchids to Cab Calloway's new sizzler"—WALTER WINCHELL

PERSONAL DIRECTION: WM. H. MITTLER, 1619 BROADWAY, NEW YORK 19

changers which will shift 10 to 16 records to see the difference. One trial is enough to convince any person that he will want an automatic record changer on his home set.

American youth learned about these record changers by patronizing the juke box. Young people are quickly attracted by modern mechanical devices that do things automatically, so it was not only the music that came from the juke box but the automatic shifting of recordings that caught the eye of young people. They greatly appreciate such mechanisms in the home, and there will be a national outcry from this group for the home jukes when the war is over.

While the commercial juke box industry did manage to keep the public acquainted with popular recordings, other forces were at work also and all of them together have created a demand for popular recordings that is sure to increase steadily over the years. Prospects now are for materials that will make better records available in the future.

**Fine Mechanisms Ready**

The commercial juke box trade also performed a valuable service in perfecting the record-changer mechanisms, or at least the firms that made such mechanisms perfected them for the juke box trade. The hard usage to which machines in public places are put demanded a mechanism perfect in every respect. So the manufacturing industry will have perfect mechanisms to install in home phonographs when the war is over. Some of the manufacturers were already announcing improved record changers for the post-war market. They have been busy during the war making plans for the very best mechanism that new developments now make possible.

The big market will be in combination sets having radio and phonograph in the same cabinet. Fine combinations were already on the market before the war, and every manager in this field can be counted on to have better sets in the post-war period. They have been busy with design and improvement in mechanisms during the war period. The dollar volume

on these combination sets will always be attractive to manufacturers, distributors and dealers. There will also be a market for popular home juke boxes made separately from radio combinations. Before the war a portable home juke box had been placed on the market in Chicago, which had potentialities for an immense national market. This home juke was installed in a light cabinet about the size of a hat box and had its own midget speaker and power chassis within the cabinet. The record changer made by a manufacturer of a commercial juke box proved to be perfect for the purpose. It would shift 14 records automatically, and due to its convenience it was recognized as something made to order for the younger generation. It can easily be seen that the average home may want a quality combination radio-phonograph set, but at the same time young people will create a big demand for portable sets which are separate from any radio device.

**Portables Will Be Tops**

This portable set had such promise that it can easily be seen what

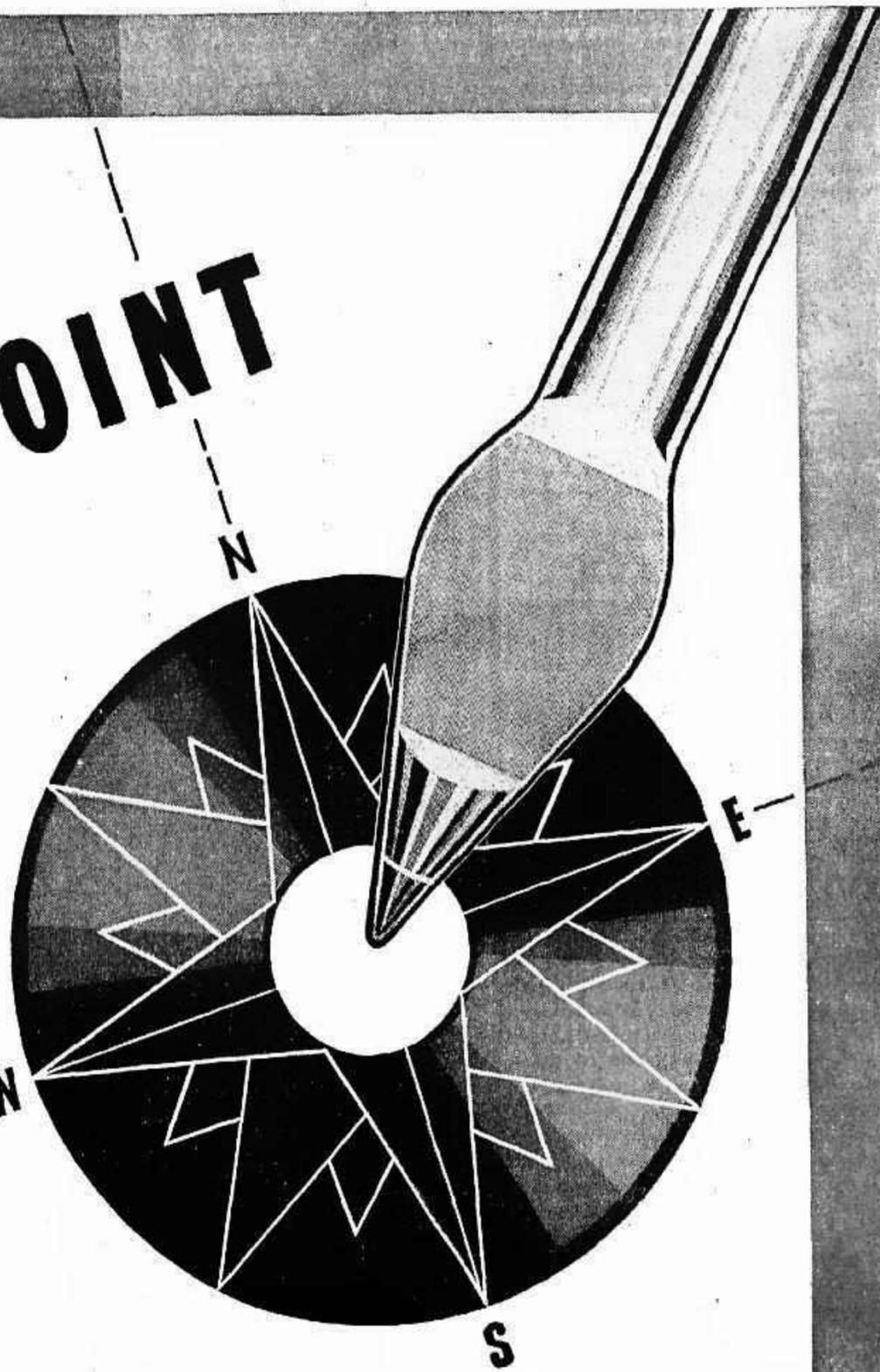
manufacturers will have ready for the market in the post-war period. The portable had an oscillator tube which made it possible for young people to use a near-by radio as an outlet speaker if they wanted to. This provided much novelty for the younger crowd. The price of the portable set was so low as to make it within reach of the majority of families in the lower income group of the nation. This is simply a suggestion of the possibilities that exist in making juke boxes for the home in the future. It should give rise to a manufacturing industry from two to three times the pre-war size, and the increase in phonograph record sales to the home is sure to climb accordingly.

There is some question at the present time as to how much influence recent developments of recorded music on cellophane tape, wire and other innovations may have on the home juke box of the future. It is possible that such recent developments might be perfected to the extent that record-changing mechanisms would be greatly simplified or not necessary at all. It is more logical to assume,

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 The Nation's Leading Novelty  
 NOW BEING RELEASED ON  
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**MAIRSY DOATS**  
 backed by  
**DON'T SWEETHEART ME**

★  
 Another Welk Hit  
 Coming Up...FAST  
**DECCA #4428**

**CLEANIN' MY RIFLE**  
 coupled with  
**WISH I COULD HIDE INSIDE THIS LETTER**

Currently **TRIANON BALLROOM, Chicago**

MANAGEMENT: FREDERICK BROS MUSIC CORPORATION  
 1385 CROSSROADS, HOLLYWOOD 240 BLDG., RADIO CITY, NEW YORK 75 E. WACKER, CHICAGO

however, that the popular disk record having increased in usefulness over many years will still be a favorite with the American public for the recording of popular music. The manufacturing industry can be counted on to produce the home jukes of such quality and at such prices that the American people will buy them by the millions for the home.

One of the points that may always make the disk record necessary, regardless of what other methods of recording may be used, is that mechanisms for selectivity are already available for handling disks. The future market may tend toward two immense fields. Lovers of music will want regular programs of opera and symphonies and similar classical music, and the film, tape or wire method of recording when perfected will be ideal for this purpose. But there are many others, including the younger generation, who want the privilege of selecting tunes when they listen or dance to music. For them the disk form of recording seems to be the ultimate in perfection.

**Distributors Unable To Fill Big Orders for "Mairzy"**

BALTIMORE, Feb. 19.—Nelson & Company, Inc., Hit record distributor for this territory, is having a very busy session trying to supply music box operators in this area with the new Trace recording of *Mairzy Doats*.

Demand for this tune by both music box operators and record retailers is terrific, states Arthur L. Nelson, president of the concern.

As a result the firm is heavily backlogged on this number, Nelson said, and if the tune continues to sweep this area the situation will become more trying. It is impossible to supply even a fraction of the demand, he stated.

**Sinatra, Ink Spots Rate "Tune-of-Month" Places**

PHILADELPHIA, Feb. 19.—Hit *Tune of the Month* selected by the local music machine operators' association for February is *What a Lovely Way To Spend an Evening*, ballad favorite from Frank Sinatra's *Higher and Higher* movie. In addition to the Sinatra recording, the No. 1 position in the music machines also goes to the *Ink Spots* recording. The promotional campaign, including radio spot announcements, and window and machine cards, emphasizes the song itself rather than any particular recording.

**Music Ops Worried Over Increasing Beer Shortage**

BALTIMORE, Feb. 19.—Music box operators are much concerned over the shortage of beer and figure the situation will grow much worse as warmer weather approaches.

Shortages of grain and other ingredients, the recent decision of brewers not to make bock beer this spring and the switch to beer by drinkers who are unable to obtain hard liquor are all factors in the supply outlook.

Tavern owners are having a hard time getting enough beer to supply customers, and the consequent falling off in trade is affecting music box collections.

Juke box operators are hopeful the beer and liquor situation will improve by summer. If it does not, operators won't have to worry about the noise made at taverns after midnight by the music boxes or the customers either. The closing problem will take care of itself if beer and liquor aren't more plentiful than at present.

**Juke Box Permits Triple**

CALGARY, Alta., Feb. 19.—Twenty-eight juke boxes were licensed in Calgary in January, as compared with nine in January, 1943, according to the civic license department.

**Thanks, Operators..**  
 for your terrific response to

**COUNT BASIE**

AND HIS ORCHESTRA'S  
 Version of

**"TIME ON MY HANDS"**  
 Vocal by EARLE WARREN  
 backed by

**"FOR THE GOOD OF THE COUNTRY"**  
 Vocal by JIMMIE RUSHING  
 on

**COLUMBIA RECORD NO. 36685**

This record has topped our recording of "RUSTY DUSTY BLUES." Over Half Million sold to date.

# Outlook for Records

By JOE KOEHLER

WARTIME material shortages in the disk business have been reduced to a minimum. Wartime man-power shortages, however, are still with the industry and they're going to become increasingly acute. That briefly is the production story as it applies to juke box fodder for the next 12 months. This means that the recording companies are not going to press all the platters juke box operators could use nor are the operators going to get as many plays from each record as they could before the war. However, as more and more companies sign up with AFM, it will mean that surface noise, which is such an ache with voice records, will not be as noticeable as it was during the ban. Bands have a high enough level to ride over surface noises and because of this, the ops will get more plays out of numbers backed with a full orchestra than they do out of unbacked vocals.

Records themselves will not improve in quality for the duration. That is one thing upon which all authorities agree. With the demand far exceeding the supply, it's logical that the diskers will spread the supply of materials over as many platters as possible, instead of trying to improve the wearing qualities. Pop disks of the moment are more important in corralling the furtive nickels than quality. Quality will only return when there are more disks available to the operator than he has locations in which to use them. Then, and then only, will the nuance of music without noise (that's a nice nuance considering some of the records that pull in the coin) be available.

### New Material Scarce

In the next few months, most of the recording companies expect to be processing records under new patents and refinements of old ones, which use neither shellac nor lamp black. In tests made by the companies which are contemplating these new type platters, it is claimed that they stand up longer than the current crop and that the noise level is also

lower. The trade, however, looks with jaundiced eyes upon "new" type of pressings, since thus far only one new type has come forth that meets every requirement. This latter type is made of vinylite and that is less available at this moment than shellac and lamp black. Besides vinylite records cost many times the commercial product.

Very little new talent has come to light during the past year. The recording ban, at the beginning, and later the fact that only one of the three major recording companies, Decca, signed with AFM, forced the current releases to stick to names with known pull. That condition is expected to change during the next 12 months for both Victor and Columbia are expected to be releasing many new records with appeal especially for the jukes. This doesn't necessarily mean that they will sign with AFM, altho AFM insiders insist that both of these companies will come to terms with the union. The companies themselves, however, insist that they will not change their original stand against paying a "tax" direct to the labor organization. The one favorable sign which points the way to mutual understanding is that the AFM has given the green light to its locals to talk new contracts with radio networks. Since NBC is owned by RCA, owner of Victor, and since Columbia is owned by CBS, it does appear as tho someone has given in somewhere.

### Road Ahead Clearer

Once Victor and Columbia get into the groove, it will be time to look for new names—for sleepers among record releases. There aren't enough known

band names to go around with everyone recording at full speed. That means building new bands and new vocalists. That also means that the operator will have to be a keener shopper than when he was buying names which have known pull. It means that an index such as *The Billboard Record Buying Guide* becomes a must for week-to-week buying. A road map is important when traveling along numbered roads. When traveling along back roads it's vital.

This doesn't mean that each of the top three recording organizations won't have their own branded names, but it does mean that each will have to augment its names with "war babies." And it's very possible that a few of these war babies will be the names that will get the greatest play.

The road ahead is much clearer than it was a year ago. There will be records of all the numbers the juke players will want to hear. The wartime problems haven't come to an end, however. It's simply that the industry knows where they are—and what to do about them.

## WANTED

MUSIC ROUTES OR INDIVIDUAL  
MUSIC BOXES



## NOTICE

Operators of 61, 71 and all other Wurlitzer Counter Models. If your machines are dropping #2 or #3 records send me your trays and I can bring them back to their original dimensions, thereby eliminating your trouble. \$7.50 for set of twelve.

**HUGO JOERIS**

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You can't buy better needles—at any price—than MIRACLE POINT. Made of pre-war materials for pre-war performance. Prices: 1-12, 25c each; 13-99, 23c each; 100 and up, 20c each. Order from your record jobber, or write direct.

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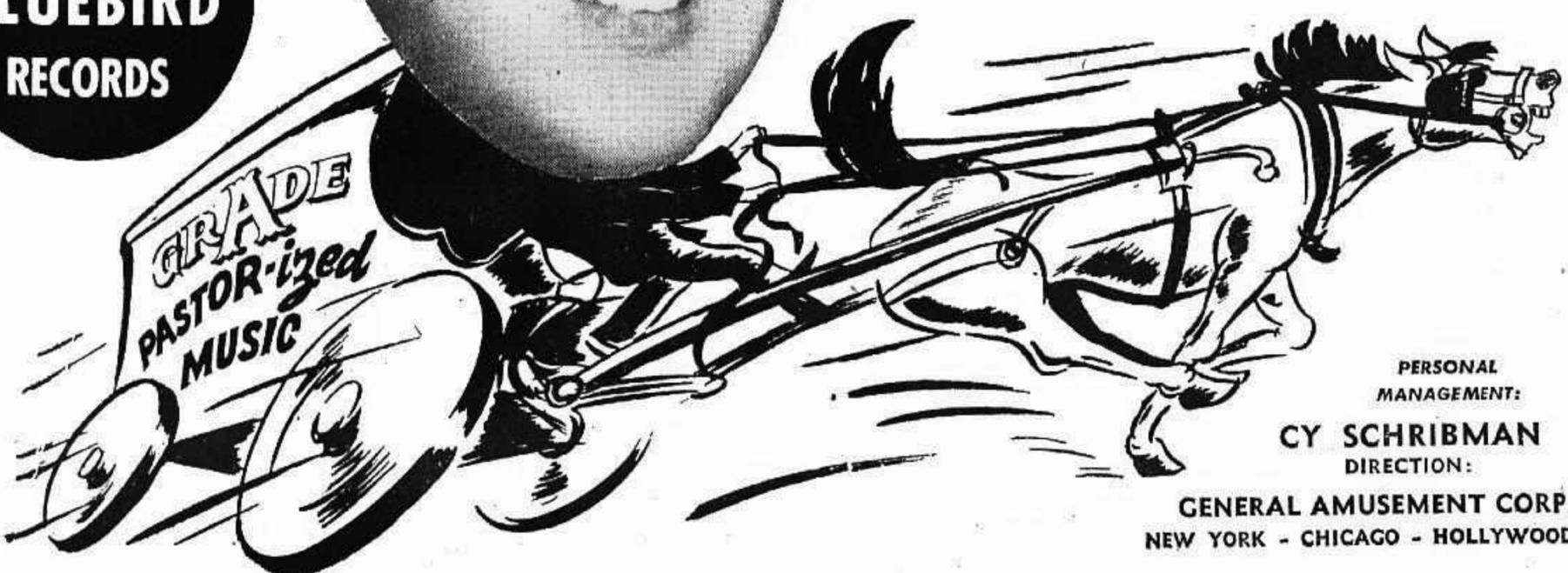


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**PASTOR**

and his Orchestra



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DIRECTION:

GENERAL AMUSEMENT CORP.  
NEW YORK - CHICAGO - HOLLYWOOD

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# Jay McSHANN

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Boogie Woogie at Its Best

**VINE STREET BOOGIE**  
A Real Nickel Snatcher Everywhere



**THE JUMPIN' BLUES**  
"Best Dance Record in Months"  
LOOK MAGAZINE  
**SAVE ME SOME**  
Grab On to This Sure Fire Hit



To Be Released Soon—Down To Earth Blues  
**HOME TOWN BLUES**  
**CONFESSIN' THE BLUES**  
Still Grabbing Nickels Everywhere  
Featuring **WALTER BROWN**  
America's Greatest Blues Singer  
Personal Management Johnny Tumino  
Management  
**GENERAL AMUSEMENT CORP.**  
New York Chicago Hollywood

## From Platters to Fame

By JOE KOEHLER

THERE are two futures for juke box music, the immediate and the post-war. There are therefore two views on the future of the star making power of the turntable nickel collector. The first, the immediate future of the platter spinning field, is not too bright as a builder of band and vocalists' names. This does not mean that today's network of juke boxes is not a great potential star maker, but that with a limited number of disks the operators and the recording companies are not taking any chances. They're out, as the top recording exec of one great company states, to collect upon names that already have a following, not names which they have to build.

However, while this is true of bands and vocalists, it isn't true of the numbers they play and sing. The publishers, who have by-passed the juke field as a song builder during the past year, are back again working the green pastures. While they're not all as active at the cultivating as they were two years ago, the smaller publishers, feeling that they can't compete with the big timers in getting network radio plugs, are working on the juke operators. This can mean only one thing. That is that the big boys will be right back where they were in 1941 using the juke boxes to build songs. Even now they're watching the smaller pubs and evaluating the results they're having selling a song the juke box way.

Songs like the current *Cherry and It Must Be Jelly* appeared on the Most Played Juke Records long before they hit the Most Played on the Air lists or the Hit Parade and weeks before they hit the Best Selling Retail Records. The artists on the records are known quantities, men in this case, like Harry James, Erskine Hawkins and Glenn Miller. The juke boxes will make many a song in 1944, even if agents and bookers don't expect them to build band names.

### Long Range Pic

That's the immediate future. The long range picture is bigger and better. It's generally admitted that post-war the juke boxes will return to making names as well as the songs the nation will sing. The job that the industry has done, keeping music spinning in war plants, relaxation points and even on the war front, regardless of priorities and manpower shortage, means that the physical networks of turntables is ready for any demand that the post-war will put upon them. When the boys come home, they're going to make a beeline for their favorite hangout, and the juke box will be there ready, willing and able to give the boys what they want, when they want it. And like every other army that has ever returned from the wars, they're going to want something different from what they wanted before they went away. For a few months they'll ask for the regulation favorites and then they'll turn and look for new stars, new songs and new bands. And the juke boxes will bring 'em to them because the boys have been conditioned overseas to getting what

they want to hear—on records.

No one can hazard a guess as to who the new juke names will be, not that it is important at this war moment. What is important is that publishers, bookers, agents, band buyers and radio networks and sponsors know that comes the war end, comes the cycle of platter spun names in juke boxes.

There'll be new Andrews Sisters, new Spike Jones's and new Mairzy Doats. New Artie Shaws will climb the platter ladder to the top income tax brackets. The juke boxes haven't lost their shooting star power, they're just holding it in abeyance.

**IVIE ANDERSON'S**  
*Torchy Voice*  
**LEON RENE'S**  
*Latest Songs*  
**CELLE BURKE'S**  
*17-Piece Band*  
recorded together on  
**Exclusive RECORDS**

To Bring YOU  
The Top-Nickel Gaffer in All Locations

**MEXICO JOE**  
AMO 3113-A

Ivie Anderson, Vocals  
Celle Burke and Orchestra

**WHEN THE SHIPS COME**  
**SAILING HOME AGAIN**

AMO 3117-A

Vocal Chorus by Celle Burke  
Celle Burke and Orchestra

**PLAY ME THE BLUES**

AMO 3114-A

Ivie Anderson, Vocals  
Celle Burke and Orchestra

**NOW OR NEVER**

AMO 3116-A

Vocal Chorus by Celle Burke  
Celle Burke and Orchestra

**EXCLUSIVE RECORDS**

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2A3	1.75	6V6	1.25	2A4G	3.25	25Z5	1.25
5V4G	1.50	6SC7	1.85	AND MANY MORE			
5W4G	1.00	6SQ7	1.15	OHM Resistors, 10 Watts, All Sizes	.35		
5Y3	1.00	6V6	1.25	OHM Resistors, 20 Watts, All Sizes	.55		
5Z3	1.60	6H5	1.25	16 MF. Condensers, 450 Volt	.85		
5U4C	1.00	6X5	1.20	16 MF. Condensers, All Metal	1.85		
6A4	1.50	30	1.10	Box 100 Ass't. Carbon Resistors	3.00		
6A6	1.50	33	1.05	In Put Transformers	2.50		
6C5	1.05	38	1.00	P.M. Speakers, 8"	5.00		
6C6	1.05	41	.95	Power Transformers, All Amplif.	5.75		
6B5	1.90	45	1.20	Soldering Irons	1.75		
6F5	1.10	47	1.55	We Have Everything for the Amplifier.			
6F6	1.00	56	.70	<b>Deposit Is Required</b>			
6F8	1.20	57	.80	<b>With All Orders</b>			
6J5	1.00	76	.85				
6J7	1.20	77	.85				
6K7	1.10	79	1.25				
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### FOR SALE

Phonograph and Pin Ball Business. Want a working PARTNER to buy one-half (1/2) interest for cash. Present collections \$2000.00 to \$10000.00 a week. Also want to buy for cash Wurlitzers 750, 800, 850 and Seeburgs 8800 and 9800.

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First Class Phonograph Mechanic  
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1932 Broadway, Denver, Colo.

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159 Collage St. Akron, O.

2 Wurlitzers, 600R	\$269.50
1 Seeburg Mayfair	249.50
1 Seeburg Crown	239.50
1 Seeburg Regal, EB	269.50
90 Wurlitzer 100 Wall Boxes	10.00

100 Buckley Wall Boxes	\$7.50
50 Buckley Lite-Up Wall Boxes	12.50
10 Seeburg R.O. Consoles	189.50
6 Seeburg Organ Speakers	20.00

Wurlitzer Twin 12  
Wurlitzer Twin 16  
In Steel Cabinets  
Make Best Offer.

1/3 Deposit—Balance C. O. D.

### WE BUY COMPLETE MUSIC ROUTES

Anywhere in the U. S. We have several good Music Routes to sell in Michigan and Ohio. Write, Wire or Phone

**BRILLIANT MUSIC CO.**

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# Best Seller Records on Coin Machines

## The Music Stopped

**WOODY HERMAN Decca #18577**

## Do Nothin' till You Hear From Me

**DUKE ELLINGTON Victor #20-1457**

**STAN KENTON Capitol #145**

**WOODY HERMAN Decca #18578**

## Don't Believe Everything You Dream

**INK SPOTS Decca #18583**

**ROBBINS MUSIC CORPORATION**

## Mairzy Doats

**MERRY MACS Decca #18588**

**AL TRACE Hit #8079**

**LAWRENCE WELK Decca #4434**

## Silver Wings in The Moonlight

**FREDDY SLACK Capitol #146**

**MILLER MUSIC CORPORATION**

**WATCH FOR**

## Easter Sunday with You

**KENNY BAKER Decca #18591**

**LEO FEIST INCORPORATED**



# 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, WEA, 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
Anchors Aweigh	Robbins
And Suddenly It's Spring (F)	Famous
Besame Mucho	Peer International
By the River of the Roses	Shapiro-Bernstein
Don't Sweetheart Me	Advance
For the First Time	Shapiro-Bernstein
Goodnight, Wherever You Are	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
It's Love, Love, Love	Santly-Joy
I've Had This Feeling Before (F)	Santly-Joy
Little Did I Know	Lincoln
Mairzy Doats and Dozy Doats	Miller
Music Stopped (F)	Robbins
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
People Will Say We're in Love (M)	Crawford
Poinciana	Marks
Shoo-Shoo Baby (F)	Leeds
Silhouettes	Marchant
So, Goodnight (F)	BMI
Speak Low (M)	Chappell
The Same Little Words	Pauli-Pioneer
When They Ask About You	Berlin

## Lucky Strike HIT PARADE

CBS, Saturday, February 19, 9-9:45 p.m. EWT.

TITLE	PUBLISHER
1. Shoo-Shoo Baby	Leeds
2. My Heart Tells Me	Bregman-Vocco-Conn
3. Besame Mucho	Peer International
4. Mairzy Doats	Miller
5. No Love, No Nothin'	Triangle
6. For the First Time	Shapiro-Bernstein
7. I Couldn't Sleep a Wink Last Night (F)	T. B. Harms
8. A Lovely Way To Spend an Evening (F)	Crawford
9. Oh, What a Beautiful Morning (M)	Crawford

And the Following Extras:

Just One of Those Things

Wild Flower

Bye Bye Blues

I Can't Give You Anything But Love, Baby

## ALL-TIME HIT PARADE

NBC, Friday, February 18, 8:30-9 p.m.

TITLE	PUBLISHER
I Got Rhythm	New World
Who?	Harms, Inc.
Anything Goes	Harms, Inc.
St. Louis Blues	Handy
California, Here I Come	Witmark
Give My Regards to Broadway	Vogel
Shoo-Shoo Baby	Leeds
Surrey With the Fringe on Top	Crawford
Louisiana Hayride	Harms, Inc.
Beer Barrel Polka	Shapiro-Bernstein
Some of These Days	Rossiter
Smiles	Remick

# Music Popularity Chart Week Ending Feb. 17, 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	Composer
1			1. Mairzy Doats	Miller
2			2. My Heart Tells Me	Bregman-Vocco-Conn
4			3. Besame Mucho	Peer International
3			4. Shoo-Shoo Baby	Leeds
5			5. No Love, No Nothin'	Triangle
7			6. I Couldn't Sleep a Wink Last Night	Harms
8			7. My Ideal	Paramount
15			8. When They Ask About You	Berlin
6			9. Oh, What a Beautiful Morning	Crawford
12			10. My Shining Hour	Morris
—			11. By the River of the Roses	Shapiro-Bernstein
13			12. A Lovely Way To Spend an Evening	Crawford
11			13. Star Eyes	Feist
10			14. For the First Time	Shapiro-Bernstein
9			15. Paper Doll	Marks

### SECTIONAL

#### EAST COAST

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

#### SOUTH

POSITION	Last Wk.	This Wk.	Title
1			1. Mairzy Doats
10			2. Besame Mucho
2			3. My Heart Tells Me
6			4. Shoo-Shoo Baby
3			5. Oh, What a Beautiful Morning
5			6. My Ideal
—			7. When They Ask About You
13			8. I Couldn't Sleep a Wink Last Night
4			9. No Love, No Nothin'
15			10. My Shining Hour
9			11. Star Eyes
—			12. A Lovely Way To Spend an Evening
14			13. Victory Polka
12			14. Speak Low
8			15. People Will Say We're in Love

#### MIDWEST

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

#### WEST COAST

POSITION	Last Wk.	This Wk.	Title
5			1. Besame Mucho
1			2. Mairzy Doats
3			3. Shoo-Shoo Baby
6			4. No Love, No Nothin'
2			5. My Heart Tells Me
9			6. My Ideal
4			7. Oh, What a Beautiful Morning
14			8. For the First Time
7			9. I Couldn't Sleep a Wink
13			10. My Shining Hour
—			11. When They Ask About You
10			12. People Will Say We're in Love
—			13. Don't Believe Everything You Dream
—			14. A Lovely Way To Spend an Evening
11			15. Star Eyes

## "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
—			2. When My Man Comes Home	Buddy Johnson	Decca 8655
5			3. I've Learned a Lesson I'll Never Forget	Five Red Caps	Beacon 7120
3			4. Shoo-Shoo Baby	Ella Mae Morse	Capitol 143
2			5. It Must Be Jelly	Glenn Miller	Victor 20-1546
—			6. Solo Flight	Benny Goodman	Columbia 36684
—			7. Cherry	Ersikino Hawkins	Bluebird 30-0819
7			8. Ration Blues	Louis Jordan	Decca 8654
—			9. Cow Cow Boogie	Ella Fitzgerald and the Ink Spots	Decca 18587
10			10. Do Nothin' Till You Hear From Me	Woody Herman	Decca 18578

## OPERATORS

Coin Money  
with these three  
big Santly-Joy hits

I'VE HAD THIS FEELING BEFORE  
(But Never Like This)

PERRY COMO — Victor No. 20-1548

JOHNNY LONG — Decca No. 4429

IT'S LOVE, LOVE, LOVE!

GUY LOMBARDO — Decca No. 18589

THE 4 KING SISTERS — Bluebird No. 30-0822

(With Male Chorus)

JAN GARBER — Hit No. 7078

TAKE IT EASY

GUY LOMBARDO

Decca No. 18573

SANTLY-JOY, INC.

Music Publishers

1619 BROADWAY, NEW YORK 19, N. Y.

TOMMY VALANDO

Prof. Mgr.

