

MARCH 25, 1944
25 Cents

The Billboard



IN THIS ISSUE *The Annual Outdoor Attractions Section*



READY FOR ANOTHER OUTDOOR SEASON!



WHERE DO WE GO FIRST THIS YEAR?

INTO A PARK, JERRY. EVERYTHING READY?



YES SIR! THIS IS ALL WE HAVE TO LOAD

GOOD!

DON'T FORGET ME!

THE STRATOSPHERE MAN



WELL - WE'RE OFF AGAIN. IT'LL BE UP TODAY AND DOWN TOMORROW WITH THAT EXAGGERATED FLAG-POLE OF YOURS FROM NOW ON!

YES - LOOKS LIKE WE'LL HAVE A BUSY SEASON WITH ALL KINDS OF SET-UPS!



GLAD TO HAVE YOUR ACT TO HELP OPEN THE PARK SELDEN!

THANKS MR. BROCK - I'M HAPPY TO BE BACK AGAIN!



THAT'S ALL NOW EXCEPT FOR THE RED LIGHT.



CAN'T FORGET THIS LIGHT WITH THAT FLYING FIELD ACROSS THE RIVER.

THRILL • SUSPENSE • SHOWMANSHIP!

Program managers get all three when they book Selden's High Swaying Handstand Pole Act! ... THE ONLY ONE OF ITS KIND! Give your patrons a thrill they will remember --- suspense that makes them hold their breaths --- and take advantage of his showmanship.

Write for details today.

It's Selden NOW AS ALWAYS!

PERMANENT ADDRESS
CARE OF THE BILLBOARD, CINCINNATI, OHIO
COPYRIGHT 1944 BY THE STRATOSPHERE MAN, INC.

SPRING OK FOR LEGIT B.O.

Showbiz D.C. Hopper

By CASKIE STINNETT

WASHINGTON, March 18.—Following calendar lists bills now in Congressional hopper which will have effect on showbiz:

CANNON-MILLS BILL—(Still awaiting rule).

WHITE-WHEELER BILL—"Still under consideration" in Senate Interstate Commerce Committee, where it has been for several months. Committee attaches have been threatening to introduce the bill for two weeks but so far it hasn't come to light. Insiders claim the committee is having a tough time reconciling all elements to the proposed changes in the Communications Act of 1934, a job made difficult as a result of the row now going on over FCC in the House. The bill is expected at any moment.

S. 1775.—This measure introduced by Senator Holman of Oregon provides for restoring property acquired for military purposes to former owners thereof. Under this legal verblage is the fact that the bill would turn over the hotels, when the army is thru with them, to civilian owners, who presumably would put them back into operation replete with dining rooms, bars, niteries and cocktail lounges. Referred to Committee on Military Affairs, which has plenty to do and isn't likely to get around to this proposal any time soon.

H.R. 4411.—The idea behind this bill will appeal to performers dropped from the army, as well as all others who will at some time be demobilized. It would exempt from the individual income tax income earned in certain taxable years following an individual's discharge from armed forces. Now in the House Ways and Means Committee.

H.R. 4317.—Status unchanged.

S. 1272.—Status unchanged.

INDEPENDENT OFFICES APPROPRIATION BILL, This measure, which has a keenly pruned appropriation for FCC, is still in conference. FCC can only hope for the best.

Hot Weather Footlights Set To Fill Main Stem Houses; Tax To Sock Weakies Only

Seasons Are Technicalities Now

By ROBERT FRANCIS

NEW YORK, March 18.—Another legit season swings into the home-stretch. Soon comes April and the nine-old-men-on-the-aisle will get colds in their heads and grow even more doubtful as to the state of the drama. Then they'll shake off the sniffles and settle down to the annual squabble of deciding who wrote the best play and who played the best part. After that the season can be assumed officially closed and headed for summer doldrums. However, there is no reason these days to expect hot weather shattering for Stem legit. It did all right for itself during the off months last year. As of the end of last May, there were 24 houses lighted by 8 musicals, 11 comedies and 5 dramas.

A month later found the score reduced by only one. Musicals had gained two and the dramas had lost three. Comedies stuck to the previous count. By the end of July the comedy column had dropped two, bringing the total down to 21. But during August the musicals clocked in an additional starter and the dramas registered two more. The 1943-'44 season started with a backlog of 23, or only one less show than when the Dog Days started.

Taxes Making Spring Tough On Niteries

Summer Looks Okay

By PAUL ROSS

NEW YORK, March 18.—Spring of 1944 is going to be tough for the night club business—tougher probably than any other spring since the dark years of depression.

For revenue to fight a big war—and very likely because he thinks that maybe people ought to be putting their dough into War Bonds instead of bonded liquor—Uncle Sam has slapped a very heavy tariff on night spots with entertainment, dancing and music. Come April 1, 3 cents out of every dime spent in such places will go to Uncle. That's in addition to an extra tax bite on hard liquor plus whatever local taxes there exist in this and that locality.

At this writing the industry is torn by apprehension, confusion and, among various individuals, something approaching panic. And yet, as April Fool's Day approaches, a feeling seems to be developing that by summer everything will be okay—at least as good as now, and possibly better.

First among the trade press to point out the dangers inherent in the new tax, *The Billboard* also has been querying many figures in the industry, both large (See *OPS BITE NAILS* on page 23)

Weak Sisters Hit By Tax

There appears to be nearly every reason to believe that conditions will certainly be as good and probably better this year. There is, of course, the ducat tax boost which may put a considerable bite on grosses after the first of the month. Naturally, it will have some effect on the weaker sisters and may cause a few blackouts. But with the gasoline shortage continuing to finger barn theater biz into the discard and the Stem mobbed with show-hungry amusement seekers with jingling pockets, it is more than likely that the b. o. won't feel the sting of the 20 per cent admish tariff as much as managers anticipate.

Currently there are 29 incumbents on (See *SPRING OK FOR LEGIT* on page 21)

CSI Getting Co-Operation on Standard Acts

NEW YORK, March 18.—Camp Shows, Inc., is having better luck with its pitch for standard acts to go out on the Victory Show circuit.

According to George Deber, head man of the Victory wheel, seven standard acts either have given definite promises to tour the circuit or are working on it already. The picture, says Deber, has improved so much that for the first time he can afford to be "cheerful about it."

CSI staged a conference of agents last month in an effort to obtain the use of standard turns for service shows. Altho pledges were given that such acts would be forthcoming, only one performer—Stan Kavanaugh—was provided CSI two weeks after the meeting.

Now, according to Deber, the following acts are headed CSI-wards: Arthur and Morton Havel, Anne and Charles Howard, Violet Carlson, Joey May and Marge Green, Chester Fredericks, Dave Appollon, and Lowe, Hite and Stanley.

The agents giving him the most co-operation, says Deber, are Jack Davies, Johnny Singer, Al Sheinken, Sol Shapiro, Charles Allen, Miles Ingalls, Leonard Newman, Eddith Smith, Roger Murrell and Ed Riley.

Petrillo-Diskers-WLB Sparring as 10 Days Pass; Recorders' Smiles Missing

Next Step Is Labor Board's

NEW YORK, March 20.—The 10 days during which parties to the Petrillo-recording companies-WLB dispute were permitted to file comments (exceptions or confirmation) to the panel decision

Few Ad Agency Summer Shows Being Set Now

They're Waiting Watchfully

NEW YORK, March 18.—Summer replacement schedules are, with few exceptions, still in the cogitating stage. Strictly a case of plenty of thinking and no deciding. And, as might be expected, the thinking in each spot sticks to a definite, and by now familiar, pattern, thus most of the ad agencies are watching each other, waiting and wondering. This in turn affects the summer programming plans of the webs.

At CBS, they expect Kate Smith, Burns and Allen, Lux, and Dinah Shore to follow custom and fold for the summer. Fred Allen may stick, as he started late in the season. Big question marks are the current crop of shows, Jack Carson, Groucho Marx, *Readers Digest*, etc., for which there is no vacation precedent. However, CBS is well supplied with sustainers which have been tested on the late-evening hours. These will supply (See *Agency Necks Kept In* on page 6)

on the case lapsed yesterday. Several requests came into the board asking for more time to file briefs, and it is expected that late objections (the requests for more time came from sources known to have objections to the panel findings) will be considered by the national board before confirmation or reconsideration of the case will be announced.

Officially, both Victor and Columbia are glum about their chances of recording soon. Unofficially, they are said to have an ace in the hole, planning thru their network affiliation to concentrate on making oldies top faves again so that they can re-issue thousands of platters which were waxed during the years that disks didn't have a large popular following. Net musical authorities feel they can cut down the airings of new pops to such a degree that the indies who have signed with AFM won't get enough air plugs to (See *Petrillo-Diskers WLB* on page 31)

In This Issue

Bands & Vaude Grosses . . . 28	Letter List 65	Reviews, Legit 22
Burlesque 32	Lists 65-68	Night Clubs 24
Carnival 36-45	Magic 32	Orchestras 14
Circus 46-49	Merchandise-Pipes . . . 66-70	Vaude 26
Classified Ads 62-64	Music 12-15	Rinks-Skaters 56-57
Cocktail Combos 30-31	Music-Merchandising . . . 90-93	Roadshow Films 34-35
Coin Machines 85-112	Music Popularity Chart . . 14-19	Routes, Acts 29
Corral 49	Night Clubs 23-27	Carnival 83
Fairs-Expositions 53-55	Parks-Pools 60-52	Circus 83
Final Curtain, Births, Marriage 33	Pipes for Pitchmen 78	Dramatic & Musical . . . 22
General Outdoor 80-84	Radio 5-10 & 20	Ice Shows 4
Legitimate 21-22	Radio-Music 11	Sponsored Events 45
	Repertoire 34	Vaudeville 23-27
		Vending Machines 94

Detroit and South Share Need for New Showbiz Facilities, Says OCR

WPB Expected to Okay New Building

DETROIT, March 18.—One half of the country's immediate demand for new amusement facilities is crowded into the Motor City area, according to a study released by the Office of Civilian Requirements. The demand is the result of the population migration to vital industrial centers. This is clearly evident from the figures which show Detroit's suburbs practically outstripping all the rest of the country combined. The significance of the trend in future and immediate amusement expansion lies in the fact that the OCR study shows just where the WPB is more or less ready to allow necessary priorities for construction to afford crowded areas additional opportunities for recreation. The demand, incidentally, is entirely in the suburbs—the city of Detroit itself is not even listed.

Centers in Ypsilanti

Center of concentration is in the immediate neighborhood of Ypsilanti. This is the only location listed in the country as needing two theaters and two bowling establishments. It is also the only community in the country to appear on all five showbiz classes included in the OCR survey. Reason for the Ypsilanti lead is its proximity to the Ford Willow Run plant. Other Michigan communities listed are grouped around the city in an almost solid ring from Lake Erie to Lake St. Clair. All other amusement-hungry communities are in the South, thru Oklahoma, Louisiana and Texas, where the construction of training camps, as well as sectional industrial growth, has brought a huge new, if temporary, population.

OCR Points Extreme Need Only

Conclusion is that the OCR's list is

indicative of only the extreme cases of amusement malnutrition caused by the great population concentrations of the war, the industrial migration to the Detroit area, and the training camps in the South.

Relatively small demand for new theaters in this section, in proportion to other amusement types, is a result of the wild scramble to build new theaters with consequent oversteering in suburban areas five years prior to the war. Skating rink operators have been unable to keep up with the demand for new suburban rinks, despite the erection of several just before the war. Centering of national skating activities here, thru RSROA headquarters, has undoubtedly also helped to build up the relatively high demand.

Post-War Drop Holds Back Spending

Future possible growth of amusement facilities in Detroit area is affected by two factors. There is plenty of money here looking for investment at present, but the anticipation of considerable loss of population after the war holds the coin spenders back. Operators of temporary show facilities will continue to glean a harvest in the local suburbs in the next season or so. For years nearly a dozen carnivals have spent March to November playing local lots. Portable rink or ballroom operation has been nearly unknown, however. Several ops have been looking over locations lately with the idea of pitching rinks and ballrooms in temporary quarters to collect the lush dough that's waiting around to be spent.

OCR "AMUSEMENT-NEED" FIGURES

LOCATION	Dance	Theater	Rink	Bowling	Pool
Suburbs of Detroit	8	8	6	9	12
Other Michigan Cities	6	1
Total, Michigan	8	8	6	15	13
Southern States	3	16	6	20	2
Total for U. S.	11	24	12	35	15

Four A's Fight Treasury Interim Ruling That Classes Actors as Indie Contractors

NEW YORK, March 18.—A Four-A's delegation will huddle with the chief counsel and other officials of the Treasury Department in Washington next Wednesday (22) regarding the recent Bureau of Internal Revenue ruling that performers are "independent contractors" and therefore not subject to withholding tax.

The Four-A conferees will include Paul N. Turner for Equity; George Heller for the American Federation of Radio Artists; Florence Maston for the Screen Actors' Guild, and Matt Shelvey and Dave Fox for the American Guild of Variety Artists.

The BIR ruling on which the Four-A protest is to be made was handed down February 21 and is purely of an interim nature. Under its terms all performers working in night clubs and vaude houses

need not pay the 20 per cent withholding tax when collecting their wages. However, location and theater owners were warned to keep salary records just in case the BIR should reverse itself.

When the Four-A's confab with the Treasury they will not object to the idea of exempting performers from withholding tax, as such. Their argument will be that the BIR erred in throwing in the "purely gratuitous" classification of performers as "independent contractors."

This, the Four-As holds, was unnecessary as there already existed machinery for easing the complications involved in deducting 20 per cent tax from salaries, and the "independent contractor" status can endanger the unemployment compensation and Social Security rights of all actors.

Wives - Dogs - Busses ---- Or Life With Unit 22

By JAY MARSHALL

A Sometime Camp-Show Performer

WASHINGTON, March 18.—The first show was a pistol. The girls dressed behind the coke machine and the fellows dressed in the latrine. I was emcee; Al Small played his accordion; Joane Rexer tap-danced; Joe Roth did pantomime comedy; Yvonne Sutherland sang; I did magic and ventriloquism; Joane Rexer danced again, and the show was over. (Thank God.) We returned to the hotel. Still on the make, I spoke casually to the dancer: "I wrote a couple of articles about camp shows in *The Billboard*."

"Oh," she said, "I read them. I thought they were clever."

"Thank you," I continued, "and how did you like my act?"

"I thought *The Billboard* articles were clever. Good night."

The next morning found us on our way—over hills and dales and dusty trails—for we had 4,500 miles to cover and only six weeks in which to do it. We were the guinea-pig troupe, as we were the first to whom a bus had been assigned. We took one of the seats out to give us more room for baggage. "Baby" still seated 12, and on we rode across Missouri into Kansas. It was in Kansas that Joe wired his wife, and shortly afterwards she joined us, and the eight of us rode merrily on. The eight were: Frieda (Joe's wife), Cindy (Joe's dog), Charlie (the driver) and the five actors. From Kansas we rode into Nebraska and then thru Iowa. Now let me tell you about South Dakota. We were like a congenial double quartet; Joe was nuts about his wife; Al Small was nuts about the singer; I was nuts about the dancer, and Charlie was just plain nuts. On we rode. Everything was perfect—too perfect. Then Blaufox. Blaufox is not a disease, a brand of liquor, or the name of a hotel. Blaufox is a supervisor. Yes, something new has been added to OSI—supervisors. A supervisor is a soft-soap artist, producer and palm in the neck all rolled into one. He comes to Kalamazoo, Oshkosh or Ship Creek, reviews the show for the New York office; tells you what to cut; gives you news of the outside world, and then disappears as mysteriously as he came to life.

Storm Clouds

One sunny day we got everything

'Skating Vanities' Takes Des Moines To Tune of 25G

DES MOINES, March 18. — *Skating Vanities*, roller-skating revue, closed a six-day stand at the Coliseum with a \$25,000 gross, Promoter Harold Stineman, of Minneapolis, reported. The show ran from March 7 to 12, with matinees on Saturday and Sunday. Show had 26 acts, featuring Gloria Nord and Dolly Durkin.

The show was the first skating show of any kind to appear here, including ice shows, and the promoters indicated they would return next year because of the interest shown. The 4,500 seats in the Coliseum were nearly filled at all of the evening performances, with a capacity crowd on opening night.

Circus Coming

NEW YORK, March 18.—Merle Evans, bandmaster of the Ringling Bros. and Barnum & Bailey Circus, is set for his annual appearance on the *Fitch Bandwagon* program. This year it's April 9, with a "bigger-and-better-than-ever" band.

ICE SHOWS ON TOUR

Carnival on Ice (Netherland Plaza Hotel) Cincinnati.
Francy's, Dorothy, Ice Time (Adolphus Hotel) Dallas.
Ice-Capades of 1944 (Arena) St. Louis, Mo., 21-27; (Pla-Mer Ice Palace) Kansas City 29-April 6.
Lamb-Yocum Ice Parade (Ben Franklin Hotel) Phila.
Stars on Ice (Sonja Henie & Arthur Wirtz) (Center Theater) NYC.

packed into "Baby" and drove leisurely to Sioux Falls, S. D. A puff of black smoke, and there stood Blaufox. "You're late!" he snapped, Joe stammered. "Your wife shouldn't be traveling with you without a Blue identification card." Joe stammered. "No one is allowed to carry a dog unless it's part of the show!" Joe stammered. "You're doing a show in 10 minutes!" We juggled baggage and made the show. We gulped a hasty snack and made a second show. Then Joe went into a secret conference with Blaufox. The door to the conference room opened and we heard Joe ask, "What can I do to straighten matters out?"

"I shall wire Sorzano," replied Blaufox, and added, "Sorzano is the last word." It was late the next afternoon when Joe called Sorzano and found the last word was "No!" That night we all got stinking and said sad good-byes. Joe Roth was an excellent manager, a swell guy, and did a solid act. We were sorry to see him go. (Note: Married men wishing to quit camp shows—take your wife along.)

Marshall Talks for Joe

When Joe left I anticipated, not incorrectly, that Jay Marshall would inherit the job of manager. As manager I could take a front seat in "Baby," but I was in a rut and let the option slide. I almost liked the back seat. Ho, hum, and woe unto Troupe 22. It seemed that special service officers became immediately inefficient; shows ran lousy; even the weather grew cold. Yes, indeed, Jay Marshall was manager. And so it is on this doleful note that we leave Troupe 22 with its singer, dancer, musician and emcee. They are an intrepid group of sterling performers, the one can tell by the shabbiness of their quaint costumes that they have been traveling without rest for many moons. Even now they are riding westward. We turn and wave farewell to this slap-happy troubadour quartet, hoping some day they will return.

Anti-Climax

Well, that's not all, but it gives you a rough idea. We survived six weeks of one-night stands on the Seventh Service Command.

Others, I fear, may fall by the wayside but we boast proudly of our completed assignment. I am writing the War Department to see that actors injured on camp shows are awarded the Purple Heart. Oh, yes, before some fellow actor contradicts my statement regarding six weeks of one-night stands, let me say that we did play two days at Alliance, Neb., but this, I am sure, was an error in routing and shall be discounted.

Some day I may write about our trip thru the Rockies and about leaving "Baby" in Denver; about our train ride east and about our next assignment on the Third Service Command; but not now, I'm too weak. So, until he writes again, Jay Marshall says not good-bye but "Sorzano," because "Sorzano" is the last word.

Floorshow Pulls Overflow Biz at Beef Exposition

FORT WORTH, March 18.—An MCA floorshow opened a 10-day run at Pioneer Palace March 10 as one of the main attractions at the Southwestern Exposition and Fat Stock Show. Patrons were limited to 1,200 a performance. There was a sellout opening night, as well as the next two nights, and about 850 were at each matinee. Prices were \$2 Sundays, \$1.10 for weekday matinees and \$1.50 for week nights.

Freddy Shaffer's all-girl band is playing. Entertainers include a Dorothy By-ton string of dancing girls, Lew Hoffman, juggler; Maya Keila, exotic dancer, and Jack Shea, the Mad Auctioneer.

The Four Herzogs, girl aerialists, are thrilling the rodeo and horse show crowds matinee and night. First five matinee and night shows in the Coliseum were sellouts.

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

TICKETS

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

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

STOCK
ROLL TICKETS
ONE ROLL \$ 54
TEN ROLLS 3.90
FIFTY ROLLS 17.00
ROLLS 2,000 EACH

Double Coupons,
Double Price
No C. O. D. Orders
Accepted

WCAU LEADS OWN PHILLY POLL

Chi Navy Shows Protected From Commercial Ban

Blue Steps Out of Producing "MYN"

CHICAGO, March 18. — The navy's recent ruling affecting commercial shows relying mainly upon naval personnel is creating no immediate concern here, even the Chicago is the home of *Meet Your Navy* (Blue) and the *Blue Jacket Choir* (CBS) programs, which come under the navy ban. As the navy's ruling of last week said that commercial shows using naval talent primarily will not be affected until the end of existing contracts or options, these two series are in the clear. Both are protected by long-term contracts.

The *Blue Jacket Choir* show, said Walter Preston, program director for WBBM-CBS, will have no worries for 31 weeks, the time remaining in the contract under which it is being sponsored by the Minneapolis Honeywell Company. Even tho this show also uses Danny O'Neil, civilian tenor, whose singing now is piped in from Hollywood, it still comes under the general terms of the ban, for its talent is basically naval.

Option on the *Meet Your Navy* show was taken up this week and a new contract for a 26-week sponsorship by the Hallmark Greeting Card Company, Kansas City, Mo., was signed. That eased Blue's concern about the airing.

Hallmark's new MYN contract becomes effective April 14, with the Henri Hurst McDonald Agency acting as middleman. At the time Merritt Schoenfeld, assistant general manager of Blue's Central Division, announced the signing of the new Hallmark contract, he also revealed that there would be a general change in the policy of the program. In the future the navy will have complete charge of *Meet Your Navy*. Its men will pick the talent, write the show, and produce it, too. Blue will merely supply facilities, engineers and an advisory producer. When he completes his indoctrination course in May, Lieut. George Zachary, who has written and produced shows for the *Columbia Workshop*, *Four Freedoms* and *Ellery Queen* series, will have complete charge of *Meet Your Navy*.

When existing contracts for these two shows expire they must, of course, be taken off the air.

WCAU Gets Alcott; Serves WCKY By Direct-Wire Sked

CINCINNATI, March 18. — Carroll D. Alcott, news analyst heard twice daily over WCKY here since last June, has shifted his base of operations from WCKY to WCAU, Philadelphia, effective immediately.

Alcott's addition to WCAU sked is in keeping with the Philly station's expanded news coverage. Outlet set up new newsroom and staff has been expanded with eye toward digging up items of local interest to bulwark wire coverage.

Reason given for shift was that Alcott would be able to maintain closer contact with affairs in Washington. However, Alcott will not be lost to WCKY audiences as arrangements have been made to carry certain periods by direct wire for local consumption.

Gantz KYW Flack

PHILADELPHIA, March 18.—James W. Gantz, news editor of KYW for the past 18 months, has been upped to station publicity director, succeeding John J. (Chick) Kelly, who has left to join the marines. Before joining KYW, Gantz was sports editor of *The Philadelphia Record*. William F. Dacey, former local newspaperman, has joined the staff as news editor.

Guess Who?

HOLLYWOOD, March 18.—Local cognoscenti of theatrical connoyers are chuckling over a w. k. comic's endeavors to keep his chums from appearing on the program of a pop vocalist. Seems the chirper is the comic's air competition, and split audiences don't make high Hooperatings.

So the comic is asking his friends to promise not to make guest appearances on his competitor's program; idea being to keep all the guests for himself and thus force the other guy's sponsor to shift his program to another time.

General Foods Shifts Nets on Two Shows

NEW YORK, March 18.—General Foods will trade networks of two of its veteran cereal-serials in an attempt to evaluate the duplication, if any, of network audiences. If program, slipping on one web, can click on another, then each chain has its own audience.

Socko shows that start to peter out can still sell, by shifting the net and time, instead of being scrapped. Procter & Gamble clicked with this theory when *Ma Perkins*, NBC vet, was additionally aired over CBS. Currently, the CBS airing has higher Hooperating than the NBC session, with much of the difference credited to the fresh audience.

General Foods is insuring comparability for its test by shifting each program as a unit; thus continuing everything, agency, production, cast, copy, etc., that made the program a success in its previous slot. Shows are *Portia Faces Life*, now on NBC at 5:15 p.m. for Post's Bran Flakes via Benton & Bowles and *We Love and Learn*, now on CBS at 2:30 p.m. for Grape Nuts Flakes and Wheatmeal via Young & Rubicam.

Move takes effect on April 3.

Lea Comm. Listens To Fly; FCC Chairman Defends RID, Claims Hawaii Story Bunk

No Smoke-Screen At Week's Hearings

WASHINGTON, March 18.—FCC Chairman James L. Fly went before the Lea Committee Investigating the Federal Communications Commission again this week and repeated his denial that any illicit radio communication was employed in informing the Japanese about conditions at Pearl Harbor prior to the attack.

The FCC chairman told his story emphatically and forcefully, and for once there was not a great deal of undercover tugging by the Cox-Garey opposition, or what is left of it. Nor was there a controversy raised about some other issue to serve as a smoke screen and cover Fly's defense of his agency, as has occurred many other times he has been permitted to testify.

RID's 24-Hour Watch

Going to the defense of the Radio Intelligence Division of FCC, which has been under fire by the Garey-Cox group for some time, Fly declared that RID was on the job 24 hours a day prior to the disaster and that it kept perpetual watch over the radio spectrum. Three stations had been set up in October, 1940, he declared, and all were manned with qualified personnel.

Fly also denied that there was any evi-

KYW, Second; WFIL Third; Locals Combined Top Webs; Soapies and Cash Pull

New WJZ Transmitter Helps Local Blue Outlet

PHILADELPHIA, March 18. — Radio survey of Philadelphia's listening audience, long a cancerous issue among local radio leaders, reared its controversial head again with a "1944 Edition" of a survey conducted by Dr. Sydney Roslow, of the Pulse of New York, for WCAU. The "1943 Edition" created such a furore that all the stations agreed to subscribe to a continuous CAB survey as a means of ending all independent surveys. However, while WCAU, CBS affiliate, subscribes to the Crossley check-ups, station went ahead with its own personal survey, with fireworks certain to pop as the report gains wider circulation here.

The "1944 Edition," second consecutive annual report of station preference in the Philadelphia market area, was based on the personal-interview, roster-recall method, with a banner number of 13,000 interviews made by the Pulse of New York for the week ended December 12. The sample took into consideration the geographic distribution of the populace in the local market, income groups, home dwellers and telephone subscribing status in order to hit at a statistically accurate cross-section. The 1943 edition was based on 10,500 interviews.

472 Quarter Hours Surveyed

Tabulations covered every quarter-hour period of the broadcasting day for the full week, taking in a total of 472 quarter-hour periods. As might be suspected, survey showed WCAU at the top of the heap with 30.7 per cent of the listening sample. Close to it is Station B (KYW—NBC affiliate) with 26.6 per cent, with Station C drawing 10.9 per

cent, and Station D with 7.4 per cent. While WCAU and KYW, both 50,000-watters, each claim the No. 1 position, surveys to the contrary, the WCAU report helps to settle the long-disputed No. 3 spot. Both WFIL (Blue) and WIP (Mutual) claim the third slot, all conceding that Nos. 1 and 2 belongs to WCAU and/or KYW. Station C, in the WCAU survey, is WFIL, with WIP relegated to No. 4. While the report does not label the other stations as such, confining analysis to a lettered station rather than specific call letters, check of program ratings itemized in the elaborate report stamps WFIL as Station C, with WIP the D station.

Fact that WJZ, Blue parent, has changed its transmitter, and no longer blankets the local area, obviously boosted WFIL's standing in this survey. Previous surveys have hit WFIL, as they invariably showed WJZ drawing more local listeners for many of the network shows than WFIL, local Blue outlet. In like manner, tho to far lesser extent, WOR, parent Mutual station, is usually shown draining off part of MBS-WIP's natural audience.

Locals Combined Top Net Stations

All other local stations, including the five indies and both WJZ and WOR, are grouped together in the final tabulation of listening habits and therein, lies the most fascinating and illuminating facts uncovered by the survey. It shows that for a good number of hour periods during each day of the week, the "all others" combined draw a higher rate of listeners than the top network station, the "all others" running as high as 45 per cent of the listening audience during the all-important 6-7 p.m. period on week-days, jumps to 52 per cent on the same period Saturdays, and goes to 55 per cent on Sunday mornings.

As several advertising agency executives pointed out, it means that buying a spot announcement on all the local indie stations will bring wider circulation to the commercial message than purchase for that same spot on the town's asserted No. 1 station. Moreover, it can mean buying time on all the indies for only a fraction of the cost for the No. 1 station and still getting a larger audience for the smaller amount of money. For instance, it is figured roughly that WCAU rates about \$44 for a spot announcement. Agency execs figure out that buying a spot on WPEN, WDAS, WIBG and WHAT (or WTEL and WCAM, which shares time with WHAT), costs only about \$18.

Cash Give-Aways Solid Pull

Break-down of listener preference for each quarter hour is an index to program popularity. Again, the cash-giveaway shows are shown to attract a large following, with WIP's *Dialing for Dollars* entirely dominating the 10:30-10:45 a.m. slot. WREN, indie station, makes its best showing during giveaway periods, particularly during the *Man From Nevins* bond giveaways at 6-6:15 p.m. Among the platter shows, Leroy Miller's *KYW Musical Clock* continues the leader among the early-morning record shows, with Bob Horn proving the top disk jockey in the late evenings with his *C'mon Dance* spinnings on WIP.

Survey also shows that the soap operas still attract the largest percentage of listeners, the strip stanzas on both KYW and WCAU during the morning and afternoon being far out in the lead. In the early evening hour, the thrill kiddie shows, such as *Captain Midnight*, *Lone Ranger*, *Jack Armstrong* and *Terry and the Pirates*, gives WFIL a terrific listening advantage. CBS and NBC network shows dominate the evening hours.

Two - Outlet One - City Net Tops Class A Time, & Station Pays Off In Listeners

Wade Agency Solves Loss of Slot Problem

CHICAGO, March 18.—Morris B. Sachs "Amateur Hour" broadcast at the same time (12:30 to 1:30 p.m. Sundays) on two stations—WENR and WCFL—is paying off. The idea of having one program broadcast by two stations at the same time in one city might, on the surface, look like a brainstorm advocating a waste of money, but when the results of the Sachs hour listener response are compared with costs and time availability, it can be seen that the move has significance and might point the way out for sponsors faced with a similar situation. Plan to have the amateur hour on duo stations simultaneously was formulated by Walter Wade, chief of the Wade Agency, which handles the show. Wade devised the plan when the show's choice time—5 to 6 p.m. Sundays—on WENR (which it had occupied for years) was taken recently by Blue's *Hall of Fame* at the end of an *Amateur Hour* contract period. Wade knew how many potential listeners he reached at that time, and when he lost it he began looking for a method of reaching the same-sized audience.

At first he thought of putting the show on WENR Sunday mornings and rebroadcasting it by transcription on the same station late at night. Union regulations on repeats would have compelled him to pay stand-by (for the amateur musicians on the show), not only for the first airing but also for the transcription. That would have upped the show beyond its budget.

Then Wade hit upon the duo-station plan. This seemed better, because he would have to pay stand-bys only once. He would still have to pay for an announcer working for a program broadcast on two stations, according to AFRA rules, but the additional charge was not prohibitive.

Costs for the show have increased by one-third, but listener response in the form of votes for the amateurs have increased one-third, too. This, it is calculated, means the sponsor—the Sachs Clothing Store—is ahead dough, for in the past votes have always been in direct ratio with sales.

Seeing the success of his idea, Wade thought of putting the show on two more stations—WAAF and WAIT—at the same time. But when AFM told him he would then be charged network stand-by costs and AFRA said his announcer would have to get network pay because he would be using four stations (three or more stations constitute a net, according to union regulations), he nixed that plan.

The lesson for sponsors faced with a shortage of Class A time on Class A stations is, of course, obvious: If the best time is not available locally, merely buy more than one station in the same area. (Read "WCAU Own Poli" story in this issue.)

Philly Gimbels Has Four Shows on WIP

PHILADELPHIA, March 18.—Gimbel Bros.' department store is expanding its use of local radio by taking over sponsorship of two more air series. In the interests of its men's clothing department, the store has taken local sponsorship of Mutual's *Bulldog Drummond* series on Sundays.

For its Young Budget Shop, dress shop for junior misses, Gimbels sponsors a Saturday morning *Calling All Girls*, transcribed teen-age show tying in with the *Calling All Girls Magazine*. In addition, Gimbels sponsors the transcribed *Radio Sewing Classes* series and Wayne Cody's nightly *Uncle Wip* shots for kiddies.

Hoosier Basketball For Overseas GI's

MUNCIE, Ind., March 18.—Hoosier cage fans in the armed forces both here and abroad will have an opportunity to hear results of Indiana State Championship Basketball this year. WLBC will air the contests, marking the 14th year the event has been broadcast. In addition, transcriptions will be made to be short-waved via CBS.

WLB Sets Hearing On AFRA New Chi Class B Scales

CHICAGO, March 18.—The Chicago office of the American Federation of Radio Artists (AFRA) has been notified by the War Labor Board that its request for additional fees for announcers, singers and actors at Class B (under 50,000 watts) stations here would be considered at a hearing here April 21. In general, AFRA is asking for a 10 per cent increase on all commercial and sustaining shows. Any increase granted would be retroactive to November 1, 1943. Staff salaries, too, would be increased 10 per cent for these types of employees.

AFRA's demands, which were rejected by six Class B stations—WCFL, WJJD, WIND, WAIT, WGES and WSBC—were put to the WLB when the stations and the union could not get together a few months ago.

Ray Jones, executive secretary of the AFRA local, said that at the present time these stations are paying solo singers \$4 for 15 minutes or less of sustaining time, \$5 for 15 minutes or less of commercial time. For the first hour of rehearsal with an orchestra, singers are paid \$1. Actors are paid \$3 for 15 minutes or less of sustaining time, \$4 for the same period of commercial time.

Announcers on staff at WCFL and WJJD are paid \$55 per week, and on other Class B stations, \$50. For commercial programs they are paid \$2.50 for 5 to 10 minutes; from 11 to 15 minutes, \$4; from 16 to 30 minutes, \$6; from 31 to 60 minutes, \$10.

Pan-American Award Won by CBS in '44

HAVANA, March 18.—The 1944 Scroll of the Pan-American Colombista Society, awarded for "outstanding activity in promoting the welfare of peoples of the new world," has been won this year by CBS.

The presentation of the scroll will be made on Pan-American Day, April 16, with Edmund A. Chester, Latin American relations director, receiving for Columbia.

Information Please

NEW YORK, March 18.—Wilfred Peltier and Middlebrow Music will take over, as usual, for *Information, Please* during July and August. Program will feature light concert music with vocals. Soloist has not been selected as yet.

Dr. Stanton, CBS; Bob Schmid, MBS, & Bill Maloney Tapped

NEW YORK, March 18.—Uncle Sam this week tapped Dr. Frank Stanton, CBS v.-p., with a 1-A draft classification. As Bill Paley, CBS prexy, is overseas with army psychological warfare, the Stanton drafting will cut into the web's top exec crew.

Dr. Stanton had been on call for some time with the army for a hush-hush overseas assignment. In preparation, he had been getting the complete series of army inoculations. Payoff started last week. During his last injection, the needle of the hypo broke in Stanton's arm; the next day he was advised that the army wouldn't need him after all. And this week came the top priority rating from Selective Service.

Others in the same boat are Bob Schmid, Mutual promotion chief, and Bill Maloney, publicity head at Batten, Barton, Durstine & Osborn. Schmid is 1-A; Maloney is in navy.

Moore Boss at WBNX

NEW YORK, March 18.—William I. Moore, formerly secretary and sales manager of WBNX, becomes secretary and general manager, effective immediately. The change was brought about by retirement of William B. Alcorn, who had been vice-president and general manager. Alcorn retains his WBNX contacts, however, as he stays on as a member of the board of directors.

Agency Necks Kept In on Summer Commercial Shows; Invasion May Hold Dialers

They're Thinking and Looking

(Continued from page 3)
replacements as required. In addition, Columbia has the Norman Corwin series, which will run thru the summer.

At NBC the feeling is, as usual, that it's up to the advertiser. And in the past the sponsors have come thru. This year should be no exception. Biggest problem at the moment is the Sunday at 7 spot. This has always been NBC's pride and joy. In the past, when Jack Benny vacationed, the sponsor provided a replacement. This year, with Benny changing sponsors, no one knows who is going to fill the spot. Pall Mall has an option on the time but doesn't know, and won't for some time, whether to take over as soon as the comic finishes his stink with General Foods or stall until the fall.

Expensive Sustainer?

What plagues NBC is that unless a decision is made pronto, this choice half hour may spend the summer as a sustainer. Another problem, altho not a headache, is what J. Walter Thompson

will use as a summer replacement for Bing Crosby. Normally, Bing's brother, Bob Crosby, would fill in, but this year junior is 1-A, and due for a uniform.

Blue has a pot full of sustainers that have been in the works for months. Whatever sponsor wants to lay off for the summer will have a wide choice from which to pick a substitute. And if it's to be a cuff layoff, then the Blue will use the opportunity to show-case its sustainers.

Mutual will count on its member stations for replacements. Meanwhile, it is trying to spread some of its Sunday strength thru the week. Thus Campana moved its *First Nighter* from Sunday to Wednesday, and will stick thru the summer this year for the first time.

The ace up everyone's sleeve, altho no one is admitting it, is the expectation that the war will pop on the Continent. In this event no one, sponsor or network, will worry about summer replacements, as spot news reports of developments will keep audiences glued to their sets.

Swing Frolics Checks Talent In Detroit

NEW YORK, March 18.—Blue Network's war worker show *Swing-Shift Frolics* makes its first hinterland pick-up May 31 from Detroit. Program is a war workers' amateur show, with talent coming from plants and shooting for War Bond prizes.

Thus far all contestants have come from plants around New York. After Detroit area is weeded, the program will pick up talent from plants in other war industry areas.

George Scheck and Lou Dahlman handle the romp locally. George Ryerson will handle details for Detroit.