JACK FAY, Boston

BENNY MILLER, Chicago

DAVE BERNIE, Hollywood



### VICTOR AND BLUEBIRD HITS

- ALL THE THINGS YOU ARE  
Tommy Dorsey and Artie Shaw—20-1561
- I COULDN'T SLEEP A WINK LAST NIGHT  
Dinah Shore—20-1562
- POINCIANA  
David Rose—20-1554
- IT MUST BE JELLY  
Glenn Miller—20-1546
- THE NIGHT WE CALLED IT A DAY  
Tommy Dorsey—20-1553
- I'VE HAD THIS FEELING BEFORE  
Perry Como—20-1548
- MAIN STEM  
Duke Ellington—20-1556
- CHERRY  
Erskine Hawkins—30-0819
- WHEN MY BLUE MOON TURNS TO GOLD AGAIN  
Zeke Manners & His Gang—B-9020
- MEAN MAMA BLUES  
Charles Mitchell—33-0508

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## 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	Cat. No.
1	1	1	My Heart Tells Me	Glen Gray	Decca 18567
2	2	2	Besame Mucho	Jimmy Dorsey	Decca 18574
3	3	3	Shoo-Shoo Baby	Andrews Sisters	Decca 18572
6	4	4	Star Eyes	Jimmy Dorsey	Decca 18571
4	5	5	Shoo-Shoo Baby	Ella Mae Morse	Capitol 143
—	6	6	I Couldn't Sleep a Wink Last Night	Frank Sinatra	Columbia 36687
—	7	7	Mairzy Doats	Merry Macs	Decca 18588
5	8	8	Paper Doll	Mills Brothers	Decca 18318
7	9	9	Holiday for Strings	David Rose	Victor 27853
8	10	10	My Ideal	Jimmy Dorsey	Decca 18574

#### SECTIONAL

##### EAST

POSITION	Last Wk.	This Wk.	Record
2	1	1	Besame Mucho (Jimmy Dorsey)
1	2	2	My Heart Tells Me (Glen Gray)
—	3	3	I Couldn't Sleep a Wink Last Night (Frank Sinatra)
8	4	4	Mairzy Doats (Merry Macs)
4	5	5	Mairzy Doats (Al Trace)
3	6	6	Shoo-Shoo Baby (Andrews Sisters)
5	7	7	Star Eyes (Jimmy Dorsey)
—	8	8	My Ideal (Jimmy Dorsey)
—	9	9	Poinciana (Bing Crosby)
—	10	10	Holiday for Strings (David Rose)

##### SOUTH

POSITION	Last Wk.	This Wk.	Record
1	1	1	Shoo-Shoo Baby (Andrews Sisters)
2	2	2	My Heart Tells Me (Glen Gray)
3	3	3	Besame Mucho (Jimmy Dorsey)
—	4	4	Poinciana (Bing Crosby)
6	5	5	No Love, No Nothin' (Johnny Long)
7	6	6	Do Nothin' Till You Hear From Me (Woody Herman)
—	7	7	I Couldn't Sleep a Wink Last Night (Frank Sinatra)
5	8	8	Shoo-Shoo Baby (Ella Mae Morse)
—	9	9	Paper Doll (Mills Brothers)
—	10	10	Star Eyes (Jimmy Dorsey)

##### MIDWEST

POSITION	Last Wk.	This Wk.	Record
1	1	1	My Heart Tells Me (Glen Gray)
4	2	2	Besame Mucho (Jimmy Dorsey)
3	3	3	Shoo-Shoo Baby (Ella Mae Morse)
5	4	4	Shoo-Shoo Baby (Andrews Sisters)
2	5	5	Star Eyes (Jimmy Dorsey)
6	6	6	Holiday for Strings (David Rose)
—	7	7	Mairzy Doats (Merry Macs)
—	8	8	I Couldn't Sleep a Wink Last Night (Frank Sinatra)
7	9	9	Paper Doll (Mills Brothers)
—	10	10	No Love, No Nothin' (Ella Mae Morse)

##### WEST COAST

POSITION	Last Wk.	This Wk.	Record
2	1	1	Besame Mucho (Jimmy Dorsey)
1	2	2	My Heart Tells Me (Glen Gray)
4	3	3	Paper Doll (Mills Brothers)
9	4	4	Star Eyes (Jimmy Dorsey)
3	5	5	Shoo-Shoo Baby (Andrews Sisters)
—	6	6	Do Nothin' Till You Hear From Me (Stan Kenton)
10	7	7	Speak Low (Guy Lombardo)
7	8	8	Shoo-Shoo Baby (Ella Mae Morse)
—	9	9	No Love, No Nothin' (Ella Mae Morse)
6	10	10	Poinciana (Benny Carter)

### 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
2	1	1	Ration Blues
1	2	2	Pistol Packin' Mama
6	2	2	They Took the Stars Out of Heaven
3	3	3	Rosalita
—	4	4	I'm Thinking Tonight of My Blue Eyes
7	5	5	Born To Lose
—	5	5	Sweet Slumber
—	5	5	Prodigal Son

# Music Popularity Chart Week Ending Feb. 17, 1944

## MOST PLAYED JUKE BOX RECORDS Going Strong

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

1. SHOO-SHOO BABY . . . Andrews Sisters (Vic Schoen Ork) . . Decca 18572  
(8th Week)
2. MY HEART TELLS ME . . Glen Gray (Eugenie Baird) . . . . Decca 18567  
(10th Week)
3. BESAME MUCHO . . . . Jimmy Dorsey (Bob Eberly and Kitty Kallen)  
(5th Week) . . . . . Decca 18574
4. SHOO-SHOO BABY . . . Ella Mae Morse (Dick Walters Ork) . . Capitol 143  
(8th Week)
5. MY IDEAL . . . . . Jimmy Dorsey (Bob Eberly) . . . . Decca 18574  
(6th Week)
6. PAPER DOLL . . . . . Mills Bros. . . . . Decca 18318  
(25th Week)
7. CHERRY . . . . . Harry James . . . . . Columbia 36683  
(4th Week)
8. NO LOVE, NO NOTHIN' . Ella Mae Morse (Dick Walters Ork) . Capitol 143  
(3d Week)
9. MY SHINING HOUR . . . Glen Gray (Eugenie Baird) . . . . Decca 18567  
(1st Week)
10. NO LOVE, NO NOTHIN' . Johnny Long (Patti Dugan) . . . . Decca 4427  
(3d Week)
11. DO NOTHIN' TILL YOU  
HEAR FROM ME . . . . Duke Ellington . . . . . Victor 20-1547  
(2d Week)
12. I COULDN'T SLEEP A  
WINK LAST NIGHT . . . Frank Sinatra . . . . . Columbia 36687  
1st Week)
13. STAR EYES . . . . . Jimmy Dorsey (Bob Eberly and Kitty Kallen)  
(4th Week) . . . . . Decca 18571
14. MY HEART TELLS ME . . Jan Garber (Bob Davis & Quintet) . . . . Hit 7070  
(10th Week)
15. MAIRZY DOATS . . . . The Merry Macs . . . . . Decca 18588  
(1st Week)  
MAIRZY DOATS . . . . Al Trace . . . . . Hit 8079  
(1st Week)
16. THEY'RE EITHER TOO  
YOUNG OR TOO OLD . . Jimmy Dorsey (Kitty Kallen) . . . Decca 18571  
(9th Week)
17. CHERRY . . . . . Erskine Hawkins . . . . . Bluebird 30-0819  
(4th Week)  
IT MUST BE JELLY . . . Glenn Miller (Modernaires) . . . Victor 20-1546  
(1st Week)  
DO NOTHIN' TILL YOU  
HEAR FROM ME . . . . Woody Herman . . . . . Decca 18587  
(2d Week)

### 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.

1. SPEAK LOW . . . . . Guy Lombardo (Billy Leach) . . . . Decca 18573
2. POINCIANA . . . . . Bing Crosby (John Scott Trotter Ork) . Decca 18586  
SHOO-SHOO BABY . . . Jan Garber (Liz Tilton) . . . . . Hit 7069
3. HOW SWEET YOU ARE . Kay Armen (Balladiers) . . . . . Decca 18566
4. BESAME MUCHO . . . . Abe Lyman (Rose Blane) . . . . . Hit 7072

### Territorial Favorites

- MY FIRST LOVE . . . . . Jimmy Dorsey . . . . . Decca 18582  
(Hollywood)
- I'VE HAD THIS FEELING  
BEFORE . . . . . Johnny Long . . . . . Decca 4429  
(Detroit)
- DON'T BELIEVE EVERYTHING  
YOU DREAM . . . . . Ink Spots . . . . . Decca 18583  
(Milwaukee)
- BY THE RIVER OF THE ROSES . Abe Lyman . . . . . Hit 7071  
Woody Herman . . . . . Decca 18578



## IN MEMORIAM

—the good old days when we used to meet at those Coin Operator Conventions. Oh, brother . . . how we would cavort until the wee hours of the A.M.! Remember . . . how we'd all slap each other on the back, swap stories, fill your orders to the quantities you desired . . . and finally wind up putting each other to bed? Those happy days will come again—just as soon as we all get through with this more important business of winning the war! In the meantime, your best bet is still . . .

**COLUMBIA RECORDS**  
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Top Tunes Now Available on  
**OUTSTANDING E. T.'s AND  
LEADING RECORD LABELS**

**POINCIANA**

PUBLISHER: Marks  
RECORDS: Decca No. 4433; Decca No. 18586; Hit No. 7076; Victor No. 20-1544; Capitol No. 144  
E. T.'s: World, Standard, Associated, Lang-Worth

**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

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**SAVOY GOES TO TOWN**

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**PAUL MARTELL AND HIS 16  
PIECE BAND**

**BOOGIE WOOGIE HOTEL**

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INST. JUMP FOX-TROT

No. 126 Wait Till You Hear Bonnie Davis Sing  
**SHOO-SHOO BABY**

YOU DON'T DO YOUR HOME WORK LIKE YOU USED TO DO

By BONNIE DAVIS

With the Piccadilly Pipers

No. 119 **STILL GOING STRONG**

She Didn't Lay That Pistol Down  
Cuddle Up a Little Closer

No. 118 **OH, THEODORA**

Make With the Bullets, Benny

No. 114 **You Put a Patch on My Broken Heart  
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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.

**COW-COW BOOGIE.....Ink Spots-Ella Fitzgerald.....Decca 18587**

The best thing that Ella has done in years, this disk has a fine beat that only she can give out. Too bad Decca wasn't recording when this tune came out. This waxing would have given Ella Mae Morse a tussle for first place. It will still do all right.

**BOOGIE-WOOGIE BALL.....Five Red Caps.....Beacon 7121**

Another good piece of jive for the boogie-woogie lovers. Nice warbling by the five boys, and some okay legit boogie piano stuff, coupled with good balance. Worth a nickel any time.

**A STRING OF PEARLS.....Glenn Miller.....Victor 20-1552**

Re-issue of this swell tune by Glenn is one of eight sides comprising Victor's new album, "Up Swing." A close race, but this disk wins. Miller fans, new and old, should eat it up.

**POPULAR RECORD RELEASES**

(February 17 thru February 24)

- All the Things You Are ..... Tommy Dorsey (Jack Leonard) ..... Victor 29-1561
- All the Things You Are ..... Artie Shaw (Helen Forrest) ..... Victor 20-1561
- Boogie-Woogie Ball ..... Five Red Caps ..... Beacon 7121
- Can't You Do a Friend a Favor? ... Guy Lombardo (Billy Leach) ..... Decca 18589
- Don't Sweetheart Me ..... Lawrence Welk (Wayne Marsh) ..... Decca 4434
- I Couldn't Sleep a Wink Last Night. Woody Herman (Frances Wayne) ..... Decca 18577
- I Couldn't Sleep a Wink Last Night. Dinah Shore ..... Victor 20-1562
- It's Love, Love, Love ..... Guy Lombardo (Skip Nelson and Lombardo Trio) .... Decca 18589
- It's Love, Love, Love ..... Jan Garber (Liz Tilton) ..... Hit 7078
- Leave Us Face It ..... Jan Garber (Liz Tilton) ..... Hit 7078
- Lenox Avenue Jump ..... Five Red Caps ..... Beacon 7121
- Mairzy Doats ..... Lawrence Welk (Bobby Beers and Ensemble) ..... Decca 4434
- Now I Know ..... Dinah Shore ..... Victor 20-1562
- The Music Stopped ..... Woody Herman (Frances Wayne) ..... Decca 18577
- Twinkle Toe Polka ..... Sula's Musette Ork ..... Continental 1139
- Up Swing Album ..... P146
- Stompin' at the Savoy ..... Benny Goodman ..... Victor 20-1549
- Don't Be That Way ..... Benny Goodman ..... Victor 20-1549
- Song of India ..... Tommy Dorsey ..... Victor 20-1550
- Yes, Indeed! ..... Tommy Dorsey ..... Victor 20-1550
- Begin the Beguine ..... Artie Shaw ..... Victor 20-1551
- Oh, Lady Be Good ..... Artie Shaw ..... Victor 20-1551
- Tuxedo Junction ..... Glenn Miller ..... Victor 20-1552
- A String of Pearls ..... Glenn Miller ..... Victor 20-1552
- Victory Polka ..... Sula's Musette Ork ..... Continental 1139

**NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES:**  
Atlanta: Cox Prescription Shop. Beverly Hills, Calif.: Martindales's. Birmingham: Norlen's Radio Shop. Boston: The Melody Shop. Bridgeport, Conn.: Gilman Music Store; Howland Dry Goods Co.; Whiting Radio Service. Butte, Mont.: Dreibeibis Music Co. Chicago: Goldblatt 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: Davidson Record Co.; 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. Milwaukee: J. B. Bradford's Music House; Morton Lines Co.; Broadway House of Music. New Orleans: Louis Grunewald Co., Inc. New York City: Center Music Store; Liberty Music Shop; Gately Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Strauss, 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. St. Louis: Aeolian Co. Washington, D. C.: E. F. Droop & Sons Co.; George's Radio Co. Westwood, Calif.: Music Shop.

# Music Popularity Chart Week Ending Feb. 17, 1944

## POPULAR RECORD REVIEWS

By M. H. Orodener

### BING CROSBY (Decca)

"Poinciana"—FT; V. "San Fernando Valley"—FT; V.

The incomparable Bing is his incomparable self again. The way he sings out for both of these sides, the song material will undoubtedly skyrocket into popularity. A large measure of attention has already been showered on "Poinciana," and the manner in which Crosby gives voice to this gorgeous song of a tree, it's a certainty that everybody else will want to start singing it. That a Crosby chant is the most potent potion for a song is best demonstrated by his doings for this disk. Packing all the exotic appeal of a Spanish lullaby, and its melodic charm enhanced by the lyrical appeal, Crosby is entirely in his element. Striking out at a moderately slow tempo, Crosby gets going with the verse, marked by the bolero rhythms of John Scott Trotter's band. Into the chorus to carry out the side, there is an infectious beguine beat. Per usual, Trotter's scoring of figures for the fiddles brightens the background bank. Making for a complete turn in tune and tempo, yet just as effortless in his singing performance, is the turn-over. Already a heavy fave on the West Coast, Gordon Jenkins's "San Fernando Valley" threatens to spread like a prairie wildfire across the land. Particularly with such a side as Crosby turns in to set the sparks flying. Packing all the interest qualities of a Western ditty in melodic and lyrical content, Crosby eschews any of its corn and it comes out as a bright and breezy rhythm ditty. In his characteristic manner, he makes it thoroly contagious. It's a 64-bar melody, and with plenty of rhythmic urge from the Trotter tootlers creates much enthusiasm for two choruses.

Already reaching out in popularity circles, a Bing Crosby rendition on the record for "Poinciana" should spell real coinage for the phono ops. In spite of its travelog title, the way Bing blows his vocal horn for "San Fernando Valley" makes the Western-styled ditty equally potent for the music box play.

### THE MERRY MACS (Decca)

"Mairzy Doats"—FT; V. "I Got Ten Bucks and 24 Hours' Leave"—FT; V.

Each year finds Tin Pan Alley coming forth with a ditty that doesn't make much sense but makes much money for the music publisher. As might be suspected, that distinction is held today by the ubiquitous "Mairzy Doats." Already leading the song sheet sales parade, it's a cinch that its sales success will be duplicated at the disk marts. A number of releases are in the works at the wax-works and this offering by the Merry Macs is the first since Al Trace and His Silly Symphonists introduced the silly on the Hit label. For the Merry Macs, the ditty is exactly to their likings, the mixed vocal troupe harmonizes expertly as they let the song virtually sell for itself. Interject a broken lyric effect for one of the stanzas, but for the most part, keep close to the original line. Taking it at a medium pace, Merry Macs also have the advantage of a bright rhythmic background provided by the accompanying studio orchestra, setting off their vocal blend far better than the usual vibeguitar-bass accompaniment. Claude Wilson's and Jerry Livingston's "I Got 10 Bucks and 24 Hours' Leave" is another G. I.-inspired novelty ditty that may cut some capers with the military set. In any event, the Merry Macs take the innocuous ditty in neat rhythmic stride, with the interjected boy-belle patter providing more pleasantries than the song itself.

There can be no hesitation on part of music ops for this disk. It's only a question of how fast they can get the "Mairzy Doats" side into the machine.

### PHIL BRITO (Musicraft)

"My Heart Tells Me"—FT; V. "Little Did I Know"—FT; V. "Surrey With the Fringe on Top"—FT; V. "By the River of the Roses"—FT; V.

Long identified with the classical, hillbilly and party records, the Musicraft label makes a formidable entry in the pop field with these four sides. On the strength of this initial issue, it is indicated that the label aims to cut a comfortable niche for itself in pop circles. For the auspicious starting, Musicraft presents the rich vocal gloss of Phil Brito for four of the better ballads of the moment. Since first handling the chant chores for Al Donahue's band, Brito has gone a long way on his own and represents one of the brighter hopes in the swoon sweepstakes. However, there is no exaggerated boudoir manner in his vocal delivery, nor gushing over in his romancy song selling. With plenty of vocal qualities in his baritone pipes, sells strong all the way. Moreover, enjoys the benefit of a silky background etched by a string orchestra directed by radio's Paul Lavalle, who has also gone into the Musicraft camp. While the sugar coating by the muted fiddles may be too rich for the entire expanse of the spinning, Brito commands listening attention thruout. Is particularly pleasing when taking to the soft

(See Pop. Record Reviews on page 96)

**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; Richard's Music Shop, Brooklyn; Groove Record Shop, Melody Lane Music Company, Metropolitan Music Shop, Wright Music Company, Chicago; Klayman's Music Shop, Cincinnati.

**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; 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. Portland, Ore.: Sklare Music Co., J. Frank Meier Company. San Francisco: Pacific Coast Music Jobbers. Seattle: Capitol Music Co. St. Louis: St. Louis Music Supply Co.

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NO. 7070	{	MY HEART TELLS ME and NO LOVE, NO NOTHIN' <i>by Jan Garber and His New Orchestra</i>
NO. 7072	{	BESAME MUCHO and SO, GOODNIGHT <i>by Abe Lyman and His Californians</i>
NO. 7074	{	HOLIDAY FOR STRINGS (As Foxtrot) and DON'T WORRY, MOM <i>by Sonny Dunham and His Orchestra</i>
NO. 7075	{	TESS'S TORCH SONG and NOW I KNOW <i>by Cootie Williams and His Orchestra</i>
NO. 7077	{	I LOVE YOU and SOME DAY I'LL MEET YOU AGAIN <i>by Enric Madriguera and His Orchestra</i>
NO. 8079	{	MAIRZY DOATS and WHERE DID YOU GET THAT GIRL? <i>by Al Trace and His Silly Symphonists</i>

EVERY HIT IS ON RECORDS!

CLASSIC RECORD CO.

7 WEST 46th ST., NEW YORK 19, N. Y.

# GIRLS ON COIN ROUTES: PRO AND CON

A Most Emphatic "No!"

"Ladies of Nicotiana"

(Continued from page 71)

ators here is the experience last year when an independent operator had a girl soliciting locations. Her feminine wiles, particularly with bartenders, resulted in a number of operators being advised that there would be a change and lost the spot to this independent. However, once she gained the location, her affections turned suddenly cold. And in each instance the operator was able to get back his location.

In every instance where operators have tried to use girls to call on locations, they either fell down because of their own inability to handle the automotive or automatic equipment, or else created some "unhealthy situation" at the location. As a result, local operators have put "thumbs down" on such use of women. And where and when there has been a shortage of service help, the operators themselves pitched in and made the calls.

(Continued from page 71)

operator is well satisfied with the work his three girls are doing.

Pioneering in the cigarette machine servicing field at Cigarettes, Unlimited, are Ruth Campbell, Betty Rich and Peggy Neil. They have each been assigned a paneled truck and definite territories.

To get at the bottom of this method of machine operation, which is the talk of the area, Collier was asked about his success with women servicing cigarette machines.

### Smart Business Move

"We have found them entirely satisfactory and hiring them was a smart business move," Collier said. "It is true they do not do as much work as a man, but they do put out 250 to 300 cartons of cigarettes on an average day. When they work thickly populated sections, the carton number may run as high as 500 or 600."

Collier immediately defended the girls by adding that he had found their work more thoro than that done by men. He explained that the girls take excellent care of the machines, seeing that they are wiped off and that the mirror is clean. A dirty mirror doesn't help the sales among men, to women purchasers a clean glass is a definite sales promotion. "Watch a woman buy a package of cigarettes from a machine. She'll always look in the mirror while she's depositing the money," Collier said, too, that because the girls take good care of their machines they aren't able to put out as many cartons. If they passed up these little duties as some men do, he felt sure that the number of packages put out in a day would equal that distributed by the fastest man on a route.

### Girls Boost Sales

In addition to the ready entre that the girls have to places where their machines are on location, the firm finds that they can and do boost sales in machines in service stations and taverns.

How? "That's easy to explain," Collier said. "Let's take Mrs. Campbell, for instance. . . ."

"M-r-s. Campbell . . . ?" "Yes, she's married and her husband is overseas with the army. But, getting back to the filling station cigarette machine. When she goes to check on a machine and finds that sales have dropped off, she may chide the service station attendant. It takes only a word or two to set the sales back to normal. If a man asked a service station man to boost cigarette sales, more than likely nothing would be done. When Ruth says, 'What's going on here?' The sales are down, the chances are that the attendant will actually solicit sales. You couldn't want a better selling promotion than that."

With Collier's build-up on Mrs. Campbell as an A-1 cigarette salesman, it was logical that she would have some background as a promotional artist. When she came to work for Cigarettes, Unlimited, about six months ago, she had no experience in this field. She is pretty, curvaceous and brimming with personality. She is a good driver and can handle the paneled truck in the heaviest of traffic or neatly place it in the skimpiest of parking spaces. Her ability to handle the truck coupled with the other factors accounted for her employment here. Her only experience in selling was that she had been a carhop. Here she learned the answers to a lot of questions that were to prove invaluable in taking



Russell Collier, of Cigarettes, Unlimited, in North Hollywood, Calif., helps Ruth Campbell, one of the three girls he has servicing cigarette machines, make a col-machine are serviced by girls.

over this new assignment. Being able to give quick answers to these questionable questions is an asset to any girl handling a cigarette route.

### Can Handle "Situations"

"The girls know how to take care of themselves. I've watched Mrs. Campbell make the rounds and she can handle the situations with finesse," the route-lady's boss said. "We have a number of riding academies that we service. When she goes to some of them, the cowboys will make wisecracks—nothing out of the way, however—and her comeback is always good—and logical."

So, it seems that the girls know their business.

Because the firm has a number of machines in homes, the girls come in handy in making this part of the routes. They go about their work quietly and this reduces complaints that would come from home-owners were men working the routes, the head of the firm believes. Another thing is that they fit so well into the general picture.

Collier left his motion picture work about five years ago and went into this field. Cigarettes, Unlimited, operated with a number of machines that he designed. It was a simple contraption. Small, but it had a world of cigarette buying psychology behind it. To start with, the machine held only 40 packs. They were aligned in columns of 10 with only two brands being used. In the first column was Brand A; in the second, Brand B, and in the third and fourth columns, Brands A and B. Columns one and two were operated by slots taking 15 cents each, and the third and fourth columns dispensed two packs for 25 cents. These were the days, of course, when cigarettes could be sold two for a quarter.

To substantiate his contention on cigarette buying, Collier pulled some change out of his pocket. He spread it on the table in front of him. There were several dimes, one nickel and several quarters. His point was proven. "See," he pointed out, "you nearly always have a quarter." The double-package deal was designed to give the wife the brand she smoked and the husband his preference.

### More Girls Apply

Since the policy of hiring girls for the routes was inaugurated, Cigarettes, Unlimited, has had no trouble getting replacements. "The girls like the work. It is outdoors and the hours from 9 until 5 appeal to them," Collier said. "We get applications nearly every day, but, fortunately, the girls we have now are most satisfactory. We do not intend to replace them at present."

"If there was no employment problem—that is, no man-power shortage, would you still employ women for these routes?"

"The answer to that is 'yes' and 'no'. There are some areas that girls can't work efficiently," the interviewee explained. "Take the industrial sections. Girls do not like to work these

areas and we do not send them where they don't want to work. We have a policy that if a girl is embarrassed to go into a location, she doesn't have to do it. I take the spot or we remove the machine. This is one way that we keep them happy in their work.

"Another time when men are better for the job is in sections where there is likely to be a robbery. If a girl is robbed, she wouldn't think as quickly as a man. Each girl carries upwards of \$300 in cigarettes when they are on their routes."

This firm has found that the girls are better collectors than men. Collier admits that they aren't as fast at figuring. The girls do make a greater effort to keep accounts straight and also to turn in account sheets that are free of errors. In the time that girls have been employed, no discrepancies have been reported.

Collier said that stories that girl employees make much ado about nothing is not entirely without foundation. However, he attributes this to their sincerity.

### Girls Are Conscientious

Collier trains his girls by first showing them what a machine has to do to sell cigarettes. When they are hired, they spend a couple of days in the shop observing the mechanisms of the machines. Then they are taken over the route, still observing. Near the end of the week they take over the route but Collier accompanies them. When he feels that they have the knack of the business, turns them loose on their own. This cigarette vending machine man believes that the early training in the shop is invaluable. It is here, too, that the girls are taught to remedy elementary machine troubles.

Proper selection of the girls is the main point in operating cigarette routes. Collier cited the fact that he has selected his girls with care, trained them properly, and was getting good, efficient work in return. The minute the standard of selection is dropped, the policy of using girls in this capacity will go to pot, he said. He advises other operators planning to use this policy to take care in getting girls who will adapt themselves to the work. Being a service woman embodies tact and some mechanical inclination. The girls Cigarettes, Unlimited, has on its pay roll possess the needed qualities. Their successes have shown this.

"For Thy Sake, Tobacco, I Would Do Anything But Die," Charles Lamb is credited with writing many, many years ago.

This is almost how Collier's girls feel toward Cigarettes, Unlimited.

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1200	25c	Texas Charley—Thick	2.32
1800	5c	Lu Lu—Semi-thick	2.87
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Sturdy, well-made Dice Trays furnished on request, 18"x20", \$2.00 each.

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Leaders in the music and vending sections of the coin machine trade have frankly admitted the war has hit games harder than other types of machines. This fact has raised the question of the future of the amusement games business. Careful analysis of wartime trends will shed some light upon this question.

By **WALTER W. HURD**

Editorial Director

**I**F THERE should be any possibility of a permanent decline in the amusement machines business, it would be due to two main causes: the public might cease to patronize the games because they do not like them; or the increase of high tax laws and other legal difficulties might drive the games out of business. It will be wise to study the present trends to see if any such thing has been indicated by the course of business during the war.

One of the first sections of the trade to report any drop in public patronage was the amusement machine business. Two important reasons were given for this, and neither of them are cause for alarm; in fact, they suggest that amusement machines will be more popular than ever after the war.

#### Best Patrons Gone

Operators of amusement machines discovered early in the war that millions of men who entered the armed services were among their best patrons. When they entered the armed forces, they were lost to the coin machine trade for the time being. The industry is assured that when these men return to civilian life they will want their amusement machines again. Another cause of decline in patronage was the rapidity with which games became old. Because of the scarcity of repair parts and mechanical help, games began to show age much sooner than other machines. They also lost their novelty appeal. The operator knows that this can quickly be remedied when manufacturing plants are in production again with a wealth of new ideas, inventions and materials. Amusement machines can be made more attractive than ever to the public.

A change in public attitude has also been noted during the war because publicity in newspapers and magazines about pinball showed a decided drop. This was due in part to the immense popularity attained by juke boxes which supply music. It was also due to a considerable decrease in the number of amusement machines on location as time went by. Another factor noted was the big decrease in legal opposition to pinball and similar types of machines. Political crusades almost became a novelty during the first two years of the war. This is a very favorable factor and may mark the end to that period when pinball games were

considered a simple football for newspaper and political crusades.

#### U. S. Tax Brings Prestige

A federal tax on amusement machines came into being in 1941, and during the war must be given credit for bringing prestige to the games industry as nothing else could. The fact that amusement machines were paying a good amount of revenue to support the war program of the nation has been something to talk about. Even after the war, it will still bring favorable mention to the games business. While the trade itself sought to get equitable adjustments in the federal tax, yet it was a well-known fact that the trade did not object to paying a federal tax to support the war. In fact, there was a decided feeling of patriotism among operators of games because they could make a definite contribution to the war program.

The question has come up as to the permanence of the federal tax on amusement machines. Practically to a man, the trade agrees that it may count on a federal tax during the years to come. It will not only be a tax to support the war, but it will be a permanent contribution to support the federal government in its peacetime programs of social security, pensions and unemployment funds. This is a very promising fact for the future of the industry because it gives a national recognition to a type of amusement that in past years has been considered with disfavor in many quarters. In the future, the fact that every amusement machine is contributing a definite sum to important national projects will reflect very favorably on the whole industry.

The federal tax happened to be rather unfavorable to free play games as such. This was due to the peculiarities of politics. Congress failed to define games properly, and the Internal Revenue Department went to the extreme in its classifications of machines. Changes in the heads of the Internal Revenue office may bring more favorable rulings, or it is expected that Congress will eventually get around to correcting the unfavorable conditions. The public shows definite favor for free play games, and the States and cities have accepted them as a legal type of amusement in the big majority of cases.

#### Must Fight for Free Plays

In order properly to safeguard the future of pinball, the trade must prepare itself to make

a fight for the free play principle. The war years have contributed some favorable court decisions which will provide ammunition for making the fight in the future. Up to the beginning of the war, there was hardly a court decision of importance favorable to free play games. Whatever may have been the reason for liberal decisions by the courts, it is a fact that the war years gave the trade a few favorable court decisions which have strong arguments in defense of the free play idea. It will now be the job of the industry to marshal these facts and to become aggressive in promoting free play games thruout the nation once they can be manufactured again.

The second year of the war was known as a legislative year when more than 40 of the State Legislatures were in session. A few gains were made in State licenses, and also some important cities licensed games during the first two years of the war. These cities included Milwaukee and Cincinnati. The total list of States which license amusement machines as a legal form of entertainment as of January 1, 1944, was as follows:

**List of States**  
 Arkansas  
 Florida  
 Louisiana  
 Mississippi  
 Nevada  
 North Carolina  
 North Dakota  
 Oregon  
 Pennsylvania  
 South Carolina  
 Tennessee  
 Texas  
 Virginia  
 Washington

This is rather an impressive list of States and puts the amusement machine business on the map as having legal recognition in a good many places. Many of these license laws do not definitely legalize the games, yet it is legal recognition as an established form of business. It seems to be a case in which the industry is making gradual steps toward legalization just as many other forms of amusement and business have made gradual progress toward legalization.

#### Oppose Excessive Taxes

The year 1945 will be another legislative year when most of the State Legislatures will be in session. In 1943 States generally had a surplus in their treasuries and hence were not looking so much for new sources of revenue. This was one of the conditions due to the war. Leaders in State government now predict that by 1945 most of the States will again be looking for new sources of revenue, and it may be that a larger number of State Legislatures than ever will consider licensing amusement machines.

(Continued on page 93)

# GUARDING THE FUTURE OF GAMES

# SERVICE Is the Big Rx For Success With Games

By JACK WEINBERG

**S**ERVICE with capital SERVICE is the big reason why any amusement machine operator is successful in business. Service, coupled with honesty and personal attention, is the almost certain Rx for successful management.

That's the consensus of half a dozen of the topflight operators who cover the Twin Cities territory with their machines. One could mention name after name of successful operators who have followed this policy.

But names are unimportant. Come into any community. Look over the operations. You can tell the money-making operators from the money-losing operators just by the way they talk.

Take the fellow who is always cussing out his competitor, telling you how unscrupulously he operates, how he takes advantage of every situation. The guy that's doing the cussing is the guy to watch. He maybe doesn't know it, but he's using the age-old gag: The best defense is an offense—so he takes to the offense in an offensive way.

### Watch the Busy Op

The operator who goes about his work minding his own business, seldom discussing his competitors or trying to cut them out, content to do his job in his own way, is the one to take after. He's too busy taking care of the needs of his locations to pay much attention to what the competition is doing. And, as a result, he's making money.

But this is supposed to be about the successful management of amusement machines.

"Treat your locations honestly and fairly," said one operator, "and word

gets around fast. You'll have plenty of locations."

His argument was that if you deal honestly with, say, a restaurateur and he makes money on your amusement machines, pretty soon he tells another man in the same business; then another, and another and still another. Before you know it, that one restaurant proprietor with whom you've been fair and aboveboard has sent you quite a few new locations, whether you know it or not.

"You don't get anywhere by trying to cut another operator out of some apparently lucrative-looking location," said Operator No. 2. Maybe the location will be dazzled by the promise of more profits, but all machines are practically alike. They get so much play, seldom any more. Cut-throating isn't the answer.

But service, that's the big thing.

### Nothing Else To Sell

"You've got nothing else to sell," said a third operator. "Service is your big item and your business stands or falls on it."

Of course the war emergency has necessitated a cut-down in the number of service calls an operator may make, due to the gasoline and tire rationing. But if an operator caters to every need of his location, he's money ahead. First, and foremost, while the operator



owns the machine, it's the location that offers its ware to the public. The location man knows what his patrons like and dislike.

"I consult my locations on the type of machines to put in," said the operator. "After all, he is vitally interested in that machine. He wants to know: 'Will this make money for me or won't it?' He knows what his customers are like. Who, then, better than him for advice on what to put into his store?"

"I've seen coin machine routes go to pot because the service wasn't up to the par," said another coinman. "The operator who pays attention to his machines, who treats them as important investments from which he receives an income, is the operator who

makes money in this business. The others rarely do."

### And Personality Counts

Yet, while service is the all-important thing in this business, it must be coupled with personality. The serviceman who makes the rounds examining the machines, keeping them in operation, must be more than a mere mechanic or collector. He must be a friendly sort of a fellow whom the location man can like.

"Give me a well-poised serviceman with a knowledge of what he's doing," said one operator, "and I can lick the world. Competition wouldn't frighten me. I'd be sitting pretty."

And he undoubtedly would.

## 4th Term OK'd in Philly; Rodstein Ends Controversy

PHILADELPHIA, Feb. 19.—Bill Rodstein, vet pinball and arcade operator, has beat the gun on the "fourth term" controversy and was re-elected last week for a fourth term as president of the Amusement Machine Association of Philadelphia, representing the pinball operators.

At the annual election meeting other officers included Sam Stern, vice-president; Jack Brandt, secretary; Albert H. Cohan, financial secretary; Robert Stein, treasurer, and Joe Silverman, continuing as business manager. The board of directors include Lou Sussman, Sam Klein, Si Glickman, Sam Pinkowitz, David Rosen and Eddie Richter.