Dairyland Net Is Set To Go

MINNEAPOLIS, March 18.—The Dairyland Network, made up of four Minnesota stations, was perfected here this week. WTCN, local Blue affiliate, serves as clearing house for the web.

Set-up was effected by C. T. (Swanny) Hagman for WTCN; Ed Hyek for KATE, Albert Lea; Max White for KWNO, Wintonna, and H. W. Linder for KWLM, Willmar. Judy Bryson, in charge of traffic for WTCN, will handle web traffic. WTCN will feed the other three with Blue programs.

Oversby To KFEL

DENVER, March 18.—KFEL, Mutual outlet here, acquired a new program director this week in the person of Ed Oversby. Oversby, a veteran of 15 years' experience in the radio field, comes to KFEL via KOB, Albuquerque, N. M.

Duffy To C.A.B.

NEW YORK, March 18.—Bernard C. Duffy, Batten, Barton, Durstine & Osborne exec, has replaced F. B. Ryan Jr., the latter now in service, on the board of governors of the Co-Operative Analysis of Broadcasting, Inc.

One-Hour Newsreel Sold Before Hitting the Air

PHILADELPHIA, March 18.—The *Newsreel of the Air* was sold over WIPG even before it had the opportunity of hitting the ether for the first time. The sale was made by Edward D. Clery, general manager of the station which is pioneering the newsreel treatment of air news locally. WHN, New York, has used the newsreel device for some time.

The program occupies the 11 to midnight slot and is being bank-rolled by Shore Bros., local auto dealers, thru J. M. Korn Agency here. The session is designed to help listeners catch last-minute news of the day regardless of when they tune in during the hour. Bob Kerr and Earl Carlisle spell each other every 10 minutes during the broadcast.

Dies Starts To Work On Blue Net and Winchell

WASHINGTON, March 18.—Robert Stripling, counsel for the Dies Committee investigating un-American activity, announced yesterday that he had subpoenaed Mark Wood, Blue prexy, and Walter Winchell's radio scripts and transcriptions of the past two years.

Westinghouse Ups Rates

PHILADELPHIA, March 18.—Westinghouse Radio Stations, Inc., is upping its card rates for KYW here; KDKA, Pittsburgh, and WBZ, Boston. New rates released this week by B. A. McDonald, WRS general sales manager, hikes the asking price on station breaks, spot announcements and participating programs. In addition, base rate for KDKA and WBZ has been raised slightly, with increase called for on LeRoy Miller's *Musical Clock* on KYW, early morning participating platter show. For each station, some time brackets have been changed in favor of the advertiser.

Chi Agencies on Video Wagon

Television Reviews

WOR-DuMont Television

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

With Bob Emery as producer and director, WOR's *Video Varieties* for the first time had a professional air about itself. The radio vet, he emceed the telecast, put on a show that smacked of advance preparation. Thus his cast, Martha Deane, Bruce Elliot, Emma Van Coutren, Paul Killiam, Lucky Field, Teresa Rillo and Sonia Stolin, pro and nonpro alike, worked with an air of assurance. There was little of the uncertainty that's evident when a performer doesn't know what is coming, where it is coming from and when.

Thus it is possible to fairly criticize entertainment values and abilities, which is where these programs are still in the experimental stage.

Martha Deane, also a vet of WOR, gabbed with Bob Emery about how she would do a video commercial for one of her radio products. Okay only because it showed imagination; actually a demonstration would have been more effective.

Another plus to Bob Emery's credit on this program was his sparing use of singers. Only two on this session, Bruce Elliot and Sonia Stolin. Elliot showed

B & K Television, Chicago

Reviewed Friday, March 17. Contents—WAC recruiting. Sustaining on WBKB, Chicago.

First WAC recruiting telecast in these parts was nothing sensational albeit effective. Program really scored in the local papers, which gave plenty of print and photo space to stunt.

Conceived by Lieut. Paula Amrein and written by Lieut. Anne Hatfield, both of Sixth Service Command Public Relations, the show was a straight dramatic illustration of how a WAC can take over chores of servicemen. Theme hugged the title *These Are the WACS*, so had a simple yet potent appeal.

If there were enough video outlets this might be the solution to the female service enlistment problem.

Cy Wagner.

a good pair of pipes with *You Are My Sunshine*. But Miss Stolin, and Teresa Rillo, an accordionist, were both young enough to come from *Rainbow House*, the Bob Emery radio show of kids, and so were almost devoid of poise and personality. Sight plus sound is a tough hurdle for youngsters.

One glaring error was Emery's injection of a hymn-singing quartet. This is okay on Sunday mornings but on a variety show, such as this hopes to be, hymns are as enervating as wet blankets.

Paul Killiam interviewed a reporter and a cartoonist; okay but not exceptional. About the best bets were Lucky Field, who did a routine of charades, based on book titles, that were genuinely funny, and the Red Cross appeal.

Latter used Mrs. Van Coutren, mother with 12 children in uniform, for a sob appeal; this was followed by a tableau of service men and women that was faded-on as she finished her talk.

Another good stunt was a sketch about sound effects. The cast ran thru the piece, then the camera switched off-stage while the sound-effectsman demonstrated.

All and all tho, it was one of the (See TELEVISION REVIEWS on page 20)

B & K Video Gets Play; WBKB Only Windy Tele Studio Doing Live Visual Air Programs

Even Talent Cost No Hurdle

CHICAGO, March 18.—A strong light of planned concerted television production by Chicago advertising agencies this week shone forth as a beam to brighten the general television picture in the Windy City. Up to now advertising agencies in the city have not bothered to put on experimental television shows at the Balaban & Katz station (WBKB) here, Chicago's only tele outlet airing live programs. But this week advertising executives went on record as being in favor of preparing in the near future tele productions aired with the co-operation of the B. & K. studio. By so doing they gave warning that the Midwest would be an important focal point of any future television action.

The consensus of advertising agency radio directors was that if Chicago is to hold a favorable position in the future tele field, it ought to start putting on shows, even if they are only experimental. The agency execs looked at the co-operation being carried on for months between the DuMont studio and agencies in New York. It was recognized that New York advertising men are gaining very valuable experience for the future by preparing and airing their own experimental shows at the DuMont studios. It was felt that right about now such an arrangement ought to be worked out between Chicago agencies and the B. & K. studios.

WBKB Opens Doors Wide

The B. and K. studios were picked as the likely spot for the agencies tele experiments for two important reasons: First, and most important, B. & K. operates the only tele station in the city now using live shows. Second, Helen Carson, manager of the station, has extended a written invitation declaring that she would be glad to offer the facilities of the B. & K. station to any

agency man desiring to put on his own experimental show.

Miss Carson's letter was read Wednesday (15) to a meeting of the Chicago Radio Management Club, organization of agency radio directors and station managers. At the meeting it was decided that Miss Carson's invitation would be considered seriously and that very probably the club would put on its own show utilizing the combined creative ability of the agencies represented.

McCann-Erickson Leads

Spark-plug in the agencies' plans to put on television shows in Chicago is Jim Shelby, radio director of McCann-Erickson. Altho Shelby will be inducted into the armed forces in the near future, he is plugging away at the idea of building program production co-operation between the agencies and B. & K.

Shelby summed up his stand concerning tele activities by agencies in Chicago when he said: "The only way to plan for the post-war television industry is to take action now to do some experimenting. We have plenty of talent in Chicago; we have plenty of agency men with television ideas. Now that B. & K. has offered its facilities, we ought to combine talent, ideas and station facilities to insure ourselves experience that will make Chicago one of the most influential television centers when the right day comes."

Shelby, however, was not the only agency man in favor of the co-operative plan. Many more said they would be glad to use their agency's forces to put on tele shows—right now. Some, of course, sat back and viewed the plan with skepticism. But this latter group was in the minority.

Kastor Agency Goes Along

Typical of the opinion of agency men in favor of the plan was that of Ben Green, radio director of H. W. Kastor & Sons.

Green said that now was the ripe time for such a move. He added that some of his clients had come to him already, asking him to get together a tele show. So far, he said, his television plans called for a concentration upon the presentation of tele commercials. "No matter how good a tele show might be," said Green, "it still must have solid commercials that punch home a selling job. Sponsors' dough has made radio."

M. Lewis Goodkind, of the Goodkind, Joyce & Morgan Agency, said: "We will be glad to put on television shows at B. & K. We haven't formulated any plans yet, but we are definitely interested in the plan. Chicago has never taken a back seat in radio. Agency men ought to start planning now a campaign that will insure the city a comparable position in television."

Action Needed

"This might very well be the beginning of more robust television activities in Chicago," said Harry Gilman, radio director of Erwin Wasey. "Such action has been needed for a long time. I think it a good idea, and with a little more study will be willing to put on some shows with my own production staff."

Les Mosley, top executive at Foote, Cone & Belding, said that at present his agency had no radio production staff in Chicago. But, he said he viewed television with complete confidence and with (See CHI ON VIDEO WAGON on page 20)

Hubbell Ex-Ayer

NEW YORK, March 18.—Dick Hubbell this week resigned as television head for N. W. Ayer. He will vacation a fortnight and then join another ad agency as video and radio chief.

TPA Formed as Video Program Clearing House

NEW YORK, March 18.—Group of about 30 television producers, directors and execs this week organized the Television Producers' Association. Outfit is strictly a mutual-aid group that will act as an info clearing house. Plan is to hold monthly gab-fest meetings.

Temporary officers are Bud Gamble, producer for Farnsworth and DuMont, as chairman; Edwin Woodruff, studio manager of W2XWV, as vice-chairman, and J. Strong, indie producer, as secretary. Advisory board is Tom Hutchinson, of Ruthrauff & Ryan; Eddie Dowling, legit producer; Doug Allen, of Cecil & Presbrey; Sam Cuff and Allen B. DuMont, of DuMont labs.

WPTZ Makes New Video Carrier Tests in Philly

PHILADELPHIA, March 18.—WPTZ, Philco's television station, is experimenting for the first time with the composite alternate carrier system of synchronization. According to Paul Knight, WPTZ program manager, primary concern of tests is in finding out stability of pic in the presence of receiver interference as compared with the station's normal broadcasts.

Knight has circularized all the television set owners in the area, asking co-operation in the experimentation thru observing the special program and reporting back the results obtained on each individual receiver. Special cards were provided for set owners to judge between the composite alternate carrier system and the normal broadcasts as to whether the picture is steady, if it tears or rolls, and whether or not picture and sound are both best at the same tuning points.

To obtain best results under the composite alternate carrier system, Knight warned the set owners it may be necessary to make slight adjustments of the tuning and background or brilliance controls on the receiving set. Motion pictures were used for the test, showing newsreels, serial thriller and the oldie, *Rain*, starring Joan Crawford and Walter Huston.

RCA Points Distribution As Biggest Video Problem At Sales Execs Luncheon

NEW YORK, March 18.—Radio Corporation of America, this time thru its Victor Division, is continuing to stress the thought that television will provide the cushion toward averting widespread post-war unemployment as noted in *The Billboard* (March 11). RCA has been stumping for video production on the basis of social and economical requirements.

Thomas F. Joyce, manager of RCA-Victor's radio, phonograph and television department, was the latest RCA exec to follow the line. He spoke to the largest gathering in the 11-year history of the sales executives club gathered last week at a special "Television Day" luncheon at the Roosevelt Hotel.

Joyce stated that the principal post-war economic problem would be one of distribution, as American production had already proved itself during the war. "Only as people buy goods," he said, "are other people put to work growing farm products or turning out manufactured goods. Television, properly used, has the power to make people want merchandise more than they do money, thus creating the necessary turnover of goods and services with which to create jobs."

4,600,000 New Jobs

Along the same lines, Mr. Joyce quoted Paul Hoffman, president of Studebaker

Corporation, who, in a specially prepared statement, voiced the opinion that video is "a potential source of 4,600,000 new jobs within a decade after its full commercialization." Another statement, this one from Edward O'Neil, prexy of the American Farm Bureau, pictured television as stimulating the desire of people for better foods and fancier farm products, thus increasing farmers' income and prosperity and causing him to continue buying more manufactured goods, and thus contribute to increased employment.

The presentation of an unusual visual demonstration of television advertising technique was a particular highlight of Mr. Joyce's address. Several products were first given the present, ardent spoken treatment which was contrasted immediately with a visual demonstration. To further bring out this particular point, which dealt with truth in advertising, a couple of the products, namely "No Rip" overalls and "Tef-Flex" glass, were "fixed" to rip and break, respectively, while undergoing the "build-up test" given them in the spoken version. Climax of above-mentioned test wowed audience, being done so realistically, that radio daily stated it was "impromptu and unprogrammed" when it was all just a fix.



The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN"
HOOPERATINGS
for evening programs

Vol. 1. No. 9E

(REPORT DATED MARCH 15, 1944)

PROGRAM	HOOPERATING	WEEKS TO DATE	NET & NO. STA.	OPPOSITION	AGENCY	SPONSOR & PRODUCT	TALENT COST	COST PER POINT
BOB HOPE	34.7	265	NBC 133	Corwin—CBS R. G. Swing—BLUE Amer. Forum—MBS Sunny Skylar—MBS	Foote, Cone & Belding	Pepsodent (Toothpaste)	\$11,000	\$317.00
FIBBER MCGEE AND MOLLY	34.1	368	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	\$249.26
EDGAR BERGEN	26.2	302	NBC 133	Star & Story—CBS A. L. Alexander—MBS Greenfield Choir—BLUE	J. Walter Thompson	Standard Brands (Chase & Sanborn Coffee)	\$10,000	\$381.68
LUX RADIO THEATER	26.0	392	CBS 135	Tel. Hour—NBC Dr. I. Q.—NBC Counter Spy—BLUE Spotlight Bands—BLUE Coronet Story Teller—BLUE Heatter—MBS Bob Ripley—MBS Paul Winchell—MBS	J. Walter Thompson	Lever Bros. (Lux)	\$10,000	\$384.62
WALTER WINCHELL	24.5	646	BLUE 167	R. Digest—CBS M-Go-Round—NBC Cleve. Symph—MBS	Lennen & Mitchell	Jergens (Hand Lotion)	\$ 5,000	\$204.08
JOAN DAVIS-JACK HALEY	24.1	35	NBC 71	Dinah Shore—CBS Spotlight Bands—BLUE Coronet Story Teller—BLUE Treasure Hour of Song—MBS	McKee & Albright	Sealtest (Milk and Ice Cream)	\$ 7,500	\$311.20
MR. DISTRICT ATTORNEY	23.2	250	NBC 125	J. Carson—CBS Spotlight Bands—BLUE Coronet Story Teller—BLUE First Nighter—MBS	Pedlar, Ryan & Lusk	Bristol-Myers (Vitalis)	\$ 4,000	\$172.41
SCREEN GUILD THEATER	23.1	186	CBS 122	Contented Hour—NBC R. G. Swing—BLUE Top of Evening—BLUE Gladstone—MBS Education for Freedom—MBS	Biow	Lady Esther (Face Powder, etc.)	\$10,000	\$432.90
JACK BENNY	22.6	453	NBC 132	Shirer—CBS Como—CBS Pearson—BLUE D. Thompson—BLUE Old Fash. Revival—MBS	Young & Rubicam	General Foods (Grape Nuts)	\$20,000	\$448.43
ABBOTT AND COSTELLO	22.3	114	NBC 134	First Line—CBS R. G. Swing—BLUE Carnegie—MBS Gladstone—MBS	William Esty	R. J. Reynolds (Camels)	\$10,000	\$432.90
ALDRICH FAMILY	22.2	202	NBC 127	Death Valley—CBS Town Meeting—BLUE Human Adventure—MBS	Young & Rubicam	General Foods (Postum)	\$ 4,000	\$180.19
TAKE IT OR LEAVE IT	21.2	203	CBS 121	H. of Charm—NBC G. Lawrence—BLUE Good Will H.—MBS Cedric Foster—MBS	Biow	Eversharp (Pens and Pencils)	\$ 2,500	\$117.93
FRANK MORGAN-FANNIE BRICE	20.6	100	NBC 130	Suspense—CBS News—BLUE Lum and Abner—BLUE Ourster—MBS Confidentially Yours—MBS	Benton & Bowles	General Foods (Maxwell House Coffee)	\$ 9,500	\$461.65
FRED ALLEN	19.7	440	CBS 122	Amer. Album Music—NBC Basin Street—BLUE J. Fidler—BLUE Cleve. Symph—MBS	Buchanan	Texas Co. (Oil and Gas)	\$11,500	\$583.24
BING CROSBY	19.6	343	NBC 134	Major Bowes—CBS Town Meeting—BLUE G. Heatter—MBS Bob Ripley—MBS	J. Walter Thompson	Kraft (Cheese)	\$10,000	\$510.21

The average evening program rating is 10.5 as against 11.0 last report, 12.0 a year ago. Average sets-in-use of 32.0 as against 32.4 last report, 33.2 a year ago; average available audience of 79.6 as against 79.4 last report, 82.3 a year ago. Sponsored network hours reported number 81.75 as against 82 last report and 70.75 a year ago.

First rating received by "It Pays To Be Ignorant," Philip Morris show aired Friday, 9 to 9:30 p.m., is 9.2. This program is a replacement for the Philip Morris "Playhouse," whose final rating was 13.1.

"Radio Hall of Fame" 6.1, up 0.4 from last report. Frank Sinatra, 11.5, down 2.6 from last report.

The only program on the March 15 "First 15" which did not show a decrease in rating is Fred Allen. His rating is plus 0.3 from last report. Program showing greatest decrease is "Aldrich Family," with a minus 7.0.

Decrease in ratings not confined to any one evening, but pretty generally true for all top-ranking programs. "Fitch Bandwagon," with a rating of 17.9, an increase of 2.6 from last report, is one exception. This program fol-

lows Jack Benny, whose rating was a minus 2.9 from last report, and is followed by Charlie McCarthy, who suffered a 2.1 decrease in rating. Eddie Cantor, with a 19.3, up 1.2 from last report, another exception. He followed "Beat the Band," rating for which program decreased 4.3, and is followed by "Mr. District Attorney" with a 1.1 decrease in rating. However, Frank Sinatra, which is aired over CBS in the same time slot as Eddie Cantor, suffered a 2.6 loss in rating. This is the only instance where an increase in rating is an apparent reason for a loss in rating on a competing program.

The "Talent Cost Index" is protected by the copyright of The Billboard and infringements will be prosecuted.

"Best Buys"

This Report	TGI	Hooperating	Last Report	TGI	Hooperating
Take It.....	\$117.93	21.2	Take It.....	\$109.17	22.9
Mr. D. A.....	172.41	23.2	Aldrich Family...	136.99	29.2
Aldrich Family...	180.19	22.2	Mr. D. A.....	164.61	24.3
Winchell.....	204.08	24.5	Winchell.....	193.05	25.9
Fibber.....	249.26	24.1	Fibber.....	234.16	36.3
Davis-Haley.....	311.20	24.1	Davis-Haley.....	290.66	25.8
Bob Hope.....	317.00	34.7	Bob Hope.....	301.37	36.5
Edgar Bergen....	381.68	26.2	Edgar Bergen....	353.36	28.3
Lux Theater.....	384.62	26.0	Lux Theater.....	359.72	27.8
Screen Guild.....	432.90	23.1	Kay Kyser.....	398.01	20.1
Abbott & Costello	448.43	22.3	Morgan-Brice...	399.16	23.8
Morgan-Brice...	461.65	20.6	Abbott & Costello	406.50	24.6
Bing Crosby.....	510.21	19.6	Screen Guild....	416.67	24.0
Fred Allen.....	583.24	19.7	Bing Crosby.....	416.67	24.0
Jack Benny.....	884.96	22.6	Jack Benny.....	784.31	25.5

FCC New Station Freeze Despite Application Flood For FM and Video Licenses

WASHINGTON, March 18.—Despite the flood of frequency modulation and television applications pouring into the Federal Communications Commission hopper, the agency is enforcing its "freeze" policy of February 23, 1943. At that time it decided not to act on any of the applications until critical material shortages had eased.