Rodstein and the other officers were elected by an overwhelming majority, less than 10 per cent short of a unanimous vote.

Business Manager Silverman paid high tribute to the membership for their support to the administration. And in his report showed the remarkable progress made by the association since its reorganization less than a year ago. Starting up again with about 70 members, the association now has a paid membership roll of 111 operators.

### Bonds to Servicemen

Silverman also gave due credit to the members for their fine turnouts to the meetings all year, pointing out that attendance has been virtually 100 per cent at every meeting. The association meets every fortnight at the Majestic Hotel. The practice of awarding a War Bond at every meeting as a door prize will be continued this year, said Silverman. Also, the practice of giving a War Bond as a present to every member of the industry who leaves to enter the armed forces.

He also added up the impressive totals in the fine showing made by the association in its participation in the War Bond and charity drives, as well as in the association's own "Smokes for Yanks" campaign, during which thousands of cigarettes were sent to the fighting men overseas with the compliments of the association. He revealed that many let-

ters of thanks have already been received from soldiers and sailors in all parts of the globe in appreciation of the thoughtfulness of the industry in providing them with free cigarettes.

Silverman also announced that the practice of holding an annual banquet, which had been discontinued for the duration, will not be revived this year. Instead, the association will point to its "victory banquet" after the war has been won.

## Detroit

DETROIT, Feb. 19.—Sol Boesky, proprietor of the Banner Novelty Company, operators and jobbers, is leaving with his family about the end of February for a month's vacation in Florida.

Al Hunter, of the J. & J. Novelty Company, has been the victim of a severe cold for the past week.

Eddie Clemons, of Modern Music Company, reports he's working 18 to 20 hours a day due to the rush of business and the serious help shortage facing local operators.

Aaron Lipin, manager of the record department at Allied Music & Sales Company, is up for his medical examination for the army this week. The company is extending its retail operations with a novelty sideline of picture frames and snapshot albums.

Max Marston, of the Brilliant Music Company, spent the past week in Toledo on business.

Charles J. Ziegler, operator of the Ziegler Music Company in the suburb of Ferndale, is convalescing, after serious illness, at Henry Ford Hospital, Detroit.

M. K. Harner, Panoram operator, provided some of his patrons with an added kick this week when he was on a service call. Busily engaged in pushing the machine around to get it in the right spot and change position, the watching audience and Harner himself were startled when the machine started off with the reel titled *Move It Over*, singularly apropos of his own exertions.

## AMERICAN FOLK TUNES

(Continued from page 83)

(Decca), on machines," writes Chocepek. "I believe it is taking in more nickels than *Pistol Packin' Mama*. Everyone says it's a beautiful number. Won't you please mention it in your column so that some other operators may try it and Mr. Davis may get credit for a wonderful number? I am also getting a heavy play on Dick Robertson's *I Walk Alone* (Decca)."

### Location Comment

Little change in juke box preference is noted in the week's listings from ops. Reports on PPM continue to vary, some cities saying it's washed up, others that the number is still in demand but slowing up. No new leaders on the horizon. In Baltimore four stand-bys are receiving calls—PPM, *No Letter Today*, *Born To Lose* and *Rosalita*. PPM slowing up.

Bridgeport, Conn.: *I Think of You* (Roy Rogers) and *I Sold My Saddle for an Old Guitar* leading the field. *San Antonio Rose* (Bob Wills) making a comeback.

Dallas: *Try Me One More Time* (Ernest Tubb) is top hillbilly this week.

Des Moines: *Red Letter* appears to be making a comeback, with *Rosalita* still good in some spots.

### Tulsa Likes "Mairzy Doats"

Tulsa: All ops here report most calls for *Mairzy Doats*, which they label "crazy, but one of those things." However, record has not yet been released here. Indication is it will be top tune for a brief time, then click out quick in these parts, where hillbilly music still holds consistently strong. All records by Ernest Tubb, Roy Acuff and Bob Wills retain great popularity here. *Honey, I'm Still In Love With You* (Louise Massey) getting some play.

Erle, Pa.: *Mexicali Rose* going very good in spots.

Fort Worth: Hillbilly music getting steady play. *No Letter Today* (Ted Daffan) and PPM (Dexter) continue favorites.

Minneapolis: Leaders are PPM, both Crosby-Andrews and Al Dexter; *Prodigal Son* (Roy Acuff), *Rosalita* (Al Dexter) and *They Took the Stars Out of Heaven* (Floyd Tillman).

Acuff, Autry Getting Play  
Omaha: Al Dexter's PPM variously re-

ported as good and dying out. *When My Blue Moon Turns To Gold*, Wylie Walker and Gene Autry, going good. *They Took the Stars Out of Heaven* (Floyd Tillman) getting some play.

Richmond, Va.: Acuff's *Prodigal Son* and *Not a Word From Home* still going strong due to personal appearance at a Richmond theater and release of his latest movie at another. PPM has vanished, as have *Rosalita* and *No Letter Today*.

Salt Lake City: PPM just about washed out. *Rosalita* leader for ops 2 and 3. Ted Daffan's *Okeh* recording of *Born To Lose* tops for op 1. *They Took the Stars Out of Heaven* a solid second all around. Some play still going to Gene Autry's *I'm Thinking Tonight of My Blue Eyes*.

San Francisco: PPM, both Dexter and Crosby-Andrews, still going strong.

Spokane: PPM (Dexter) going strong, according to two ops. Dexter also still hanging on strong with *No Letter Today*. Autry's *I Hung My Head and Cried* and *You'll Be Sorry in Demand*. Roy Acuff getting a good play with *Be Honest With Me*, *My Mountain Home Sweet Home* and *Wabash Cannon Ball*.

## "Snuffy" Panics Pinball Players

SPOKANE, Feb. 19.—Snuffy, a feline pinball machine addict, is receiving almost as much publicity as a pin-up girl.

Local papers recently printed his picture atop his favorite machine, under the caption, "Snuffy Panics Pinball Customers." Under the picture was this copy: "Snuffy is a pinball addict at a downtown lunchroom and entertains the customers by the hour with his kittenish antics as he chases the elusive ball shooting along its trough and rolling on its unpredictable course among the pegs and holes. He usually becomes so fatigued by pinball chasing that he lays off about noon for a four-hour siesta, from which neither mouse nor milk will rouse him."

# NEWS OF PRIORITIES and MATERIALS

## Developments of the Week in All Industries

**SYNTHETIC RUBBER PRODUCTION.**—Synthetic rubber production hit a new high in January, when a total of 50,000 tons was produced, altho output is still running behind original estimates. During 1943 the production rate was about 33,000 tons a month, crawling up fairly steadily thruout the year.

The Office of Rubber Director, in announcing the January production, warned civilian drivers, however, to take care of their passenger car tires. It was pointed out that the military and essential civilian truck and bus requirements will, for many months, eat up the monthly increase that will gradually bring production for the second half of the year up to 75,000 tons per month.

ORD promised last year that 30,000,000 passenger car tires would be available for civilians in 1944. Because the synthetic program has been lagging, this goal is now considered impossible of attainment. One estimate puts the total at about 4,000,000 tires under the announced goal.

**NO GAS RATION CUT—YET!** Both OPA and the Petroleum Administration for war have made it plain that they foresee no necessity for trimming gasoline rations in the current quarter. Spokesmen for the Petroleum Administration said that despite an "extremely tight" supply situation, particularly on the East Coast, the country's motorists are driving within quotas. There is no present indication, they added, that quotas will have to be reduced.

The agencies emphasized that unforeseen military developments always can change the picture, but they said the planned requirements of the armed forces could be met out of supplies on hand and anticipated.

It was indicated, however, that cuts probably will be necessary in some parts of the country, with the start of the second quarter in April. Officials expect that West Coast allocations will be the first trimmed to help expanding military operations in the Pacific.

**COPPER CURBS.**—Because of the manpower bottleneck, supplies and requirements for copper are in such close balance that it will be impossible to relax copper restrictions at this time, the War Production Board has disclosed.

Altho the WPB conservation division last week moved copper from group 1 to group 2 of its material substitutions and supply list, and referred to "the easing of copper," officials of the copper division said that there was no material easing of the situation and that the requirements-supply balance is based on maximum and uninterrupted production in the mines, in the refineries and in the brass and wire mills.

**TOUGH LACQUER.**—A better finish for home, office and school furniture, much tougher than present varnishes or lacquers, is promised after the war by the du Pont laboratories. The new so-called "penetrating primer," by affording improved "anchorage," permits the use of higher scratch-resistant finish lacquers. Such super-tough lacquers have long been available, but were impractical because a sufficiently strong

adhesive bond with a wood surface could not be obtained.

**TIN SUPPLY.**—WPB has warned that American industry will have to go easy on the use of tin for several years after the war.

The tin supply is critical, it was said, and will remain tight until after the end of the war, and none of it will be available for civilian use in 1944 except in essential lines like food cans.

The Japanese seized America's main tin source with the capture of British Malaya and the Dutch East Indies, and WPB pointed out that it will be two to four years after the recapture of these places before we can expect normal pre-war supplies of tin from there again. The British and Dutch destroyed their machinery before clearing out ahead of the Japs and it will take time to restore that and get production going, WPB warned.

**PULPWOOD.**—Mill receipts of domestic pulpwood last year exceeded slightly WPB's minimum goal of 13,000,000 tons, but must be sharply increased this year to meet increased military and essential civilian industry requirements. Authority for this statement is the war activities committee of the Pulpwood Consuming Industries.

Shortly before this announcement Representative Schafer, of Michigan, said pulpwood is now more important to the United States than gold and suggested that the government's gold policy toward Canada be changed as a solution to the newsprint shortage problem.

**MACHINE TOOLS.**—Advance planning to insure full utilization of machine tools and production facilities as war needs change or relax has been recommended by the machine tools labor advisory committee.

Three main problems which the machine tools industry will have to face during and after the war, committee members said, are: (1) The disposition of surplus machine tools owned by private individuals and the government; (2) conversion to other work by the machine tools industry when adjustments in current military requirements occur; (3) advance planning for eventual conversion to civilian production when and as military production can be lessened.

As the first step in the approach to these problems, the committee has recommended that a preliminary study be undertaken by the Office of Labor Production and the Office of Man-Power Requirements.

Statistics to be gathered, spokesmen for the committee explained, will be with reference to: (1) reduction in employment in machine tool plants; (2) extent to which laid-off labor has been re-employed with conversion to still needed tools or other requirements to which the plants may be adapted; (3) possibilities of reconversion in plants in which production has been reduced or cut off and no reconversion has taken place.

(4) Types of production to which plants would be suitable aside from that to which the plant has been devoted

during the war; (5) what has become of laid-off man power which has not been able to find re-employment thru reconversion; (6) to what extent are there surplus tools in plants which both make and use machine tools; (7) to what type of civilian production would machine tool plants be convertible or adaptable when extensive civilian production can be resumed?

This may have an important bearing on the future of the amusement machine business. The chief problem of the industry will be to prevent overcrowding of gaming devices in the post-war period.

### Future Is Promising

The future of amusement machines is more promising than ever. It is certain that the public will want its games again and that the millions from the armed services will be more avid fans than ever. Manufacturing plants have made a good record during the war and will be in better shape to turn out better machines than ever before.

The big success of arcades during the war has established this type of entertainment as having a permanent future. It also shows that the public will patronize all types of amusement machines when they can find them.

There is not a single factor that can be considered permanently unfavorable to the amusement machines industry, unless it be the over-present threat of too high taxes. A big factor in the future of amusement machines will be the recovery of retail establishments. Many retail stores were hard hit by the war, and their proprietors closed up. The American public favors retail establishments, and the trade can expect that these retail locations will open up again in greater numbers than ever after the war. This assures a greater number of locations than ever for all types of amusement machines.

## GUARDING THE FUTURE

(Continued from page 91)

The problem of the industry then will be to have model bills ready to use as the best examples of State licenses already in existence and to be prepared to fight excessive taxation. Only in making such plans can the industry protect its future against high taxes.

It should be kept in mind that the amusement machine business can be so heavily taxed that it becomes unprofitable. Now is the time for the industry to prepare for 1945.

An interesting fact concerning war-time trends has been the great increase in the operation of payout games. The existence of the federal tax on gaming devices made this possible. Here is another instance in which the federal tax reflected credit on gaming devices because the contribution of \$100 in federal revenue per year from each gaming machine impressed the average taxpayer favorably. That this credit will make the future more favorable for gaming devices seems a certainty.

# SPECIAL

## ON CIGARETTE BOARDS

1000 Hole 1c, 2c, 5c Boards at 75c Each  
THIS OFFER GOOD ONLY UNTIL MARCH 20th

75c

each

★ ★ ★ ★



75c

each

★ ★ ★ ★

### RED, WHITE & BLUE TICKETS

When sold at 5c a ticket definite profit \$36.00; when sold at 10c a ticket definite profit \$72.00.

2160 R., W. & B. Tickets—Break-Tab Card Board... \$1.50 Each  
 2160 R., W. & B. Tickets—Stitched Single ..... 1.75 Each  
 2160 R., W. & B. Tickets—Stitched 5 in One..... 1.75 Each  
 2160 R., W. & B. Tickets—Stitched Single and Sewed Five Together.... 2.00 Each

Above quoted prices are for gross lots. In dozen lots 25c extra each for each deal.

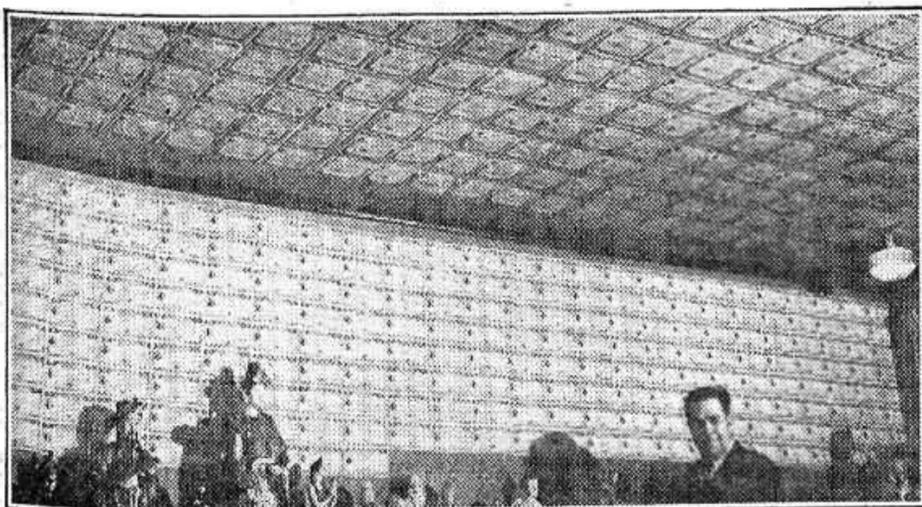
120 Tip Tickets—Break Tab and Seal Card... \$14.50 Per Gross  
 Saleboards of Every Description—Priced Right

25% Deposit Required With Each Order, Balance C. O. D.

WRITE FOR 1944 CATALOGUE

## MIDWEST NOVELTY CO.

6409 N. Bell Ave. Chicago 45, Ill.



INTERIOR DECORATING IS HOBBY of Benj. Sterling Jr., Moosic, Pa., coin machine distributor, shown in his office which is papered with war bonds.

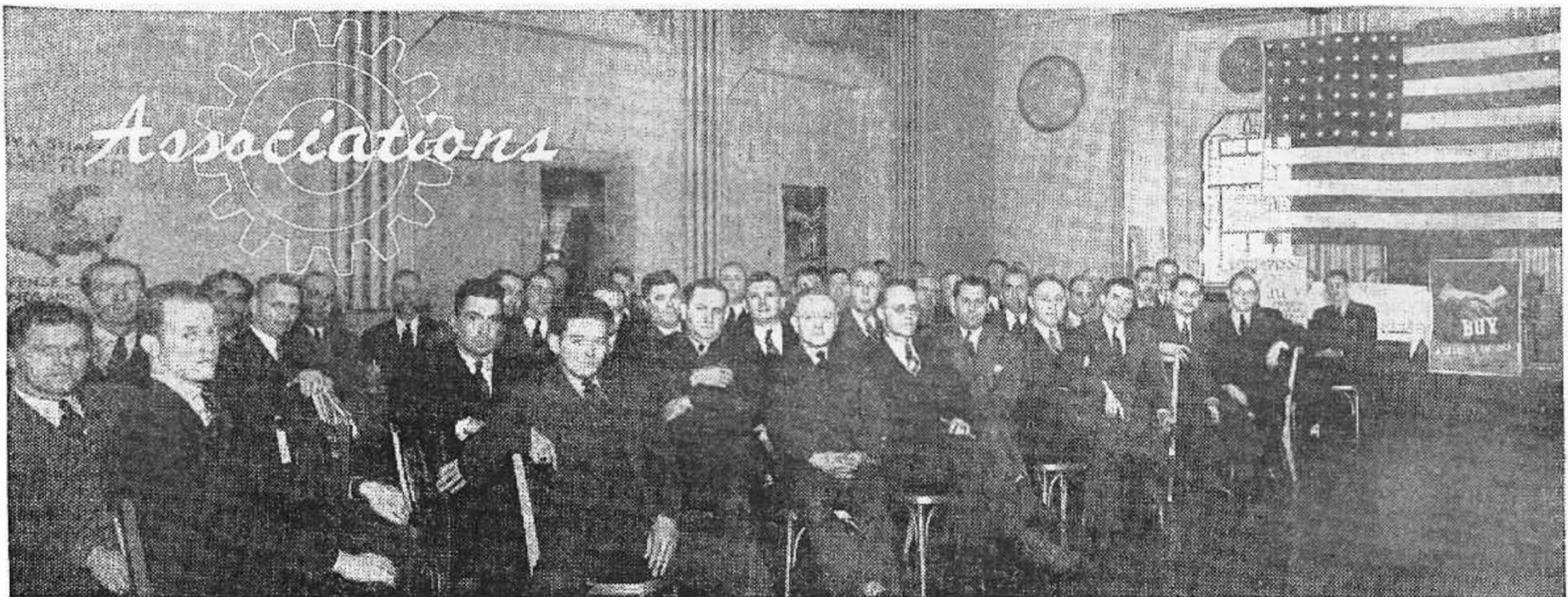
# FOR SALE

3 Rockola Monarchs with Buckley Adapters ..... \$175.00	3 Longacres ..... \$25.00	5 West'n B.B. DeL. \$135.00
15 Buckley Wall Boxes, Old Style ..... 7.50	1 Fairmount ..... 75.00	1 Gottlieb 5 & 10 (New) ..... 145.00
17 Buckley Wall Boxes, New Style ..... 17.50	3 Record Time .... 165.00	1 Mills 1-2-3, F.P. . 45.00
	2 Rapid Fires ..... 225.00	3 Bally Ray's Track 95.00
	3 A.B.T. Targets .. 22.50	2 Sport Kings .... 375.00
	1 Hawthorne ..... 65.00	3 Sport Pages .... 65.00

Terms: 1/3 Deposit With Order, Balance C. O. D.

## CENTRAL VENDING CO.

310 S. 24TH STREET OMAHA, NEB.



## Increase in Patriotic Work Noted Among Associations But Organization Less Necessary Due to Decrease in Unfavorable Legislation and Operator Competition

**T**HE work of trade associations in the coin machine industry has shown a general decline during the war. This holds true particularly as to the number of associations, and also there has been a decrease in the work of many of the most active associations that still continue to function.

The annual association survey made by The Billboard in January of this year brought only about a dozen reports. This may be taken as a good indication of the number of the most active groups now functioning as trade associations. A much larger list of organizations still exists on paper, and the list of those associations may be had upon application. In many cases an officer of the association, when it was active, will receive communications and can speak for the organizations.

Before the war there were strong forces that led to the formation of city and State organizations in the trade. As the industry grew, its legal and tax problems were increased, and most of the organizations formed were largely for the purpose of combating unfavorable legislation or high taxes. A second force that led to the formation of trade groups was that of increasing competition. This competition among operators was considered the source of many trade evils, and organizations were formed to set up standards of fair trade practice. In many States these organizations were able to accomplish much in the way of breaking down competitive evils. The war years brought a decided decrease in unfavorable legislation, and there has also been a slackening of high tax bills on most types of machines.

### Fewer Laws Passed

Altho 1943 was a legislative year, the number of coin machine proposals introduced in the State legislatures were considerably lower than the number in previous years. Because the war has reduced operating personnel about half, competition has almost disappeared. So with the decline in unfavorable legislation and the disappearance of competition, there is much less call for trade organizations.

Leaders in the trade felt when the war began that associations should adopt patriotic programs and continue to operate actively, however, to win good will for the industry. This is a worthy ideal, but there was no national leadership to develop such a program. Many of the local organizations have accomplished wonderful records in patriotic work and have co-operated with other local organizations to promote the sale of War Bonds and many other objectives that help to win the war. For a time

it seemed that local associations would have important work to do in assisting members on the gas rationing problem, but this work soon began to decline and is not now considered important.

### Write-a-Letter Campaign

Early in 1944, a national coin machine association was incorporated in Illinois for the purpose of fostering a program of placing posters all over the country to encourage the writing of letters to men in the services. This was a very worthy ideal, but the ultimate success of the movement could not be predicted at this time.

Each year The Billboard invites association workers to make a written report of the work or the plans of their organizations since such reports prove helpful to other association workers. The following reports were submitted this year for publication:

### Washington

The following report was submitted by Horace Biederman, secretary-treasurer of the Washington Coin Machine Association:

"A number of our members and fellow coinmen are in the armed service and in defense plants in this area which cuts activity down, but the trade as a whole is conducting its business as usual.

"One thing we hope, since our members are of the amusement games group, is that the manufacturers will in the post-war period keep a medium-cost game on the market with an incentive to keep the public interested. We gladly hail the sections of the country that are keeping free play games in the amusement group and urge that manufacturers, associations and the larger distributors will continue to support that policy.

"Thanks to The Billboard whose pages support this fine work, and may the coin machine industry grow bigger and better in the future, as we all know the public accepts and likes coin-operated venders, games and music."

### New Jersey

James V. Cherry, managing director of the Cigarette Merchandisers' Association of New Jersey, sent the following report:

"The vending machine industry, which lived thru its childhood during the depression, is now passing its adolescence in a war boom and will have arrived at full maturity by the time the present crisis is over.

"We must admit that no matter what inconveniences we have suffered, the industry as a whole has kept its equilibrium. Before the

war, if anyone had mentioned the regulations and other restrictions to which we have been subjected, the normal thing to say would be, 'I'd rather go out of business.' It seems that no matter how many of the country's industrialists may actually feel that way, very few ever do go out of business or sell out.

"The trade associations of coin machine interests, whether made up of operator groups or manufacturing groups, were like most other things when first conceived—imperfect instruments meant to achieve certain results. And somehow, by God and by guesswork, by real efforts on the part of members and their paid staffs, by a thousand different stratagems, sometimes by prayer—or so we thought—results were forthcoming. In a number of cases associations did not justify their existence and finally went down in defeat. For an association, even more than material or tangible products, must prove its real worth.

### Post-War Groups Seen

"I believe that new groups will spring up as we come closer to the post-war era; that these organizations will far outstrip the poor tools we have been using up to the present, and that many of these associations should begin to organize, make plans and be ready for action when the time is ripe. Unless we work ahead, we shall find that things will move too fast for us; machines, newly designed, completely new types of equipment for vending, amusement or other purposes will flood the market when we are totally unprepared to absorb them, and the result will be chaos.

"There is no question that the influx of new blood and equipment will be beneficial to the industry, as it always is, in the long run. There can be no progress without new blood or new products. However, there can be a great deal of annoyance, to put it mildly, in the manner in which it is introduced.

"It is the business of the association to promote ethical conduct on the part of the industry, regardless of whether a man is a member of that association or not. The automobile industry is a good example of an industry where all manufacturers are not necessarily members of the association, but pull their weight in the boat, nonetheless. One of the members of the automobile manufacturers once said to me that the reason why they were so successful as an association was that the men in the industry were big men in the broadest sense of the word. Such men could only look at a problem with the broad vision required for the greatest good.

"This may be the green arrow for both the manufacturers and operators to follow in the future. We have learned during this war that a location or a sale is not a matter of life and death; that without man power to deliver or service, without the gasoline, without the product or equipment, there is no business. Each individual unit, human or otherwise, plays its

# ASSOCIATION WORK IN WARTIME

ultimate share in the transaction. Have we learned for keeps?"

**Philadelphia**

The brief letter below is from G. L. Cade of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey:

"Practically all activities of this association are reported to the coin machine department of *The Billboard* regularly thruout the year. We feel that these regular reports are sufficient coverage."

**Cleveland**

Peter Lukich, president of the Phonograph Merchants' Association in Cleveland, submitted the following report:

"Our association has maintained its usual course of progress; the relationships among our members are very cordial—we have no difficulties of any kind. I suppose it is because our members are deriving all the benefits an association of our kind has to offer. Our efforts have been directed toward giving the best there is to be had to our customers and the public.

"We have again this year played a considerable part in civic and patriotic affairs. We have given the Stage Door Canteen here our moral support with representation on their board of trustees, as well as financial support. The past New Year's Eve we gave an entertainment and dance for the benefit of the Crile General Hospital, which is a new government hospital for disabled soldiers. Profits from the dance amounting to \$1,200 were used to purchase a complete record library for the hospital. We provided phonographs for the Teen-Age Clubs of the city of Cleveland, and provided the servicing of those machines. The various recreation centers for the boys in service have also been provided with phonographs by our association. We have given financial aid to the March of Dimes, the Red Cross, etc.

"In regard to the future of associations such as ours, may I frankly state that we in Cleveland, knowing the values and benefits of the association, could not imagine how operators in the industry ever think of staying in business in the manner they have been up to now without an association—especially today with problems becoming more and more difficult.

"We are of the opinion that unless operators organize, first locally and then nationally, their problems will be much greater and very much harder to solve. It is well to remember that in unity lies strength."

The following list shows the associations that reported in the recent survey of trade groups in the industry. This list may be considered as an index to the most active groups in the trade at the present time. As previously mentioned, a full list of trade associations in the industry may be obtained at any time by writing *The Billboard*.

**Reporting Groups**

Amusement Machine Operators' Association, Inc., 1333 W. Burling St., Milwaukee. President, James Stecher, 1441 N. 52nd Street, Milwaukee; Secretary, R. H. Rischman, 1333 W. Burling St., Milwaukee; Executive Board, James Stecher, Joe Beck, Michael Chesnick, Wm. Carstens, Sanford Hastings and R. H. Rischman. Meeting first Monday in each month. Number of members, 22.

Automatic Cigarette Venders Ass'n. of Eastern Pennsylvania, 1203 Market Street, National Bank Building, Philadelphia (7). President, P. J. Bonoa, care Delaware County Tobacco Co., 310 Edgmont Avenue, Chester, Pa.; secretary, Norman H. Fuhrman, 1203 Market Street, National Bank Building, Philadelphia (7). Meeting third Tuesday of each month. Number of members, 25.

Automatic Merchandisers Ass'n., The, 816 West 36th Street, Minneapolis. President, James H. Gavett, 4444 Stevens Ave., South, Minneapolis; secretary, E. T. Barron, 816 W. 36th Street, Minneapolis; Executive Board, James H. Gavett, E. T. Barron, Earl Grout, D. K. Carter, H. A. Jensen. Meeting first

Monday of each month. Number of members, 35.

Central New York Skill Games Association, 26 Bank Place, Utica, N. Y. President, Charles N. Gorman, 85 Genesee Street, Utica; William P. Donlon, 26 Bank Place, Utica. Meetings at call of president. Number of members, 10-12.

Iowa Merchandise Operators' Association, 3017 47th Street, Des Moines. President, Clyde H. Robinson, 11th and Center Streets; secretary, Mrs. Robert W. Merriam, 3017 47th Street, Des Moines. Meetings at call of president. Number of members, 25.

National Automatic Merchandising Association, 120 S. LaSalle Street, Chicago (3). President, Nathaniel Leverone; secretary, C. S. Darling; Executive Board, Nathaniel Leverone, R. Z. Greene, W. G. Fitzgerald, L. D. Chamber, Paul W. Kimball, F. S. Mason, E. V. Morava.

New Orleans Coin Machine Operators' Association, 822 Poydras Street, New Orleans. President, Julius Pace, 912 Poydras Street; secretary, Julius H. Peres, 922 Poydras Street, New Orleans. Executive board, J. Pace, J. H. Peres, F. Allos. Meeting 1st of each month. Number of members, 58.

North Carolina Automatic Music Association, 215 E. 5th Street, Greenville, N. C. President, L. B. McCormick, 215-219 E. 5th St.; secretary, Hilda C. Rowlett, care McCormick Music Co., 215 E. 5th Street, Greenville. Executive board, L. F. Cox, J. M. Nombie, A. R. Kiser, L. M. McCormick. Meeting first Monday of each month. Number of members, 41.

Phonograph Merchants' Association, 5005 Euclid Ave., Cleveland. President, Peter Lukich, 10707 Clifton Blvd.; secretary, Leo J. Dixon, 4608 Prospect Street, Cleveland. Executive board: Geo. DeFrieze, H. Lief, R. Pinn, S. Levine, J. Cohen, H. Silverstein, G. Weber. Meeting first Thursday of each month. Number of members, 65.

Phonograph Operators' Association of Eastern Pennsylvania and New Jersey, 619 Schaff Bldg., 1505 Race Street, Philadelphia (2). President, Raymond C. Bernhardt, 635 N. 65th Street, Philadelphia (31); secretary, Herbert Sheward, 727 Windermere Avenue, Drexel Park Gardens, Drexel Park, Pa. Executive board: Harold Reese, Louis Sussman, Meyer Cowan, Phil Frank, Ben Fireman, Charles Young, Harry Stern, Leo Spector. Meeting twice a month. Number of members, 63.

Phonograph Owners' Association, 621 First National Bank Building, East St. Louis, Ill. President, R. H. Schneider, 621 First National Bank Building; secretary, Jean L. Clover, 621 First National Bank Building. Executive board: R. H. Schneider, Roy Kaesberg, E. O. Lurtz, Tom Heferman, Wm. Offermann, M. Kapilla, E. S. McKelvey, M. Lengyel. Meeting fourth Monday of each month. Number of members, 22.

United Venders, 161 W. Wisconsin Avenue, Milwaukee (3). President, Michael Klein, 161 W. Wisconsin Avenue; secretary, Wm. M. Holmes, Route 1, Box 191-B, Menomonee Falls, Wisconsin. Executive board: Ralph Turrell, Wm. Holmes, Herman Timm, Jos. Kirst, Herb. A. Geiger. Meeting second Wednesday of each month. Number of members, 18.

Washington Coin Machine Association, 1356 Rittenhouse Street, N. W., Washington. President, George G. Price, Clifton Park, Silver Springs, Maryland; secretary, Horace Biederman, 1356 Rittenhouse Street, N. W. Executive board: George Price, H. Biederman, Evan Griffith. Meetings only when called. Number of members, 12.

Cigarette Merchandisers' Association of Massachusetts, 80 Federal Street, Room 612, Boston (10). President, Frank Fendel, 266 Bonad Road, Brookline, Mass.; secretary, Harry Spierer, 56 Harvest Street, Lynn, Mass. Executive board: W. Burns, C. Kingsley, L. Risman, P. Latour, A. Coulter, A. Sharenow, S. Goran, C. Murphy, C. Knight. No regularly scheduled meetings for the duration. Number of members, 22.

**Experts Say Youth Clubs Not a Delinquency "Cure"**

WASHINGTON, Feb. 19.—Too many communities are putting too much faith in juke boxes and dance floors as a cure for child delinquency, public welfare conferees meeting at the Children's Bureau have decided.

Asserting that teen-age centers are fine as far as they went, speakers said

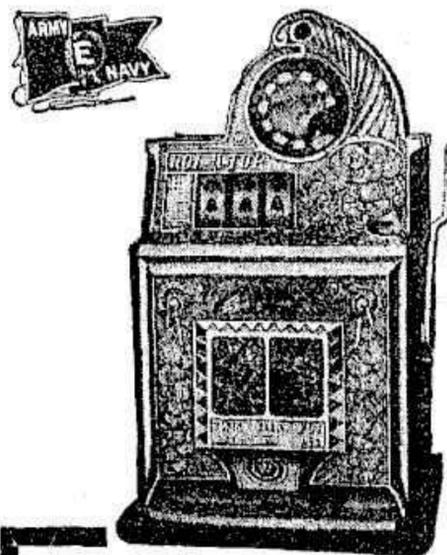
**"Sell-Out" Assured at Philly Music Banquet**

PHILADELPHIA, Feb. 19.—A sell-out has been assured for the sixth annual banquet of the Music Machine Association of Philadelphia this coming Sunday night (20) at the Club Ball, it was announced by Jack Cade, business manager of the music operators' association. Advance reservations, particularly from other near-by cities, has been greater than ever, and all available tickets were entirely sold out last week.

Already, it has been necessary to have the management of the Club Ball make room for additional tables in order to provide for late reservations. Attendance will be well over 400, and all additional requests for reservations are being held up until the management of the Club Ball can assure there will be room for the additional tables. As in former years, the actual program is a "military secret" until the affair actually gets under way.

that communities which depended entirely on them would find themselves left with many delinquents. Only a broad attack on the causes of delinquency will be effective, it was said.

Katherine F. Lenroot, chief of the bureau, said the situation called for "co-ordinated action by all State and local agencies to make the best possible use of existing agencies and to develop new resources when needed."



**WE CAN REBUILD YOUR OLD MACHINES AND MAKE THEM LOOK LIKE NEW**

Get your machines rebuilt now and have them ready for your big season.

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Est. 1889—Tel.: COLumbus 2770.  
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**A-1 MERCHANDISE—CLEAN and READY!**

**SLOTS AND CONSOLES**

Buckley Track Odds	\$350.00
Jungle Camp Free Play, Cash Payout	89.50
Bally Rollem (Like New)	149.50
Mills 1-2-3, Free Play	45.00
Mills 1-2-3, Free Play (New Style)	100.00
Victorious, Brand New Revamp	150.00
Mills Double Safe	59.50
Brand New Evans Dominos, J.P., Latest Model	Write

**Slot Machines—Mills, Jennings, Watling**  
Tell us your requirements

**MUSIC AND ACCESSORIES**

5 Conductor Wire Special, Per Hundred Feet	\$ 12.00
New Converted Seeburg in 8200 Cabinet	425.00
Seeburg Wireless Boxes	32.50
Brand New Wurlitzer Model 430 Speaker With 5-10-25c Box	149.50
Buckley Illuminated Boxes	15.00
Wurlitzer 120 Boxes	32.50
Brand New Wurlitzer Model 125, 5-10-25 Boxes	59.50
Brand New Steppers Wurlitzer	35.00
Brand New Seeburg Steppers	59.50
Brand New Seeburg Speakorgans (Wired)	39.50
Like New Seeburg Speakorgans (Wireless)	44.50
Buckley Box Brackets	1.00
DuGrenier Cigarette Machines	85.00

**TUBES**

2A3 ... \$1.85	5Y4 ... \$ .75	6F6 ... \$1.20	6SQ7 ... \$1.10	25Z6 ... \$1.50
2A4G ... 4.10	5Z3 ... 1.60	6F8 ... 1.20	6SR7 ... 1.00	41 ... .80
2A5 ... 1.10	6A6 ... 1.60	6H6 ... 1.10	6V6 ... 1.30	42 ... .80
24A ... .80	6AB ... 1.85	6J5 ... 1.10	6X5 ... 1.00	45 ... 1.20
5U4G ... .90	6BB ... 1.85	6K7 ... 1.10	7H7 ... 2.00	76 ... .90
5V4G ... 1.55	6C6 ... 1.00	6L6 ... 2.85	12J7 ... 1.10	80 ... .90
5Y3 ... .90	6J7 ... 1.85	6N7 ... 2.00	12Q7 ... 1.00	2081 ... 2.50
		6R7 ... 1.10	128F5 ... 1.10	

**SUPPLIERS CERTIFICATE**

I hereby certify that I am entitled to purchase the items specified on the accompanying purchase order under the provisions of limitation order L265 with the terms of which I am familiar.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Gum Lamps, Pre-War Quality, for Chicken Sams and Ray Guns, Each	\$ 1.25
7 1/2 Watt Lamps, 120 to Case, Per Case	10.00
Brand New 5c Coin Chutes for Games, Each	3.50

1/2 deposit, balance C. O. D., F. O. B. Elizabeth, N. J.

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PROPRIETORS: TOM BURKE AND DAVE STERN

**ANOTHER WEEK NEARER VICTORY!**

... — HELP BRING IT CLOSER—BUY MORE WAR BONDS

*Wm Rabkin*

**INTERNATIONAL MUTOSCOPE CORPORATION**

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Manufacturers of Photomatic and Other Famous Coin Operated Equipment.  
44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK

**SALESMAN-FLOOR MANAGER**

With some knowledge of Office Routine; preferably with knowledge of Coin Machines. Steady position in Middle West, with good post-war prospects for right party. BOX 324, care Billboard, 390 Arcade Bldg., St. Louis 1, Mo.

# MARKET REPORTS

## Buffalo

### Ops Cheerful, Optimistic Despite Growing Problems

BUFFALO, Feb. 12.—Altho operators have had to face many obstacles in the past year and have had more than their share of difficulties and grief, the general outlook of the trade remains on the cheerful side and hardly anyone has gone out of business. The exceptions, of course, are those ops who are now in the armed services. While business during 1943 wasn't always up to par, the year as a whole shaped up far better than might have been anticipated, in view of the many shortages and handicaps experienced by the trade.

Financially ops are not complaining, altho one operator probably summed it up when he said that it costs much more to make each dollar than it had in preceding years. The general trend was toward consolidation of routes, and some ops cut down as much as 50 per cent due to gas and service help shortages and later the acute shortage of records. Since the older equipment was beginning to be in pretty bad shape and service parts scarce and sometimes almost unavailable, operators generally found it best to pull in the oldest machines and drop the more outlying locations and those paying the least dividends in weekly collections. Thus ops are doing okay despite smaller routes and decreased number of machines.

#### Retire Many Pin Games

There has been an increasing emphasis on music operation in the past year; this trend actually began already in 1942 when pin games experienced some opposition from a legal angle and also some adverse publicity on occasion. With a city tax on pin games, plus the federal tax, ops no longer found it very profitable to hang on to any but the choicest pinball machine locations. By now, of course, machines are on the way toward rapid deterioration, and with no new equipment available 'til after the war, the existing spots will doubtless dwindle even more in 1944. One operator estimated roughly that at least 25 per cent of all pinball locations have been dropped in 1943. The same operator estimated that music locations have been cut down about 15 to 20 per cent in the city itself. Some of this was due to locations going out of business, too; taverns in particular were in some instances badly hit by liquor and beer shortages; lack of proper help, high taxes and license costs, and thus some closed up for the duration. Some such enterprises were also closed because the owner was drafted or decided to work in a defense plant.

One large operator felt that many of the handicaps in operation were offset by the increased population due to big war plant activities hereabouts, which drew literally thousands of newcomers to the Queen City and brought in new spending money. Many plant workers are making really big money now and are bound to spend a goodly portion of it for entertainment outside of the home; particularly because the housing shortage

is quite bad. The draft of many married men and some fathers was being felt by ops, with a ratio of about three to one or even more between women and men seen out in public.

Vending machines were hard hit in the past year by a shortage of practically everything from gas, help, parts to supplies and vender merchandise. Venders in the war plants are going well, of course. There are still quite a few cigarette machines around town, but ops had difficulty on occasion getting all brands.

#### Record Situation Bad

The music machine situation is not too good at the moment. Collections took a drop in January, 1944, and were already beginning to show signs of that in late 1943. The great difficulty in obtaining records is doubtless the main factor for this. A bad hindrance to ops is the poor quality of records, coupled with the lack of quantity. Records wear out so much faster nowadays than ever before, and there are not enough to go around. This has also caused the cutting down on locations. Operators used to plan way ahead in former years and had elaborate record filing systems to help make operations efficient. Now, one op says, he can't even plan from week to week anymore. Decca records have been more plentiful since the Petrillo fight was settled. The other record firms can't be counted on at all.

Several operators mentioned that the Petrillo record ban had been in effect about 18 months, and had anyone prophesied a year and a half ago that under the ensuing conditions they'd be able to continue in business they'd have laughed and wouldn't have believed it possible. Yet all major firms are managing along somehow. One operator felt that the beginning of 1944 would be the right psychological and practical time to drop out, if an operator wanted to call it quits, because now most equipment has reached top money value and a peak in salability. However, all large music merchants are hoping to stay in business thru the war and hang on somehow while looking forward to better post-war conditions. Some men are already making their plans for the future, and some plans are being hatched in enterprising brains to make for a bigger and better coin machine industry after the war.

#### All Want To Win War

Both music machine and amusement games associations are still functioning here, altho not much new planning can possibly be done now. Some operators have purchased a few of the new rebuilt, reconditioned machines, which sell for a pretty big price, according to some men.

Parts for music machines are still available, but it's getting tougher all the time. Operators try to use parts from their old models which are no longer out on locations. The better class of ops managed the best in overcoming difficulties, and those in the country and small-town districts were hit the hardest.

Several ops have successfully employed women for servicing routes and handling minor repairs. One large op has three women for some time now and is well pleased. As one man aptly put it, "much depends on the women you hire, of

course;" he had no such good luck and managed to get a male helper after all.

General opinion is that increased supply of records would be a real "shot in the arm" for the music machine business. Most ops are quite patriotic, and some in particular stated that all they really care about is to see the war won regardless of how tough it is for them. Some of them have close relatives in the service.

## Baltimore

### Music, Arcades Lead; Good Vending Biz in War Plants

BALTIMORE, Feb. 12. — Spectacular gains in business were registered here under the stimulus of soaring war production, making 1943 a banner year in the city's history. Some businesses trebled their pre-war levels. The number of workers in manufacturing plants rose to a new peak, totaling more than a quarter of a million, whose weekly pay roll approximated \$13,000,000.

These unprecedented gains in volume of business and total revenue show why coinmen found 1943 an even better year than 1942. The tremendous weekly pay roll gave workers money to spend freely, and an appreciable amount found its way into the coffers of coinmen.

Altho many of the "best" coin machine players were inducted into the armed forces, their places were taken by war workers who came here in large numbers.

The influx of hillbillies left its mark on the music box receipts, and their influence was plainly shown in the recordings which proved to be most popular on juke boxes. Even conservative Baltimoreans took to this music in a big way, with collections reflecting this fact.

#### Polkas Popular

Juke box business was one of the highlights of the year, showing a decided improvement over 1942, which in turn was better than 1941. Surprising was the rising popularity of polkas, which operators attributed to the war successes of the Russians.

Arcades headed the parade in coin machine operation. Their popularity grew greatly during the year, with the opening of many new establishments. Climax of this growth was the opening in December of the city's ace of arcades from the standpoint of attractiveness, appointments and unusual features.

This new arcade features an all-glass front, including the doors, something unique in arcades here. The arcade also boasts the city's only voice-recording booth, stationary gun sights for gallery shooting, photomatic booths, soundies, etc. Altho it is the city's most attractively appointed arcade, another is much larger, having about three times as much equipment.

#### Price Ceilings

Price ceilings on used machines caused both distributors and operators great concern. While it was evident the trade was willing to co-operate with government regulations, the wisdom of some of the rulings was questioned.

During the ban on pleasure driving many operators began centralizing their operations, concentrating on the most remunerative locations. The growing shortage of mechanics and personnel to service locations contributed still further to this weeding-out process. Until more mechanics are available operators plan to continue only their best locations, since it seems their best bet under the trying conditions of wartime operation.

Cigarette vending machine operations maintained a high level, due in large part to war plants. Collections maintained a fine level, with some gains reported. The shortage of pennies has prevented operators from increasing their cigarette prices to 16 cents to offset the government levy enacted last year. Matches are no longer given free with cigarettes, however, but are sold two packages for a cent.

Cigarette rationing programs put into effect by manufacturers of leading brands did not seriously affect operations. By the end of the year the supply situation had improved.

#### Vending Priorities

Candy vending machine operation has been pretty hard hit, with the exception of machines in war plants and near-by army and navy centers, for which operators have been given priority ratings. Operations were greatly curtailed in

civilian locations, due to lack of candy.

Cake or cookie vending machines operations made noticeable gains during the year, due mainly to the lack of candy.

Gum vending has been virtually abandoned because of inability to get the chewy stuff. Most machines were either taken out of spots or left empty.

Soft-drink dispensing operations continued at a good level, with the total number of dispensing units in operation virtually the same as in 1942. The sugar situation was reflected in the supply of beverages. Some operators found it necessary to promote root beer and orange drinks, with some experiments in other flavors, when cola drinks were unobtainable.

Theater's reported marked improvement in soft-drink operations, with good indications of becoming year around spots instead of seasonable locations. Bowling alleys proved to be good spots for cold weather months.

Cup shortages affected to some extent bulk beverage dispensing operations.

## Spokane

SPOKANE, Feb. 19. — The United Amusement Company, pinball and juke box operators, was recently organized in Spokane. Joe Petrogalla, who owns a large block of the new organization, has been named manager and offices are at 425 Main. Petrogalla, who formerly had his own company, reports they are seeking additional equipment, particularly automatic pinball payouts, phonographs and parts.

Carl Shelton, veteran coin machine operator in Spokane, has been hospitalized for several weeks with cancer, and is reported to be in a very serious condition.

Playland Arcade is replacing several of its penny play amusement machines with nickel pinball and ray-gun equipment. The management reported negotiations for another downtown location and announced intention to continue operation of the present arcade.

## POP. RECORD REVIEWS

(Continued on page 89)

and mellow love ballads in the moderately slow tempo, equally effective for the *My Heart Tells Me* hit, the Kenny Frere's *Little Did I Know* and the lush *By the River of the Roses* lullaby. Not as effective is his song treatment for *Surrey With the Fringe on Top* from the Oklahoma stage smash, the spirit of the song lost by both singer and the Lavallo accompaniment.

Going great guns in the music boxes already, Phil Brito's excellent vocal rendition of "My Heart Tells Me" is a cinch to grab off a goodly measure of the phono play, particularly since record entries are limited to those of Glen Gray and Jan Garber. Also designed for a slot in the selectors are his "By the River of the Roses" and "Little Did I Know."

#### HILDEGARDE (Decca)

"Suddenly It's Spring"—FT; V. "Leave Us Face It"—FT; V.

The entrancing and enchanting Hildegarde makes the most of these two new ballads in her characteristic confidential manner of song selling. Moreover, the songs themselves command much attention. *Suddenly It's Spring* is a gorgeous love-in-bloom ballad penned by Jimmy Van Heusen and Johnny Burke for the new *Lady in the Dark* movie. A cinch to catch on in the big way that points to hit parade companionship. *Leave Us Face It* is the facetious and malapropial love ballad identified with radio's *Duffy's Tavern* and for which Hildegarde sings the Brooklyn brogue with as much fervor as one of her more fashionable continental chants. Hildegarde takes both ballads at a moderately slow tempo with the lush strings of Harry Sosnik's orchestra highlighting the melodic weave that make for the vocal background. She takes full liberty with the tempo for the opening verses, keeping in strict tempo for the choruses. Label copy for the *Leave Us Face It* spells platter showmanship in reading like a line out of Archie's radio script.

While the disk is not designed for the juke boxes, there is no reason why both of the sides shouldn't serve the operators well at the class and exclusive spots sporting a music machine.

### Shooting Gallery Operators!

### Arcade Owners! Concessionaires!

NOW ON DISPLAY AT THE OFFICES OF

## GEORGE PONSER CO.

A new and novel Complete Shooting Gallery, equipped with the most accurate, jam proof and fool proof rifle ever released!

It Packs "POWER WITHOUT POWDER!"

See it today!

AIR GUN SALES CO., 763 SOUTH 18th STREET, NEWARK, N. J.

**Information Corner**

**Seeks Favorable Decision On Legality of Pin Games**  
To the Editor:

I would appreciate your sending all the information that you have concerning a favorable decision on free-play marble games.  
SILAS REDD,  
Mississippi Vending Company.

Dear Mr. Redd:

We are enclosing copies of legal decisions which may be of help. Also, a list of legal citations which may be very useful to your attorney, because these citations were helpful in winning the free-play decision in California. The most useful free-play decision so far is the California decision. Your attorney should remember, also, that the federal law, which is an act of Congress, definitely classes free-play games as legal amusement games when no reward is paid. This is a very important fact, because it is an act of Congress.  
INFORMATION EDITOR.

**Expected Changes in MPR-429 May Affect Coin Machines**  
To the Editor:

Please rush today copy regulation MPR-429.  
INDIANA SIMPLEX DISTRIBUTING CO.

Gentlemen:

We are sending a clip sheet from *The Billboard* on MPR-429. We did not make copies of the official order for distribution since all regional offices of the OPA are supposed to have official copies for distribution in their territory, or they can get it for you quickly.

You can get copies of the order by calling at your OPA office in Indianapolis. If you cannot, we can get additional copies at the Chicago office for you.

Changes in MPR-429 are expected in the near future, which will affect the coin machine trade.

INFORMATION EDITOR.

**Charges "Black Market" in Newer Record Releases**  
To the Editor:

In reference to the recent shortage of records, we find that a nasty situation has arisen. For instance, if I'm willing to pay anywhere from 30 cents to 50 cents more for each record, I will be able to get the latest numbers released, and therefore curb competition.

I don't think this is fair, and therefore I will not submit to these black market doings. And, as a result, my business is suffering a great loss. I thought that *The Billboard* would be interested to know that such a condition exists, hoping that you will be able to do something about it. I feel that the manufacturers of records should look into this matter, as it is going to hurt them in the long run. I know that the manufacturers, themselves, aren't responsible.

You can be of further help to me and the surrounding territory if you could tell me or recommend a concern that would be willing to ship me records from the West Coast, or from any part of the country that manufactures records.

If there is such a company that you can recommend to me, I will immediately start to distribute records to the rest of the operators in this territory, at



JOSEPH BERKOWITZ, president and general manager of Universal Manufacturing Company, recently announced that firm continues to expand its production of jar deals and novelty items.

legal prices, and I believe that it would result in the crushing of the black market in this area.

CHARLES J. GRILLO,  
Flower City Amuse. Co., New York.

Dear Mr. Grillo:

We appreciate the difficulties you are having about records and have had similar reports from other sections of the country. We are glad to have the information you give us and will keep it on file as we study developments in the record market. Of course, there is little anyone can do about it at the present time.

Since you ask for firms on the West Coast that might sell you records, we are enclosing a list of firms that make records or distribute them nationally, and you can select one to your liking.

INFORMATION EDITOR.

**Despite Rumors, There Is No \$50 Federal Tax on Jukes**  
To the Editor:

I wish you could give me some information if there is to be a tax of \$50 on juke boxes by the federal government. If there is I want to put an ad in your paper to get rid of some machines.

Also, advise me if they expect to tax pin tables, ray-guns and so forth.

R. A. SANTORO,  
Western N. Y. Music Co.

Dear Mr. Santoro:

Rumors have spread that the federal government would increase the tax on juke boxes to \$50 per year. However, the tax bill which has just passed Congress does not increase the rate. It still stands at \$10 per year and is likely to stay that way during 1944.

The federal government already has a tax on pinball games, target guns and all amusement machines. We are enclosing a copy of the bulletin on federal taxes which should help you.

INFORMATION EDITOR.

**Cincinnati Pinball Ordinance Believed Best in Ohio**  
To the Editor:

I was informed by the Cincinnati office to write to you to obtain various Ohio ordinances or plans of licensing of pinballs. If you can send copies will greatly appreciate it.

HAMILTON (O.) AMUSEMENT CO.

Gentlemen:

We are sending you a copy of the pinball ordinance of Cincinnati which probably is the best in your State. We do not have a record of many of the ordinances, particularly of the smaller cities.

You probably remember also that your State greatly discouraged city licenses when the Cleveland pinball license plan was killed by your State Supreme Court; also the long court fight over the Youngstown ordinance which was finally killed by your State Court of Appeals.

However, the Cincinnati ordinance has had a pretty good test and should be an encouragement to your city council to pass a fair ordinance.

If any particular questions come up, perhaps we can furnish you other information.

INFORMATION EDITOR.

**Association Will Help All Members Called To Service**

PHILADELPHIA, Feb. 19.—The drafting of fathers is sure to make heavy inroads in the ranks of coin machine operators here, with many of the men already notified of a 1-A classification and some already scheduled for their induction exams. Every effort will be made by the pinball operators association to insure the continued operations of the business of any member entering the armed forces.

Joe Silverman, business manager of the Amusement Machines Association of Philadelphia, revealed that the member operators have all pledged to respect the locations of any fellow member going off to the wars. "Such spirit of co-operation," said Silverman, "is merely another fine example of the will of the operators to hurdle every obstacle thru the association. The operators have long realized that the only way they have been able to survive this wartime emergency has been in sticking and working together. It's been a one-for-all spirit all along, and now that some of our members may have to leave for the wars, they aim to insure the well-being of the business of each member operator who has worked together with them all along."

The spirit of co-operation, said Silverman, goes even beyond the fact that all locations of an absentee-operator will be respected. The members have also pledged to "pitch in and help keep the operation going on a sound business basis" until the operator returns. In that respect the operators are prepared to help service locations and repair machines of the operators being called up for the armed forces. In short, said Silverman, it means that every operator being called up for military duty can leave his business behind with the complete assurance that it will remain intact and that he will be able to carry on where he left off, rather than being

faced with the prospect of returning to a business that has gone to "pot" and the necessity of starting all over again from scratch.

"The men being called up," added Silverman, "will have enough on their mind in the thought that they are leaving wife and children. We are making certain that they will not have to worry about their business. That's the least we can do for the men who will be going off to fight for our continued freedom and right to prosper at home."

**Safe, \$300 in Nickels, Bonds, Stolen From Op**

BALTIMORE, Feb. 19.—A safe containing \$300 in nickels and a number of War Bonds was stolen from the operating headquarters of Ben J. Fine, head of the B. J. Fine Company, and also trading as the Empire Coin Machine Company, coin machine distributor and operator.

The safe, battered open, was found the following noon in a field on the Loch Raven Boulevard, near Towson, Md., several miles away from the Fine company's establishment. The bonds, in Mrs. Fine's name, and all but \$5.65 of the nickels were missing.

**E. Womack Buys United Novelty Co.**

DETROIT, Feb. 19.—Edward P. Womack has taken over the United Novelty and Candy Company and will continue operation in the field of novelty and carnival supplies. Mrs. H. O. Walters, who managed the business following the death of her husband, the former owner, is retiring. Womack is known in show business as a music publisher, song writer and coin machine operator.

**UNBREAKABLE PHONO PLASTIC REPLACEMENT PARTS**  
FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS

DETERMINE "RIGHT" OR "LEFT" AS YOU FACE THE MACHINE	
<b>WURLITZER MODELS</b>	<b>ROCK-OLA MODELS</b>
24 Top Corners (Red) ..... \$ 1.20	Deluxe, Standard, Master, Super
24 Lower Sides (Red) ..... 4.00	Top Corners ..... \$14.00
61 Top Corners ..... 3.40	Lower Sides ..... 14.00
500 Top Corners (Red & White) .. 5.40	Top Door Plastics ..... 7.60
700 Top Corners ..... 14.00	Top Door Plastic for "Master" ... 4.00
700 Lower Corners ..... 14.00	1940 Junior Top Corners ..... 4.00
750 Top Center ..... 7.00	1940 Junior Lower Corners ..... 5.40
750 Top Corners ..... 14.00	
750 Bottom Corners ..... 14.00	THE ABOVE AVAILABLE IN SOLID RED, GREEN OR YELLOW.
850 Top Corners ..... 15.00	
850 Bottom Corners ..... 14.00	
950 LOWER SIDES ..... 15.00	
600 Top Corners ..... 3.40	

**ROCK-OLA COMMANDO PLASTICS**  
Top Corners ... \$10.00 Ea. Top Center ... \$8.00 Ea. Long Sides ... \$14.00 Ea.  
Combination Yellow and Red Blended Color Scheme

**SEEBURG HI-TONE MODELS 8800 and 8200**  
Bottom Corners (Solid Red or Green) ..... \$16.50 Ea.

We have the following pliable SHEET PLASTIC available (size of sheet approximately 20"x50"—1000 square inches)

40 Gauge Yellow Plastic (Thickness of a New Dime) ..... 2c Per Sq. In.
60 Gauge Red Plastic (Thickness of a New Half Dollar) ..... 3c Per Sq. In.
60 Gauge Green Plastic (Thickness of a New Half Dollar) ..... 3c Per Sq. In.
80 Gauge Red or Yellow Plastic (Thickness of a New Silver Dollar) ..... 4c Per Sq. In.

WE CUT SHEET PLASTIC TO DESIRED SIZE. 20% DISCOUNT ON COMPLETE SHEETS.

We Have on Hand a Small Stock of ORIGINAL Wurlitzer Plastics Other Than Those Listed Above. WRITE FOR LIST!  
IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT!  
WE MAY HAVE IT IN STOCK!

**TERMS:** 1/3 DEPOSIT WITH ORDER. REMIT FULL PAYMENT AND SAVE C. O. D. CHARGES. CHECKS ACCEPTABLE!

**ACME SALES CO.** 505 W. 42nd ST. NEW YORK 18, N.Y. LONGACRE 3-4138

**SLOTS**  
5 Jennings 5¢ F.P., Each ..... \$ 50.00  
Lato Mills 5¢-10¢-25¢ ..... 125.00 Up  
Pacos Races, Red Arrow ..... 189.50

**CONSOLES**  
3 Jennings, Fast Times (1 Cash, 2 F.P.), Each ..... \$ 79.50

**ARCADE**  
Shoot Your Way To Tokio ..... \$299.50  
Keoney Sumbarino ..... 189.50

**VENDING**  
5 U-Need-A-Pak 6 Column Round Mirror, Each ..... \$30.00  
5 U-Need-A-Pak 8 Column Round Mirror, Each ..... 35.00

Write for Complete List!  
**GENERAL COIN MACHINE CO.**  
227 N. 10TH ST., PHILADELPHIA, PA.

**FOR SALE: LIKE NEW**  
5¢ MILLS BLUE FRONTS ..... \$175.00  
10¢ MILLS BLUE FRONTS ..... 225.00  
25¢ MILLS BLUE FRONTS ..... 300.00  
Send for Current Price List of Complete Line of Mills and Jennings Equipment. Twelve Years of QUALITY MERCHANDISE and SERVICE.

**GENERAL NOVELTY CO.**  
521 North 16th St., Milwaukee 9, Wis.

Industry Mentions
Magazines -- Newspapers -- Radio

So There Now! Of all coin machines, juke boxes are definitely getting the most mention in newspapers, magazines and radio programs, the cartons are blossoming out with a surprising number of cracks about scales these days, too. Maybe it's the Sinatra vs. Crosby discussions that bring the boxes into such prominence, tho the teen-age club movement and the

servicemen's hunger for music can't be disregarded either. The "Dixie Dugan" strip by McEvoy and Striebel which we saw in The Milwaukee Journal a couple of Sundays ago was based on teen-agers and Sinatra, for example. Dixie found a retail store owner neglecting his soda fountain to tear his hair over the cut-ups of the jitterbugging youngsters who, he said, spent a nickel on a soft drink and did a dollar's worth of damage. Dixie reflected a moment, dashed home and returned with a basket of her own records. A few moments later the puzzled proprietor found his exuberant young friends quieted down into soulful attitudes as they surrounded the juke box. "What happened," he asked, "Dope'em?" Dixie said, "In a way! They're listening to that swooner crooner!"

his job would be obsolete, Boren wrote the Smithsonian Institution and proposed that they let him set up a "first-class hot-dog joint, hand-operated, in a convenient spot" so visitors could realize how things used to be.

Movie Machines in the Army

Everybody's Weekly, the Sunday supplement of The Philadelphia Inquirer on January 30 published a feature by Stewart Asher titled "Training With Panoram," which dealt with the services these movie machines are giving the Training Aids Division of the army air forces. The machines called "first cousin to the juke box" are used to show trainees and recruits servicing operations such as loading bombs into fortresses and other essential ground work. The article stated that unlike the commercial movie machines, the boxes in military use show only one subject, instead of eight, on the 250 feet of film.

Honestly—the Best Policy is TRY MONARCH FIRST! IN STOCK FOR IMMEDIATE SHIPMENT

Table listing various coin machine models and prices, including Bell Products Sportsman, Keeney 4-Way Bell, and Mills Club Bell.

Table listing arcade equipment such as Selector Scope Fortune Teller, Night Bomber, and Super Bomber.

Table listing new glass and cabinet options for coin machines, including Mills Four Bell Cabinets and One Set of 5 Glass for 4 Bells.

MONARCH COIN MACHINE CO. 1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.

SLOT SPRING ASSORTMENT!

Advertisement for slot springs and parts, featuring images of springs and lists of products like Penny Stackers, Genco Parts, Rally Parts, and Gottlieb Armature Flap.

Please note they were Dixie's personal records, and she's no more the bobby-sock type than we are. You don't have to squeal to like Sinatra any more than you have to "buh-buh-buh-boo" for Bing. It's getting so that expressing a liking for Sinatra is tantamount to admitting one's return to early adolescence. With hearts-and-flowers feelings running high these days, there are plenty of us mature souls who'd like to enjoy The Voice without being branded infantile, even in fun. And, as the comic strip indicated, if he keeps the kids under control, he's worth boosting.

Radio comedians who are quipping the Sinatra-Crosby rivalry all over the ether frequently bring in juke boxes. On Bob Hope's program February 15 when Crosby was a guest star, one crack was that Frank and Bing not only tear each other's titles off the juke boxes but climb in the machine to wreck the needles!

What Cooks?

Two comic strippers recently have featured coin machines as a part of the present juvenile delinquency problem. Frank V. Martinek, who draws "Don Winslow" for The Chicago Daily News, laid a new spy series in a juke joint with jitterbugging kids laying plans for dirty deeds. And on February 13 Alfred Andriola's syndicated strip, "Kerry Drake," pictured the great hero explaining to his young follower some of the causes of delinquency. One sketch of the 12 showed two boys playing a pinball machine in an arcade, with Kerry declaring: "There's a great teacher of juvenile criminals—the gambling machine! The machine plays, the boy pays—sooner or later with stolen coins!" The next spot was a close-up of the game under the explanation: "Pretty gadget, isn't it? But, like a life of crime under the bright lights and gaudy colors, it's a road full of pitfalls! And in the end it breaks you!"

In fact, Chicago papers seem to be breaking out with a rash of unfavorable coin machine mentions. Sydney J. Harris in the column "Here Is Chicago" which appears five days a week in The Chicago Daily News came out February 16 with a dissertation on the amount of money being strewn about by kids now. He wants to know who, in the days after these flush years, "will explain the law of supply and demand to youngsters raised on 30-cent sodas, pinball machines, juke boxes and night club minimum charges." Instead of cracking down on the kids, tho, Harris wondered if this "juvenile delinquency is just a highbrow name for parental asininity?"

Well, He Tried

International News Service came out with a story from Portland, Ore., last week about a crane operator who had to turn in his "C" gasoline ration card for an "A" card after the board made a routine check-up. Seems he got the first card by listing himself as a crane operator and the board took it for granted he worked in a shipyard instead of operating the tiny crane in a digger machine.

Could Be

Wally Boren's feature "Wally's Wagon" in This Week, syndicated magazine, supplement a few weeks ago had the philosophical counterman talking about a newly invented hamburger machine; he said: "You put in a dime. A bun snaps into a slot. A cleaver-like knife slices it, an' the two pieces sit there and toast against the blade. Meanwhile a patty of hamburger flops out onto a grill. . . Well, in less time than it takes my juke box to bring you a Bing Crosby record, out slides a hamburger, wrapped in a napkin." Foreseeing the time when

March Tax Calendar

- ALABAMA: 10—Tobacco use taxes and reports due. 20—Sales tax reports and payment due.
COLORADO: 14—Sales tax reports and payment due. Use tax reports and payment due.
CONNECTICUT: 10—Cigarette distributors' report due.
FLORIDA: 10—Agents' cigarette tax reports due.
GEORGIA: 10—Tobacco wholesale dealers' report due.
ILLINOIS: 15—Cigarette tax returns due. Sales taxes and reports due.
IOWA: 10—Cigarette venders' reports due.
KANSAS: 15—Compensating taxes and reports due. 20—Sales taxes and reports due.
KENTUCKY: 10—Cigarette tax report due.
LOUISIANA: 1—Wholesalers' tobacco reports due. 10—Retail dealers' reports of soft drink sirup purchases due. 15—Wholesale soft drink dealers' reports due. Wholesalers' tobacco tax reports due. 20—New Orleans sales and use taxes and reports due. State sales and use tax returns and payments due.
MASSACHUSETTS: 15—Cigarette distributors' taxes and reports due.
MICHIGAN: 15—Sales tax reports and payment due. Use tax reports and payment due.
MISSISSIPPI: 15—Manufacturers, distributors and wholesalers of tobacco—reports due. Sales tax reports and payment due. Use tax reports and payment due.
NEW MEXICO: 25—Use or compensating taxes and reports due.
NORTH CAROLINA: 10—Tobacco dealers' monthly report due. 15—Sales and use taxes and reports due.
NORTH DAKOTA: 1—Cigarette distributors' report due.
OHIO: 10—Cigarette wholesalers' reports due. 15—Cigarette use tax and reports due.
OKLAHOMA: 15—Sales tax reports and payment due. 20—Use tax reports and payment due.
RHODE ISLAND: 15—Tobacco products tax reports due.
SOUTH DAKOTA: 15—Sales tax reports and payment due. Use tax reports and payment due.
TENNESSEE: 10—Cigarette distributors' reports due.
TEXAS: 10—Cigarette distributors' reports due.
UTAH: 15—Sales and use tax returns and payment due.
WASHINGTON: 15—Sales tax reports and payment due. Use tax reports and payment due.
WEST VIRGINIA: 15—Sales tax reports and payment due.
WYOMING: 15—Sales tax reports and payment due. Use tax reports and payment due.