Among the applications for new FM stations were the following:

Commodore Broadcasting, Inc., Duluth, Minn.; Maryland Broadcasting Company, Baltimore; Monumental Radio Company, Baltimore; Plaza Court Broadcasting Company, Oklahoma City; Southland Industries, San Antonio; Susquehanna Broadcasting Company, York, Pa.; *Telegraph-Herald*, Dubuque, Ia.; Westchester Broadcasting Corporation, White Plains, N. Y.; Montgomery Broadcasting Company, Montgomery, Ala.; Evening News Association, Detroit; *Milwaukee Journal*, Milwaukee; Wylie B. Jones Advertising

Agency, Binghamton, N. Y.; WGN, Inc., Chicago; York Broadcasting Corporation, Quincy, Ill., and WIBM, Inc., Jackson, Mich.

New television station applications have recently been received from the following:

Havens & Martin, Inc., Richmond, Va.; Ramberger Broadcasting Service, Inc., Washington and Philadelphia (two applications), and Louis Wasmer, Inc., Spokane.

Dies Is Told To Get Himself An Air Sponsor

NEW YORK, March 18.—Local reaction to Rep. Martin Dies's blast in Washington this week regarding networks and commentators in general (but Blue and Winchell in particular, tho not in so many words) was "maybe he should get a sponsor."

Dies was beefing at the alleged refusal of the Blue to permit him part of Winchell's time for rebuttal against charges made by W.W. Another suggestion put forth was that Reps. Dies, Hoffman, Rankin, among other Winchell haters, buy themselves some time.

However, the trade realizes that the boys, failing this, will probably fall back and investigate.

Possible Telephone Strike Tests Radio Self-Sufficiency; Remotes May Be Eliminated

Nation Eyes Chicago

CHICAGO, March 18.—Developments in the threatened strike here of the Illinois Union of Telephone Workers are being watched by radio execs in an effort to detect moves that would affect station and net operation. The union, which this week voted to strike provided an agreement with the NLRB or the WLB can't be reached within 30 days, has jurisdiction over 2,500 telephone technicians who maintain, install and test telephone lines.

If a strike is called and the government does not move in, stations would be unable to have lines installed for special-events programs. Also, lines used in pick-ups from dance remotes, for example, would not be repaired if they broke down. Even network programs carried on lines thru Chi would be affected indirectly.

The stations are not too worried about the situation but, just in case, they are planning ways to protect themselves. Main worry is network lines. If these were to break it would, of course, be easy for net engineers here to have shows re-

File Recordings of Shows Still If'ed by FCC Pending Further Net Squawks

AFRA Files Brief To Protect Rights

WASHINGTON, March 18.—Federal Communications Commission was this week still undecided on what action it would take in forcing nets to make recordings of all broadcasts, altho the agency broadly implied that it would seek some solution to the problem that would prevent hardship to the smaller broadcasters and at the same time take into consideration the critical man power and equipment shortages.

FCC proposed the new regulation some time ago, contending that it was necessary in carrying out its obligations under the communications act which prohibits broadcast of any information on lotteries, as well as use of obscene or profane language. To enforce this, FCC declares, it is frequently necessary for the commission to know what was said on a particular program.

Benny-Pall Mall Deal Still Not A Contract

NEW YORK, March 18.—Jack Benny deal with Pall Mall cigs is still not on paper. Comic and George Washington Hill, cig czar, agreed verbally, but putting deal onto paper has thus far been handicapped by hair-splitting over details.

Meanwhile, another cig maker, one of the big three, is still pitching for the comic. Latter is reported ready to give Benny carte blanche.

Major difference between Benny and Hill is comic's yen for one-way options. With a three-year pact at \$22,500 per week plus \$5,000 per week for publicity and advertising to be disbursed by the ex-vaudevillian, Hill is mixing option angle.

Benny wants out if the new series doesn't click, while Hill doesn't want to start unless his star will stick.

N.Y. Swoon Screams Delayed

NEW YORK, March 18.—Local "Swoonatra" fans, bobby-sock and curly-lock variety, will have to hang on to their smelling salts and retain their squeals a trifle longer. The Voice, skedded to open Eastern airings of Vimms-CBS show here Wednesday (22), was detained in Hollywood by pic. Sinatra will arrive in Manhattan March 26 or 27, with March 29 ether waving (no pun intended) to have outlet here.

At the time it announced the proposed rule, FCC officials pointed out that in the case of newspapers, the printed word remained as a permanent record of what was said, where unless some recording was made, what was said on a radio cannot be definitely established.

The proposed rule did not require stations to record local or non-web stuff, as to require recordings of all local shots would impose an unbearable hardship on smaller stations.

Asks Rule for Big Nets Only

At the hearing this week, Philip Hennessy, counsel for the seven Michigan stations making up the King-Trendle State-wide web, appeared and argued briefly for a liberal rule, as man power and equipment shortages would work hardships on many small broadcasters, he declared.

Hennessy, whose stations get Blue shows, asked FCC either to sit on the rule until after man-power problems are solved or else limit application of the rule to the large nets.

Hennessy described his appeal as a "one-minute spot announcement," and declared that in the 15-year history of the K-T network the only defamation action ever brought against it arose in connection with the broadcast by one of the K-T stations of a Blue show.

The trend of FCC thinking was revealed when Chairman James L. Fly asked the K-T lawyer if in his opinion regional or small State nets originated enough news and information programs to warrant recording the broadcasts.

Altho AFRA was not represented at the oral discussion Wednesday (15), it submitted thru its counsel, Jaffe & Jaffe, a statement asking that the rule clearly point out that the recordings be "used for reference purposes only" and specifically not for re-broadcast.

AFRA Asks for No Contract Violations

The AFRA statement, which the attorneys asserted was filed in behalf of the 16,000 active members, also directed FCC to make sure that the rule would not in any way violate any collective bargaining agreements made with AFRA.

All of the major nets, NBC, CBS, Blue and Mutual, filed statements but none appeared for oral argument.

The proposed rule, which would constitute Section 3409 of the Communications Act, reads:

"3409. Requirements for making and Preserving Recordings or Transcriptions of Network Programs.—Any program broadcast over a regional or national network shall be transcribed by means of an off-the-line recording by the station at which the program originates, and the transcription shall be retained for one year. If the program itself is a transcription, no other recording need be made, but the transcription shall be retained for one year."

FCC spokesmen said the rule may be acted upon early in the week.

PHOTOS

duplicate in quantity as good as your originals. Guaranteed. Now doing work for JAMES, SINATRA, DINAH SHORE, MCA, CRA, RCA. Write for free samples, price list B, for other sizes, quantities.

25	\$3.00
50	4.13
100	6.60

MOSS PHOTO SERVICE

155 W. 46 New York City 19



PETER VAN STEEDEN
Musical Conductor of DUFFY'S TAVERN

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

1619 Broadway
TUNE-DEX
NEW YORK 19



Burrelle's
ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
165 Church St., New York 7, N.Y.
BARclay 7-5371

Three-Way Pick-Up

NEW YORK, March 18. — John McDermott, ex-member of CBS press department, has joined Dave Alber flackery. . . . Edward Tomlinson, Blue Inter-American adviser and analyst, doubles in brass as regular correspondent and editorial adviser of *Collier's* mag. . . . Tom Slater's *This Is Fort Dix* via WOR-Mutual, now a one-reel short by Columbia pic. . . . Alice Cornell will sing, play and emcee new three-time weekly airing via WEAF. . . . Newest addition to the cast of *The Goldbergs*, CBS daily drama, is Edith Herlick, Met Opera mezzo-soprano, who will play Dora Mayer, vocalist, in specially created role.

Met Opera will be aired while on road for four shows by Texas company, latter having angeled regular season Saturday airings from here. Boston will hit the air with the show on April 15 while Chicago airs same April 22 and 29 and Cleveland May 6.

The three principal principals in "Mr. District Attorney," Jay Jostyn, Vicki Vola and Len Doyle, have been given new three-year contracts. . . . Altho Peter Van Steeden loses "Duffy's" when it goes to the Coast he picks up the baton on a new summer replacement series scheduled for NBC Wednesday nights.

Even if Norris Goff (Abner), of *Lum 'n' Abner*, enters the army, the program will continue on the air with other rustic characters brought into the script. . . . Morton Gould, CBS *Carnival* maestro, has been commissioned to write a series of ballets for the 1944-'45 season of the Ballet Russe De Monte Carlo. . . . J. Walter Thompson will get Fred Allen in guest exchange on Sinatra-Vinms show for first New York broadcast May 29. . . . Nan Wynn will be the warbler on *Duffy's* from Hollywood. . . . *William and Mary* sketch, with Cornelia Otis Skinner and Roland Young, formerly on the Dinah Shore series, will air on *Silver Theater* April 16 as prelude for its own sponsor. . . . Earl Robinson will alternate with Lyn Murray in composing original music for *Columbia Presents Corwin*. . . . Dick Mack, director of the Groucho Marx *Blue Ribbon Town* program, which starts its second year Saturday night, has written a song titled, *Groucho the Swami*.

Earle McGill cutting audition waxes based on Neal Hopkins' adaption of the book series, "William Green Hill" and "Miss Minerva." Chris Cross, of Mutual press department, writing book on navy chaplains, recently did tome on army air force chaplains. . . . Mrs. Roberta Dutton, personnel director for Mutual, off on Mexican vacation. . . . Ed Herlihy and Irene Wicker teamed in kiddie show at Gimbel's week of April 10. . . . Mary Maths Briney and Marie Green return to Owens-Illinois Glass program March 17 and 25 respectively. . . . Southernaires booked by NCAC for Eastman Kodak show Friday, March 31. . . . J. E. Willis succeeds Ted Grizzard as WLAP station manager.

Hal Huber, Hollywood thesp, has acquired radio rights to Agatha Christie's *Hercule Poirot*, the froggy dick, and plans to turn producer. Carl Eastman will stop-watch. Huber has idea of transcribing *Poirot* in Spanish for South America. . . . *Money-Go-Round*, with Fred Uttal and Benay Venuta, spotted for Saturday nights 7, preems September 18, also on Blue. . . . Adrienne Marden, doing Southern girl on *Brave Tomorrow*. . . .

Ben Hyams back on job at CBS after hospitalization for seven weeks.

Joan Brooks, CBS thrush, was taken ill last week and off the air just as *Collier's* hit newsstands with big build-up for her. . . . John H. Norton Jr., stations relations manager for Blue, back from four-week trip to Texas and Midwest. . . . Evelyn Varden mentioned as possibility to play role of mother in "Our Town." . . . Byron McGrath has left cast of "This Life Is Mine" for the army. . . . Bob Crosby, now 1-A, may not be around to pinch-hit for Bing this summer. . . . Wyllis Cooper only scheduled to write first four shows of "Hopkins Presents" series. Other writers not assigned yet.

CHICAGO, March 18.—Maj. F. C. Shidel, NBC Chicago engineer now on leave with the army, is with the headquarters office of the Allied Command in Britain. . . . Jimmie James, WLS National Barn Dancer, has been inducted by the army. . . . Marjorie Snyder, daughter of WLS's general manager, Glenn Snyder, was married last week to Pfc. Ned Maxwell, of Denver. . . . Brandt Sisters, vocalists discovered by MCA, on new WGN show thrice weekly. . . . Paramount picture, *The Navy Way*, will be hyped by six net programs and 10 local shows when it is premiered at Great Lakes Naval Training Station March 21.

James L. Billings, former theater director, is new member of Blue's Central Division production staff. . . . Flora Campbell has joined cast of "Bravo Tomorrow," NBC serial originating in Chicago. . . . "Sheridan on Parade" bows on WGN. Show will be broadcast from Fort Sheridan, Ill., each Saturday at 3:15 p.m. . . . Irving Bickler, of the NBC Central Division sound effects department, on leave to do Radar work at Westinghouse. . . . "Hello, Sweetheart," Blue show from Chicago, will be broadcast over 123 stations (formerly on 38 outlets). . . . Alex Dieler has new show on WMAQ under sponsorship of Schulz & Burch Biscuit Company. . . . Donald Ross, son of Capt. Norman Ross, former Chicago announcer, has been commissioned a second lieutenant in the A. A. F.

PHILADELPHIA, March 18. — Benedict Gimbel Jr., WIP proxy, back after being confined home for several months with illness. . . . Ruth Weeles adds two participating sponsors for her KYW women's show in Herb-Ox Bouillon Cubes and Hy-Trous Plant Food. . . . *The Unseen Adviser* (Dr. Arthur Myers) starts his fifth year of answering ethical and marital problems on WIP for Dr. Shor, local dentist. . . . Julian G. Pollock Agency snags ad account of the Automobile Banking Corporation of America and its four personal Joan company subsidiaries, with radio being used in this area for the four firms. . . . H. Benton Gotwals, radio director at the Al Paul Lefton ad agency, into the army. . . . Leonard Valenta, WDAS announcer, in process of being screen-tested by Paramount on strength of Little Theater histrionics. . . . Erva Giles, one of the first sopranos of the networks and now WFIL music director, has chalked up 20 years of uninterrupted service in radio. . . . Jack Elzman back as a KYW engineer, a medical discharge from the army. . . . Fred Knight and Earl Carlisle, WIBG announcers, collaborating on a comic strip about radio being marketed for newspaper syndication.

Fan Mail De Luxe

WAR BONDS

KVOO RADIO STATION
TULSA
OKLAHOMA

1st Lt. GUY M. ANTHONY
62nd Q.M. PACK TROOP
APO 3085 S.F. P.M.
SAN FRANCISCO
CHRISTMAS DAY 43

IN NEW GUINEA

Am sitting here in my tent perched on stilts 2 feet off the ground—the usual downpour and crop of Massies listening to . . . of all programs "KVOO" coming in great over our G.I. portable radio. It is now 10:45 PM Xmas Day 6:45 AM in Tulsa - just heard Ken Miller and now Sam Snyder - tis the first time in 2 years that I've been in the South Pacific - have heard Oklahoma on the air and after 2 years it sounds damn good. Anyhow must write the old man C.R. in Oklahoma City that your coverage is fair. He better buy some of it. I thought you would like to know you're reaching all the way to New Guinea - Guy M Anthony
Dial 15 AT
195 MC 1941 BOND 31

Letter Cinches KVOO's So. Pac. Claim

TULSA, Okla., March 18.—Claims from all over the global fronts have been coming in spasmodically about fighting Yanks hearing their home stations. Net reporters who have toured the battle areas have also come back with tales of stations picked up at distant points.

Station KVOO here, however, has direct proof that it is selling the South Pacific battle markets—a letter from Lt. Guy M. Anthony, whose father is an advertiser on this percolator. His note puts this outlet among those definitely heard overseas.

Says Lt. Anthony: "It's the first time in two years that I've been in the South Pacific that I've heard Oklahoma on the air, and it sounds good. Thought you'd like to know you're selling all the way to New Guinea."

Radio Reviews

"Wings Over New York"

Reviewed Monday, 9-9:30 p.m. Style—Variety. Sustaining over WNEW (New York).

Strictly on the solid side for everyone concerned in this army air force show. Produced by the men in uniform at Mitchel Field on the outskirts of Manhattan, *Wings Over New York* is one of the few war shows that provides entertainment for both civilian and uniformed. Yet the program never forgets its obligation to the war effort.

The formula is nothing unusual; it's music, guest stars, humor, drama and a WAC recruiting plug, instead of the middle commercial. What makes it click is its staff.

Post has a fine musical aggregation that plays both pop and classical. Chief Warrant Officer Elmer Reade bats the full combo, 30-odd men, for background music, classical numbers and march tunes. Sergeant Lyle Dedrick, trumpeter in dance orks before donning the khaki, takes over for the pop music, with a dozen men out of the full ork.

When a combo can play *March of the Gladiators*, *Granger's Country Gardens* and *The Prelude to the Third Act of Lohengrin* and sound true and good, then it's something. And when the same aggregations furnishes a crew that can hit the beam with a hot version of *On the Sunny Side of the Street*, then its

Norman Corwin

Reviewed Tuesday, 10-10:30 p.m. Style—Original script each week. Sustaining over WABC (New York) and CBS.

When Corwin is good he is very, very good; when he isn't, you're surprised. So far no one has been surprised.

Picking up where he left off last year when overwork—remember his series from England and *Transatlantic Call*—hit him low, Corwin's first two programs were superb entertainment. The first, *Movie Primer*, in the same style as his (See RADIO REVIEWS on page 20)

exceptional. These boys are. Same versatility is true of the rest of the show. The dramatics are handled by men and women in uniform and stationed at the field. Likewise, the scripting is done by guys from the barracks. The same boys dig up the guest stars. And in recent weeks these have included Kittly Carlisle, Burl Ives and Milt Caniff, creator of *Terry and The Pirates* comic strip.

Nothing pompous or flossy about this show. Just straight entertainment larded with army drama and humor that is pertinent and effective.

Capt. Frederick W. Pederson supervises production. Private Richard Pack, ex-head of the WOR flackery, does the script and direction. Lou Frankel.

WATCH FOR
★★ THE SWOON SONG ★★

ASSOCIATED COMPOSERS, INC.
265 West 54th St., New York 19, N. Y.

Tunes From Tyro Songwriters Reach Philly From Nation

PHILADELPHIA, March 18.—Altho intended purely as a local-interest show, Joe Frassetto, musical director of WIP, is being forced to branch out with his *I Wrote a Song* program. And he blames it all on *The Billboard*. Weekly stanza was originally intended to show-case the compositions of local songwriters, Frassetto giving the tunes special arrangements, with his regular vocalist handling the lyrics. Getting a polished performance, a check recording is made of each selection, and composer is in fine form to make the best impression on a prospective music publisher.

As a result of a news story in the March 4 issue of *The Billboard*, which set up Frassetto as the patron saint of the local tunesmiths, the studio maestro is being flooded with letters and manuscripts from all parts of the country. All seek the same consideration he gives the local tunesmiths, and he is seriously considering spreading out. Letters and manuscripts have poured in, as a result of *The Billboard* story, at the rate of 25 a day. Piece de resistance was a telephone call from a Janice Borne in Chicago, advising Frassetto's secretary that she is making a special trip to Philadelphia in order to submit her manuscripts for the *I Wrote a Song* show.

Frassetto, who also handles four Mutual Network shows each week, is seriously considering using one of his net shots for the songwriter's dream show.

Station WHAT Using B.B. Pop Charts for Sunday Spin

PHILADELPHIA, March 18.—WHAT is the second local station to capitalize on the Music Popularity Charts of *The Billboard*. Station's part-time operations have been increased by adding the 7 to 10:15 a.m. period on Sunday morning.