Bailey at Camp Roberts

SAN FRANCISCO, Feb. 19.—C. R. Bailey, former coin machine operator and serviceman for Viking Specialty Company, is now stationed at Camp Roberts, Cal. In the army since October, he is attending cooks' and bakers' school.



**SPECIALS**

**ONE BALLS**

Just Off Location—In Excellent Condition!  
 Club Trophy ..... Write  
 Fortune ..... Write  
 Skylark ..... Write  
 Thistlecrown ..... \$ 65.00  
 Fairgrounds ..... 29.50  
 Freakness ..... 29.50  
 Gold Cup ..... 49.50  
 Late 1939 Mills 1-2-3, Completely Overhauled by Mills ..... 89.50  
 Mills Owl, Like New ..... 94.50  
 Mills Owl, Brand New in Orig. Crates 149.50

**FIVE BALLS**

ABC Bowler \$44.50	Miami Beach \$44.50
Big Six 14.50	New Champs 59.50
Defense (Baker) 29.50	Pylon 24.50
Dude Ranch 29.50	Repeater 39.50
Duplex 39.50	Sparky 29.50
Entry 29.50	Spot Pool 54.50
Five & Ten 129.50	Stratoliner 34.50
4 Diamonds 94.50	Target Skill 34.50
Legionnaire 49.50	Ten Spot 39.50
Majors '41 39.50	Tex. Mustang 59.50
Metro 34.50	Twin Six 39.50

**COUNTER GAMES**

Liberty, 1c ..... \$ 6.95  
 American Eagles, Like New, 1c ..... 9.95  
 Lucky Smokes (New) ..... 9.95

**SLOTS**

Q.T.'s, Reconditioned & Repainted, 5c ..... \$ 95.00  
 10c ..... 125.00  
**COLUMBIAS, Gold Award, Cig.**  
 Reels, Convertible to 1c, 5c, 10c & 25c, Cannot Be Told From New 95.00  
**JENNINGS TRIPLEX** ..... 95.00  
**PACE COMETS, 5c** ..... 89.50  
 10c ..... 89.50  
**CAILLE PLAYBOY, 5c** ..... 59.50  
 We also have completely reconditioned War Eagles done over in the original Mills Copper Chrome Finish, with new cabinets, club handles, reel strips, wooden cabinets and very attractive. Write  
 We Also Have 1 Hand Load Watling, 5c Play ..... Write  
**CAILLE CLUB CONSOLE, 10c** ..... Write  
**PACE CLUB CONSOLE, 1-5c** ..... Write  
 1-10c, 1-25c ..... Write  
**JENNINGS CONSOLE, 1-5c** ..... Write  
 1-10c, 1-25c ..... Write  
 Write for our attractive prices on late Slots, Blue Fronts, Brown Fronts, Copper Chromes, Silver Chromes. Also 3 Bells and 4 Bells.  
**METAL SLOT STANDS, Some**  
 Crackle Finish, Some Smooth, Original Mills as well as Chicago Metal Stand, in Excellent Cond. Write  
 2 New Metal Playmore Cabinets To Use on Buried Music Job ..... \$ 39.50

**CONSOLES**

Overhauled, Checked and Cleaned  
 Jennings Liberty Bell, Flat Top ..... \$ 17.50  
 Slant Top ..... 27.50  
 Derby Day, Flat Top ..... 17.50  
 Slant Top ..... 27.50  
 Keeney Kentucky Club ..... 79.50  
 Exhibit Tanforan ..... 29.50  
 Bally Ray's Track, Serial over 4300 ..... 94.50  
 Bally Long Champ (Large) ..... 39.50  
 Bally Solitaire Flicker ..... 39.50  
 Stoner's Zippers ..... 34.50  
 Bally "The Favorite," 9-Coin Head Pace Saratogas, Convertible to Free Play or Pay Out ..... 149.50  
 Late Jumbo Parades, Like New, Convertible to Free Play or Payout ..... 179.50

1/3 Deposit — Balance C. O. D.

State Distributor for Seeburg Phonographs and Accessories

**BACK THE ATTACK WITH WAR BONDS!**  
 Please address mail to Milwaukee 8, Wis.

**Milwaukee COIN MACHINE CO.**  
 3130 W. Lisbon Ave., Milwaukee, Wis.

**SLOT MACHINES**

Reconditioned and Guaranteed

5 Columbia ..... \$ 65.00 Ea.  
 3 5c Mills Q.T., Green ..... 75.00 Ea.  
 1 10c Pace Rocket with Slug Detector ..... 115.00  
 6 5c Mills Blue Front ..... 175.00 Ea.  
 2 10c Jennings Big Chief ..... 165.00 Ea.  
 3 10c Pace Comet All Star ..... 75.00 Ea.  
 1 5c Jennings Silver Chief ..... 225.00  
 1 5c Pace Melon ..... 75.00  
 3 5c Bonus Bells ..... 275.00 Ea.  
 2 5c Pace Kitty ..... 75.00 Ea.  
 Slot Machine Cabinets, Complete Bases ..... 11.75  
 Sides ..... 6.75  
 These Cabinets are of the best quality oak.  
 Terms: 1/3 Deposit, Balance C. O. D.  
 Phone—4-1109—Between 12M and 1 P.M.

**AUTOMATIC COIN MACHINE CORP.**  
 338 Chestnut St. SPRINGFIELD, MASS.

**FEBRUARY SPECIAL**

TORPEDO PATROL ..... \$89.50  
 DEFENSE ..... 85.00  
 MAJORS ('39), Plastic ..... 37.50  
 MONICKER ..... 79.50  
 HOME RUN ('40), Plastic ..... 42.50  
 PARADISE ..... 42.50  
 ROTATION ..... 22.50  
 SILVER SKATES ..... 39.50

**WICHITA COIN MACHINE CO.**

715 N. Main St., Wichita, Kansas  
 Harry M. Baum — H. G. Anderson  
 Formerly With Hy-Grade Novelty Co.

**West Coast News Notes**

By SAM ABBOTT

218 Radio Center Bldg., 1509 Vine St., Hollywood 28, Calif. Phone HO. 1866.

LOS ANGELES, Feb. 19.—The first of the year is not helping the coin machine business any too much. Operators and jobbers alike are worrying about income taxes and the matter of getting equipment. Patrons of the machines have the same tax worries. In view of the income tax, due March 15, spending is not up to par.

Cool weather has cut down on arcade business. However, the area is expecting warm weather early, with the result that arcades will soon come into their own for 1944.

Last week this column mentioned the deaths of Paul Gerber and Dick Smith, the latter of Long Beach, where he operated cigarette machines and wired music. Another operator taken in the Grim Reaper toll is Lee McCullah, who was killed in a recent automobile accident.

**Pushing Panorams**

William Happel Jr., manager of Badger Sales Company, is pushing the sale of Panorams and reports that he is doing good business with this item. I. B. Gayer, who is expanding his operations, was in the city during the week and purchased five of these machines that were on Badger's floor, Happel said. Happel spent the week-end in the San Diego region where he was talking up the money to be made with them at this time. . . . A. M. Keene, of Taft, Calif., and the Keenomatic Company, is back on his commuting schedule between Los

Angeles and his home base. . . . Fred Allen, of Bakersfield, was in the city looking around for equipment and parts. . . . Al Anderson was another coin man who visited here during the week. He came in from Shafter. . . . A Salt Lake City buyer was Bill Rutter. He sent down a truck load of phonos to Badger, and followed to purchase and take back other needed equipment. . . . Art Dawes stopped over here en route to San Diego from Reno, where he visited for a week. He made the rounds of the Pico jobbing spots. . . . Panorams have a future in the Hawaiian Islands. Shopping for them at Badger during the week was Jess J. Gesas. . . . Al Grebahn and wife, he of Badger Sales, returned here after a trip thru Arizona. White in the Phoenix area they spent a week-end so that Mrs. Grubahn could visit with her brother, who is stationed there. . . . Badger lost its crackerjack stenographer this week when Imogene Lester reported to the hospital for an appendectomy. Substitutes have already gone into the game for Miss Lester. . . . Elaine Ryan doubling here from accounting and office managing to getting out Badger correspondence.

**Kaplan in Chicago**

Harry Kaplan, of Southwestern Vending Machine Company, left here recently for a trip East. He will spend some time in Chicago and will arrive back in Los Angeles in about another week. . . . Lewis Kaplan, son of Harry A. Kaplan, has been transferred to North Carolina from Lowry Field, Denver. Mrs. Kaplan, the former Joyce Steinberg, returned to Los Angeles. Lewis Kaplan, a flier, soon expects to be in the big show across the water. . . . Harold Murphy, of Palm Springs and Indio, in town on a buying trip. . . . Al Arms, of the Golden Gate Novelty Company, San Francisco, in town for a week-end to buy. With him was Roy Ross, who is interested in arcades in the San Francisco area. . . . Earl Fraser, former servicemen at Southwestern, is now getting his mail in care of the postmaster in New York. It's overseas for Earl, but he was hankering to go. . . . Chris Christianson, also an ex-Southwestern Vending serviceman who reported that he read *The Billboard* in Al-

**FIRST-CLASS EQUIPMENT READY TO OPERATE**

Wire us your offer

1 8300, ESRC; 1 9800, ESRC; 1 500, 1 600, 1 Master, 1 616, 6 late Singing Tower, 2 5c Glitter Gold Q.T.'s (like new), 2 Rapid Fires, 2 Air Raiders, 1 Pastime, 20 Massengill Pool Tables, 2 Seeburg Royals, 1 Rockola 16.

**CLEAN CONSOLES AND SLOTS**

All Originals—No Phony Rebuilds  
 1 5c Gold Chrome ..... \$375.00  
 1 5c Brown Front ..... 225.00  
 1 25c Brown Front ..... 325.00  
 1 25c Rolltop Vender, 3-5 ..... 135.00  
 1 10c Mills Futurity ..... 148.00  
 1 5c Futurity, No Futurity Assembly, Otherwise O.K. .... 109.00  
 1 5c Jennings Red Skin ..... 139.50  
 2 5c Four Star Chiefs, Refinished @ ..... 119.00  
 3 5c Pace Comets, 3-5 Pay, Refinished, New Strips ..... @ 75.00  
 2 5c Deluxe Pace Slots ..... @ 115.00  
 1 5c Caille Club Console, Refinished, 3-5, D.J.P. .... 109.50  
 1 25c Columbia, D.J.P. .... 69.50  
 1 10c Rollatop, 2-4 ..... 84.50  
 1 10c Watling Treasury, 2-4 ..... 54.50  
 1 5c Rollatop, 3-5 ..... 74.50  
 1 5c One Star Chief, Refinished ..... 84.50  
 1 5c Bob Tail, P.O. .... 109.00  
 4 Hi-Hands, F.P. & P.O. .... @ 185.00  
 5 Slot Stands, solid type ..... @ 7.50  
 1/3 Certified Deposit Required.

**NORWOOD SALES CO.**

P. O. Box 81 Phone 2914  
 Norwood, Ga.

**FOR SALE**

**10 Buckley Track Odds**  
 With Daily Double

**2 Galloping Dominoes**  
 Made by Evans

**EASTWOOD PARK AMUSEMENT CO.**  
 East Detroit, Mich.  
 Phone: Prospect 4400

**WANTED!**

**EXPERIENCED ARCADE MECHANIC**

To Work in Norfolk, Va.  
 Apply  
**GEORGE PONSER CO.**  
 763 South 18th St. NEWARK, N. J.

**OLIVE'S SPECIALS THIS WEEK CONSOLES**

BAKER'S PACES (Daily Double) Serials 6818-6933-7841 Each \$275.00  
 1938 TRACKTIME ..... Each 125.00  
 BONUS BELL, 5c ..... Each 250.00

**RED, WHITE AND BLUE TICKET DEALS**

Rush Your Orders.  
 \$250.00 Per Gross, or \$2.25 Each  
 Deal in Less Than Gross Lots.

Terms: 1/3 Dep. With Orders, Bal. C.O.D.  
**OLIVE NOVELTY CO.**  
 2625 LUCAS AVE. ST. LOUIS, MO.  
 (Phone: Franklin 8820)

**FOR SALE**

Mills 5c 3/5 Slides complete set on, \$15.00;  
 Reserve Jackpot Covers for Blue Fronts, \$2.00; Jewels for Brown Fronts, \$3.50;  
 Shatterproof Jackpot Glass, \$1.00; Reel Glass, 50c; S.P. 1-2-3 Discs, \$7.50 set; 20 Stop Stars, \$2.50 set; Reward Cards, 3/5 paper, only 25c each; Club Handles, \$3.00; Vest Pocket and Q.T. Parts. Write for quantity discounts on some items.

**G. N. VENDING COMPANY**  
 663 W. BROAD ST., COLUMBUS 8, OHIO

**WANT AMMUNITION**

.22 SHORT OR LONG  
 Any Amount—Immediate Cash  
 Will Pay Highest Prices!  
**PEERLESS VENDING MACHINE CO.**  
 220 W. 42nd St. NEW YORK, N. Y.  
 Wisconsin 7-8173

**ATTENTION SALESBOARD OPERATORS**

★ ★ ★  
**The HOTTEST Thing Since the Chicago Fire!**  
**"PISTOL TOTIN' MAMA"**

A new SUPER-ACTION SENSATION that will net plenty long green in all your locations. Die-cut, colorful and plenty action. 1216 Holes—5c Play—Takes in \$60.80.  
**AVERAGE PROFIT, \$30.80**  
 Place Your Order NOW at These Low Prices.  
 Each Three for Per Dozen  
**\$6.75 \$20.00 \$75.00**

**RED, WHITE & BLUE JAR TICKETS**  
 2160 — Profit \$36.00 — Each \$2.75 —  
 Doz. \$30.00 — Gross \$325.00.

★  
**POKER JAR TICKETS—5c or 10c LABELS**  
 2160—5c Deal Nets \$27.50—10c Deal \$54.00—Each \$6.00.

★  
**BINGO JACK POT CARDS**  
 60 Seal—Per Doz. \$6.25—Per 100 \$45.00.  
 70 Seal—Per Doz. \$6.50—Per 100 \$50.00.

We carry a complete line of  
**MONEY & PLAIN BOARDS**  
**JAR AND BINGO TICKETS**  
 Write for our complete price list  
 50% with order, balance C. O. D.

**HENRY WEISS**

140 N. 31st St., BELLEVILLE, ILL.

**STANDARD STAPLES**

**5 M. Staples in a Box, \$1.75—20 Box Lots, \$1.50.**  
 100 Box Lots, \$1.40; 200 Box Lots, \$1.35.  
 Stapling Machines, \$4.75 Each.

**UNIVERSAL JAR-O-DO**

Red, White & Blue Tickets—Singles.  
 1990's—\$33.00 a Dozen Gross  
 2040's— 36.00 a Dozen Lots  
 2100's— 39.00 a Dozen Deduct 5%

**A. B. C. COOKIE JAR TICKETS**

Red, White and Blue—Sealed 5 in a Group.  
 2050's—\$32.00 a Dozen.  
 Gross Lots Deduct 5%.

Deduct additional 2% when full remittance is sent with order.

All Orders Shipped C. O. D.

**F. R. W. B. Specialties**

1420 Washington St. P. O. Box 72  
 Phone 4343 Manitowoc, Wis.

**CIGARETTE MACHINES**

All in A-1 Operating Condition  
**7-COL. STEWART-McGUIRE, MODEL "S"**  
 (15c Operation Only)  
 \$13.00 Each in Lots of 10  
 (Plus \$2.00 Each for Packing)  
 Single Machines \$15.00, plus \$2.00 for Packing.

(15c and 20c Operation)  
 \$18.00 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.

**6-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**

'39 and '40 Rockolas, Wurltzer 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.

**Wanted To Buy Keeney 1-Ball Pot Shots**

(Payout)  
 Write K. H. FERGUSON  
 515 N. Owen St. Stillwater, Minn.

**WESTERN SUPER GRIP STRENGTH TESTER**  
\$79.50 Each



Changed to A. B. T. Slots. All A-1 Reconditioned.

**BIG MONEY-MAKERS IN ARCADES**

- OTHER ARCADE EQUIPMENT**
- \* Pacific Play Balls ... \$ 50.00
  - \* Bally Rapid Fire ... 265.00
  - Evans Play Ball ... \$210.00
  - \* Evans Ten Strike, High Dial ... 95.00
  - Evans Tommy Gun ... 225.00
  - Groetchen Mountain Climber ... 169.50
  - \* Keeney Air Raider ... 279.50
  - Keeney Texas Leaguer ... 79.50
  - Keeney Submarine ... 195.00
  - Mutoscope Drive-Mobile ... 325.00
  - Mutoscope Sky Fighter ... 350.00
  - Rockola World Series ... 125.00
  - \* Seeburg Shoot the Chutes, with Base ... 165.00
  - \* Seeburg Jap Conversion ... 175.00
- \* These Games are all newly painted.
- 1 BALL—AUTOMATICS**
- Blue Grass ... \$175.00
  - Dark Horse ... 175.00
  - Club Trophy ... 350.00
  - Hawthorne (Payout) ... 89.00
  - Long Shot (Payout) ... 340.00
  - 1941 Derby ... 365.00
  - Sports Special ... 165.00

- CONSOLES**
- Baker's Pacers (Dally Double, Factory Rebuilt) ... \$305.00
  - Club Bells (Combination) ... 269.50
  - Jennings Good Luck ... 35.00
  - Jumbo Parade (Combination) ... 155.00
  - Keeney 1937 Tracktime ... 85.00
  - Keeney 1938 Tracktime ... 129.00
  - Silver Moon (Free Play) ... 119.00
  - Watling's Big Game (F.P.) ... 89.50
  - Watling's Big Game (Payout) ... 109.00

Terms: 1/3 Deposit, Balance C. O. D.  
**ARROW NOVELTY CO.**  
2852 Sidney Street ST. LOUIS, MO.

geria when he was on a trip with the army transport service, is now in radio school in Portland, Ore. He expects to be there a few more weeks and then return to Los Angeles before drawing another assignment. . . . Morley Kiek, nephew of Harry Kaplan, in town on 30-day leave from the navy. He recently returned to this country after 20 months' absence. During this time, Kiek went from Attu to Australia and knows what is meant by global war. . . . Arnold Rich, son of Irving Rich of the Consolidated Novelty Company, was inducted into the army recently, reporting to Fort MacArthur, replacement center in San Pedro, Calif. Arnold just turned 18.

**Business at Maps**

Repair work at the E. T. Mape Music Company is a big item, according to Bert Beutler, who took over the reins as manager of this branch a little over a month ago. New cabinet installations are also being made. These cabinets, made in 1942, were frozen until recently. "The cabinets take a straight line Seeburg mechanism," Beutler said, "and we've been busy making new machines out of old ones." . . . L. B. McCreary, Mape manager for the North California branches, and W. B. Smith, Mape auditor, in town for a week-end. They reported things going along nicely. While McCreary was in town, he and Beutler made a business trip to San Diego and points in that area. . . . Paul Butts, of

Bakersfield, in Los Angeles representing his firm, G. & B. Sales Company. . . . Jerry Cooper down from the Riverside area to see what was ticking here. . . . Bert Beutler back in the city following a scouting foray for equipment. . . . Percy Shields, of Mape Music, on a trip into the Imperial Valley on business.

**Routes Selling**

"Our best business is in the sale of music machine routes," Fred Gaunt, manager of General Music Company said, "both in and out of the city and we have more buyers than sellers." That sums up the situation very nicely. . . . S. P. Carter, of the Nickabob, recently added another scale route to his operations. This makes Carter one of the biggest scale operators in Southern California. Following the consummation of the deal the Carters took off for a combined business and pleasure trip into the desert. . . . Frank Navarro returned from a business trip to Mexico City. Navarro operates here and in that Mexican spot. . . . Jean Minthorne, local Rock-Ola distributor, reported on the mend following what was said to have been a serious illness. . . . E. S. Trimble, Huntington Park music and games operator, in the city to look around for equipment and parts. . . . Charlie Fevery, of Oxnard, made one of his regular trips to the city. . . . Glenn Craig, who operates music machines in the San Fernando Valley, reports that business is good for him in that rich agricultural region. . . . Bill Shorey, of the Inland Amusement Company in San Bernardino, breezed into town to shoot the breeze with the boys and to see what he could pick up in the line of equipment. . . . Ray Wherit, of San Luis Obispo, back in town shopping. . . . Fred Allen, of the San Joaquin Valley Amusement Company in Bakersfield, here for a few hours during the week. That drive over the Ridge Route is worth seeing now that spring is near. . . . Bob Causey is one operator that the boys don't see much of. But he was in town during the week from South Gate. Bob is active in civic affairs in that community. . . . J. P. Collins, Long Beach arcade operator, in town searching for equipment. . . . Pat Savage, of Shafter, and a music operator in the city for a brief visit. . . . M. C. Edwards, of Las Vegas, where he has wired music, flew into town. . . . A. J. (Gus) Fox up from his home plate, San Diego.



**FACTORY REBUILT MILLS GLITTER GOLD SLOTS**

**\$87.50**

**Like New! . . . SEND US YOUR MILLS ESCALATOR TYPE SLOTS. WE WILL REBUILD THEM LIKE NEW . . . for only \$87.50.**

1c or 10c play machines can be changed to 5c play. 5c play machines can be changed to 25c play. 2/4 payout machines can be changed to 3/5 payout for \$12.50 additional.

Mechanisms completely overhauled and installed in new drill-proof cabinet with club handle. All work performed by experts specializing on Mills machines.

This offer for limited time only and subject to change without notice. Cash in on this opportunity by shipping us your machines today.

**NOTICE . . . HAVE CUSTOMER WHO NEEDS 1c OR 5c PLAY ESCALATOR TYPE MILLS MACHINES. WILL PAY \$67.50 FOR 1c MILLS BLUE FRONTS. WILL PAY \$57.50 FOR MILLS 1c OR 5c ROMAN HEADS OR WAR EAGLES. FOR THIS WEEK ONLY. WIRE, WRITE OR CALL RED ZOGG IN CHICAGO AT TRIANGLE 2328 OR AT ADDRESS BELOW.**

**25 years in the business is your guarantee of satisfaction. We are Wholesalers and Sell for Resale.**

**WE BUY FOR CASH**  
1c-5c-10c-25c-50c  
Mills Escalator Slots  
**MAIL US YOUR LIST NOW**

**RED ZOGG**  
7600 GREENWOOD AVENUE  
CHICAGO 19, ILLINOIS

**REAL BUYS**

**PHONOGRAPHS**

- 3 Rockola Commandos, Each ... \$549.50
- 2 Seeburg Hi-Tone RC8800 @ ... 529.50
- 1 Wurlitzer 616 ... 79.50
- 1 Seeburg Crown ... 279.50

**ARCADE**

- 1 Keeney Air Raider ... \$209.50
- 2 Baiting Practices, Latest @ ... 94.50
- 1 Bally Defender ... 279.50
- 2 Chicago Coin Hecker, Each ... 199.50
- 2 Jennings Barrel Roll, Each ... 110.50
- 2 Ten Strikes, H.D., Each ... 39.50
- 2 Ten Strikes, L.D., Each ... 34.50
- 1 Seeburg Shoot the Chute ... 109.50
- 1 Seeburg Hitler-Mussolini ... 99.50
- 1 Gottlieb Skeeballette ... 49.50
- 1 Skill-Shot Counter Game ... 16.50

**CONSOLES**

- 2 Keeney Triple Entry, Each ... \$125.00
- 1 Keeney '38 Track Time ... 99.50
- 1 Baker's Pacer, D.D. ... 229.50
- 1 Longchamp ... 35.00
- 1 Silver Bell ... 35.00

**FIVE BALL FREE PLAYS**

- 2 Silver Skates ... \$19.50
- 2 Play Balls @ 17.50 ... 35.00
- 1 Limelight ... 16.50
- 2 Super Chargers ... 16.50
- 2 Roxy @ ... 15.00
- 1 Sup'r Chubbie ... 22.50
- 1 Speed Demon ... 16.50
- 1 Super Six ... 15.00
- 1 Hi Stepper ... \$22.50
- 1 Polo ... 16.50
- 1 Speedway ... 16.50
- 1 Wings ... 16.50
- 1 Oh Boy ... 15.00
- 1 Glamour ... 16.50
- 1 Congo ... 16.50
- 1 Lead Off ... 16.50
- 1 Fleet ... 16.50
- 1 Fantasy ... 10.00

**EXTRA SPECIAL CLOSEOUT**

- 5 Mills Late Model 1-2-3, F.P., All \$250.00
- 1/3 Deposit, Balance C. O. D.

**CHAS. P. POLGAAR**

545 EDGAR ROAD, ELIZABETH, N. J.  
Phone: ELiz. 3-7824

**GUN LAMPS**

**STANDARD TYPE—One Box of Ten Minimum 90c**

**RUBBER COVERED RAY GUN CABLE, HEAVY DUTY, \$1.50 Each.**

**2 1/2 AMP. BUSS FUSESTATS, One Box of Ten Minimum, 15c Each.**

**HEAVY DUTY RUBBER COVERED MAIN CABLE, 40 Ft., \$8.00 Each.**

**HEAVY DUTY ON AND OFF TOGGLE-SWITCH, Box of Ten, \$1.50 Each.**

**2A4C ADAPTERS FOR RAYOLITE AMPLIFIERS, Permits Use of 2051 Without Change, \$1.50 Ea.**

**TOGGLE SWITCH ASSEMBLY FOR SEEBURG RAY-GUN STANDS, \$1.95 Each.**

**2 WIRE CABLE \$12.00 PER 1,000 FEET**

Used on army maneuvers, in good condition. Specs.: 18 gauge weatherproof twisted—7 strands—4 steel, 3 copper—all tinned. Spooled on 2,000 ft. reels, 1 reel minimum.

**NOTE: If you send check in full with your order, we will pay the freight.**

**OPSUPPLY COMPANY**  
180 No. Wacker Drive CHICAGO 6, ILL.

**SALESMEN WANTED**

Several men needed at once for established East Central territory. Full-time representation. Substantial earnings assured to right men. Replies will be strictly confidential. Write to General Manager.

**GARDNER & CO.**

2309 Archer Avenue  
Chicago 16, Ill.

**FOR SALE!**

- 2 ABT Galleries, Complete With Extra Guns, Loading Cartridges, Pellets, Parts, Etc., Etc. Write for Details.
  - 1 Complete Feltman Machine Gun Gallery, \$2,250.00.
- Plenty of Pellets for Feltman Machine Guns Are Available.

**GEORGE PONSER COMPANY**

763 South 18th Street NEWARK, N. J.

**OPERATORS! TOP DOUGH**

FOR YOUR USED SLOTS — CONSOLES PHONOGRAPHS — ONE BALLS AUTOMATIC GAMES SUPPLY CO.  
1607 University Ave., St. Paul (4), Minn.

**WILL TRADE**

5c 3-5 Pay Slides for 10c 3-5 Pay Slides.  
**J. J. HIGHTOWER**  
805 So. Beacon St. DALLAS, TEXAS

**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
- 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.

**LOOK THIS OVER**

- RED, WHITE, BLUE JAR DEALS (Single, Five Fold, Stapled)
- COMBINATION TICKET DEALS (Definite or With Jackpot Cards)
- NUMERAL TICKETS—BINGO
- JACKPOT BINGO—TIP BOOKS
- TRADE CARDS—SALESBOARDS

If item you want is not listed write. No catalogs. Write for new low prices. Please state your business and requirements.

**WILNER SALES CO.**  
P. O. BOX 613 MUNCIE, INDIANA

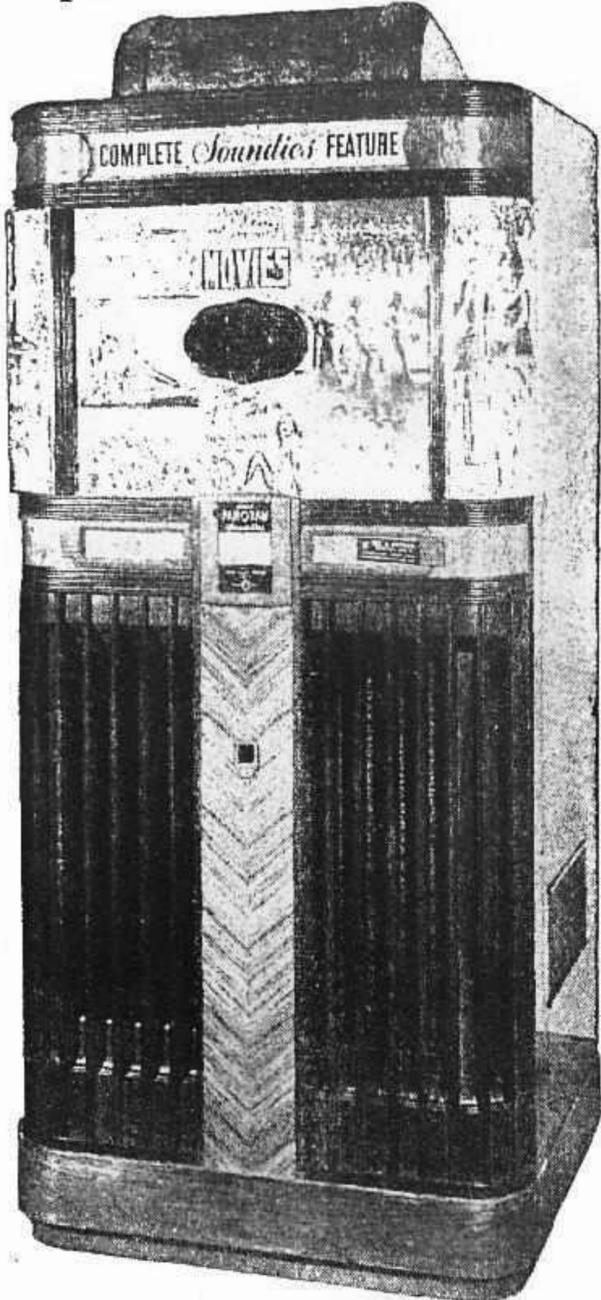
**RUBBER BALLS**

Guaranteed First Quality  
Limited Supply

For X-Ray Poker or Pokeno Tables. Ready for Immediate Delivery. Write or Phone Mornings.  
**NATHAN FABER**  
148-16 Boulevard Rockaway Beach, N. Y.  
Bell Harbor B-037B

# SOLO-VUE

## Complete PANORAM Conversion



**\$545.00** DISCOUNTS AVAILABLE TO QUANTITY BUYERS!

Sample Machine

WRITE FOR COMPLETE DETAILS!

**GEORGE PONSER COMPANY**

763 South 18th Street

Newark, N. J.

# JAR DEAL TICKETS

1836 Tip Combination

2050 and 1950 Red-White-Blue

Standard Printing—Protected Numbers—Banded With Tape.  
Distributors and Operators, write for special prices.

**A B C NOVELTY COMPANY**

Manufacturers

310 N. Walnut St.

Phone No. 2-6118

Muncie, Indiana

# GENUINE FACTORY REBUILT SLOTS

All 1-Cherry payout, Club Handles; new paint, rebuilt by the Mills Novelty Company.

Roman Heads		Extraordinaries		War Eagles	
5c	\$215.00	5c	\$210.00	5c	\$200.00
10c	235.00	10c	230.00	10c	215.00
25c	260.00	25c	250.00	25c	225.00

**MILLER VENDING COMPANY**

615 Lyon Street

Phones 9-8632, 9-6047

Grand Rapids, Mich.

# WE WANT TO BUY

Six Keeney Super Bells, 5¢, Free Play. Quote Best Price and Condition.

Do Re Mi—Will Pay	\$50.00	Seeburg Envoy, E.S.R.C.—Will Pay	\$300.00
West Wind—Will Pay	50.00	Seeburg Rex—Will Pay	100.00
Sunbeam—Will Pay	45.00	Highest Cash Prices for Any Seeburg Rockola or Wurlitzer.	

Any Late Pin Games.

What Have You for Sale? State Best Price and Condition in First Letter.

**THOMPSON MUSIC CO. 3214 McCLURE AVE., PITTSBURGH 12, PA.**

# Detroit

DETROIT, Feb. 19.—Aaron Lipin, manager of the record department of Allied Music and Sales, has been accepted for the army and expects to be inducted shortly.

Arthur P. Sauve, head of the A. P. Sauve Company, distributors, has returned from a buying trip to Chicago and Pennsylvania.

Neil Holland, business representative of the United Coin Machine Workers (AFL), received minor bruises when his car overturned on the ice near Clinton, Mich., as he was returning from Chicago. Just three days later he left for the army.

Brilliant Music Company, which has just been appointed Michigan distributor for Aero-Point Needles, reports the staff is on trips in various directions. Partner William K. Palmer and Mrs. Palmer have left for Hot Springs for a month. Albert Ash, salesman, is in Cleveland on a selling trip. Joseph Brilliant, founder of the company, and Morry Kaplan, sales manager, have left for New York on a buying trip.

Charles G. Ziegler, operator of the Ferndale Wired Music Company, died February 10 after a brief illness. Mrs. Ziegler, who was also active in the business, will carry on the enterprise.

Ben Rosen, Detroit manager of Confection Cabinet Corporation, was a guest Monday night (14) at Variety Club of Michigan, when Alex Schreiber, Chief Barker (president) of Variety, gave a party in honor of his son, leaving for the army.

Mickey Zamet, supervisor of certain theater operations for Confection Cabinet Corporation, left for the army February 17.

Sol Schwartz, partner in the S. & W. Coin Machine Exchange, is away for a two-week visit to Chicago, leaving his partner, Michael Weinberger, in charge here.

# CLEVELAND COIN OFFERS:

## FREE PLAY PIN GAMES

Duplex	\$49.50	Four-Five-Six	\$20.00
Sky Blazers	75.00	Speedways	25.00
Knockouts	110.00	Yacht Clubs	25.00
Sky Rays	35.00	Target Skills	35.00
School Days	39.50	Champs	49.50
Line Ups	30.00	Big Sixes	25.00
Score Champs	35.00	Sporties	25.00
Bolaway	69.50	Sport Parades	39.50
Playmates	25.00	Lone Stars	25.00
Vogues	18.00	Gold Stars	39.50
Leaders	45.00	Ten Spots	45.00
ABC Bowlers	65.00	Crosslines	39.50
Flickers	39.50	Miami Beaches	59.50
League Leaders	34.50	Dble. Features	25.00
Zombies	49.50	Barrages	35.00
Spot Pools	65.00	Speed Demos	25.00
Four Roses	65.00	Big Times	32.50
Snappy	45.00	Metros	39.50

## MUSIC

1 Rockola Windsor, Remoted for Hideaway	\$150.00
1 Packard Cabinet with Twin 12 Wurlitzers and Packard Adaptor and Packard Speaker	150.00
2 Wurlitzer 616s, Each	95.00
2 Wurlitzer #100 Wall Boxes, 24s, Ea.	20.00
5 Buckley Chrome Wall Boxes, Ea.	20.00
1000 Ft. 5-Wire Bonded, Brand New. Per Foot	.20

## PHOTOMATIC

ONE EARLY SERIES PHOTOMATIC, in good shape—newly refinished—complete with 6,000 Frames and Chemicals, \$1175.00.

## SLOTS

1 Mills Original Chrome Bells, 25c	\$395.00
1 Jennings 4 Star Chief, 10c	135.00

## AS SETS ONLY:

1 5c, 1 10c, 1 25c MILLS WAR EAGLE, 3/5 P.O., Club Handles	\$450.00
1 5c, 1 10c, 1 25c PACE BLUE FRONT COMETS, 3/5 P.O.	400.00
2 Jennings 5c Cigarollas XV Models. Each	\$ 85.00

## ARCADE

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
2 Keeney Submarine Guns, Each	200.00
1 Shoot the Bull	125.00
1 Hurdle Hop	65.00
1 5c Skill Jump	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
1 Tommy Gun	150.00
1 Vibro Foot Ease	65.00
1 Mystograph Fortune Teller	65.00
1 Mills Punching Bag, Refinished	150.00
2 Exhibit Rotary Claws, Each	150.00

## BEAN EM'S

15 BEAN 'EM'S—some new and some used. Several Jap Face Conversions. Each \$65.00.

## 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 PRospect 6316-7

## 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
Glitter 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.

## HIGHEST CASH PRICES PAID FOR

STANDARDS, MASTERS, ROCKOLAS, 600, 800, 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.

Over 75,000 Now Giving Trouble-Free Service!

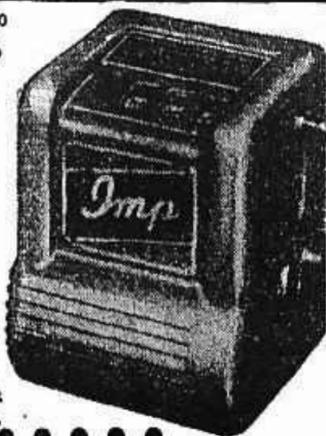
**IMP**

\$9.90

WHILE THEY LAST!

Regular Price \$12.50.

1/3 deposit with order.



## Brand New

WINGS	\$11.50
YANKEES	Ea.
LIBERTY BELL	\$11.50
MERCURY	Ea.
CENT-A-PAK—New	\$9.90
CHAMPION—Used	\$14.90
ROCK-OLA WORLD SERIES	\$79.50
RAY-O-LITE	\$79.50

1/3 Deposit With Order.  
**GERBER & GLASS**

914 DIVERSEY, CHICAGO 14, ILL.

## FOR SALE ONE BALLS FREE PLAYS

15 LONGACRES	\$450.00
Some New, Still Crated, and Up	
15 PIMLICOS	375.00
10 CLUB-TROPHYS	325.00
5 '41 DERBYS	350.00
5 DARK HORSES	150.00
5 BLUE GRASS	185.00
20 RECORD TIME	125.00
10 WESTERN SEVEN FLASHERS, Six Multiple With Spell Name Features	75.00
10 WESTERN BIG PRIZE, Six Coin Multiple With Purse Award Features	75.00
3 SPORT SPECIAL	160.00
VICTORS, Gold Cups	40.00

1/2 With Order, Balance C. O. D. Discount With Quantity Orders.

**INTERPRISE NOVELTY**  
11323 W. Jefferson Ave, River Rouge 18, Mich. Tel. Vinewood 1-5667

# TOKYO RAIDER!!

The Sensational New Conversion for Your Old Drivemobile!



Overwhelming response from every part of the nation has greeted the introduction of this attractive, new Conversion Unit. We apologize for the unavoidable delay occasioned by this deluge of orders — and assure you every effort is being made to keep pace with the demand.

Price \$16.75 F.O.B. Sacramento, Calif. Or See Your Distributor.

COMING SOON! New Skyfighter Conversion—watch for announcement!

**GENERAL PRODUCTS COMPANY**  
1220 KAY STREET SACRAMENTO, CALIF.

## CENTRAL OHIO QUALITY BUYS

"THERE IS NO SUBSTITUTE FOR QUALITY"

- 5c BLUE FRONTS, over 400,000, orig., C. H. .... \$199.50
- 10c BLUE FRONTS, rebuilt, knees, C. H. .... 199.50
- 25c BLUE FRONTS, original, over 400,000, C. H. .... 275.00
- 5c BROWN FRONTS, 3/5, A-1, knees, C. H. .... 249.50
- 5c CHERRY BELLS, 3/10, A-1, knees, C. H. .... 249.50
- 10c CHERRY BELLS, 3/10, A-1, knees, C. H. .... 269.50
- 25c CHERRY BELLS, 3/10, A-1, drill proof, C. H. .... 299.50
- 25c CHERRY BELLS, 3/5, A-1, knees, C. H. .... 299.50
- 5c & 10c CHROME BELLS, 1 Cherry P. O. .... WRITE
- 5c CHROME BELL, 3/5 P. O., same as new. .... WRITE
- 5c & 10c JENNINGS CLUB CONSOLE CHIEFS, set. .... 500.00
- 5c Q. T. GLITTER GOLD. .... 115.00
- 5c COLUMBIAS, cig. or fruit reels. .... 55.00
- 5c JENNINGS GRANDSTANDS, cig. reels, check P. O. .... 29.50
- 1c Q. T. BLUE FRONTS. .... 49.50
- 5c JENNINGS CHIEF 4-STAR, A-1. .... 119.50
- 3 DOUBLE SAFES, heavy, A-1 shape. .... 69.50
- 200 CLUB HANDLES, new. Each. .... 5.00
- 150 LARGE GEARS for Mills Clocks. Ea. .... 2.75



Wolf Goldman

- CHICAGO COIN HOCKEY**  
\$209.50
- BATTING PRACTICES**  
\$119.50
- BALLY RAPID FIRES**  
\$239.50
- KEENEY AIR RAIDERS**  
\$249.50
- KEENEY SUBMARINE GUNS**  
\$199.50
- DELUXE WESTERN BASEBALL**  
\$129.50

- CIGARETTE VENDORS**
- 40 ROWE ROYALS, 8 Col. .... \$ 79.50
  - 5 9-30 NATIONALS ..... 79.50
  - 2 DU GRENIER Champions 11 Col. .... 119.50
  - 1 UNEDA PAK, 12 Col., 1939 ... 72.50
  - 3 UNEDA PAKS, Latest Model, 15 Col. King Size ..... \$119.50
  - 2 UNEDA PAKS, 15 Col., 1940 ..... 82.50
  - 1 DU GRENIER STREAMLINES, 9 Col. 79.50
- PIN BALLS**
- A.B.O. BOWLER ... \$49.50
  - BELLE HOP ..... 54.50
  - DIXIE ..... 32.50
  - 5-10-20 ..... 129.50
  - GUN CLUB ..... 59.50
  - HOROSCOPE ..... 49.50
  - OWL, Free Play ..... 89.50
  - 1-2-3, 1940 ..... 85.00
  - WILD FIRE ..... 39.50
  - INVASION ..... \$165.00
  - MYSTIC ..... 32.50
  - METRO ..... 39.50
  - PAN AMERICAN ..... 45.00
  - POLO ..... 29.50
  - SEA HAWK ..... 45.00
  - SILVER SPRAY ..... 39.50
  - SPOT-A-CARD ..... 72.50
  - REPEATER ..... 39.50
  - SCHOOL DAYS ..... \$39.50
  - STAR ATTRACTION. .... 52.50
  - STRATOLINER ..... 39.50
  - SPORT PARADE ..... 45.00
  - SPARKY ..... 39.50
  - SNAPPY ..... 49.50
  - TRAILWAYS ..... 39.50
  - VELVET ..... 39.50
  - WOW ..... 32.50

1/2 CERTIFIED DEPOSIT WITH ORDER.  
**CENTRAL OHIO COIN MACHINE EXCHANGE**  
514 S. HIGH ST., COLUMBUS, O. PHONES: ADams 7949, ADams 7993.

## AUTOMATIC COIN VALUE PARADE!

- Exhibit Vitalizer, Fact. Rebuilt ... \$ 89.50
- Texas Leaguer ..... 49.50
- Air Raider ..... 249.50
- Sky Fighter ..... 369.50
- Skeeballlette ..... 84.50
- 5c Q. T. .... 69.50
- 5c Comet, Fac. Reb. .... 99.50
- Vest Pocket Bells, (Grey) ..... 39.50

**PANORAM**  
Late Serials  
**\$395.00**  
With SOLOVUE  
**\$425.00**

- PARTS**
- Jackpot Glasses ..... \$1.25
  - Escalator Glasses ..... .50
  - Reel Glasses ..... .50
  - 6L6 Tubes ..... 1.85
  - 6SK7 Tubes ..... .90
  - 2A3 Tubes ..... 1.85
  - New Locks ..... .65
- Write for Quantity Prices!

**MAIN CLOCK GEARS COMPLETE**  
\$3.50  
Mills & Bells, Completely Reconditioned—Write.

**4-Bell Glass, Set of 5** ..... \$12.50  
**3-Bell Glasses, Ea.** 7.50  
**WE REPAIR SLOT CLOCKS.**

TERMS: 1/3 Deposit With Order, Balance C. O. D.

- 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

- Pace Saratoga ... \$129.50
- Jenn. Silver Moon, F.P. .... 119.50
- Mills Square Bell, Fact. Reb. .... 129.50
- Evans Rolletto Jr., Late Head ..... 159.50
- Fastime, Payout .. 84.50
- Bally Royal Draw .. 119.50
- Pamco Bell ..... 89.50
- Pace Reels Jr. .... 129.50
- Skylark, FP & PO. 289.50
- Sport Special .... 165.00

All Machines reconditioned and refinished by experts! Write for complete list and quotations on Phonographs, Bells, Parts, etc. **WILL PAY SPOT CASH** for Phonographs, Mills Golf Ball Vendors, Consoles, Bells and Free Play Games. Send List and Quantity on Any Coin Machines.

**IRVING QVITZ SERVING THE NATION'S OPERATORS! OSCAR SCHULTZ**

**Automatic Coin MACHINES & SUPPLY CO.**  
3834 W. Fullerton Ave. (Phone CAPitol 8244) Chicago 47, Ill.

- GUN CABLES:**
- 5 Conductor Stranded Rubber Covered Wire, 8 Ft. Lengths, Ea. @ \$1.95.
  - 8 Conductor Stranded Rubber Covered Wire @ 35c Per Foot.
  - 2 Conductor Hatfield Silk Rubber Covered Wire @ \$32.00 per 1,000 Ft.
  - 2 Conductor Heavy Duty Rubber Covered Wire @ \$6.00 Per 100 Ft.
  - 3 Conductor Heavy Duty Rubber Covered Wire @ \$8.00 Per 100 Ft.

- Shielded Wire, \$6.00 Per 100 Ft. Sizes 10-12-14-16-18 Stranded Wire, Type SN, 600 Volts—WRITE.
- BX Cable #14—WRITE.
- 16 MF Condensers, 450 Volts ..... \$1.10
- 16 MF Condensers, All Metal, 450 Volts 1.85
- Box 100 Carbon Resistors ..... 3.00
- 2,000 Ohm 10 Watt Resistors, Ea. @ .. .45
- 3,500 Ohm 10 Watt Resistors, Ea. @ .. .45
- 5,000 Ohm 10 Watt Resistors, Ea. @ .. .45

WRITE US YOUR NEEDS IN TUBES AND ADAPTERS  
1/3 Deposit, Balance C. O. D.  
**ATLAS VENDING CO.**  
410 N. BROAD ST. ELIZABETH, N. J.

**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

## SALESBOARDS

OUR PRICES GREATLY REDUCED

Write For Our Catalog Before Stocking Up, You Will Save Money

**A. N. S. CO.** 312 Carroll St., Elmira, N. Y.

### FOR SALE

- 1 Wurlitzer #850 ..... \$825.00
- 2 Rock-Ola Commandos, Like New ... 525.00
- 1 Genco Argentine ..... 37.50
- 1 Genco Band Wagon ..... 22.50
- 1 Chi Coin Legionnaire ..... 22.50
- 1 Chi Coin All American ..... 27.50
- 1 Chi Coin Polo (Plastic Bumpers) ... 17.50
- 1 Chi Coin Show Boat ..... \$27.50
- 1 Bally Toplo ..... 49.50
- 1 Bally Beauty ..... 17.50
- 1 Bally Vacation (Plastic Bumpers) ... 22.50
- 1 Bally Score-A-Line ..... 12.50
- 1 Baker Defense ..... 22.50

WANTED — Pace, Mills, Rock-Ola and Watling 1 1/2 Scales. State Condition and Lowest Price.  
**CENTRAL TEXAS AMUSEMENT CO.**  
1701 GUADALUPE ST., AUSTIN, TEXAS

## WE WILL PAY \$50.00

FOR EXHIBIT STARS, WESTWIND, DOUBLE PLAY OR SUNBEAM. ALL MACHINES MUST BE COMPLETE WITH ALL WORKING PARTS AND MUST BE SHIPPED TO US PREPAID. ADVISE QUANTITY YOU HAVE AND WE WILL MAIL DEPOSIT. ALL MACHINES MUST BE SHIPPED TO US WITHIN NEXT THIRTY DAYS.  
**MORRIS NOVELTY COMPANY, INC.**  
4505 MANCHESTER AVE. PHONE: FRANKLIN 0757 ST. LOUIS, MO.

## JACK POT CHARLEY

THICK 25c PER SALE 1000 HOLE, PROFIT \$52.04. 30 Hole Jack Pot. Can be had with 5 or 6 Advances.  
**\$1.56 EACH**  
One or a Million. 1/3 Deposit. Immediate Delivery.  
**DIVERSO PRODUCTS COMPANY**  
Big Selection—Lowest Prices—Catalogue  
617 North Second Street MILWAUKEE 3, WISCONSIN

**NOW DISTRIBUTING SPORTSMAN—SIMILAR TO THOROBRED—\$495.00**  
**INVASION! LATEST 5-BALL CONVERSION! PRICE \$165.00**  
**SPECIAL! NEW SUPREME GUN. PRICE \$330.00**

**ARCADE EQUIPMENT—GUNS—MISCELLANEOUS**

DRIVEMOBILE .....	\$375.00	SKY FIGHTER .....	\$365.00
1-MUTO. CARD VEND. 2c CHUTES	54.50	KICKER & CATCHER .....	24.50
MT. CLIMBER .....	159.50	KEENEY SUBMARINE .....	179.50
NAME IN HEADLINES-PR. PRESS..	295.00	GOTT. 3-WAY GRIPPER.....	17.50
BALLY RAPID FIRES, A-1 .....	225.00	BINGO-COUNTER ARCADE GAME..	12.50
MUTOSCOPE CARD VENDERS, Late.	45.00	CARD VENDER, Floor Size Life-Up.	24.50
BATTING PRACTICE, Latest.....	129.50	EXH. HAMMER STRIKER & STAND.	74.50
BALLY CONVOY .....	295.00	CASINO GOLF, Perfect.....	39.50
BACK GLASS FOR BALLY ONE BALLS	6.00	ANTI-AIRCRAFT SCREENS, New...	9.50
JAP CONVERTED CHICKEN SAMS..	149.50	USED 5c F. P. COIN CHUTES.....	1.50
CHICAGO HOCKEYS.....	234.50	EXHIBIT COUNTER STANDS.....	10.00
PHOTO CELLS—Seeburg & Bally..	3.50	WATL. HOROSCOPE TICKET SCALE	
WATL. TOM THUMB JR. SCALE...	79.50	F. S. ....	157.50
WATL. TOM THUMB FORTUNE....	99.50		

**WE REPAIR 1 BALL & 5 BALL MOTORS, OPEN TYPE, \$5.00; SEALED TYPE, \$12.50**

**SLOTS — ONE BALLS — CONSOLES**

WATL. P. O. BIG GAME, Fact. Reb.	\$125.00	KEENEY SKYLARK COMBINATION..	\$245.00
SUPER BELL, 3-5c, 1-25c.....	695.00	1941 1-2-3 F. P., Like New....	94.50
JENN. SILVER MOON, F. P., A-1..	119.50	1940 GAL. DOMINOES .....	145.00
RECORD TIME.....	175.00	BALLY CLUB TROPHY.....	345.00
10c EXTRAORDINARY, Like New,		KEENEY POT SHOT .....	54.50
3-5 .....	184.50		

**PIN GAMES—NEW AND USED**

'41 MAJORS .....	\$ 49.50	LIMELIGHT .....	\$19.50	SILVER SPRAY .....	\$59.50
STAR ATTRACTION .....	49.50	KEEP 'EM FLYING. 139.50		AIR CIRCUS .....	119.50
KNOCK OUT .....	114.50	PAN AMERICAN .....	39.50	FLEET .....	24.50
SANTA FE, New .....	195.00	YACHT CLUB .....	24.50	BOOM TOWN .....	34.50
SPORTY .....	24.50	LIBERTY (Cottlieb) 159.50		SHOW BOAT .....	49.50
FOUR DIAMONDS .....	49.50	MIDWAY, New .....	175.00	PARADISE .....	44.50
MIAMI BEACH .....	49.50	BOLOWAY .....	64.50	STREAMLINER, New 195.00	
NEW CHAMPS .....	54.50	BELLE HOP .....	54.50	GLAMOUR .....	27.50
SPOT-O-CARD .....	69.50	SCHOOL DAYS .....	39.50	TEXAS MUSTANG. 69.50	
CHAMPS .....	47.50	SPORT PARADE .....	39.50	HOROSCOPE .....	47.50
LEGIONNAIRE .....	49.50	SNAPPY .....	49.50	MYSTIC .....	37.50
WOW .....	37.50	JUNGLE .....	59.50	BIG TIME .....	42.50

**WILL PAY \$45.00 EACH FOR EXH. WEST WINDS, SUN BEAMS, DO-RE-MI, STARS AND DOUBLE PLAY. \$35.00 FOR ZOMBIES.**

**SEND FULL CASH FOR ORDERS UNDER \$20.00.**  
**ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.**

**EMPIRE COIN MACHINE EXCHANGE** 2812 W. NORTH AVE. CHICAGO 47, ILLINOIS  
 Phone: Humboldt 6288

**Plan To Complete Texas Association**

DALLAS, Feb. 19.—To assist in the wartime problems of the industry, Texas coin machine men are in the process of forming a State-wide organization. The Texas Coin Machine Men's Association was started some two months ago, but due to shortage of men and the difficulty of wartime travel, the organization has not been completed. Earl E. Reynolds, president of the newly formed State organization, is going to San Antonio this week to hold a district meeting with South Texas operators and distributors. Completion of the Texas organization may be announced after this meeting. The organization can be a material aid to wartime coin machine operation and a real help in post-war planning for the industry, say local men.

**Musical Sales Co. Holds Open House**

BALTIMORE, Feb. 19.—Despite one of the heaviest snowstorms in history the preceding day, the Musical Sales Company staged its official opening Lincoln's Birthday. Representatives of the local trade and from several out-of-town markets helped officially welcome the new firm, organized by Roy McGinnis and Mack Lesnick, into the industry. Among those who attended were Mike Munves, Tony Casparri, Joe Echler and Ed Carston, of New York; Stacey Louis and Mr. Stevens, of Cambridge, Md.; Lou London, of Reading, Pa.; Mr. and Mrs. Walter Birkman, Silver Springs, Md., and Ben Eden, of Waynesboro, Pa.

**Ottawa Installs First Canadian "Mailomat"**

OTTAWA, Feb. 19.—The "Mailomat," a coin-operated postage meter machine for public use, went on trial this week in the lobby of the Ottawa general post office. Postmaster - General William Mulock coin-mailed the first letter to Prime Minister Mackenzie King. The machine will be operated for an experimental period. Mr. Mulock told the House of Commons that efforts are being made to obtain additional space in aircraft to carry mail to Canada from the troops overseas.

**MARKEPP VALUES**

**PHONOGRAPHS**

Seeburg ENVOY, E. S. R. C. ... \$399.50  
 Seeburg ROYAL, in 1943 Cab. Write  
 Seeburg WALLOMATIC, wireless 39.50  
 Seeburg BAROMATIC, wireless 49.50  
 Seeburg STROLLER .....

**SLOTS**

Mills 5c Glitter Chrome, 470,000, New .....

**PIN GAMES**

Big Chief . \$39.50 | Snappy ... \$44.50  
 School Days 42.50 | Wildfire .. 49.50  
 Score Card. 27.50 | Majors, '41. 49.50

**ARCADE EQUIPMENT**

Navco Penny Scales .....

**Half Certified Deposit With Order.**

**The Markepp Company**  
 3908 Carnegie Ave. Cleveland 15, O.  
 (Henderson 1043)

**MUSIC BARGAINS**

**PHONOS**

SEEBURG:  
 Envoy, E.S. .... \$350.00  
 Royal .....

**ACCESSORIES**

SEEBURG 3 W. Selectomatics:  
 20 Selection .....

**ARCADE—5-BALL GAMES AND SLOTS**

Chicoin Hockey .....

**SPECIALS**

8 Sets Speaker, Amp. & Turntable for Jennings Telephone Music. Excellent for spares. Set \$72.50. Entire Lot for \$550.00.

Rockola Drive Motor .....

**FRANK F. ENGEL**  
**AUTOMATIC EQUIPMENT COMPANY**  
 SEEBURG DISTRIBUTOR  
 EASTERN PA., SO. NEW JERSEY, DELA., MD.  
 Poplar 1333-34 919 N. BROAD ST., PHILA. 23, PA. Park 4949

**WILL BUY**

Any Quantity of EXHIBIT MERRY-GO-ROUND, SHORT STOP, LANDSLIDE, LONE STAR with Plastic Bumpers.

Any Condition Will Pay Top Price for EXHIBIT DO-RE-MI, SUNBEAM, DOUBLE PLAY, WEST WIND.

Must Be Good Condition Write or Phone for Prices.

**Monarch Coin Mach. Co.**  
 1545 N. Fairfield CHICAGO, 22

**Seeburg Ray-o-Lite Guns**

Complete with Base, equipped with Hitler and Jap Units, newly painted. (Extra 2051 Tube and Gun Lamp given free with each Gun.)

**\$165.00 EACH**

Terms: 1/3 Deposit, Balance C. O. D.

**W. B. NOVELTY CO., INC.**  
 1903 Washington Blvd. ST. LOUIS, MO.

**FOR SALE, ARCADE MACHINES**

7 Exhibit Large Wood Counter Model E and 2 Metal Card Venders with 7000 Cards, All for .....

**DE VAUL'S AMUSEMENTS**  
 NEDROW, N. Y.

**Wanted Immediately**

First-class Coin Machine Mechanic who is draft exempt to start at once at a very good salary. Reply to

**BOX D-180**  
 The Billboard CINCINNATI 1, O.

**FOR GUARANTEED BAKERS PACERS**

PACES RACES and SERVICE  
**BAKER NOVELTY COMPANY**  
 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

**FOR GUARANTEED PACE EQUIPMENT**

**BAKER NOVELTY COMPANY**  
 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

**FOR GUARANTEED MILLS EQUIPMENT**

**BAKER NOVELTY COMPANY**  
 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

**FOR GUARANTEED JENNINGS EQUIPMENT**

**BAKER NOVELTY COMPANY**  
 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

**HIGHEST CASH PRICES**

FOR USED SLOTS & CONSOLES  
**BAKER NOVELTY COMPANY**  
 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

**WANT PHOTOGRAPHER IN AMUSEMENT CENTER**

Choice location on Granby Street!  
 Busiest sailor town in country!  
 Excellent opportunity!  
**GRANBY AMUSEMENT CORP.**  
 428 Granby Street NORFOLK, VA.

**FOR SALE**

Keene Super Bells, 50¢ convertible. Write for price. Wanted to Buy—Buckley Track Odds. Must be late model with Daily Double, 5¢ or 25¢. Also Totalizers for Buckley Track Odds. Wanted one good coin Counter, 5¢ or adjustable.

**HARDIN & NICHOLS**  
 214 So. Calif. St. STOCKTON, CALIF.

**SPECIAL MAIN CLOCK GEARS**

Brand New, Complete With All Attachments, for MILLS & PACES SLOT MACHINES, at **\$3.50 EACH IN QUANTITIES**

Cash in full to accompany orders for less than \$10.00. Otherwise send 50% deposit, balance C.O.D.

**B. D. LAZAR COMPANY**  
 1635 FIFTH AVE. (Grant 7818) PITTSBURGH, PA.

**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 ..... \$1.35 in Lots of 25  
 Club Handles, Painted and Chromed ..... \$3.75 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.** WRITE FOR PRICE LIST.

**SICKING, INC.** 1401 CENTRAL PARKWAY, CINCINNATI, O.

**WANT FOR CASH  
 MILLS FOUR BELLS**

*Old and Late Heads*

**MILLS THREE BELLS  
 KEENEY SUPER BELLS**

*Combination Cash and Free Play*

**PHONOGRAPHS**

*Seeburg — Wurlitzer — Rockola*

Write or wire quantity, condition and price

**CALIFORNIA AMUSEMENT COMPANY**

1348 Venice Blvd. Los Angeles 6, Calif.  
 Telephone: PRospect 4131

**“OFFER”  
 \$5.00 for \$5.00  
 HOLLY GRIPS**

SHIP RAILWAY EXPRESS C. O. D. FULL AMOUNT. ADVISE QUANTITY SHIPPED.

Argentine .....	\$50.00	O'Boy .....	\$12.50	1 Bally Club House ...	\$ 25.00
All American .....	25.00	Sparky .....	25.00	3 Bally Club Bells,	
Broadcast .....	27.50	Silver Spray .....	25.00	Comb., Like New..	195.00
Belle Hop .....	40.00	Sport Parade .....	30.00	1 Jennings Silver Moon	
Bally Reserve .....	12.50	South Paw .....	45.00	with Totalizer .....	110.00
Big Chief .....	27.50	Salute .....	20.00	1 Paces Races (Black)	50.00
Champion .....	15.00	Silver Skates .....	30.00	2 Pace Saratogas (Late	
Hi Hat .....	40.00	Sea Hawks .....	40.00	Comb.) .....	125.00
Lucky .....	12.50	Vacations .....	15.00	1 Pace Reels, Cash Pay	125.00
Ocean Parks .....	12.50	White Sails .....	20.00	1 Spinning Reels .....	75.00
		1 Turf Champ .....	\$40.00		
		10 Columbias (Cig.) Fr. & Bk. Door..	60.00 Ea.		
		1 Columbia (Fruit) D.J.P. ....	75.00		

ALL ABOVE MACHINES SHIPPED FROM KANSAS WAREHOUSE

1 MUTOSCOPE LATE MODEL PUNCHING BAG .....	\$250.00
1 Pokerino on Base .....	50.00
1 Small Seeburg Piano (Mandolin Attachment) .....	50.00

FACTORY DISTRIBUTOR FOR "GRIP STRIP" (NEW STRIP TEASE MACHINE) ... \$ 79.50  
 DISTRIBUTOR FOR OKLAHOMA AND EAST TEXAS FOR "NEW TAILGUNNER" .... 325.00

**CLIFF WILSON DISTR. CO.**

231 D. STREET LAWTON, OKLAHOMA

**READY FOR DELIVERY**

MILLS GOLD CHROME BELLS, 5c, 10c, 25c, 2/5 payout	MILLS BLUE FRONTS, 5c, 10c and 25c.....	WRITE
MILLS CHERRY BELLS, 5c, 10c, 25c, 3/10 payout	MILLS THREE BELLS, like new.	WRITE
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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 write for our prices.

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Large Stock Salesboards, Tip Books and Jar Games. Write for Price List,  
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Streamliner, United's latest conversion, is sweeping the nation. Send in your obsolete STARS today.

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**WHILE THEY LAST!**



**AFRICAN GOLF**

The IDEAL COUNTER GAME  
 NO SLOT—NO TAX!

A complete Casino Game with top appeal and money-making power for counter play!

ALSO AVAILABLE:

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**H. C. EVANS & CO.,**

**YESTERDAY-TODAY-TOMORROW**

BUY BUY BONDS

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*Square Dealings  
 Friendly Service*

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1023-25-27 RACE ST. PHILADELPHIA, PA.

**ARCADE MACHINES AND SUPPLIES**

10 Genoa Playball, Late Model, Ea. . .	\$160.00	5 Ten Strike, H.D., Each .....	\$59.50
5 Chicago Hockeys, Each .....	200.00	5 Ten Strike, L.D., Each .....	49.50
2 Rapid Fires, Each .....	210.00	2 Ping Pong (2 Players), Each .....	39.50
1 Bally Alley .....	25.00	5 Miniature Billiard Table, 3x6, Green Cloth, 10c Slot, Each .....	69.50
10 Scientific Batting Practice, Ea. . .	90.00	Gun Stock for Chicken Sam, Each .....	7.75
5 Keeney Air Raider, Each .....	225.00	Lamps—#1129, Box of 10 .....	.85
1 Drivemobile .....	350.00	#1503, Box of 10 .....	2.00
1 Skyfighter .....	350.00	#83, Box of 10 .....	.50
1 Seeburg Parachute .....	125.00	\$5.00 Extra for Crating an Arcade.	
2 Chicken Sam, Each .....	125.00	TERMS: 1/3 DEPOSIT, BALANCE C. O. D.	
2 Watling Tom Thumb Scale, Each .....	55.00		

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**New Arcade Money-Maker!**  
**'Cupid's Wheel'**

The Most Fascinating of All  
Arcade Machines

Because It's Got  
"PLAYER APPEAL"

- ★ Simple to understand!
- ★ Simple to operate!
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- ★ Animated lighting action!
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- ★ Factory constructed!
- ★ Sturdy, handsome cabinet!
- ★ 6' 1" high—24" wide!
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**WHAT IT HAS NOT!**  
No Complicated Adjustments  
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Brand New—Not a Changeover!