This entire time will be devoted to the spinning of platters with selections based on various lists presented in *The Billboard*. Show will be called the *1340 Club*, station's spot on the dial, with Joe Dillon the disk jockey. Pop platters will be aimed at workers in the war plants. Several weeks ago, Wayne Cody adopted *The Billboard* listings for his early morning *Start the Day Right* platter show on WIP.

Now in his second year
GARRICK STAGE LOUNGE
Chicago, Ill.



HENRY "RED" ALLEN

with

J. C. HIGGINBOTHAM
SEXTETTE

JOE GLASER

RCA Building, Radio City, New York
Phone Circle 7-0862

D. C. Clears Up Chi Decree on Music Re Tax

CHICAGO, March 18.—Internal Revenue Bureau here received an official notification this week from Washington as to the correct interpretation of the new cabaret tax bill.

The government's ruling read, "Any instrument is instrumental music and no cabaret tax is due."

This ruling, however, only applies to units or groups who do not play for dancing and do not vocalize.

The reply was in answer to the many calls and inquiries received here at the IRB for an exact definition of what type of music is taxable. Anxiety among the operators here was caused by a misunderstanding of the local IRB interpretation of the "cabaret" definition issued the week before. Reports from this office stated that an instrumental group primarily consisted of stringed instruments and was not taxable, providing there were no vocals or dancing. However, if the group was a combination of brass, reed and strings (without vocals or dancing) the spot would be subject to the 30 per cent tax.

Washington's reply offsets any previous local interpretations and clearly defines the meaning of the cabaret tax issue.

WMCA-WNEW Scale Upped to \$86.25; Hour Rate Adds \$2

NEW YORK, March 18.—Agreements between WMCA and WNEW and Local 802, AFM, were reached this week, with a 15 per cent all-round upping in scale for musicians. Minimum number of musical employees, 13 at WMCA and 12 at WNEW, remains unchanged.

The two-year contracts, which will be submitted to the War Labor Board as soon as signatures are affixed, contain a cost-of-living clause. This stipulation permits the local to reopen negotiations at any time government figures indicate an inflationary living cost raise.

Steadily employed musicians' scales were upped from \$75 to \$86.25 for four hours playing within eight, six days a week. Single up to one-hour engagements will pay \$16. A \$14 price prevailed last year. Sessions from 15 to 30 minutes are upped from \$10 to \$12. Rehearsal fee of \$5 per hour remains the same as heretofore.

Martin Block Orig Introduced By WOV's Courtney

NEW YORK, March 18.—Martin Block, ace WNEW disk jockey who is also a music pub, had one of his latest releases, *Mirror, Mirror on the Wall*, introduced over Alan Courtney's program. Block doubted whether Courtney, WOV's disk jockey, realized it, but Pearl Bailey did the *Mirror* solo with Sidney Catlett's band when she guested with Courtney last week.

Mirror, composed by Jeanne Burns, and *Sad Eyes*, also by Miss Burns, the latter with lyrics by Bonnie Lake, have just been released by Block's publishing company.

Denny Beckner recorded *Mirror* for Savoy Records, and Phil Brito waxed *Sad Eyes* for Musicraft. Van Alexander made the stock orchestrations.

Platter Patters Get \$50 a Week

NEW YORK, March 18.—Contract between the AFM and the networks, covering record spinners at web-owned and operated outlets, was signed this week. It is a three-year pact calling for \$50 per week the first year and \$10 step-ups each of the succeeding years. Deal calls for a five-day, 40-hour week, and also contains a cost-of-living clause.

More \$\$ But No More Jobs; Webs and 802 Set Pact for All Net Musical Departments

New Scale Scrapes Top of Little Steel Formula

NEW YORK, March 18.—After the networks and Local 802, AFM, eliminated the controversy relative to the number of musicians to be steadily employed (housemen), negotiations for a new contract went smoothly. Agreement, to be signed this week, will be retroactive to February 1, 1944, and will run to February 1, 1947.

The webs had held out for a reduction of the number of housemen, CBS, NBC and the Blue asking that the minimums be cut from 65 to 50. Deadlock was broken by the local's counterproposal for an increase. In the wind-up, nets agreed to engage the same number of musicians employed for the past three years. CBS, NBC and the Blue will continue with 65 men each, and Mutual with 40.

The union won almost every other demand. Wage increases to the full extent of the Little Steel Formula were established. In addition, the musical org obtained jurisdiction over net library staffers for the first time.

A cost-of-living clause is part of the new agreement. Under previous pact, a similar c.-of-l. stipulation paid off.

Classified breakdown of contract follows:

COMMERCIAL housemen will receive \$165 for five hours within eight, five days a week, a \$15 boost over previous salary. Musicians under contract, who put in four within eight hours, five days a week, will be paid \$132.25, \$7.25 more than before. Single commercial engagements of 30 minutes or less have been raised from \$14 to \$18. Rehearsal rate of \$6 per hour or less remains unchanged.

SUSTAINING housemen playing five hours within eight, five days a week, will be upped \$6.50, bringing their basic scale to \$126.50. Single sustaining shots up to 30 minutes have been upped from \$12 to \$14. Rehearsal price of \$6 for an hour or less is unchanged.

House Arrangers Get \$132.50

House arrangers will receive \$132.50 for either commercial or sustaining work. Previously there were two scales, \$120 for sustaining and \$130 for commercial. Of the 14 arrangers on contract in the New York net stations, 11 were paid the lower scale.

Piecework rates for arrangers and copyists, which the War Labor Board does

Lina Romay Leaves Cugat for MGM; No Pic for Year

NEW YORK, March 18.—Lina Romay, who has been with Xavier Cugat's ork for more than three years, will leave about May 1 for Hollywood, where she is under contract to MGM.

Recently signed to a seven-year contract, Miss Romay will not make a pic for a year, during which time she will be given a build-up and groomed for starring roles.

She has already made a number of pictures in which the Cugat ork appeared, but this will be her first solo venture.



"THREE BOYS WITH A SONG" THE NOV-ELITES

LENNIE—FRANKIE—JOE

Presenting music and comedy that makes them truly America's most outstanding unit.

— currently —

BEACHCOMBER, Omaha, Neb.

Mgt.

FREDERICK BROS. MUSIC CORP.

Sensation of the Nation



of
**RADIO
SCREEN
RECORDS**

ERNEST TUBB

Star of Republic Picture
"JAMBOREE"

Heard Every Saturday Night
WSM GRAND OLE OPRY
NASHVILLE

Also on
DECCA RECORDS

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

AMERICAN MUSIC, Inc.

Exclusively

NEW YORK—CHICAGO—HOLLYWOOD

J. L. FRANK, Personal Representative

WATCH FOR

★★ THE SWOON SONG ★★

ASSOCIATED COMPOSERS, INC.

265 West 54th St., New York 19, N. Y.

MGM OPENS PIX TO TUNES

Mayer Said To Have Fingered Robbins; Raphael Will Hear New Songs From All Pubs

Lack of MGM Hit Pix Tunes Removes Padlock From Door

NEW YORK, March 18.—Shortly after Louis B. Mayer flew into town recently, the feathers started flying in the MGM-affiliated Big Three music set-up. Talk in the trade has it that the pic head was irked that no hits have been developed by the Robbins music pub trio from MGM pix for some time.

How far Mayer went in the matter is not known, but hot on the trail of his return to the Coast came the announcement that from here on in MGM will look at all new music for pic material. Fred Raphael, music synchronization buyer for MGM, will head a new department where the musical output of all pubs will be screened for possible hits.

When Raphael finds a song he thinks has pic potentialities it will be recorded with vocals here, and the disk shipped to Louis K. Sidney on the Coast. MGM believes the plan will help it cream the entire product of the music writing industry.

Music pubs without pic affiliation find it almost impossible to place their songs in Hollywood productions. Sheet music sent to the studios has usually gotten lost in the shuffle. Shapiro-Bernstein, for instance, outstanding pub, has never had a new song in a pic, tho they've published many hits.

A Solo Job for Raphael

Raphael intends to single-handedly go thru the sheafs of music, cull n.g. stuff, round up musicians and vocalists, rent a studio and supervise the waxings. He feels that if one out of every 20 disks click with the pix heads and the song is a hit in a pic, it will be a pay-off.

No set bands or singers will be used, but pick-up groups will be hired as needed. No set formula or contract will be drawn with publishers and authors for the use of songs which find a place in a pic. Policy to be followed is one whereby each song is negotiated for and a deal made.

MGM is convinced that pubs will welcome the opportunity of having their output considered for pic use. It expects a flood of entries for its song sweepstakes from the concerns. It will even violate usual pixism and consider unpublished composers. They're sticking their necks out and saying they'll take

a look at every song submitted.

Two numbers have been chosen for recording. One has been waxed by Decca, but is not skedded for release for several months. The other has just been published with little or no attention.

According to Raphael, the plan has the sanction of J. Robert Rubin and Louis K. Sidney, as well as Mayer, all of whom believe it will pay off.

Toscanini Waves Bond Baton With NBC Symp April 18

NEW YORK, March 18.—NBC Symphony Orchestra, under direction of Arturo Toscanini, plays a pop symphony concert at Carnegie Hall April 18 for a bond concert sponsored by Local 802, AFM.

The musicians' union local has a campaign on to raise \$4,000,000 in bond sales by its members to be earmarked for the purchase of two Liberty Ships and two Flying Fortresses.

Admission to the concert is by the purchase of \$50 to \$5,000 in War Bonds. A box of eight is offered at the bargain rate of \$35,000 in bonds. Tickets and bonds may be had at the U. S. Treasury office in the RKO Building.

Ballrooms Okay in Midwest; Nix Name Orks Week-Ends; Nitery Tax Means Hoof \$\$

Territory Faves Tough for Visiting Tooters

DES MOINES, March 18.—Box office tills are clicking a merry gale in Midwest ballrooms, with little evidence that Joe and his gal here have forsaken dance floors for niteries.

Reports from ballroom ops in Missouri, Iowa, Nebraska, South Dakota, and Illinois indicate business was up from 10 to 25 per cent last year, with some cutting into the lush money at the rate of 50 per cent over 1942.

A check of leading ballrooms failed to disclose any curtailing with big ops, Carl Fox, of Minneapolis; Larry Gear, Fort Dodge; Tom Archer, Des Moines, running the same number of nights as previously, with Plamor, Kansas City, Mo., adding a night.

Gals and Oldies Mean Increased Coin

Many gals now turn out in addition to older couples, which accounts for increase in business. In Iowa, operators at Marshalltown, Cedar Rapids, Davenport and Dubuque, confirmed the trend reported by larger ops.

One boon to week-end biz has been the trend toward "Old-Time Dances," which have attained a remarkable pull at some locations. Small towns frequently have more old-timers out than the population of the community. A crowd of 2,000 is not unusual, with spots reporting from 1,200 to 1,500 attendance with "over 30" couples.

Musician Back From Front With 162 Wounds Loses Instruments in Fire

Red Cross Plasma Saves His Life

MILWAUKEE, March 18.—Conrad Hoppe, believed to be the only paratrooper of Local 8, Milwaukee Musicians' Association, recently returned to Milwaukee. The return of Hoppe, sold drummer, terminates a thrilling story beginning with a parachute jump into enemy territory, and climaxed with a miraculous recovery from wounds with the aid of Red Cross blood plasma. Hoppe is certain that if it had not been for the five transfusions of plasma that restored strength to his shattered body, he would not be back in a band today.

Hoppe received his medical discharge with rating of master sergeant, and was decorated with the Distinguished Service Medal, Silver Star and the Purple Heart.

In 1942 Hoppe put his sticks and hides aside and spent two weeks in the band at Fort Sheridan prior to requesting transfer to a combat unit. Assigned to the paratroops, he received six months' training, including 25 jumps.

Two Jumps on Enemy Soil

He served 10 months in the African theater of operations, making two jumps on foreign soil, the second nearly costing his life. When an enemy ammunition dump had to be destroyed, Hoppe volunteered for the job, and made the jump into strongly held enemy territory. His mission was accomplished, but he was riddled by shrapnel in the terrific explosion. For five days his battered, bleeding body lay in the field. Then he was discovered by Australian troops and carried to a field hospital, where blood plasma was injected into his veins. In all, Hoppe received five transfusions.

Commenting on this, Hoppe said: "If the folks at home really knew what a godsend to the wounded blood plasma can be, the Red Cross blood-donor centers would be jammed from morning until night."

162 Wounds

From the field hospital, Hoppe was transported to New Zealand by plane, later by plane to San Francisco, then by hospital train to Walter Reed Hospital in Washington, where doctors counted 162 separate wounds in his body. Back at the old playing game again? Hoppe certainly is playing in a nitery down Waukegan way recently with Billy Kaye, sax and trumpet man, and Bob Watry, piano man from Local 8, the boys had a tough break when the spot burned down early one morning. All instruments went up in flames, and were not insured. Instruments included the piano owned by Watry. But after what Hoppe had been thru, this was small stuff.

S. S. Publishes Two G.I. Song Hits

LONDON, March 4.—The U. S. Army Special Services Division plunged into the music publishing biz recently, with two original songs, *You've Had It* and *Speak To Me Thru Channels*, from the G.I. show, *You've Had It*.

Requests from more than 200 soldier groups in this theater of war, prompted by Yank magazine's publication of the lyrics, inspired Captain Bernard Szold, of the Special Services Division and former Hollywood director, to have it published and recorded. Sheet music and disks are being sent to army outfits.

New York music pubs feel that the army is giving the boys a pop music appreciation course for the pub's benefit. At present, pubs claim that women buy about 90 per cent of all sheet music sold, but they feel the post-war era may change this percentage plenty for the good of the cash register.



YOU'LL LIKE THESE SONGS

WORDS AND MUSIC BY JOHN B. MOORE
"When It's Blossom Time In Old Caroline"
(Theme Song of Fitzpatrick's Traveltalk Picture of N. C., Released by M-G-M); "A Throne for Love," "Victory," "I'm Headin' Back South," "Only a Rose From Heaven," "Somewhere a Heart Is Calling," "A Soldier's Dream," "Babes and Roses," "Memories of the Old Buggy Days."

JOHN B. MOORE MUSIC CO.

107 Valley River Ave., Murphy, N. C.

Name Bands Still Make the Rounds

Name bands have not forsaken the Midwest territory, as according to some reports, altho they have run into stiff competition with territory faves on week-end nights.

Top-money bands playing Nebraska, Missouri, Iowa and South Dakota recently included Glen Gray, Frankie Masters, Woody Herman, Louis Armstrong, Bob Chester, Les Brown, Tommy Tucker, Andy Kirk and Noble Sissel. That's an example of what the operators are still getting.

Operators are reluctant to book top bands, however, on week-ends, especially Saturday nights, when they can have full houses with territory bands. Simple arithmetic shows, it is pointed out, that an operator can make more money on a territory band costing from \$150 to \$200, with 2,000 customers, than he can paying \$1,500 and percentage to a name band, and a gate of 2,500 to 3,000. Name bands, nevertheless, are bought for prestige.

Operators also look upon the new federal tax increase as favorable to the ballrooms in view of the 30 per cent levy on cabaret business. Danceries figure that Joe Dancer will prefer an evening of hoofing at a normal price instead of taking his gal to a nitery and laying out his lettuce on a lot of drinks.

★ ARRANGE IT YOURSELF ★

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

MELLOWAY MUSIC PUBLISHING CO.

Dept. 7, 600 Michigan Theatre Bldg.
DETROIT 26, MICHIGAN

COLORED BANDS AND ORCHESTRAS

Available for immediate engagements. Union, Well organized, 6 to 14 pieces. Buyers, Promoters, WRITE, PHONE or

FERGUSON BROS. AGENCY, INC.
328 N. SENATE, INDIANAPOLIS, IND. — RILEY 5767

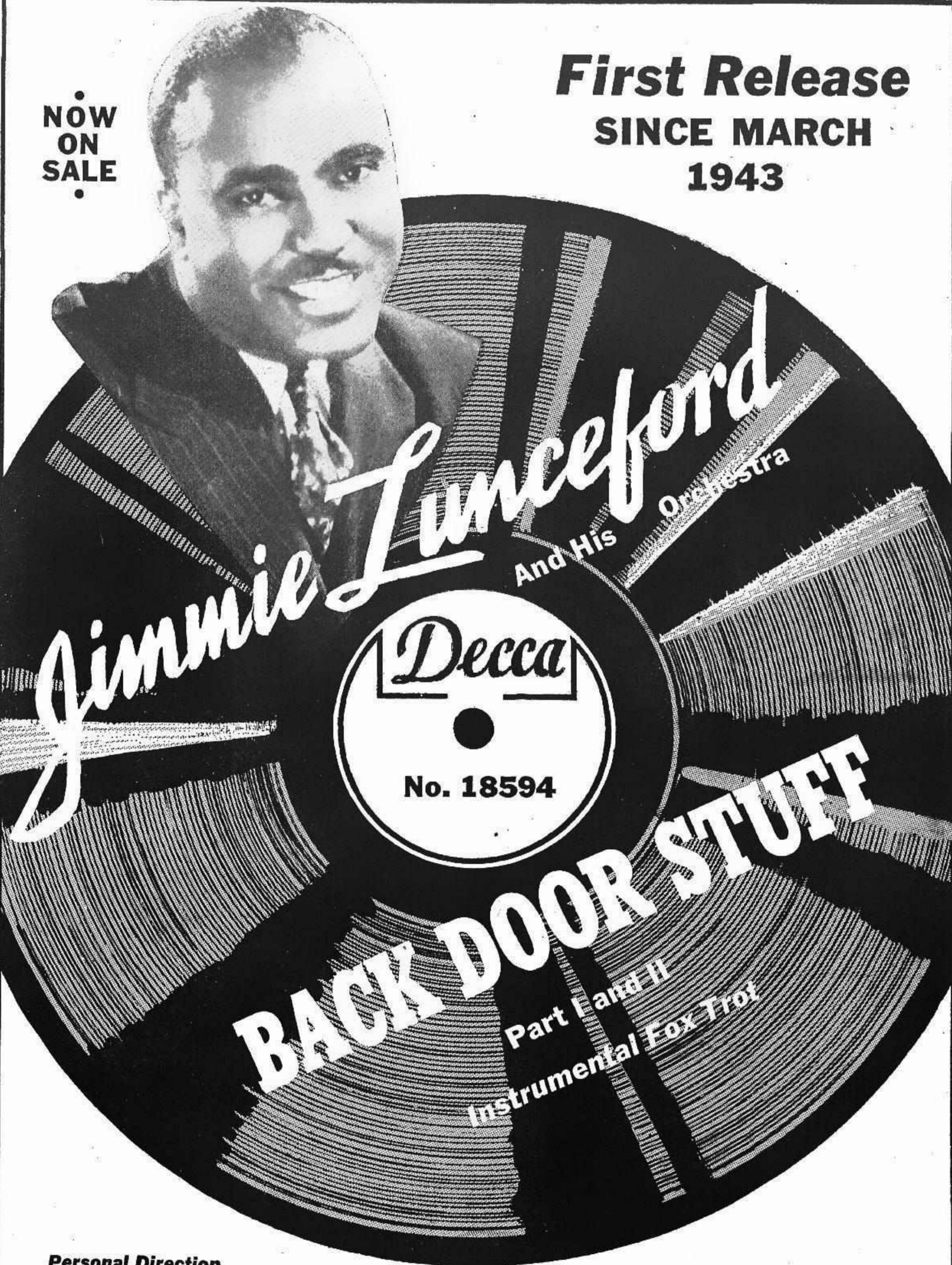
BOB POWER

AND HIS ORCHESTRA

On location with Uncle Sam
for the duration

**NOW
ON
SALE**

**First Release
SINCE MARCH
1943**



Jimmie Lunceford
And His Orchestra

Decca
No. 18594

BACK DOOR STUFF
Part I and II
Instrumental Fox Trot

Personal Direction

HAROLD F. OXLEY

424 Madison Avenue (Suite 1407-8)
New York 17, N.Y.—Eldorado 5-3500

Feist, Robbins Win Suit on Parody Sheets

NEW YORK, March 18.—Leo Feist, Inc., and Robbins Music Company this week won a suit charging infringement of their copyrighted songs against Song Parodies, Inc., and Red Star News Company, publishers of popular parody hit songs and Hit Parade parody songs. Judge Alfred C. Cox, of the New York Federal Court, handed down the decision.

The Feist songs infringed upon were *Chattanooga Choo-Choo*, *How About You?*, *There Won't Be a Shortage of Love*, *If He Can Fight Like He Can Love*, *I'll Take Tallulah and Over There*.

Those of Robbins that were involved were *You Ain't Got No Romance* and

Elmer's Tune.

Both actions sought an injunction and damages for alleged infringements and the impounding of all copies of the infringed songs.

New Pic Songs

NEW YORK, March 18.—*You're Good for Me* and *Streamlined Sheik*, by Eddie Ellsen and Henry Myers to music by Jay Gorney, are the featured songs of Columbia's new pic release, *Hey, Rookie*, which Mills Music Company has just published.

Hamp Joins GAC

NEW YORK, March 18.—Johnny Hamp joined the band location department of General Amusement Corporation this week. Hamp, band leader for 22 years, left the biz to sell priority material to shipping yards and defense plants and continued his selling stint for two years before going to GAC.

Three Top Recordings of the Top Song of the Country

"I'LL GET BY"

(By Roy Turk & Fred E. Ahlert)

Featured in M-G-M's Picture

A GUY NAMED JOE

Featured in Universal's Picture

THREE CHEERS FOR THE BOYS

★ ★ ★ HARRY JAMES (Dick Haymes vocal)—COLUMBIA RECORD #36698

★ ★ ★ THE KING SISTERS—VICTOR RECORD #30-0821

★ ★ ★ JAN GARBER—HIT RECORD #7079

IRVING BERLIN, INC.

Dave Dreyer, Gen. Prof. Mgr.

799 Seventh Avenue

New York City

MARUSCHKA

(MA-RÖÖSH-KA)

Order Records Now!

MODERN MUSIC SALES CO.

10th Ave. at 45th St. New York 19, N. Y.

Published by
Acme MUSIC CORPORATION

562 Fifth Ave., New York 19, N. Y.

Sensationally Recorded

BY

DICK GILBERT
RAY GONZALES ORCHESTRA

WATCH FOR

★ ★ THE SWOON SONG ★ ★

ASSOCIATED COMPOSERS, INC.

265 West 54th St., New York 19, N. Y.



PART 1—The Billboard

SONGS WITH MOST RADIO PLUGS

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

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

TITLE	PUBLISHER
A Journey to a Star (F)	Triangle
A Lovely Way To Spend an Evening (F)	Crawford
And Suddenly It's Spring (F)	Famous
Besame Mucho	Peer International
Cherry	Melody Lane
Do Nothin' Till You Hear From Me	Robbins
Don't Sweetheart Me	Advance
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
I'll Get By (F)	Berlin
Is My Baby Blue Tonight?	Broadway
It's Love, Love, Love	Santly-Joy
Long Ago and Far Away	Crawford
Louise	Paramount
Mairzy Doats and Dozy Doats	Miller
Marianne	Remick
Music Stopped (F)	Robbins
My Favorite Song	Southern
No Love, No Nothin' (F)	Triangle
Now I Know (F)	Harms
Poinciana	Marks
Shoo-Shoo Baby (F)	Leeds
So Goodnight (F)	BMI
Some Day I'll Meet You Again (F)	Witmark
Speak Low (M)	Chappell
Take It Easy (F)	Santly-Joy
Tess's Torch Song (F)	Harms
The Same Little Words	Paul-Pioneer
When They Ask About You	Berlin

Lucky Strike HIT PARADE

CBS, Saturday, March 18, 9-9:45 p.m. EWT.

TITLE	PUBLISHER
1. I Couldn't Sleep a Wink Last Night (F)	Crawford
2. Mairzy Doats	Miller
3. Besame Mucho	Peer International
4. When They Ask About You	Berlin
5. I Love You (M)	Chappell
6. A Lovely Way To Spend an Evening (F)	Crawford
7. Shoo-Shoo Baby	Leeds
8. No Love, No Nothin' (F)	Triangle
9. My Heart Tells Me (F)	Bregman-Vocco-Conn

And the Following Extras:

- Twelfth Street Rag
- Goodie Goodie
- About the Girl
- Some of These Days

ALL-TIME HIT PARADE

NBC, Friday, March 17, 8:30-9 p.m.

TITLE	PUBLISHER
Sing, You Sinners	Famous
Keep Your Sunny Side Up	Harms
When My Baby Smiles at Me	Von Tilzer
Check to Check	Berlin
I Won't Dance	Harms
Mairzy Doats and Dozy Doats	Miller
Hallelujah	Harms
Rings on Her Fingers	Melody Lane
Just One of Those Things	Harms
As Time Goes By	Harms
I Double Dare You	Shapiro-Bernstein
Deep in the Heart of Texas	Mills

Music Popularity Chart Week Ending March 16, 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.)

POSITION		NATIONAL		
Last Wk.	This Wk.			
1	1	Mairzy Doats	Miller	
2	2	Besame Mucho	Peer International	
5	3	When They Ask About You	Berlin	
4	4	I Couldn't Sleep a Wink Last Night	Harms	
10	5	I Love You	Chappell	
8	6	Poinciana	Marks	
6	7	No Love, No Nothin'	Triangle	
9	8	A Lovely Way To Spend an Evening	Crawford	
—	9	It's Love, Love, Love	Santly-Joy	
12	10	Don't Sweetheart Me	Advance	
3	11	Shoo-Shoo Baby	Leeds	
13	12	I Wish I Could Hide Inside This Letter	Shapiro-Bernstein	
7	13	My Heart Tells Me	Bregman-Vocco-Conn	
11	14	My Ideal	Paramount	
—	15	By the River of the Roses	Shapiro-Bernstein	

POSITION		EAST COAST		POSITION		SOUTH	
Last Wk.	This Wk.			Last Wk.	This Wk.		
2	1	Besame Mucho		1	1	Mairzy Doats	
1	2	Mairzy Doats		2	2	Besame Mucho	
3	3	When They Ask About You		—	3	When They Ask About You	
8	4	It's Love, Love, Love		4	4	I Couldn't Sleep a Wink Last Night	
7	5	I Couldn't Sleep a Wink Last Night		11	5	Poinciana	
4	6	I Love You		12	6	No Love, No Nothin'	
—	7	Don't Sweetheart Me		3	7	Shoo-Shoo Baby	
5	8	A Lovely Way To Spend an Evening		14	8	The Music Stopped	
—	9	By the River of the Roses		9	9	It's Love, Love, Love	
9	10	No Love, No Nothin'		9	10	I Wish I Could Hide Inside This Letter	
10	11	Poinciana		6	11	Oh, What a Beautiful Morning	
6	12	Shoo-Shoo Baby		—	12	San Fernando Valley	
11	13	Have I Stayed Away Too Long?		7	13	My Heart Tells Me	
—	14	I Wish I Could Hide Inside This Letter		15	14	I Love You	
14	15	Take It Easy		—	15	A Lovely Way To Spend an Evening	

"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.		
2	1	Cow Cow Boogie	Ink Spots and Ella Fitzgerald Decca 18587
1	2	Do Nothin' Till You Hear From Me	Duke Ellington Victor 20-1547
3	3	Main Stem	Duke Ellington Victor 20-1556
7	4	When My Man Comes Home	Buddy Johnson Decca 8655
—	5	Ration Blues	Louis Jordan Decca 8654
—	6	Sweet Slumber	Lucky Millinder Decca 18569
—	7	Sometimes I'm Happy	Lester Young's Quartet Keynote 604
5	8	I Learned a Lesson I'll Never Forget	Five Red Caps Beacon 7120
—	9	Just You, Just Me	Lester Young's Quartet Keynote 603
—	10	Boogie-Woogie Ball	Five Red Caps Beacon 7121



THE IDEAL SONG

to follow our current hit

"MY IDEAL"



By the same writers

Lee Robin

and Richard A. Whiting

LOUISE

Featured in the PARAMOUNT musical
"YOU CAN'T RATION LOVE"



Recorded by

FRANKIE CARLE
RUSS MORGAN
ART KASSEL

Columbia 36692

Decca
(Soon To Be Released)

Transcribed for
Associated Libraries



PARAMOUNT MUSIC CORP.

CHARLIE ROSS, Prof. Mgr.

1619 BROADWAY

New York



QUESTION FOR COIN-MACHINE OPERATORS—



NAME 10 WAYS TO GET LOTS
MORE NICKELS INTO
YOUR COIN MACHINE!

ANSWER:

VICTOR AND BLUEBIRD HITS!

I Love You Perry Como (20-1569)

Behind Those Swinging Doors Spike Jones (30-0821)

Long Time No See, Baby Glenn Miller (20-1563)

Mairzy Doats and Dozy Doats The Four King Sisters (30-0822)

Easter Parade Sammy Kaye (20-1568)

Now I Know Dinah Shore (20-1562)

Dancing In the Dark Artie Shaw (20-1554)

Another One of Them Things Tommy Dorsey (20-1553)

Easy to Love Freddy Martin (20-1555)

Ramblin' Cowboy Carson Robison (33-0509)

TUNE IN!...
RCA's great new
radio show, every
Saturday, 7:30 to
8 p.m., EWT, over
the Blue Network

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



BUY
WAR BONDS
EVERY
PAYDAY



PART 2—The Billboard

BEST SELLING RETAIL RECORDS

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

NATIONAL

POSITION	Last Wk.	This Wk.	Artist	Label	Number
1		1.	Besame Mucho	Jimmy Dorsey	Decca 18574
2		2.	Mairzy Doats	The Merry Macs	Decca 18588
4		3.	Holiday for Strings	David Rose	Victor 27853
5		4.	Shoo-Shoo Baby	Andrews Sisters	Decca 18572
—		5.	Poinciana	Bing Crosby	Decca 18586
8		6.	Speak Low	Guy Lombardo	Decca 18573
6		7.	I Couldn't Sleep a Wink Last Night	Frank Sinatra	Columbia 36687
3		8.	My Heart Tells Me	Glen Gray	Decca 18567
10		9.	Shoo-Shoo Baby	Ella Mae Morse	Capitol 143
9		10.	Star Eyes	Jimmy Dorsey	Decca 18571

SECTIONAL

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

MIDWEST

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

WEST COAST

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

MOST PLAYED JUKE BOX FOLK RECORDS

(Hillbilly, Race, Cowboy Songs, Spirituals)

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

POSITION	Last Wk.	This Wk.	Artist	Label	Number
—		1.	So Long, Pal	Al Dexter	Okeh 6718
—		2.	When My Man Comes Home	Buddy Johnson	Decca 8655
3		2.	Pistol Packin' Mama	Al Dexter	Okeh 6708
3		3.	Rosalita	Al Dexter	Okeh 6708
—		3.	Try Me One More Time	Ernest Tubb	Decca 6093
—		3.	Too Late To Worry	Al Dexter	Okeh 6718

Music Popularity Chart Week Ending March 16, 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. MAIRZY DOATS.....The Merry Macs.....Decca 18588
(5th Week)
2. BESAME MUCHO.....Jimmy Dorsey (Bob Eberly and Kitty Kallen)
(9th Week).....Decca 18574
3. SHOO-SHOO BABY....Andrews Sisters (Vic Schoen Ork)...Decca 18572
(12th Week)
4. MY HEART TELLS ME..Glen Gray (Eugenie Baird).....Decca 18567
(13th Week)
I COULDN'T SLEEP A
WINK LAST NIGHT....Frank Sinatra.....Columbia 36687
(5th Week)
5. POINCIANA.....Bing Crosby (John Scott Trotter Ork).Decca 18586
(4th Week)
SPEAK LOW.....Guy Lombardo (Billy Leach).....Decca 18573
(4th Week)
6. NO LOVE, NO NOTHIN'. Johnny Long (Patti Dugan).....Decca 4427
(7th Week)
7. MAIRZY DOATS.....Al Trace.....Hit 8079
(5th Week)
8. DO NOTHIN' TILL YOU
HEAR FROM ME.....Woody Herman.....Decca 18587
(6th Week)
9. HOLIDAY FOR STRINGS.David Rose.....Victor 27853
(2d Week)
10. SHOO-SHOO BABY....Ella Mae Morse (Dick Walters Ork).Capitol 143
(12th Week)
11. PAPER DOLL.....Mills Bros.....Decca 18318
(29th Week)
12. NO LOVE, NO NOTHIN'.Ella Mae Morse (Dick Walters Ork).Capitol 143
(7th Week)
13. DO NOTHIN' TILL YOU
HEAR FROM ME.....Duke Ellington.....Victor 20-1547
(5th Week)
SAN FERNANDO VALLEY.Bing Crosby (John Scott Trotter Ork).Decca 18586
(1st Week)
14. MY IDEAL.....Jimmy Dorsey (Bob Eberly).....Decca 18574
(10th Week)
POINCIANA.....David Rose.....Victor 20-1544
(2d Week)
WHEN THEY ASK
ABOUT YOU.....Jimmy Dorsey (Kitty Kallen).....Decca 18582
(1st Week)
IT'S LOVE, LOVE, LOVE.Guy Lombardo (Skip Nelson and Lombardo
(1st Week) Trio).....Decca 18589

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. DON'T BELIEVE EVERY-
THING YOU DREAM...Ink Spots.....Decca 18583
2. TAKE IT EASY.....Guy Lombardo (Lombardo Trio)...Decca 18573
3. HOW SWEET YOU ARE.Kay Armen (Balladiers).....Decca 18566
THE MUSIC STOPPED..Woody Herman (Frances Wayne)...Decca 18577
DON'T SWEETHEART ME.Lawrence Welk (Wayne Marsh)....Decca 4434

Territorial Favorites

- FRIENDLY TAVERN POLKA..Horace Heidt.....Columbia 36006
(Louisville)
- ANOTHER ONE OF THEM
THINGS.....Tommy Dorsey.....Victor 20-1553
(Des Moines)
- MAIN STEM.....Duke Ellington.....Victor 20-1556
(Detroit)
- DANCING IN THE DARK...Artie Shaw.....Victor 20-1544
(New York)



FRANKIE CARLE RECORDS

- | | |
|----------------|----------------------|
| columbia 36689 | IDA
LIZA |
| columbia 36690 | CHARMAINE
DIANE |
| columbia 36691 | MARGIE
ROSE MARIE |
| columbia 36692 | LOUISE
JOSEPHINE |

These records are contained in Album C-97 FRANKIE CARLE AND HIS GIRL FRIENDS, but COLUMBIA is making a special shipment of the single records to all Columbia distributors earmarked for Coin Phonograph Operators *exclusively!*

COLUMBIA RECORDS



**Top Tunes Now Available on
OUTSTANDING E. T.'s AND
LEADING RECORD LABELS**

BESAME MUCHO

PUBLISHER: Peer
RECORDS: Decca 18574; Decca 4432; Hit 7072;
Capitol 149; Musicraft 15017
E. T.'s: World; Standard; Associated; Lang-Worth

I'LL BE AROUND

PUBLISHER: Regent-Morris
RECORDS: Decca 10005; Hit 7073; Okeh 6717
E. T.'s: Thesaurus; Lang-Worth

POINCIANA

PUBLISHER: Marks
RECORDS: Decca 4433; Decca 18586; Hit 7076;
Victor 27-888; Victor 20-1544; Capitol 144
E. T.'s: World; Standard; Associated; Lang-Worth

SO GOODNIGHT

PUBLISHER: BMI
RECORDS: Hit 7072
E. T.'s: Standard; Lang-Worth

PERFORMING RIGHTS LICENSED BY

B M I

NEW YORK • CHICAGO • HOLLYWOOD

**DO YOU NEED RECORDS?
IF SO—JUST GIVE THIS LIST A GANDER**

EASTER SPECIAL
#135—I'LL BE THINKING OF YOU
EASTER SUNDAY
Happy Birthday To You
ROSS LEONARD with the Bob Hamilton
Quartette

#109—BUNNYS BOOGIE
Knock Me Out With a Boogie Bar
Boogie-Woogie
BUNNY BANKS TRIO

#110—I DON'T STAND FOR THAT JIVE
No Love Blues
BONNIE DAVIS with the Banks Trio

#114—THEY'RE SENDING THE JUDGE
TO JAIL
You Put a Patch on My
Broken Heart
FRANK HILL and the Hill Toppers

#119—SHE DIDN'T LAY THAT PISTOL
DOWN
Cuddle Up a Little Closer
TEDDY TUCKER'S ORCHESTRA

#124—BOOGIE WOOGIE HOTEL
Midnight Jump
Paul Martell and his Orchestra

#126—SHOO SHOO BABY
You're Not Doin' Your Homework
By BONNIE DAVIS

America's No. 1 Tear Jerker
#130—I'D LIKE TO GIVE MY DOG TO
UNCLE SAM
I'm Leavin' Cause There's Nothin'
Left To Do
By RED RIVER DAVE

AND THAT AIN'T ALL

We have plenty of recordings not released—by name bands.

Buy SAVOY and make \$ \$ \$ \$

No Consumer Business Accepted

No Order for Less Than 25 of a Number

SAVOY RECORD COMPANY 58 MARKET ST., NEWARK 1, N. J.



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.

GOODNIGHT, WHEREVER YOU ARE **Blue Barron's Orchestra** (Tommy Ryan directing) **Hit 7081**

This number is coming up quickly, and Tommy Ryan sells it solidly with the Blue Barron ork. Ryan takes the vocals, and in order to sell himself and units within the band, does spoken intros which will help to impress the number on the nickel dropper. With Tommy set to front his own unit shortly, this may be one of the last disks he platters with the B.B. aggregation.

BOOGIE EXPRESS **Deryck Sampson** **Beacon 7015-A**

Many hot boogie disks are too far gone for the average listener. That fact alone should make Deryck Sampson's playing of his own composition commercial. It never travels too far off the beam. He uses his hands to double advantage to send 'em as well as make them enjoy listening. This won't make any hit parado but it'll nickel 'em to death in juke and its fame will travel across dealers' counters.

TESS'S TORCH SONG **Fred Waring and Pennsylvanians** . . **Decca 18592**

With the plugs this number's getting thru "Up in Arms," it's a natural for general interest. Even if it weren't, Donna Dae's swell handling with the torch-bearers would sell this Arlen-Kochler chant. Waring uses everything he has in his band on this waxing, giving the platter the same kind of production he gives his air shows. When you add an attraction with a daily show to a hit number from a hit pic you should have an unbeatable combination. That's just what "Tess's Torch Song" is. They'll practically buy this record with repeat plays.