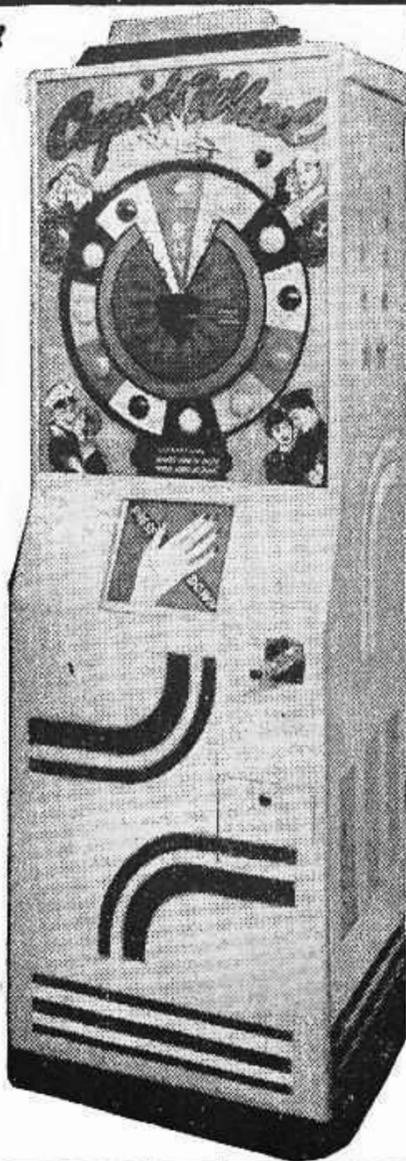
275 Arcade Owners will thank us for allowing them the privilege and opportunity to purchase

"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.

**St. John**

ST. JOHN, N. B., Feb. 19.—J. B. Jones, coin machine distributor and arcade operator, has moved into temporary quarters while repairs are being made following a fire which gutted his permanent office.

The Mintz brothers, Halifax, owners of Eastern Novelty Company, were hosts recently at a party held for members of the armed forces of the United Nations. Ten countries were represented. A concert, followed by dancing, was given in a recreation center for the servicemen.

Les Bickerton, of Amherst, has returned from a trip to the United States on a twofold mission. He was seeking coin machines and racing horses. In addition to operating an arcade and distributing coin machines as a partner in Barker & Bickerton, he manages the harness racing track at Amherst and owns some trotters.

A peculiar angle about the ban on operation of merchandise vending machines in Halifax theaters, recently imposed, is that no such restriction exists just across the harbor in Dartmouth, where at least two theaters have been doing well with candy and chewing gum venders. Halifax is the only city in the Eastern Provinces, and probably in Canada, which has barred venders from theaters. The supply of candy and gum, however, has been insufficient to meet the demand for the past two years, leading to the substitution of potato chips, dulce and smoked fish in 5 and 10-cent packages.

**Guaranteed Values**

- PHONOGRAPHS**
- Seeburg Crowns, Recon. .... \$279.50
  - Wurlitzer 950, Like New. .... WRITE
  - Wurlitzer 600A ..... 289.50
  - Wurlitzer 600 ..... 279.50
  - Wurlitzer 616 ..... 135.00
  - Wurlitzer P12 ..... 79.50

- CONSOLES**
- Mills Four Bells ..... WRITE
  - Mills Three Bells ..... WRITE
  - Evans Lucky Lucre (1941) ..... \$395.00
  - Evans Galloping Dominoes, 1940. 300.00
  - Paces Saratoga, Comb. F.P. Cash 179.50
  - Paces Reels (Rails), Like New. 179.50
  - Mills Jumbo Parade (New) .... 225.00
  - Jennings Fasttime ..... 99.50
  - Other Consoles From \$35.00 Up. Write.

- ONE BALL PAYOUTS**
- Bally Jockey Clubs ..... \$525.00
  - Bally Grand Stands ..... 130.00
  - Bally Pace Makers ..... 125.00
  - Bally Hawthorne ..... 85.00
  - Mills Spinning Reels ..... 125.00
  - Other One Balls From \$50.00 Up. Write

- SLOTS**
- Mills Brown Fronts ..... WRITE
  - Mills Blue Fronts ..... WRITE
  - Mills Q.T. Bells Venders ..... WRITE
  - Groetchen Columbias, Used 2 Weeks ..... \$89.50

**WANTED MILLS SQUARE BELLS**

**AUTOMATIC GAMES SUPPLY CO.**  
1607-1609 UNIVERSITY AVE.  
ST. PAUL 4, MINN.

**WHAT HAVE YOU TO TRADE OR SELL?**

- 9800 Seeburg Hitons, not R.O. .... \$525.00
- Bally Defender ..... 295.00
- Chicken Sam ..... 129.50
- Western Baseball ..... 69.50
- Ten Pin, F.P. .... 95.00
- Strength Test with Stand ..... 49.50
- Kue Ball ..... 27.50
- Pike's Peak ..... 19.50
- Skill Shot ..... 19.50
- Twin Beds (Peek) ..... 34.50
- Home Run Counter ..... 17.50
- 54 War Eagles, 3-5 Rebuilt ..... 129.50
- 54 Rollatop, 2-4 ..... 44.50
- 54 Mills Futurity ..... 125.00
- 10¢ Mills Futurity ..... 150.00
- 10¢ Caille, Like New ..... 95.00
- 54 Blue Fronts ..... 159.50
- 1¢ Q.T. .... 44.50
- Bob Tail Totalizer, F.P. .... 99.50
- Silver Moon Totalizer, F.P. .... 99.50
- Fast Time, F.P. .... 79.50
- Big Top, F.P. .... 94.50
- Royal Flush, F.P. .... 69.50
- Jungle Camp, F.P. .... 69.50
- Jungle Camp, Combination ..... 99.50
- Cigarolla XV ..... 79.50
- Brown Paces Races ..... 149.50

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YELLOWSTONE 8619

**EXPERT REPAIR SERVICE**

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**SLOTS — ONE BALLS — CONSOLES**  
**PHONOGRAPHS — PIN BALLS, ETC.**

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1607-1609 University, St. Paul (4), Minn.

**MILLS 5c, 10c, 25c**  
**SLOTS FOR**  
**IMMEDIATE DELIVERY**

- 4 MILLS 25c GOLD CHROMES, 2-5
- 10 MILLS 25c BROWN FRONTS,  
Drillproof, C.H., Knee Action
- 6 MILLS 10c BROWN FRONTS,  
Drillproof, C.H., Knee Action
- 15 MILLS 5c BROWN FRONTS,  
Drillproof, C.H., Knee Action
- 8 MILLS 25c BLUE FRONTS, S. J.,  
Drillproof, C.H., Knee Action
- 16 MILLS 10c BLUE FRONTS, S. J.,  
Drillproof, C.H., Knee Action
- 18 MILLS 5c BLUE FRONTS, S. J.,  
Drillproof, C.H., Knee Action
- 6 MILLS 25c GOLD CHROMED WAR  
EAGLES Drillpr'r, 3-5, C.H., Knee Action
- 4 MILLS 10c GOLD CHROMED WAR  
EAGLES Drillpr'r, 3-5, C.H., Knee Action
- 14 MILLS 5c GOLD CHROMED WAR  
EAGLES Drillpr'r, 3-5, C.H., Knee Action
- 2 JENNINGS 50c CHIEFS, 3-5
- 3 MILLS FOUR BELLS, High Serials
- 6 KEENEY SUPER BELLS
- 10 MILLS JUMBO PARADES, F. P.
- 3 MILLS 5c GOLD Q. T.
- 2 MILLS 5c BLUE Q. T.
- 2 MILLS 1c GOLD Q. T.
- 3 MILLS 1c BLUE FRONT Q. T.
- 14 MILLS B & G VEST POCKETS

**PHONOGRAPHS**

- 2 WURLITZER VICTORY MODELS
- 1 MILLS THRONE OF MUSIC
- 3 WURLITZER ROLAWAYS
- 2 WURLITZER 24s
- 2 WURLITZER 616
- 2 WURLITZER 412
- 1 BALLY RAPID FIRE GUN
- 1 KEENEY SUPREME GUN

IF WHAT YOU WANT IS NOT LISTED, WRITE US, AS WE HAVE A LARGE STOCK OF ALL TYPES OF VENDING MACHINES. WRITE FOR PRICES.

Terms: 1/3 Certified Deposit, Bal. C.O.D.

**STERLING NOVELTY CO.**

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"WE ARE WHOLESALERS AND SELL FOR RESALE."

**COIN MACHINE**  
**FILMS**

FOR PANORAMS  
AND PANORAM  
"PEEK SHOWS"

FULL-LENGTH 'A' PICTURES ONLY.

New Release Weekly.

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FILM EXCHANGE

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from

**Dixie Sales Company**

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6 Last Model Mills, 1-2-3, Free Play,  
\$89.50 each.

1/3 Deposit

**WANT TO BUY**

Mills Square Bells, Flashers, Hi Boys and Escalator Slots, any condition. Phonographs and Consoles in good condition. State quantity, condition and best price.

**G. N. Vending Company**

683 W. Broad Street COLUMBUS 8, OHIO

**GET HEP TO**

**Smart MONEY** 5c PLAY

**SMART MONEY**

**BIG \$28.95**

Profit on 1000 hole, 5¢ play, big flashy new beautiful board. "Smart Money's" coppin' the coin everywhere, 73 winners, special THICK slot symbols. Write for price list 438-5.

ORDER NO. 1000 SMART MONEY—5¢ PLAY, \$25 Top—\$28.95 Profit.

ORDER NO. 1000 SMART MONEY—10¢ PLAY, \$50 Top—\$45.80 Profit.

**GARDNER & CO.**  
2309 ARCHER • CHICAGO

**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.

**WANTED TO BUY FOR CASH!**

**PHONOGRAPHS**  
ROCK-OLA  
SUPERS, MASTERS  
STANDARDS  
DELUXES

WURLITZER  
500  
600 — 750E  
800 — 850

**5-BALL FREE PLAY**  
STARS  
SUNBEAM  
WEST WIND  
DO RE MI  
DOUBLE PLAY

Send us your list for quick action! WE PAY HIGHEST PRICES!

**ARCADE EQUIPMENT**

Chi Coin Hockey ... \$250.00	Ex. Fist Striker ... \$150.00	Evns. 10 Strike, HI-Dial \$65.00
Keeney Air Raider . 265.00	Watl. Guesser Scales 115.00	Ev. 10 Strike, Low Dial 45.00
Watl. Horoscope Scale 125.00	Batting Practice ... 129.50	ABT Fire & Smoke . 27.50
Keeney Submarine .. 220.00	Keeney Tex. Leaguer . 44.50	Pikes Peak . . . . . 19.50
50 LINCOLN LOW BOY SCALES		Gott. Triple Grip . . . 18.50

**5-BALL FREE PLAY GAMES**

Yacht Club . . . . . \$25.00	Silver Skates . . . . . \$37.50	ABC Bowler . . . . . \$47.50
Double Feature . . . . . 24.50	Cross Line . . . . . 39.50	Champ . . . . . 47.50
Sparky . . . . . 29.50	Flicker . . . . . 39.50	Ten Spot . . . . . 49.50
Dude Ranch . . . . . 29.50	School Days . . . . . 39.50	Star Attraction . . . . . 52.50
Dixie . . . . . 32.50	Horoscope . . . . . 47.50	Zig Zag . . . . . 52.50
Sport Parade . . . . . 37.50	Snappy . . . . . 47.50	Belle Hop . . . . . 54.50
Big Chief . . . . . 37.50	Miami Beach . . . . . 47.50	Jungla . . . . . 57.50
Metro . . . . . 37.50	Sea Hawk . . . . . 47.50	Topla . . . . . 84.00
All American . . . . . 37.50		

**CONSOLES**

Bally HI-Hand . . . . . \$149.50	Keeney Kentucky Club . . . . . \$115.00	Jenn. Good Luck, 5¢ \$ 35.00
Jumbo PO, Late Hd. 129.50	Record Time . . . . . \$189.00	Rollette Jr. . . . . 100.00
		Sport Special . . . . . \$165.00

**PHONOGRAPHS**

Wurlitzer 412 . . . . . \$ 75.00	Wurlitzer 416 . . . . . \$ 90.00
Wurlitzer Victory Model . . . . . 485.00	Wurlitzer 616, Reg. . . . . 110.00
Rock-Ola 16 Record . . . . . \$100.00	

Curved Glass for Evans Ten Strike . . . . . \$2.75  
Laval Marvellous Cleaner for Pin Ball Games and Phonographs. Gal. 1/3 Deposit, Balance O. O. D., F. O. B. Chicago. . . . . 2.00

**BACK THE ATTACK WITH WAR BONDS!**

**NATIONAL COIN MACHINE EXCHANGE**

1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

**PROTECT YOUR INVESTMENT WITH BALTIMORE HANDY SET LOCATION AGREEMENTS**

An AGREEMENT that fills the need of every operator due to present and future tax legislation. An Agreement to serve for all types of coin-operated machines, including amusement, musical, movie and various vending machines. An Agreement that is fair to both parties, is simply worded and yet legally binding. An Agreement that protects all operators fully on their investment and that will be respected in all States.

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Form A for Slot Machines  
Form F for Diggers  
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STANDARD SPECIALLY PRINTED BOOKS DESIGNED FOR YOUR INDIVIDUAL NEEDS. WRITE FOR PRICES, SAMPLES AND SUGGESTIONS. NO OBLIGATION.

**ALWAYS CONSULT SOUTHWESTERN For Coin-Operated Equipment and Parts**

14 Brand New U-NEED-A-PAK Cigarette Machines, in Cartons, \$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, Microscope 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.

**ADAPTORS CHANGE-OVER, 2A4G TO 2051**

FOR SEEBURG RAY GUNS \$1.50 (EACH)

INSTRUCTIONS FOR REPLACING 2A4G WITH 2051 ON SEEBURG RAY-O-LITE GUNS.

1. Remove 2A4G From Socket.
2. Plug Adaptor Into 2A4G Socket.
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

**Chicago Novelty Company, Inc.**

1348 Newport Avenue Chicago 13, Illinois

**NEW MACHINES WITH SPECIAL DISCS AND REELS**

**WRITE FOR PRICES**

ALL MERCHANDISE OFFERED IS FOR RESALE ONLY

5¢ Gold Chrome	5¢ Cherry Bell, Blue	Super Track Time
10¢ Gold Chrome	5¢ War Eagles	5¢ Super Bell
25¢ Gold Chrome	5¢ Mills Console	Galloping Domino Jackpot
5¢ Copper Chrome	10¢ Mills Console	5¢ Jumbo Parade, Cash
10¢ Copper Chrome	25¢ Mills Console	5¢ Jumbo Parade, Conv. Mint
25¢ Copper Chrome	5¢ Handload, Emerald	Vendor
5¢ Regular Chrome	Columbia Bell, GA, Rear Pay	5-5-5 Mills Four Bell, New
10¢ Regular Chrome	Mills Vest Pockets	Style Head
25¢ Regular Chrome	Evans Vest Pocket Domino	5-5-5 Mills Four Bell, Old
5¢ Brown Front	5¢ Mills Mystery Bonus	Style Head
10¢ Brown Front	10¢ Mills Mystery Bonus	25¢ Pace Race Red Arrow
25¢ Brown Front	50¢ Mills Brown Front	Long Acres

Rockola Commando #120 Wurlitzer Wall Boxes #145 Wurlitzer Stepper Units =430 Wurlitzer Speakers

**FLOOR SAMPLES, USED AND RESULTS**

1 5¢ Mills Copper Chrome . . . . . Write	8 Galloping Domino, Ch. Sep., Dark Cab. \$335.00	1 Spinning Reel . . . \$110.00
7 5¢ Mills Chrome, Original . . . . . Write	12 Galloping Domino, Cash, Light Cab. . 475.00	1 Mills 1-2-3, Cash. . 65.00
11 5¢ Mills Brown Front . . . . . \$250.00	14 Galloping Domino, Ch. Sep., Light Cab. 485.00	2 Jenn. Cigarettes, 10¢ & 5¢ Comb. Play. Ea. 105.00
6 5¢ Mills Melon . . . . . 225.00	3 Mills Three Bell . . . Write	<b>FIVE BALL AMUSEMENT &amp; ARCADE MACHINES</b>
4 5¢ Mills Cherry . . . . . 225.00	1 5-5-5 Mills Four Bell, New Cabinet, Old Style Head . . . Write	38 Mystic . . . . . \$ 49.50
6 5¢ Mills Blue Front 225.00	1 5-5-5 Mills Four Bell, Old Style Head . . . Write	15 Bally Reserve . . . 50.00
1 5¢ Mills War Eagle 125.00	2 5-5-5 Mills Four Bell . . . . . Write	1 Zombie . . . . . 69.50
1 5¢ Mills Lion Head 150.00	10 5¢ Mills Jumbo Parade, F.P. . . . . 99.50	2 Yanks . . . . . 95.00
2 5¢ Mills Front Vendor Goose-neck. 75.00	1 5¢ Mills Jumbo Parade, Mint Vendor, F.P. . . . . 165.00	1 C. O. D. . . . . 30.00
1 5¢ Jennings Victoria 49.50	2 5¢ Pace Race, Black Cab. Painted Brown 99.50	1 Commander . . . . . 85.00
1 1¢ Watling Twin JP 49.50	1 5¢ Pace Race, JP. Brown Cab., #5986 190.00	4 Spotted . . . . . 19.50
1 1¢ Mills Regular. 75.00	1 5¢ Pace Race, JP. Brown Cab., #8088 300.00	2 Pickem . . . . . 19.50
1 1¢ Jennings Duchess 20.00	3 5¢ Pace Race, Brown Cab., #5995 . . . . . 190.00	2 Broadcast . . . . . 79.50
1 Mills Vest Pocket Chrome . . . . . 75.00	2 5¢ Pace Race, JP. Red Arrow, #6522-6319 . . . 250.00	1 Victory . . . . . 69.50
1 10¢ Melon . . . . . 235.00	1 25¢ Pace Race, JP. Red Arrow, #6550 275.00	1 Sport Parade . . . . . 39.50
5 10¢ Chrome, Orig. Write	2 25¢ Pace Race, Red Arrow, #6583 . . . . . 300.00	2 Play Ball . . . . . 42.50
1 10¢ Blue Front . . . . . 235.00	4 41 Derby, F.P. . . . . Write	1 Triumph . . . . . 25.00
1 25¢ Chrome . . . . . Write	1 Blue Grass, F.P. . . . . Write	1 Flicker . . . . . 39.50
4 50¢ Gold Chrome. Write	1 Club Trophy, F.P. . . . . Write	1 Wild Fire . . . . . 42.50
1 50¢ Blue Front . . . . . Write	1 Kentucky, Cash . . . . . Write	1 Jolly . . . . . 27.50
1 5¢ Pace Console . . . . . 150.00	2 Santa Anita, Cash Write	1 Score a Line . . . . . 59.50
1 10¢ Pace Console. 160.00	5 Fortune, Cash or F.P. Write	1 Double Play . . . . . 99.50
1 25¢ Pace Console. 200.00	1 Arlington . . . . . 35.00	1 Gold Star . . . . . 79.50
1 5-25¢ Pace Console Combination . . . . . 275.00	1 Peakrest . . . . . 20.00	1 Sky Line . . . . . 49.50
1 10¢ Callie Cadet. . . . . 75.00		1 Leader . . . . . 79.50
2 25¢ Mills Golf Ball Write		1 Super Six . . . . . 49.50
19 Columbia Bell, Ch. Sep. . . . . 75.00		1 Texas Mustang . . . . . 59.50
1 Columbia Bell, Chrome . . . . . 75.00		1 Trailways . . . . . 49.50
24 Super Track Time Write		1 Venus . . . . . 69.50
5 Pastime . . . . . 250.00		1 Sky Fighter . . . . . Write
5 Kentucky Club . . . . . 190.00		1 Batting Practice . . . 125.00
1 5¢ Super Bell . . . . . 235.00		1 Submarine . . . . . Write
3 5¢ Super Bell, Conv. Mint Vendor. . . . . 275.00		2 Air Raider . . . . . 275.00
19 Galloping Domino, Cash, Dark Cabinet 325.00		1 Chicken Sam . . . . . 189.50
		2 Shoot Your Way to Tokio . . . . . 225.00
		1 Kicker & Catcher with Stand . . . . . 27.50
		12 Silver King Peanut Vendors . . . . . 7.50

**PHONOGRAPHS**

2 Panorams, Late Models . . . . . \$425.00  
1 Wurlitzer Counter Model . . . . . 65.00  
5 Wurlitzer 618, Light Up Grill . . . . . 99.50  
1 Wurlitzer 618, Reg. . . . . 92.50  
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7 412 Wurlitzer . . . . . 55.00  
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**SUPPLIES**

Slot Machine Jackpot Glass. Per Dozen \$19.50 | Mills Four Bell Cabinet, New . . . . . \$32.50  
**FULL CASH MUST ACCOMPANY ALL ORDERS IN THE FORM OF POST OFFICE, EXPRESS OR TELEGRAPH MONEY ORDER.**  
If We Are Unable To Fill Your Order We Will Make Refund of Your Deposit Promptly.  
**MOSELEY VENDING MACHINE EXCHANGE, INC.**  
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No new games will be made for the duration, but you can keep your old games up to date with attractive and colorful

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Only five minutes required to make these startling change-overs right on location. No skilled labor or tools required. No playing time lost.

Your Total Cost Per Game Is Only **\$9.50** F. O. B. Chicago, Ill.

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**Now Ready for Immediate Shipment—**

BOMB THE AXIS RATS for Star Attraction	BOMBARDIER for Victory
KNOCK-OUT THE JAPS for Knock-Out	SLAP THE JAPS for Stratoliner
SINK THE JAPS for Seven-Up	WORLD SERIES for Seven-Up
SMACK THE JAPS for Ten Spot	MISS AMERICA for All American
HIT THE JAPS for Gold Star	

WRITE, WIRE OR PHONE YOUR ORDER TODAY.

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America's foremost manufacturers of Pin Game Conversions  
Eastern Distributor: LEADER SALES CO., 131 N. Fifth Street, Reading, Penn.

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**MATCHLESS ELECTRIC COMPANY**  
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**Now Converting**  
**GRAND STAND • GRAND NATIONAL PACEMAKER Into ...**  
**ROCKINGHAM**



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2. New Larger Backboard and Glass.
3. Cabinet Newly and Beautifully Redesigned.
4. Handsomely Decorated Base.
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 Our New 1-Ball Free Play. Similar in play appeal to

**LONG ACRE**  
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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.

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Big supply Races Motors, Brakes, nearly all Races Parts—also nearly all Parts for all Race Slots 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.*

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**ATTENTION, OPERATORS**

5 5c Mills Gold Chromes	1 10c Mills Club Bell
4 5c Mills Silver Chromes	1 25c Mills Club Bell
6 10c Mills Gold Chromes	1 50c Mills Blue Front
8 10c Mills Silver Chromes	1 50c Mills Gooseneck, Like New
12 5c Mills Brown Fronts	1 50c Jennings Gooseneck, Like New
5 10c Mills Brown Fronts	6 25c Jennings Club Bells, Refinished
6 25c Mills Brown Fronts	1 50c Jennings Club Bell, Refinished
10 5c Mills Blue Fronts	5 25c Jennings Four Star Chiefs
8 10c Mills Blue Fronts	3 Mills Four Bells, Serial Over 2000
8 25c Mills Blue Fronts	1 Mills Three Bell, Serial Over 1000
	8 Buckley Track Odds
	2 Lucky Lucres

**PARTS FOR MILLS SLOTS**

Club Handles ..... \$4.25	Handle Springs ..... \$ .25
Reel Strips (Set of 3) ..... 1.00	Clock Springs ..... .25
Jackpot Glass ..... 1.25	Slide Springs ..... .25
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1/3 Deposit, Balance C. O. D., F. O. B. Dallas, Texas.  
 Ship in your old slots for refurbishing. We will ship them back to you like brand new. Casting retinished glitter gold or your own selection. (Worn parts replaced.) Complete job from \$60.00 to \$85.00.

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**Step up and See HOOTCHIE-KOOTCHIE!**



SEE HER IN ALL HER MECHANICAL SPLENDOR!...SHE SHAKES AND SHE QUIVERS!...THE BOARD SENSATION OF THE YEAR!

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Any Mills Escalator Slots, 1c-5c-10c, Converted to 25c Play, 3/5 P.O., S.J.P. With Club Handle. Any Mills Slots, 2/4, Converted to 3/5 P.O. Mills Jack Pot Glass, 6 for \$5.00. Sold 1/2 Doz. Lots Only. Cash With Order. Parts for Mills Slots, Escalators, Clocks, Complete Jack Pots, etc. 1 Mills 50c Gooseneck, A-1 condition, only \$375.00.

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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.

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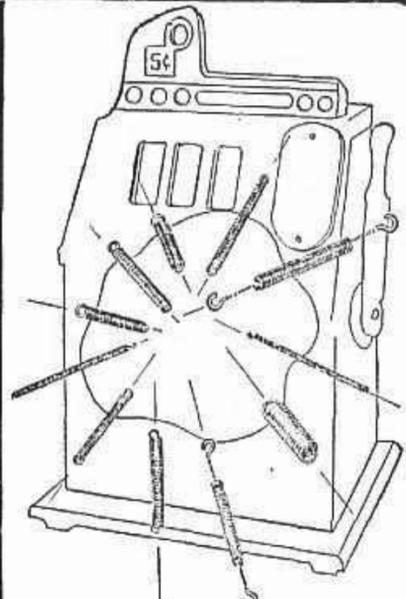
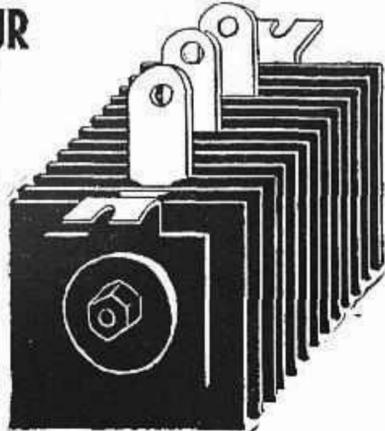
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We will rebuild, clean and make as serviceable as new ones.

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Detach all rectifiers from the transformers before shipping.



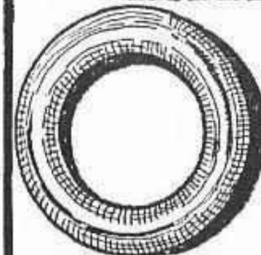
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**\$9.75 ea.**

Prices Slightly Higher in Canada.  
With all the springs you need to make that OLD SLOT MACHINE operate like new. 55 high grade quality springs made of the finest music wire. 3 EXTRA SPRINGS of all the important ones. You will get in this kit—clock springs, slide springs, escalator springs, main operating springs and finger springs. Also included are TWO handle spring assemblies with adjustment screw attachment.

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**SKILL LANE SPRING**  
54c Per Doz.  
**\$4.00 Per 100**

**SPRING FOR REBOUND GATE**  
36c Per Doz.  
**\$2.00 Per 100** S-11

**RUBBER PARTS**



**A-1 Small Rubber Ring, Straight Hole—30¢ Doz.**  
\$2.00 in 100 Lots.  
**A-2 Large Live Rubber Rings—36¢ Doz.**  
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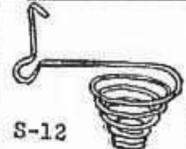
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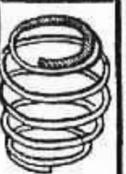


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80¢ Per Doz. \$6.00 Per 100.

S-12

**OUTSIDE CABINET PLUNGER SPRING**

50¢ Per Doz.  
**\$3.75 Per 100.**



S-17

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**C-47—1, 1 1/2, 2, 3M . . . \$3.25 Per 100**  
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We Carry a Complete Line of Mazda Bulbs—Order Some Now

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**54¢ Per Doz. \$3.50 Per 100 (Astd.)**  
**EXTRA HEAVY**  
**80¢ Per Doz. \$4.00 Per 100 (Bally)**

**THE BEST QUALITY RUBBER TUBING, 10c Per Foot** **\$8.95 Per 100 Ft. or More**  
3/16" Hole, Pure Gum Surgical Rubber, for **PACES RACES**

**FELT STRIPPING FOR PIN BALL MACHINES**  
(4 ft. length—10c each—any quantity)

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**100 Ohms—\$1.50 Each**

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Reconditioned and Guaranteed

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  - 25¢ Mills Blue Front . . . . . 250.00
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  - 5¢ Mills War Eagle, 2-4 Pay Out . . . . . 100.00
  - 10¢ Mills Extraordinary, 2-4 Pay Out . . . . . 100.00
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  - 5¢ Original Mills Chrome Bell One Cherry P.O. . . . . 265.00
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  - Mills Clock Springs With Tapered End 90¢ Ea.
- Terms: 1/3 Deposit, Balance C. O. D.  
Phone 4-1109—Between 12M and 1 P.M.

**AUTOMATIC COIN MACHINE CORP.**  
338 Chestnut St. SPRINGFIELD, MASS.

**WANT TO BUY ANY MAKE 5 BALL FREE PLAY GAMES, GUNS, ARCADE EQUIPMENT, CONSOLES, SLOTS, VEST POCKETS. WILL PAY HIGHEST PRICES.**

**HOLLYWOOD PEEP SHOWS, CONVERSIONS FOR MILLS PANORAM, PREPAID, EACH \$42.50. (Special price in lots of three or more.)**

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TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

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- 1¢ Q.T. Glitter Gold, New . . . . . \$ 74.50
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- 5¢ Q.T. Reconditioned Blue Front . . . . . 79.50
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- Bally Sun Ray, F.P. . . . . 149.50
- Bally Hi Hand, Comb., Perfect . . . . . 169.50
- Mills 1-2-3, Perfect, Clean, '40 . . . . . 99.50
- 5¢ War Eagle, Reconditioned, Refinished Glitter Gold Front . . . . . 175.00
- Keeney Super Bell, Comb., Like New . . . . . 299.50

**NEW MILLS MAIN CLOCK GEARS**

- Complete with Ratchets and Springs . . . . . \$3.50
- Gears Only . . . . . 2.50
- Jackpot Glasses . . . . . 1.25
- Escalator Glasses . . . . . .75

**STANDARD AUTOMATIC AMUSEMENT CO.**  
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**READY FOR LOCATION!**

- 6 Seeburg Chicken Sams, Each . . . \$120.00
- 5 Seeburg Shoot the Chutes, Each . . . 125.00
- 4 Bally Rapid Fires, Each . . . . . 210.00
- 2 Wurlitzer 71 Counter Models, Each 135.00
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- 6 DuCrenier Champion Cigarette Machines, 9 Dual Columns, 430 Pack Cap. Each . . . . . 110.00

**MAKE BEST OFFER FOR THE FOLLOWING:**

- 3 AMI Singing Towers, Like New.
- 4 Gabel 1941 Kuro's Phonos, Streamlined Models, Beautiful.
- 50 Gabel 12 Record Selective Phonos, Perfect Condition.

1/2 deposit with order, balance C. O. D.

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**DURATION-IZED GAMES**

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  - TEN SPOT . . . . . 64.50
  - DERBY DAY, Console, F.P. & P.O. . . . . 64.50
  - BLUE FRONT MECH., 5¢, 3-5 Pay. . . . . 64.50
  - BLUE FRONT MECH., 10¢, 3-5 Pay. . . . . 64.50
- 1/3 Deposit, Balance C. O. D.

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**EASTMAN DIRECT POSITIVE PAPER**

Latest Dating!  
100 Rolls, 1 1/2", at \$5.50 Per.  
28 Rolls, 2", at \$7.00 Per.  
26 Rolls, 2 1/2", at \$9.00 Per.  
23 Rolls, 3", at \$11.00 Per.  
4 Rolls, 3 1/2", at \$12.00 Per.  
7 Rolls, 3 1/2", at \$14.00 Per.  
20 Gross, 5x7, at \$9.00 Per.  
10% Discount on Orders Above \$50.00. 1/3 Deposit.  
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**FOR SALE**

- 1 Brand New Bally Sun Ray Console. . \$169.50
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  - 16 Slot Palooka Console Pay Out, Perfect . . . . . 65.00
  - 2 Mills Vest Pockets, 1¢ Slot, Each . . . . . 20.00
  - 6 Mills Jumbo Cash Payouts, High Heads, Like New. Each . . . . . 147.50
  - 2 Seeburg New Wireless Spakorgans, Ea. . . . . 50.00
  - 1 Mills Do-Re-Mi Phonograph complete. . . . . 45.00
- L. H. HOOKER NOVELTY CO.**  
ARNOLDS PARK, IOWA

**IMPS**

**\$9.50**

While they last!

Like New A-1 Condition Regular Price **\$12.50**



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STANDARDS, DE LUXES  
WURLITZER 616, 24, 500, 600

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KEENEY SUPER BELLS, BALLY HI-HAND, BALLY CLUB BELLS, MILLS SQUARE BELLS

**ARCADE:**  
CHICAGO COIN HOCKEY  
SCIENTIFIC BATTING PRACTICE

**5-BALL FREE PLAYS:**  
EXHIBIT STARS, DOUBLE PLAY,  
WEST WIND, SUNBEAM, DO-RE-MI

Write or Wire Quantity and Best Prices.  
**Send us your list of all games available for sale**

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2200 N. Western Ave., CHICAGO 47, ILL.