POPULAR RECORD RELEASES

(From March 16 thru March 23)

- Back Door Stuff (Part I) Jimmie Lunceford . . . Decca 18594
- Back Door Stuff (Part II) Jimmie Lunceford . . . Decca 18594
- Behind Those Swinging Doors Spike Jones
(Del Porter) . . . Bluebird 30-0821
- Boogie Express Deryck Sampson Beacon 7015
- Easter Parade Sammy Kaye (Three Kadets and
the Octette) . . . Victor 20-1568
- Erin Go Boogie Deryck Sampson Beacon 7015
- Flatbush Flanagan Harry James Columbia 36698
- Friendly Tavern Polka Sammy Kaye (Maury
Cross) Victor 20-1568
- Happy Birthday to You Paul Pendelton
(Hilltoppers) Savoy 135
- Holiday for Strings Jimmy Dorsey Decca 18593
- I'll Be Seeing You Louis Prima Hit 7082
- I'll Be Thinking of You Easter Sunday Ross Leonard Savoy 135
- I'll Get By Dick Haymes Columbia 36698
- I'll Get By The Four King
Sisters Bluebird 30-0821
- I Love You Perry Como Victor 20-1569
- Is My Baby Blue Tonight? Louis Prima Hit 7082
- Long Ago Perry Como Victor 20-1569
- Ohio Jimmy Dorsey (Gladys
Tell) Decca 18593
- San Fernando Valley Johnny Long (Gene
Williams) Decca 4437
- Someday I'll Meet You Again Johnny Long (Gene
Williams) Decca 4437

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES:
Atlanta: Cox Prescription Shop. Beverly Hills, Calif.: Martindales's. Birmingham:
Norden's Radio Shop; Louis Plitz Dry Goods Co. Boston: The Melody Shop.
Bridgeport, Conn.: Gilman Music Store; Howland Dry Goods Co.; Whiting Radio
Service. Butte, Mont.: Dreihelbis 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. Jack-
sonville, Fla.: Butler's Record Shop. Los Angeles: The May Company. Louisville:
Stewart Dry Goods Co. Miami: Richard's Store Co. Milwaukee: J. B. Bradford's
Music House; Morton Lines Co.; Broadway House of Music. New Orleans: Louis
Grunwald Co., Inc. New York City: Center Music Store; Liberty Music Shop;
Gaiety 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. Thlem Co. Richmond, Va.: Gary's
Record Shop; Walter D. Moses & Co.; Corley Record Co. St. Louis: Aeolian Co.
St. Paul, Minn.: Mayflower Novelty Co. Washington, D. C.: E. F. Droop & Sons
Co.; George's Radio Co. Westwood, Calif.: Music Shop.

Music Popularity Chart Week Ending March 16, 1944

POPULAR RECORD REVIEWS

By M. H. Orodener

SAMMY KAYE (Victor)

"Easter Parade"—FT; VC. "Friendly Tavern Polka"—FT; VC.

Its recording studios still shuttered and unable to offer up any of the current Easter ballad offerings, Victor turns to the perennial favorite among such holiday songs and brings back Sammy Kaye's excellent version of Irving Berlin's "Easter Parade" classic. Still the most infectious of all the Easter lullabies, Kaye's treatment of the tune holds up well under present standards, providing a soft and smooth setting with the Three Kadets and The Octette adding harmonic color to the familiar lyrics. Side was originally mated with "My Buddy," which would have served as a better companion piece on reissue than "Friendly Tavern Polka." The polka-styled ditty of "Beer Barrel" lore, with Maury Cross and the Kaye Chorus for the chanting, sounds as dated as the song itself. Polka was originally plattered with "Hawaiian Sunset."

At Eastertide, the melodic theme is still "Easter Parade." And Sammy Kaye's reissue is plenty potent for pulling in the holiday-inspired coinage with his side.

THE FOUR KING SISTERS-SPIKE JONES (Bluebird)

"I'll Get By"—FT; V. "Behind Those Swinging Doors"—W; VC.

For its Bluebird label, the Victor waxery brings forward two more reissues with The Four King Sisters for "I'll Get By" and Spike Jones' "Behind Those Swinging Doors." There's reason enough in bringing back Roy Turk's and Fred E. Ahlert's "I'll Get By" ballad hit of yesteryear in view of the fact that the song is being revived in the new "A Guy Named Joe" movie. The two choruses sung richly and rhythmically by the King Sisters, with Alvin Rey's rich instrumental backgrounds, leaves nothing to be desired. While one of the first sides cut by the girls, originally mated with "Ferryboat Serenade," it's one of their best. "Behind Those Swinging Doors" is one of the very first sides cut by Spike Jones and his corn-fed and corn-bred City Slickers, issued then with "Red Wing." With all the flavor of a fastidious Gay Nineties waltz, Del Porter carries the entire side singing the comedy lyrics based on the "Father, Dear Father, Come Home With Me Now" theme. The backroom pianist accompanies as he moralizes of a fool and his gold soon being parted, with a complement of synchronized belches adding to the side's beer stube character.

On the strength of its picture association, "I'll Get By" is bound to attract attention anew with the offering of the King Sisters plenty strong in attracting the phono players. For the tap and tavern trade, Spike Jones' "Behind Those Swinging Doors" should easily assert itself at such locations.

(See Pop. Record Reviews on page 92)

FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Orodener

TEX GRANDE (De Luxe)

"Mairzy Doats"—FT; V. "Say a Prayer for the Boys Over There"—FT; V.

While neither of these songs are folk tunes in the strict sense, both are given a strong outdoor flavoring by Tex Grande and His Range Riders. Both sides go a long way in meeting the approbation of those folks relishing their words and music dished out in this traditional manner. The ubiquitous "Mairzy Doats" is taken at a moderately slow tempo, with Tex and his men sticking to the simple lines of the simple ditty. Open singing the verse in unison with voices blending for the chorus. Gal singer is rung in for the second stanza with the entire troupe raising their voices for a third chorus carrying out the side. "Say a Prayer for the Boys Over There," by Tin Pan Alley's Herb Magidson and Jimmy McHugh, is a flag-waver from start to finish. Lyrical content even rings in the national anthem. But for those whose needle has worn thru "There's a Star-Spangled Banner Waving Somewhere," this waver makes for an appropriate and relished sequel. Also taken at a moderately slow tempo, the solo baritone singer handles the opening and closing stanzas, with trumpet and fiddles sharing the in-between second chorus. Instrumental support thruout by the small combo including fiddles, trumpet, accordion and guitar, is in keeping with the demands for such dinking.

(See Folk Record Reviews on page 91)

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

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 Meter Company. San Francisco: Pacific Coast Music Jobbers. Seattle: Capitol Music Co. St. Louis: St. Louis Music Supply Co.

STANDARD RECORDS

"TUNES THAT NEVER GROW OLD"

FOR
THE
BEST
IN

POLKAS

Ask your local jobber for a complete
Standard Record Catalog or write to

STANDARD PHONO CO.

163 WEST 23rd STREET, NEW YORK 11, N. Y.



THE HIT RECORD
Every Side a Hit

EVERY HIT IS ON RECORDS!

7081	}	<p>SUDDENLY IT'S SPRING GOOD-NIGHT, WHEREVER YOU ARE Blue Barron's Orchestra</p>
7080	}	<p>DON'T SWEETHEART ME I'M AFRAID OF YOU Blue Barron's Orchestra</p>
7079	}	<p>I'LL GET BY SAN FERNANDO VALLEY Jan Garber and His Orchestra</p>
7078	}	<p>LEAVE US FACE IT IT'S LOVE, LOVE, LOVE Jan Garber and His Orchestra</p>
7077	}	<p>I LOVE YOU SOMEDAY I'LL MEET YOU AGAIN Enric Madriguera and His Orchestra</p>
7075	}	<p>TESS'S TORCH SONG NOW I KNOW Cootie Williams and His Orchestra</p>

EVERY HIT IS ON RECORDS!

CLASSIC RECORD CO.

7 WEST 46th ST., NEW YORK 19, N. Y.

WGN's McCormick Plans New Drama Series to Sell U.S.A. On Chicago Garden Spot

MBS To Get New "Theater of Air"

CHICAGO, March 18.—Carrying out a management philosophy of programming rare among stations in the radio industry, WGN, Mutual affiliate, will start a new type dramatic series early in April. Altho the series has as yet not been definitely titled, somewhere in its name will be the words the Chicago Theater of the Air. The tag line, "Theater of the Air," is the key to any explanation of the program policy upon which this new dramatic series is being built.

The program policy of WGN stems directly from Col. Robert R. McCormick, headman of *The Chicago Tribune*, newspaper of which WGN is a subsidiary. Colonel McCormick is hyped on Chicago as the garden spot of the Midwest and has insisted that its radio programs should be worthy of the city's importance. With this theory in mind, executives of WGN a few years ago originated an operetta series called *The Chicago Theater of the Air*.

This show, carried on Mutual Saturdays from 8 to 9 p.m. (CWT), costs about \$5,000 a week. This was the first line in a program triangle which has now been completed with the new dramatic series.

Three Top Sustainers

Second line in the triangle was formed a few months ago when WGN started *The Chicago Theater of the Air Symphony Hour*. This program, using a full symphony orchestra, is broadcast from 11 to 12 p.m. (CWT) on Mondays. Mutual carries the broadcast during its second half hour, but WGN pays the bill.

With these two programs, WGN had expensive operetta and serious music series. To complete the triangle, and to prove that in dramatics, too, Chicago could put on top shows worthy of the city's size and prestige, station execs got together to plan a dramatic series.

The new series, as planned now, will present by means of radio the best in literature—plays, novels, short stories, etc.—in a new form and an attempt will be made to air outstanding works of literature that heretofore have been broadcast only infrequently.

New Technique

The new form, worked out by Buck Gunn, production chief, and Sherman Dryer, ex-radio head of the University of Chicago, signed by WGN for a reported \$200 a week, will not present lit-

erature in the usual radio adaptation form. Instead of condensing the works to fit the time—8:30 to 9 on Tuesdays—by following the original story sequence and merely boiling it down, the station is going to try something new.

In representing a play adaptation, for example, the plan will be to broadcast the best portion, or portions, as originally written. The rest will be condensed to give the programs continuity and to tell the story, but the best will be given as is so that the "mood, spirit and quality" of the original work can be appreciated by the listeners.

To prove that Chicago has top-notch acting talent and that stars need not be imported from other cities, WGN plans to use only local talent. Auditions will be held in dramatic schools and in colleges in the Chicago area to uncover this talent. At the beginning the show will be an all-Chicago production broadcast exclusively to Chicagoans.

The Chicago Theater of the Air triangle, together with WGN's post-war PM and television plans indicate once again that New York and Hollywood radio centers had better start looking for a fight.

CHI ON VIDEO WAGON

(Continued from page 7)

an open mind. It's conceivable that altho now we have our radio staffs concentrated in New York and Hollywood, the birth of an active television undertaking by other agencies might result in our setting up a special television staff here. If television starts to boom in Chicago, we want to be in on it."

Cost No Ache

Walter Schwimmer, head of Schwimmer & Scott Agency, said: "WKB's offer constitutes a fine opportunity for Chicago agencies. I certainly will take advantage of it." When reminded that AFRA might compel an agency to pay talent cost whereas it allows WBKB to use talent for nix because of a special experimental ruling that applies only to the station's own production, Schwimmer stated that he "wouldn't mind the cost."

That was the opinion of the majority. The stand of the minority who showed very little enthusiasm was exemplified by the opinion and reasoning of Walter Wade, head of the Wade agency. Wade said that most of his shows, *Quiz Kids* and the *National Barn Dance*, for example, could be put on for television audiences just as they are broadcast right now.

When all the opinions of the agency men were sifted and examined, however, it could be seen that in Chicago the television chips are definitely down. The boys have made their bets and expect to win a good pot when the cards are all played. Hollywood and New York, it could be seen were not going to take the odgh of future television advertising with any premature bluffing. The know-how of agency men here, life facilities and experience of B. & K. and the television plans of WGN, and above all the determination of those who intend to sit up and fight, have given the city some good cards. The next question now is, "Who has the hidden ace?"

RADIO REVIEWS

(Continued from page 10)

Radio Primer of yore, was prime humor. The second, *The Long Name No One Could Spell*, was excellent drama. The first was practically a farce set to music; the second was a stark, biting, factual shocker about Czechoslovakia.

To revive a bromide: They ran the gamut of human emotion, which is the strength of Corwin's appeal. The lis-

tener never knows what he's going to hear but whatever he hears he knows will be superfine entertainment.

And if you don't go for superfine entertainment then Corwin is also your guy, for just as his plays have overtones they also have undertones. Thus in the *Movie Primer*, the business about "D is for dialog" with a sequence based on "Who was that lady, etc.? That was no lady, that was my wife," had laugh appeal for everyone.

The high-brows got the rib at the pictures, and chuckled at the deft needling. The middle-brows laughed at the take-off on how different people on the Coast handle this oldie. And the low-brows howled at the pratt-fall comedy of dialect-voiced director doing a straight take of this hoary gag.

The same over-all appeal was in his second show, *The Long Name No One Could Spell*. To the low-brow this was a thriller about Czechoslovakia with killing and murder with the sound of the whiplash and a corpse being carved. To the middle-brow this was a melodrama about Czechoslovakia with dialog that shocked them back to the days when they ignored Hitler's speech at Nuremberg while they wondered about the baseball season, the fishing, the green trees. To the high-brows this was a searing indictment of the laissez faire, the appeasement, the stale diplomacy of the democracies, the blindness that sought to sacrifice Czechoslovakia.

And just as important, everyone hearing *The Long Name* knew what the war was about, why we were fighting, that we would win. For just as Corwin ribbed Hollywood, he also gave its kudos; and just as he shocked and smacked in the Czech piece he also thrilled with the inevitability of our victory.

Technically, Corwin was superb. In the drama he used Bill Shirer as a commentator, just as Shirer was a commentator during the days of Munich.

On par with Corwin was Lyn Murray's musical accompaniment and background; truly this journeyman-musician has become a master craftsman. And as is expected, the players all gave fine performances. Worth the spotlight was Martin Gable's narration on *The Long Name*.

Wonder how the Bob Hope show is doing? L. F.

TELEVISION REVIEWS

(Continued from page 7)

better programs. In addition to his smooth handling of talent and situations, Bob Emery came up with Ginger Gray to handle make-up, and Bill Wirges, vet batoneer, for his musical backgrounds and accompaniment. They know the score. Wanda Marvin.

B & K Television, Chicago

Reviewed Tuesday (March 7), 7:30 to 8:30 p.m. Contents—News, films, songs and drama. Sustaining on WBKB, Chicago.

After seeing this tele show one finds it hard to decide whether it's fortunate or unfortunate that there are only approximately 400 television receivers in the Chicago area. Some parts of the show were very good, and it was just too bad only a small audience could witness them. Some parts proved that television has many a hill to climb, and it was just as well that only a few people had a chance to judge the medium by present-day limited standards of telecasting.

The show led off with a newscast by Dan Cumberly. He was pictured in a make-believe newsroom, surrounded by reams of teletype copy. Even tho he merely read the copy, he did it in good video style punctuated with plenty of personality. Background settings were effective, giving the impression that Cumberly was getting the news hot off the wires.

Cumberly faded out and Wayne Van

10-Year Check-Up

NEW YORK, March 18.—With all the guess-gassing broadcasters it is sobering for one commentator to support his prophecies with evidence. Ten years ago, *The Nation*, w. k. liberal weekly publication, printed:

"The Nazi drive to co-ordinate Austria with Germany is not an end in itself. It is but an initial step in the realization of Nazi dreams of a self-contained Third Reich stretching from the Baltic to the Adriatic."

JOHANNES STEEL.

March 21, 1934.

The Nation reprinted the item last week.

Steel is currently news-commenting on WMCA, New York, and WINX, Washington.

Dyne, tenor, faded in, introduced by clever screen title. Van Dyne was assisted by O'Del Hunter, both of whom were good. The camera work in this portion of the show was excellent—good fades from close-ups to distance shots, good camera composition. Here it was proved that Helen Carson, who produces these shows, has a competent staff of studio assistants—even tho all 10 are girls. They handled the camera okay and did good work on lights.

After that, oh, brother! The films which followed proved that tele will never get anywhere with productions made for the movie screen. *Broken Earth*, the first offering, might have been an okay pic, but it was never meant for television. Lighting was very poor, and some portions of the piece were hard to see. When characters were followed from afar as they climbed a hill, they were indistinct long before they got to the top. Second film, *Getting Your Money's Worth*, was so bad it had to be stopped after first few minutes.

The bad taste left in the mouths of the audience by the films was washed out by the drama that followed. Using an original radio script by Rae Zolun, Miss Carson adapted a forceful bit, entitled *Mercy in the Wilderness*. Excellent settings and backgrounds were employed; even outdoor scenes were presented with an appearance of reality. Five hours of rehearsal were put in on the 25-minute dramatic piece, and it was worth it. The actors, George Cisar, Charles Goff, Fred Howard and Charles Eggleston, did a job that proved they have a spot in future tele acting. The camera close-ups packed a punch, and with the smooth continuity helped to sustain interest. The entire piece proved that when it comes to dramatics, B & K's Chicago tele staff will not take a back seat for anybody in the business. It was this portion that saved the show. C. W.

DuMont Television

Reviewed Wednesday (March 8), 8:15-10:15 p.m. Style—Variety and films. Sustaining on W2XWV, New York.

These sponsored telecasts show some improvement in programing over three months ago. The producers of each portion of the show will undoubtedly agree that they are not yet turning out first-class entertainment. A definite form is beginning to evolve from the practice sessions that holds promise of better shows to come.

For one thing, timing is better than heretofore. The addition of DuMont's Doty Wooton to the cast as announcer for the all-over production holds the parts together as a unit. Inferior pix still bore the audience, and an increased use of printed program announcement placards, reminiscent of early silent movies, detract.

It is apparent that more rehearsal and tighter scripts are needed. Camera and light technicians are still sometimes a little careless. But ideas worth remembering and using later are popping up with increased regularity, proving that practice will eventually mean perfection. At times, tho, it appears that the goal is a long way off.

The mentalist, Felix Greenfield, clicked for Charles A. Storm Agency in a routine of fast patter and mental gymnastics. An assortment of individuals from the "studio audience" willingly stooged for Greenfield. A group of Con-over models participated in one part of the Storm show. Improper lighting, bad make-up and lack of script for the girls made them appear inane and unpretty.

Commercials for Tintex has remained static. Figure turning on a tiny platform in front of a sign bearing the product's name, with a fem voice plugging the (See TELEVISION REVIEW on page 31)

J.W.T. S.A. Radio Head

NEW YORK, March 18.—Oscar H. Romaguera has joined J. Walter Thompson Agency. He will head the newly organized radio division of the Latin-American department. Romaguera was formerly in charge of public relations for the international division of the National Broadcasting Company.

Hunter Still Dialing

NEW YORK, March 18.—Pfc. Bill Hunter, U. S. A., ex-member of WPAT, Paterson, N. J., engineering staff, is still handling the dials. Hunter, one of the original members of WPAT's staff, is now chief engineer of a military radio station in the South Pacific.

Whipped Cream for C.Y.T.T.