CARL TRIPPE Price Plus Guaranteed Satisfaction

Ideal's Great Inventory Sale

**NEW REBUILTS—5-BALL FREE-PLAY GAMES**

Bombardier (Fellies) .....	\$139.50	Midway (Zombie) .....	\$175.00
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Eagle Squadron (Big Town) .....	138.50	Production (Blonde) .....	139.50
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Liberty (Flicker) .....	119.50		

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A.B.C. Bowler .....	\$49.50	Legionnaire .....	\$52.50	Show Boat .....	\$42.50
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Bolaway .....	59.50	Miami Beach .....	59.50	Slugger .....	57.50
Boomtown .....	32.50	Mills 1-2-3 1939 (F.P.) .....	15.00	Spot a Card .....	57.50
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Cadillac .....	17.50	Mills Five in One (Payout) .....	75.00	Sport Parade .....	39.50
Champ .....	39.50	Mr. Chips .....	17.50	South Paw .....	52.50
Commodore .....	27.50	Monicker .....	85.00	Star Attraction .....	49.50
Crossline .....	29.50	Nippy .....	17.50	Stop and Go .....	17.50
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Dive Bomber (Formation) .....	59.50	Paradise .....	37.50	Sun Valley .....	129.50
Dude Ranch .....	39.50	Play Ball .....	32.50	Super Six .....	17.50
Fleet .....	82.50	Polo .....	22.50	Ten Spot .....	49.50
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**GUNS** Repainted Red, White and Blue Army and Navy Decals Look and Operate Like New

Axis Rats (Seeburg) .....	\$169.50	Rapid Fire (Bally) .....	\$249.50
Jap Gun (Shoots 20 Shots Like Rifle, Then 45 Like Mach. Gun) .....	169.50	Tall Gunner (New) .....	295.00
Keeney Air Raider .....	249.50	Tank Gun (Shoots 20 Shots Like Rifle, Then 45 Like Mach. Gun) .....	169.50
Keeney Antl Aircraft .....	89.50	Tokyo Gun (New) .....	330.00
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Keeney Air Raider .....	\$225.00	Bally Rapid Fire .....	\$225.00
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Bally Alley .....	49.50	Magic Chair (Exhibit) .....	89.50
Basket Ball (Bally, Repainted) .....	100.00	Model "F" Target .....	17.50
Battling Practice .....	119.50	Mystic Pen .....	185.00
Candid Camera .....	115.00	Palm Fortune Teller (A.B.T.) .....	150.00
Card Venders .....	35.00	Picture Machine (Int. Mutos.) .....	29.50
Cockeyed Circus .....	45.00	Pikes Peak .....	17.50
Challenger .....	27.50	Pingo .....	15.00
Firemen (Exhibit Thigh-o-Graph) .....	175.00	Punching Bag (Mills) .....	89.50
Fit Striker Machine .....	69.50	Ramses (Exhibit) .....	200.00
Foot Race (Exhibit) .....	89.50	Red, White & Blue Target (ABT) .....	22.50
Grippers, Single (Gottlieb) .....	12.50	Screen Test .....	125.00
Grippers, Triple (Gottlieb) .....	17.50	Select-a-View .....	42.00
Grip Test (Galle Floor) .....	49.50	Shocker (Advance) .....	10.00
High Striker .....	89.50	Skee Balletto (Gottlieb) .....	89.50
Hockey (Chicago Coin) .....	209.50	Skill Jump (Groetchen with Base) .....	49.50
Hockey (Int. Mutos.) .....	29.50	Strike It .....	49.50
Hockey (Seeburg) .....	89.50	Strip Tease Grip .....	69.50
Iron Claw (Exhibit) .....	35.00	Target Skill, A.B.T. .....	27.50
Jungle Hunt .....	25.00	Ten Pins (Rockola) .....	49.50
Knotty Peak .....	45.00	Ten Strike (Evans) .....	49.50
Little House, 1¢ .....	25.00	Texas Leaguer, DeLuxe .....	39.50
Lord's Prayer on Penny .....	100.00	Test Pilot .....	225.00
		Your Future Home .....	29.50

**MERCHANDISE VENDING MACHINES**

12 N.W. Ball Gum Vender .....	Each \$10.25	6 Penny King .....	Each \$ 1.50
182 N.W. 40 Peanut Venders (Used) .....	5.00	1 Burel, 3 Ways .....	5.00
2 Silver King Peanut Venders .....	4.50	1 N.W. Penny Back Base .....	1.50
1 Stewart-McGuire Cigarette (10 Col.) .....	49.50	3 Advance Ball Gum .....	1.50
2 Stewart-McGuire Cigarette Machine (8 Col.) .....	99.50	1 Stewart-McGuire, 5¢ (Gum Stick) .....	5.00
37 N.W. 33 Peanut Porcelain (New) .....	7.10	1 Stewart-McGuire, 1¢ (Gum Stick) .....	5.00
6 N.W. 40 Peanut Porcelain (New) .....	6.80	10 Universal Ball Gum .....	2.00
3 N.W. Triselector (New) .....	32.00	5 4-in-1 Venders .....	4.00
4 N.W. Triselector (Used) .....	17.50	1 N.W. Merchantizer .....	5.00
7 Snacks with Stands .....	10.00	1 N.W. 33 Jr. Porcelain .....	5.25
5 Snacks without Stands .....	7.50	50 Match Venders .....	4.50
8 Stewart-McGuire, 1¢ & 5¢ .....	4.00	3 Popmatic Popcorn (New) .....	89.50
6 Jennings Vend-a-Bag (Like New) .....	8.50	3 Popmatic Popcorn (Used) .....	59.50
1 Smiling Sam with Stand .....	18.50	1 Shipman Postage Stamp Machine, 1¢-3¢ (New) .....	29.50
4 Duo-Vend .....	5.00		

**A-1 RECONDITIONED SCALES**

8 Mills Lo Boy (Porcelain) .....	\$ 44.50	1 Kirk Guesser .....	\$135.00
1 Mills Hi Boy .....	27.50	1 American (Penny Back) .....	100.00
11 Watling Fortune Lo Boy (Porcelain) .....	85.00	1 Scheffler Bros. .....	39.50
1 Watling Guesser (New) .....	125.00	1 Navco .....	39.50
1 Kirk Astrology .....	100.00	1 Jennings Lo Boy (Porcelain) .....	39.50

**A-1 RECONDITIONED SLOT MACHINES**

Golf Ball Machine .....	\$175.00	Front Vender, 5¢ (2-4) .....	\$ 67.50
Skyscraper, 25¢ (2-4) .....	67.50	Q. T.'s, 1¢ (New) .....	69.50
Skyscraper, 10¢ (2-4) .....	62.50	Columbia Clubs, Groetchen (New) .....	115.00
War Eagle, 5¢ (2-4) .....	75.00	Watling 10¢ Goose-neck .....	60.00

**A-1 RECONDITIONED AUTOMATICS**

Paco Reels, with Rails .....	\$129.50	Dixie Race Horse (Bally) .....	\$ 69.50
Prakness (Bally) .....	22.50	Mills Five-in-One (P.O.) .....	75.00
Santa Anita (Bally) .....	250.00	Silver Moon (Free Play) .....	85.00
Paces Races (Brown Cabinet) .....	139.50		

**A-1 RECONDITIONED AUTOMATIC PHONOGRAPHS**

Wurlitzer 24's, 24 Records in New Victory Cabinet .....	\$489.50	Mills Throne of Music .....	\$209.50
Wurlitzer Twin 12, in Aristocrat Cabinet with Buckley Adapter, 24 Record .....	285.00	Rockola Imperial 20, in Aristocrat Cabinet with Buckley Adapter .....	285.00
Wurlitzer 61 Counter Model .....	85.00	Rockola Rhythm King, 12 Records .....	59.50
Stand for Wurlitzer 61 (New) .....	29.50	Rockola Imperial 20, 3 Side Grills, Bottom & Top Grills, Red Plastic on Each Side, New Program Holder & Buttons .....	150.00
Wurlitzer 41 Counter Model Stand .....	29.50	Rockola #2 .....	59.50
Wurlitzer #718 .....	100.00	Seeburg Rex, 20 Record in Victory Cab. .....	469.50
Wurlitzer 600 Rotary .....	275.00	Seeburg Casino .....	225.00
Wurlitzer 616 in Aristocrat Cabinet .....	215.00	Seeburg K-15 .....	100.00
Wurlitzer 24 in Aristocrat Cabinet .....	269.50	Seeburg Regal with Adapter .....	275.00
Mills De-Ro-Mi .....	49.50	Bingling Towers (New) .....	299.00
Mills Studio .....	75.00		
Mills Empress .....	269.50		

**A-1 RECONDITIONED BAR AND WALL BOXES**

23 Rockola Bar, Slant .....	Each \$39.50	32 Seeburg Selectomatics .....	Each \$ 7.50
26 Rockola Wall .....	24.50	10 Buckley Wall .....	3.00
11 Rockola Wall, Marble-Glo, 5-10-25¢ .....	59.50	4 Keeney Wall .....	4.00
6 Rockola Bar, Old Style .....	6.00	1 Wurlitzer Wall .....	7.50
2 Rockola Marble Finish, 5-10-25¢ .....	59.50		

**ADAPTORS**

1 Wurlitzer Adapter #600, Complete for 24 Record (New) .....	\$44.50
2 W-16 Buckley 16 Record Wurlitzer Adapter, Complete (New) .....	44.50
5 24 Record Keyboard Selectors for Wurlitzer (Packard make), New .....	44.50

Terms: One-Third Deposit, Balance C. O. D.

**IDEAL NOVELTY CO.**

Phone: Franklin 5544  
2823 Locust St.  
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**ORIGINAL JAR-O'-DO ORIGINAL JAR-O'-DO**

**HERE IT IS!!!**  
THE TERRIFIC SALES HIT OF 1943—  
NOW THE LEADER OF 1944!!  
**UNIVERSAL'S ORIGINAL JAR-O'-DO ORIGINAL RED, WHITE, BLUE "BIG CHARLEY" IN A NEW SIZE!!**



TICKETS STAPLED 5 TO A BUNDLE SELLS FOR \$1.00 PER BUNDLE!

IT'S NEW—IT'S SENSATIONALLY DIFFERENT REAPING REPEATS WHEREVER SHOWN!

(STAPLED IN FIVES)

Takes in 2100 Tickets at 5 for \$1.00 .....	\$420.00
Pays Out (Actual) .....	360.00
Profit (Actual) .....	\$ 60.00

OR (STAPLED IN FIVES)

Takes in 2170 Tickets at 5 for \$1.00 .....	\$434.00
Pays Out (Actual) .....	360.00
Profit (Actual) .....	\$ 74.00

OR (UN-STAPLED)

Takes in 2170 Tickets at 5c .....	\$108.50
Pays Out (Actual) .....	72.00
Profit (Actual) .....	\$ 36.50

ALSO AVAILABLE IN THE FOLLOWING SIZES:

1380 — 1850 — 1930 — 1990 — 2040 — 2100 — 2520

**! NOTICE !**  
DO NOT TAKE SUBSTITUTIONS. OUR TICKETS ARE MACHINE FOLDED, MACHINE TAPED AND MACHINE COUNTED. NO SEWING WHATEVER ON OUR TICKETS. DO NOT BE MISLED! IF YOUR JOBBER CAN'T SUPPLY YOU WITH THE ORIGINAL JAR-O'-DO TICKETS, WRITE DIRECT TO US.

WRITE FOR QUANTITY PRICES!  
"THE INDUSTRY'S FASTEST GROWING FACTORY"  
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"WE MANUFACTURE ONLY"

**ORIGINAL JAR-O'-DO ORIGINAL JAR-O'-DO**

**WHIRLAWAY!!! WHIRLAWAY**

ALL TIME TOP MONEY MAKER

SEND IN YOUR

BLUE GRASS, DARK HORSE, SPORT SPECIAL AND SPORT EVENT

WE WILL REBUILD THEM INTO "WHIRLAWAY," BEAUTIFUL NEW ONE BALL CONSOLE.

This machine has been re-designed by engineers who have had years of experience with operators' problems in the coin machine field, difficulties which the manufacturer does not foresee but which the operator in the past has had to overcome. Ship us your game today.

**ROY MCGINNIS COMPANY**

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**WANTED SMILE-A-MINUTE CAMERAS AND SKEEBALLS**

**FOR SALE**  
1 Exhibit Bike .....

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2416 Grand River Ave. DETROIT 1, MICH.



# Our Expert Service Department

RE-BUILDS — RE-CONDITIONS —  
RE-FINISHES — REPAIRS —

Your old run-down "CHICKEN SAMs" 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!

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0Z4 .....	\$1.65	78 .....	\$ .90	125Q7 .....	\$1.00
1Q5GT .....	1.65	6K7G .....	1.15	125Q7GT .....	1.10
2A3 .....	2.00	6N7/GT .....	1.65	24A .....	.90
3Q5GT .....	1.65	6Q7/GT .....	.90	25L6GT .....	1.15
5Y3/GT .....	.75	6SK7 .....	1.05	26 .....	.75
6A7 .....	1.00	6SQ7 .....	1.05	27 .....	.70
6A8 .....	1.35	6SQ7GT .....	1.15	35/51 .....	1.00
6C5 .....	1.15	6V6GT .....	1.15	37 .....	.90
6D6 .....	1.00	6Z4/84 .....	1.10	42 .....	.90
6F6 .....	1.15	7A8 .....	1.35	43 .....	1.10
6H6/GT .....	1.15	7B7 .....	1.35	50L6GT .....	1.10
6J5 .....	.95	7F7 .....	1.65	56 .....	.85
6J5GT .....	.95	83 .....	1.35	57 .....	.95
76 .....	.95	84/6Z4 .....	1.10	117Z6/GT .....	1.65
77 .....	.95	12SK7GT .....	1.10		

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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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.

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Signature

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Date

**SEND WITH ORDER**

**GUN LAMPS** ..... \$1.00  
for SEEBURG Ray Guns

**GUN CABLES** ..... \$2.75 EACH  
Five-Wire Standard 8-Ft. Length, Rubber-Covered, Good Quality.

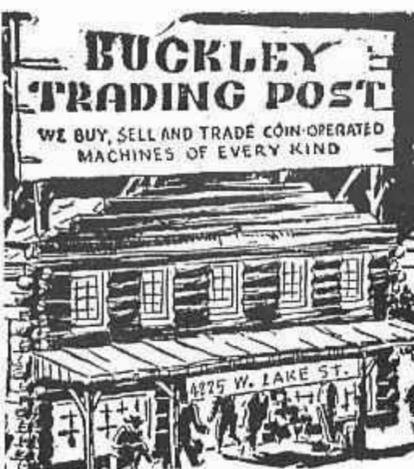
**PHOTO ELECTRIC CELLS (#CE-23)** ..... \$2.50  
(Can be used on "CHICKEN SAMs," "JAPS," "CHUTES," "RAPID FIRES" and other Ray Guns)

**TOGGLE SWITCHES** ..... \$2.50  
Complete Assembly for SEEBURG Ray Gun Cabinets

**\$100.00 WANTED FOR CASH SEEBURG'S "CHICKEN SAMs" "JAIL-BIRDS" \$100.00**

Machines must be complete with amplifiers and all parts, but not necessarily in good working condition. \$15.00 less without bases. Ship C. O. D. or Sight Draft. Write us description and quantity before shipping.

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No Arcade Complete Without These Money Makers  
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PRICE ..... \$330.00

Selector Scope Fortune Teller, Designed by Harry Williams.....\$375.00

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Mills Double Machine Safes .....	\$ 65.00	Evans Play Ball .....	\$165.00
Mills Single Machine Safes .....	52.50	Ray-o-Lite Gun .....	90.00
Melink Double Machine Safes .....	60.00	Rockola World Series .....	97.50
Chicago Coin Hockey .....	235.00	Western DeLux Baseball .....	120.00
Shoot the Jap Gun .....	162.50	Cottlieb 3-Way Gripper .....	22.50
		Electric Shock Machine .....	10.00

Wanted To Buy—Cash Waiting		CONSOLES	
<b>PHONOGRAPHS</b>			
Seeburg Classics	Wurlitzer 24	Kooney Super Bells	Mills Three Bells
Seeburg Envoy	Rockola Monarchs	Kooney '38 Track	Mills Four Bells
Seeburg Regal	Rockola Standards	Time	Pace Reels—Combination
Wurlitzer 500	Rockola DeLuxes	Kooney '38 Skill	
Wurlitzer 600		Time	
<b>SLOT MACHINES</b>		<b>ARCADE MACHINES</b>	
Mills	Jennings	Watlings	
Mills Vest Pocket Bells			

**Send Your List**

### CONSOLES—FOR SALE

Jumbo Parade, F.P. ....	\$ 87.50	Jennings Bob Tail .....	\$108.00
Jumbo Parade, P.O. ....	115.00	Paces Reels Jr. ....	165.00
Jumbo Parade, Combination .....	160.00	Paces Saratoga Comb. ....	165.00
Keeney Kentucky Club .....	90.00	Bally Hi-Hand .....	145.00
Keeney Super Bell, Single Conv. ....	235.00	Stanco Bell—Single .....	125.00
Jennings Fast Time, F.P. ....	80.00	Bally Roll-Em .....	175.00

### ONE BALL PIN GAMES

Mills Owl .....	\$ 75.00	Challenger .....	\$195.00	Thistledown .....	\$ 75.00
Bally Hawthorne .....	89.50	Victorious Turf Champ .....	184.50	Kooney Skylark .....	165.00
Bally Blue Grass .....	175.00	Bally Sport Special .....	185.00	Keeney Contest .....	185.00
Mills 1-2-3, F.P. ....	82.50	Bally Victory .....	95.00		

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REBUILT TREASURE ISLAND .....\$55.00 | REBUILT DE LUXE .....\$100.00

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Mills—Jennings—Watling—Caille. Tell us your requirements.

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AVERAGE PAYOUT **\$30.10**  
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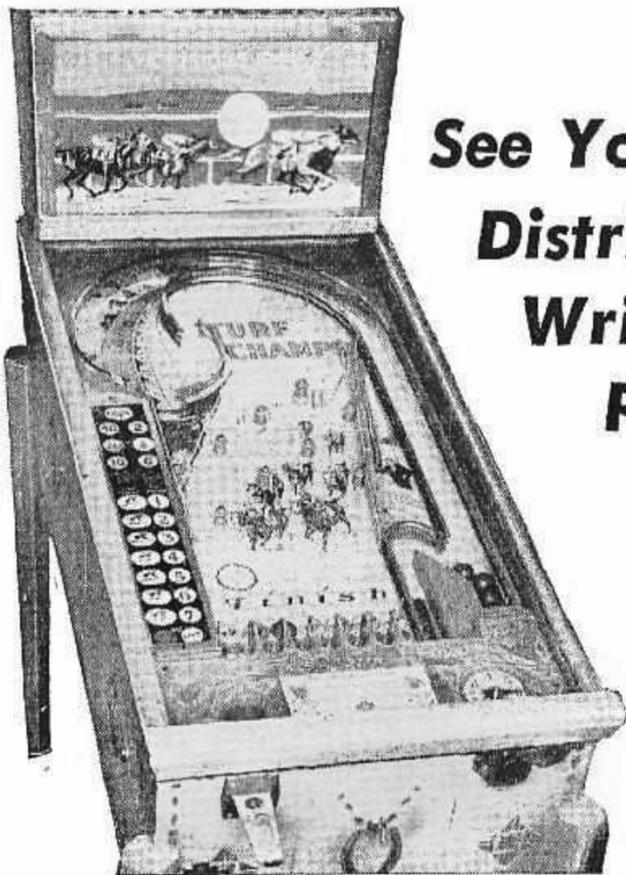
**14 NORTH PEORIA STREET CHICAGO**

# TWO Outstanding Money-Making CONVERSIONS

**INVASION** Here is a game that is real and in tune with the times! . . . A Revamp 5 Ball with Special Award Feature. The player by skillful shooting can advance 7 Divisions and also the Paratroops and Motorized Unit. He can drop Block Busters on Berlin. By lighting seven Bombers a Special Award is won. Experienced conversion mechanics have made an entirely new game with instant and forceful player appeal. Painted red, white and blue—gold and silver stars—it shows bombs bursting over Berlin.

## VICTORIOUS 1944

This revamped version of Stoner's Turf Champ has many new, play-exciting features which make it a winner. Most outstanding game available for operators today. Cabinets completely remodeled and refinished—have brand new appearance in patriotic design. Mechanism completely overhauled, improved and rebuilt—no operational worries. You can't go wrong with either of these Westerhaus conversions. Order now.



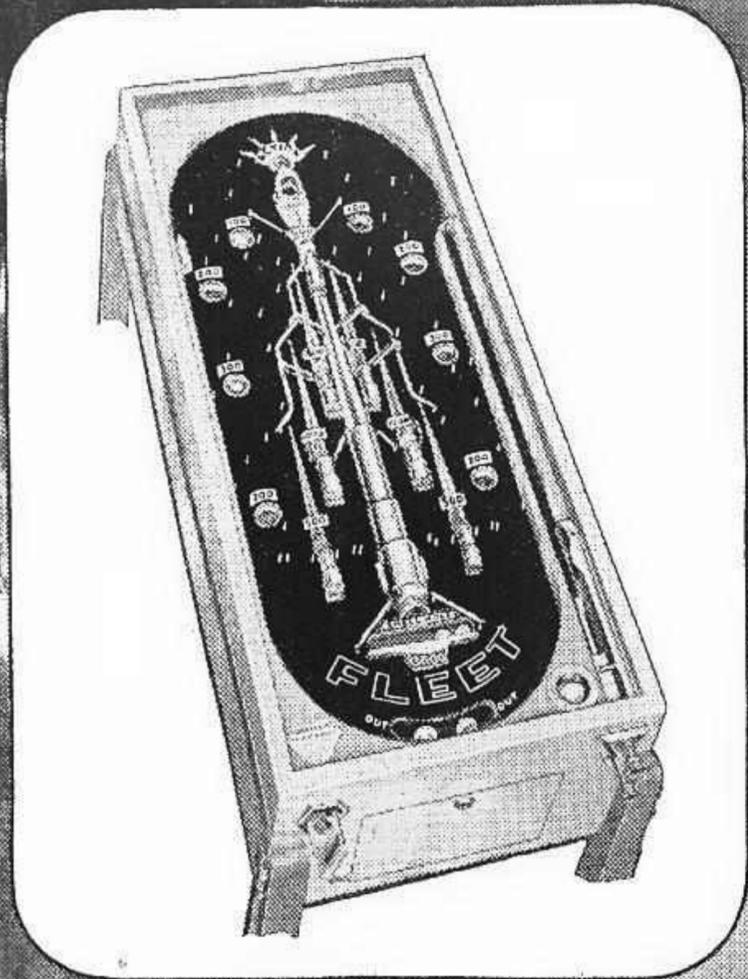
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# A PLEDGE

to the fighters of the Fleet  
from the builders of Fleet



TEN YEARS AGO the "Bally" organization amazed the amusement world with "Fleet"—the pin-game which shot steel balls from miniature cannons. Today the men and women of "Bally" are busy building battle equipment for the Fleet of the U. S. Navy. And to all the fighters of the Fleet, the entire "Bally" organization pledges to "pass the ammunition" in an ever-increasing flow.

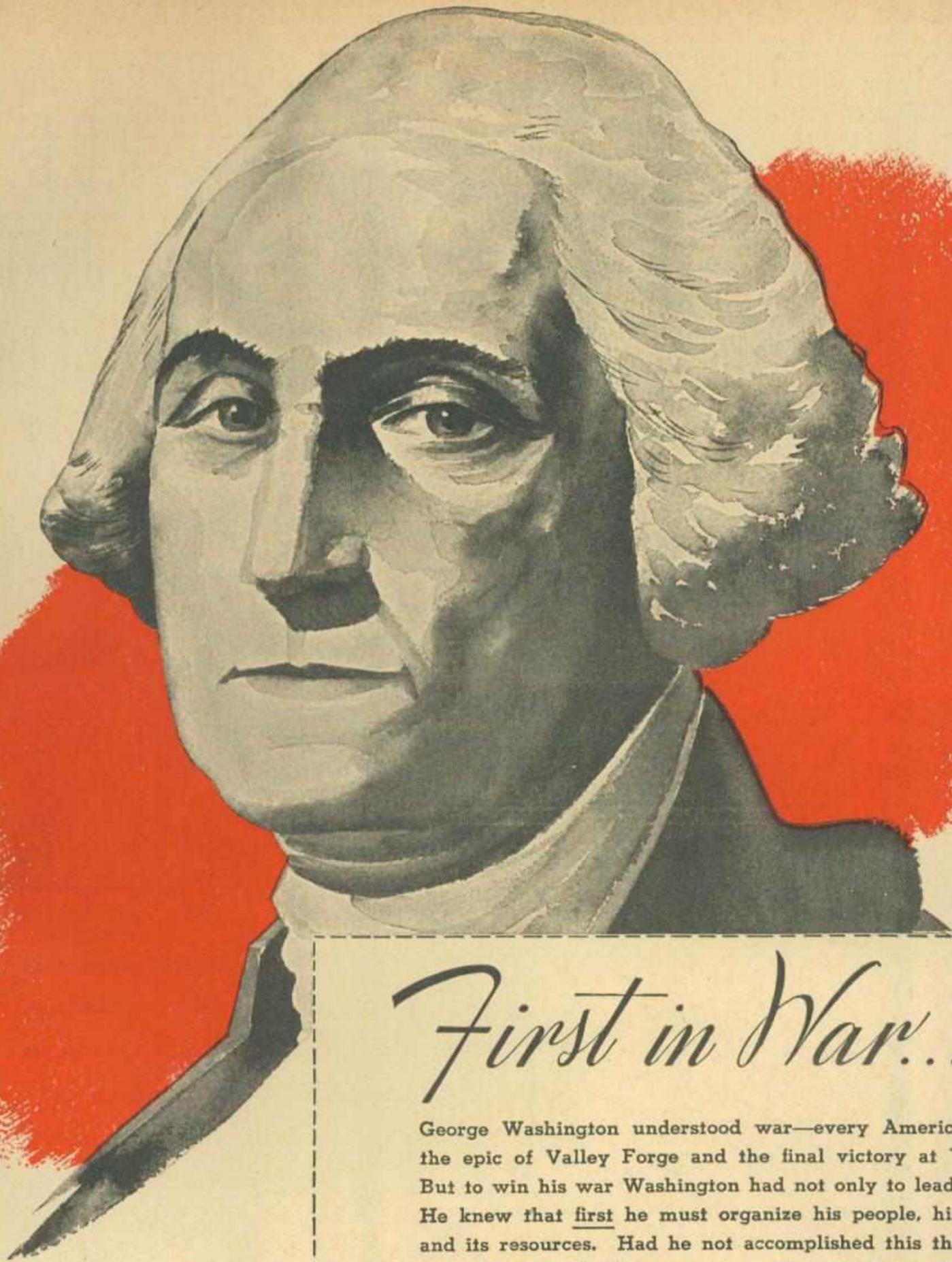
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Buy your quota of War Bonds . . . and buy extra Bonds during the Fourth War Loan Drive. Back the attack and speed the day of victory!

LION MANUFACTURING CORPORATION, 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

HOME OF THE FAMOUS *Bally* GAMES AND VENDERS\*

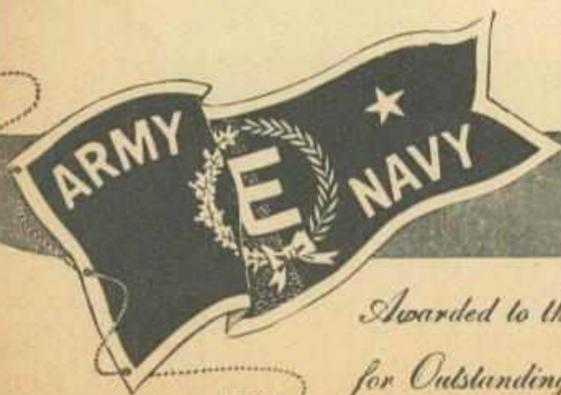
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## *First in War...*

George Washington understood war—every American knows the epic of Valley Forge and the final victory at Yorktown. But to win his war Washington had not only to lead an army. He knew that first he must organize his people, his country, and its resources. Had he not accomplished this there would have been no Yorktown—and no United States of America.

Today the same things hold true. Without money, without your bonds, we cannot have a victory. No real American can hold back—we must all buy bonds to our limit.



*Awarded to the J. P. Seeburg Corporation  
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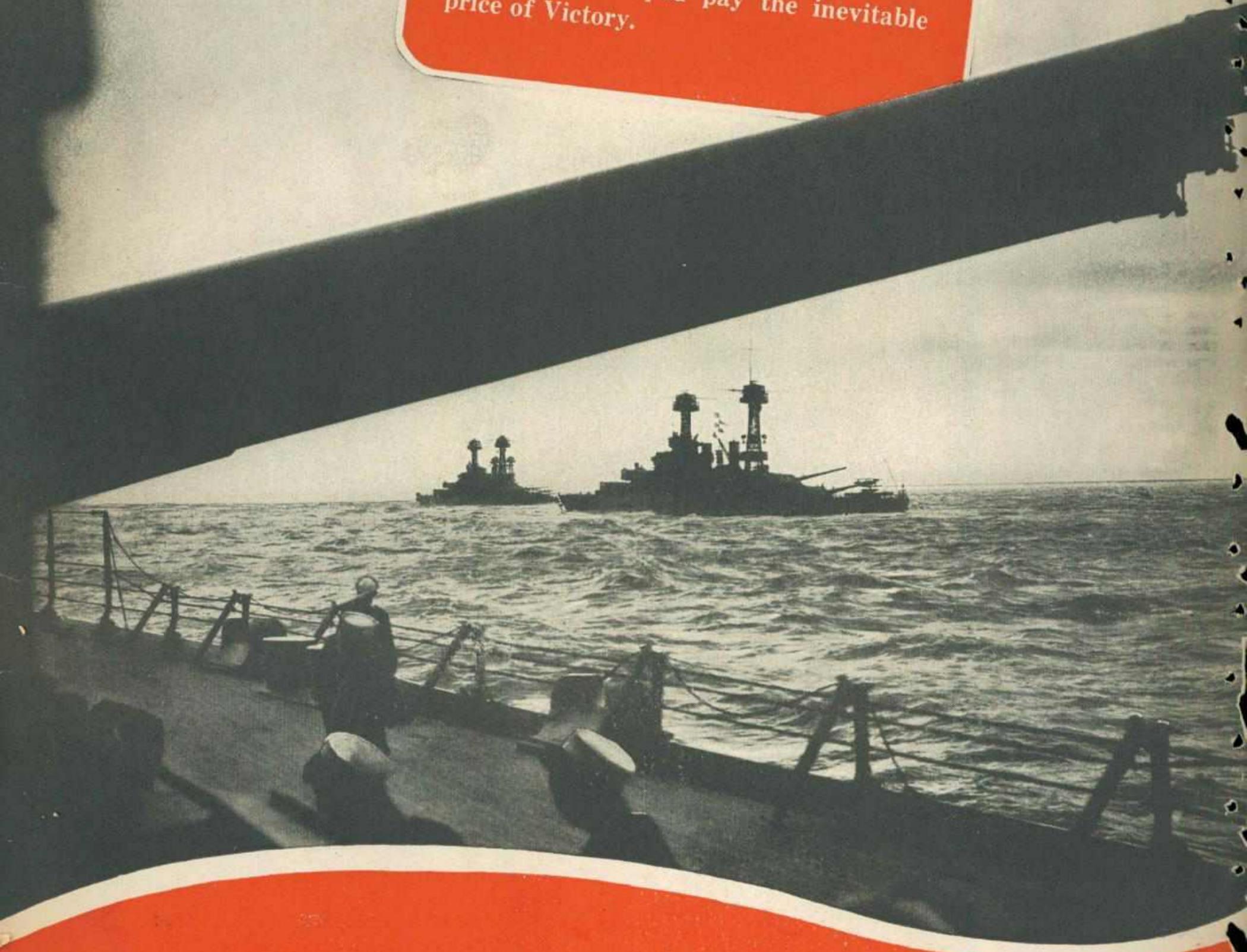
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# *Seeburg*

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Uncle Sam is building the World's Greatest Navy with one aim in mind—to blast Tojo back and back with shot and shell until he is cornered and caught in Tokyo. Do you want a part of this fight? You can have it simply by loaning your dollars to help build this fleet. There is only one way to do it—BUY WAR BONDS—this week and next week and every week until you've helped pay the inevitable price of Victory.



Awarded To The North Tanawanda Division

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*...Is working for Uncle Sam*

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