NEW YORK, March 18.—A slight revision in format of *Can You Top This* is under way to experiment with guest shots from various fields a la *Information Please*. James Montgomery Flagg was auditioned last week for one guest spot.

WATCH FOR

★★ THE SWOON SONG ★★

ASSOCIATED COMPOSERS, INC.

265 West 54th St., New York 19, N. Y.

SPRING OK FOR LEGIT B.O.

Chi Biz Bounces Back From Tax Low; 2 Dark

CHICAGO, March 18.—All local legit but *Oklahoma* hit the toboggan last week, a combo of Lent, bad weather and the income tax deadline playing havoc with attendance. This week biz has been considerably better.

Two houses were dark this week, the Blackstone and Studebaker. Latter will be relighted Monday (20) with *Able's Irish Rose*. *Blossom Time* comes into the Blackstone March 27, and a new play, *The Lady or the Clown*, by Byron Taylor, will have its premiere at the Civic Theater April 2. Richard Kollmar's musical, *Early to Bed*, will come to Chicago some time in May. *Something for the Boys*, which has done only fair business at the Civic Opera House, will remain until April 1, then goes to Detroit.

90-Minute Sell-Out For "Blossom Time"

OMAHA, March 18.—Omaha's legitimate season is booming as evidenced by a \$5,000 gate pulled by revival of *Blossom Time* at the Omaha Theater here Wednesday (8). Theater's 2,066 seats went in 90 minutes in advance and mail sale.

Same boom is in sight for revival of *Student Prince* which shows at the same house Wednesday (22). Advance sale again points to a sellout.

"Blossom" 75C in 1 Night

DES MOINES, March 18.—*Blossom Time* played to a capacity house at the Shrine Auditorium Sunday (12), with all 4,200 seats filled and turnaways for the one-night performance. Show grossed close to \$7,500.

Landi Blessed Event

CHICAGO, March 18.—Elissa Landi, fem lead in *Chi Tomorrow the World*, leaves the cast April 1 to await a blessed event, due in June. Edith Atwater will replace her in the *Tomorrow* company.

DRAMATIC AND MUSICAL

- (Routes are for current week when no dates are given)
- Able's Irish Rose (Studebaker) Chi.
 - Able's Irish Rose (Belasco) Los Angeles.
 - Arsenic and Old Lace (Colonial) Boston.
 - Blithe Spirit (Auditorium) Portland, Ore., 22-24; (Metropolitan) Seattle, Wash., 25.
 - Blossom Time (Curran) San Francisco.
 - Blossom Time (Lyceum) Minneapolis 20-23; (State) Eau Claire, Wis., 24; (Parkway) Madison 25.
 - Chicken Every Sunday (Plymouth) Boston.
 - Connecticut Yankee (Nixon) Pittsburgh.
 - Dante (Shubert Lafayette) Detroit.
 - Doughgirls (Rajah) Reading, Pa., 22; (Lyric) Allentown 23; (War Memorial Aud.) Trenton, N. J., 24-25.
 - Follow the Girls (Shubert) Boston.
 - Good Night Ladies (American) St. Louis.
 - I'll Be Seeing You (Walnut) Phila.
 - Janie (Royal Alexandra) Toronto.
 - Janie (National) Washington.
 - Junior Miss (Locust St.) Phila.
 - Kiss and Tell (Geary) San Francisco.
 - Kiss and Tell (Harris) Chi.
 - Kiss and Tell (Cass) Detroit.
 - Life With Father (Auditorium) Memphis 23-24; (Robinson Aud.) Little Rock, Ark., 25.
 - Mrs. January and Mr. Ex (Wilbur) Boston.
 - Oklahoma (Erlanger) Chi.
 - Rosalinda (Forrest) Phila.
 - San Carlo Opera Co. (Philharmonic Aud.) Los Angeles 20-25; (Russ Aud.) San Diego 26; (High School Aud.) Phoenix, Ariz., 28; Tucson 29.
 - Something for the Boys (Civic O. H.) Chi.
 - Sons o' Fun (Biltmore) Los Angeles.
 - Student Prince (Omaha) Omaha, 22; (Music Hall) Kansas City 23-25.
 - Three's a Family (Auditorium) Newark, O., 22; (Hartman) Columbus 23-25.
 - Tobacco Road (Palace) Canton, O., 22; (Park) Youngstown 23-25.
 - Tomorrow the World (Selwyn) Chi.

McClane Makes Another Try

PHILADELPHIA, March 18.—Charles P. McClane, who with Irving C. Miller and William J. Cook organized the Crown Production Management for staging of sepiia musicals at the Lincoln Theater, aims at another try in spite of the nose-dive attending their *Born To Swing*.

Bowing out of the Crown company, McClane went to New York to whip-together still another musical. New show will be a black-and-white affair, figuring on a paleface supporting cast for six brownskin fems. June Redd, singing lead of *Born To Swing*, is set for the new show, and Donald Heywood is to scribble the musical score. Heywood worked on *Born To Swing* with Andy Razaf. The ill-fated *Born To Swing* is skedded to be "re-born" in Washington, under the banner of Shep Allen.

Management of Lincoln Theater also being wooed by producers of Jewish stagershows in New York. Ops only interested in legit fare, nixing straight vaude fare.

New Names for "Searching Wind"

NEW YORK, March 18.—Additions to cast of Lillian Helman's *The Searching Wind*, now in rehearsal, include Joseph Kallini, Alfred A. Hesse, Joseph De Santis, John Boyjian and William Schoeller. *Wind* preems at Playhouse, Wilmington, Del., Thursday (30) and follows at Ford's Theater, Baltimore April 3. Herman Shumlin skeds Stern opening at Mansfield Theater April 12.

Hot Weather Footlights Set To Fill Main Stem Houses; Tax To Sock Weakies Only

Seasons Are Technicalities Now

(Continued from page 3)
hand, with the majority doing a land-office biz even in the Lenten tax month. There is a booking shortage, with newies waiting on the sidelines for one or another of the oldies to crack up and leave a stage open. With any reasonable breaks, it is likely that most of them won't. From all signs, at least 60 per cent of them should be around all summer.

Of the song-and-dancers, *Venus, Oklahoma, Hayride* and *Carmen Jones* look like certain stayers. The *Widow* and the *Follies* are in the same coin class. *Early To Bed* has been doing well, too, but with his new *Dream With Music* coming in, Richard Kollmar may decide to send it touring. Some of the dramatic legiters are skedded to go; Katharine Cornell is already talking of a mid-April tour for *Lovers and Friends*. *Harriet*, of course, bows out next month. *Turtle* will take a six-week vacation breather about the end of June. *Winged Victory* moves out May 20. *Othello* currently packs 'em in, but it is doubtful that Shakespeare and July mix. On the other hand, plenty of likely summer stickers stand out on the list. *Over 21, Decision, Jacobowsky, The Two Mrs. Carrolls* (if the Bergner wants to play all summer), *Wallflower, Ram-*

shackle Inn all look like Dog-Day fare. *The Doughgirls, Tomorrow the World, Kiss and Tell* should stick around, and the perennials, *Father* and *Arsenio*, are good for another hot session.

Plenty of New Entries

But even if a lot of them black out, there are plenty of new ones ready to step into the gap. Fortunately, a lot of them are good, by advance reports. A new drama and a comedy arrive before the end of the month, *House in Paris* and *Mrs. January and Mr. X*. April skeds two musicals, Dave Wolper's *Follow the Girls* and New Opera's *Helen Goes to Troy*, and possibly a third, as, when and if *Allah Be Praised* comes to town. Two dramas and two comedies arrive early in the month, with *Only the Heart, Chicken Every Sunday, Public Relations* and *The Searching Winds*. George Abbott's *Highland Fling* is due as soon as it can find a house. *Pretty Little Parlor* and *Sheppy* are two more in the throes of preparation, and besides these there are at least two dramas, a couple of farces, a comedy and a melo in the "if and when" class.

"Dream With Music" in May

May calls for *Dream With Music*; Billy Rose's *Money, Money, Money*; Jed Harris's *No Haven*, Guthrie McClintic's *Education of Hyman Kaplan* and Victor Payne-Jenning's *Rebecca*. Also, there are nebulous "if" possibilities for seven musicals, five dramas, eight comedies and a vaude.

Of course, no one is silly enough to dream that they'll all get here. And it is equally certain that a big percentage of those that do will crack up. However, there should be more than enough out of such a list to keep the pot abolling. It is a healthy sign. It looks as the legit showbiz will be behind the counter all summer.

BROADWAY OPENING

JACOBOWSKY AND THE COLONEL

(Opened Tuesday, March 14, 1944)

MARTIN BECK THEATER

A comedy by S. N. Behrman, based on original play by Franz Werfel. Staged by Elia Kazan. Sets by Stewart Chaney. Music by Paul Bowles. Production supervised by Lawrence Langner and Theresa Helburn. Company manager, Max Allentuck. Stage manager, Karl Nielsen. Press representatives, Alfred Tamarin and Lorella Vel-Mery. Presented by the Theater Guild in association with Jack H. Skirball.

- A Young Girl Louise Dowdney
- Sleeping Shopkeeper Harrison Winter
- The Tragic Gentleman Herbert Yost
- Old Lady From Arras Jane Marbury
- Madame Bouffier Hilda Vaughn
- Salomon Harry Davis
- Szyck Peter Kass
- Szabuniewicz J. Edward Bromberg
- S. L. Jacobowsky Oscar Karlweis
- Air Raid Warden Philip Collier
- Colonel Tadeusz Boleslaw Stjerbinsky
- Louis Calhern
- Cosette Kitty Mattern
- A Chauffeur Coby Ruskin
- Monsieur Serouille Donald Cameron
- Marianne Annabella
- Brigadier E. G. Marshall
- Street Singer Joseph Kallini
- Child Jules Leni
- First Lieutenant Frank Overton
- Gestapo Official Harold Vermilyea
- Wilhelm Donald Lee
- Max Bob Merritt
- Papa Clairon Harry Davis
- The Dice Player Philip Coolidge
- Senator Brisson Donald Cameron
- The Commissaire William Sanders
- Gendarme Burton Trapp
- Sergeant De Ville Edward Kreisler

Appraised by the tempo of hinterland critical drum-beats, the Stern bow of the Theater Guild's (in association with Jack H. Skirball) latest offering finds itself somewhat out of rhythm. *Jacobowsky and the Colonel* started out originally as a play by Franz Werfel, who escaped to us after the fall of France. Werfel should know what went on and how. However, Clifford Odets was called in to juice up his original notion and, when the latter's punches evidently lacked steam, S. N. Behrman gave it all a final going-over. Odets'

name has been lost in the shuffle of the final billing, but *Jacobowsky* arrives as a layer-cake, tri-authored comedy. What each contributed is anyone's guess, but the result is a slow-starting first act; a happy, crackling second, and a last that slides off into an almost unbelievable melo finale.

Jacobowsky is the first play to treat the subject of Nazi invasion lightly. The grim events of France's falling-apart are not matters which lend themselves to jest. However, all three scripters have managed to endow this tale of escape by an eternal refugee and a stuffy, but always correct, cavalry colonel from Paris to the sea with humor and good will. Even in its final, most melodorous moments, there is always a chuckle. A Gestapo officer is brutal—but with a ridiculous lisp. The colonel guns him down—but with an after-crack for a laugh. To this extent *Jacobowsky* is excellently maneuvered. It is only in its final impossibly sacrificial denouement that the yarn goes blah.

However, no matter what merits or defects stem from the combo's efforts, two characters emerge from them which audiences will take gleefully to their hearts. *Jacobowsky* and his colonel debut as a pair of the chief delights of the current season's stage, as played superbly by Oscar Karlweis and Louis Calhern. Karlweis, as the little Polish refugee who has been trying all his life "to become a citizen of some country," gives a hilariously canny performance thruout, and Calhern has never been better than as the bull-headed officer with "one of the finest minds of the 15th century." The pair of them pull thru like jeeps whenever the play threatens to get rutted down. Fortunately, they make the ruts seem few and far between and, withal, while *Jacobowsky* will never snag any crit prizes, it is extremely agreeable and amusing entertainment.

Elia Kazan has done a skillful job of staging in keeping to the right tongue-in-cheek tempo and the Guild has provided him with some fine players to help him. Annabella of the movie lots makes her Broadway debut as the colonel's love-life. J. Edward Bromberg is a tower

Walters Running On 3 Tracks as Legit Producer

NEW YORK, March 18.—Besides *Slap Happy* and a half interest in Earl Carroll's show in Detroit, Lou Walters has inked Willie Howard for a legit tentatively called *Take a Bow*, set for the fall. Walters, now in Florida, expects to leave for the Coast to see what new names he can find for the Howard show. It is understood that part of his unit will be for a new book.

of strength to the proceedings as his harmonica-playing batman. There are good performances also by Jane Marbury, Harold Vermilyea, Donald Cameron and Philip Coolidge. Stewart Chaney's half-dozen sets are ingenious and loaded with atmospheres. On the production line *Jacobowsky* leaves nothing to be desired. Scriptically it is no masterpiece, but it can take a place beside the Guild's other current biz-getters. It should amuse for a long time to come.

Radio might do well to look at it with an appraising eye. There are several scenes between *Jacobowsky* and his colonel which could be naturals on the air. In fact, the omnisciently humble *Jacobowsky* and dim-witted Colonel Tadeusz Boleslaw Stjerbinsky are a foil-pair for continued ether laugh-adventures, if Karlweis and Calhern can be had for mike-chores.

Out-of-Town Opening FOLLOW THE GIRLS

(Opened March 7, 1944)

SHUBERT THEATER, BOSTON

A musical comedy by Guy Bolton and Eddie Davis with additional dialog by Fred Thompson. Staged by Harry Delmar. Lyrics and music by Dan Shapiro, Milton Pascal and Phil Charig. Settings by Howard Bay. Dances by Catherine Littlefield. Costumes by Lou Eisele. General manager, Thomas V. Bodkin. Stage manager, Edward Mendelsohn. Press representative, Ivan Black. Presented by Dave Wolper.

- Doorman Al Goodhart
- First Girl Fan Terry Kelly
- Second Girl Fan Rae MacGregor
- Bob Monroe Frank Parker
- Anna Visknova Irina Baronova
- Goofy Gale Jackie Gleason
- Seaman Pennywhistle Frank Kreig
- Catherine Peppburn Geraldine Strock
- Soldier Bill Tabbert
- Sailor Val Val Valentino
- Martine Charles Conaway Jr.
- Bubbles LaMarr Gertrude Niesen
- Cigarette Girl Kathryn Lazell
- Spud Doolittle Tim Herbert
- Dinky Riley Buster West
- Peggy Baker Dorothy Keller
- Phyllis Brent Toni Gilman
- Dan Daley Robert Tower
- Petty Officer Banner Lee Davis
- Capt. Hawkins Walter Long
- Archie Smith Frank Kreig
- Felix Charrel Val Valentino
- Officer Flanagan George Spaulding

Follow the Girls is no practice production for Dave Wolper. Apparently the Hurricane's proprietor dug in and learned the business before he started, because Girls is a certain winner. Built on time-tested formula, it has everything in the right places and the right time. It doesn't matter much that the book is a lot of nonsense and that some of the material is pretty tired stuff. Girls has more than enough to guarantee a long and healthy life.

Girls also is something of a paradox among new (and recent) musicals, in that it looked uncommonly good at the beginning of its trial spin. It has a swift pace (thanks to Harry Delmar), plenty of comedy, singable tunes, a fine collection of lovely girls, quantities of dancing, fancy sets by Howard Bay and costumes by Lou Eisele, which sometimes are stunning and other times eye-shockers.

The book has something to do with Goofy Gale, a 4-F who dons a British sailor's uniform to gain admission to Spotlight Canteen, where his honey, Bubbles LaMarr, entertains. It also discourses upon a romance between a handsome naval officer and a pretty Russian

dancer, a jealous petty officer, a snooty dame and that old gag about spies. But you can dispense with the book simply as a convenient vehicle for the rowdy comedy that gives the show its spirit. Some of the gags are old, some have mold, but the treatment is smart. And there are a couple of blackouts that are low comedy gems. Credit Eddie Davis, Fred Thompson and Hal Block (who edited the material).

At the same time, Dan Shapiro, Milton Pascal and Phil Charig can start taking bows for the good, but not distinguished tunes, and the finest set of musical comedy lyrics heard in many a season.

Lyrics reach perfection in a snappy ditty, I Wanna Get Married (too blue for radio), which also shows Gertrude Niesen at her best. The way she handles this marks her as a top comedienne. Elsewhere, she has a sly way with a gag,

but needs to punch a bit harder as she often underplays too much. Incidentally, some of her costumes are atrocious. As a trio of gobs, Jackie Gleason, who provides some of the heftiest (pun intended) laughs, Buster West and Tim Herbert (Herman Timberg Jr. until recently) pull down the house more than once.

Happily, Girls fairly bursts with dancing. Irina Baronova, late of the Ballet Russe, is bright and pretty, but her classic terps, except for a smart little number in the second act, seem like a fish out of water. Val Valentino, also from Ballet, turns in some spectacular leaps. And the DiGatanos have a wonderful specialty. Catherine Littlefield's dance designs are lively if not particularly inventive. But it remains for West, Herbert and Dorothy Keller, solo and together, to stop the show at several points with

their eccentric comic footwork. Frank Parker, the radio tenor, is in the background most of the time, and his singing can hardly be heard beyond the 10th row. Where the book is concerned, Walter Long, Toni Gilman and Lee Davis give strong support.

Most of the tunes in "Girls" are derivative, and hence won't capture the juke box public too quickly. But "Where You Are" and "12 o'Clock and All's Well" are fine romantic pieces which will do with more of a workout. But among the specialty or comedy songs, "Follow the Girls," "You're Pert," "A Tree That Grows in Brooklyn" (a knockout which cries for further development), are standouts for radio among a collection that are all good. This by no means exhausts the list.

If Dave Wolper can produce a hit of this caliber on his first try, what can we expect of him the next time? Bill Riley.



BROADWAY SHOWLOG

Performances Thru March 18

Dramas

	Opened	Perfs.
Angel Street (Calden) ..	12- 5, '41	965
Arsenic and Old Lace... (Hudson)	1-10, '41	1,341
Bright Boy (Playhouse) ..	3- 2, '44	16
Decision (Belasco)	2- 2, '44	54
Doughgirls, The	12-30, '42	516
Harriet (Miller's)	3- 3, '43	361
Jacobowsky and the Colonel (Martin Beck) ..	3-14, '44	7
Kiss and Tell (Biltmore) ..	3-17, '43	427
Life With Father	11- 8, '39	1,835
Lovers and Friends	11-29, '43	126
Othello (Shubert)	10-19, '43	175
Over 21 (Music Box)	1- 3, '44	89

Opened Perfs.

are sitting in a nice spot. Kay Aldrich leaves for Coast next month to make 15 episodes of horse opera. Tom Seldel has been booked into "Dateline," aired Friday nights over CBS. Company treks to Camp Meade, Md., May 28, to give complete performance for G. I.'s. Will carry own props, but special sets are being built by the boys.		
Ramshackle Inn (Royale) ..	1- 5, '44	86
Three's a Family	5- 5, '43	368
Tomorrow the World	4-14, '43	391
Two Mrs. Carrolls, The ..	8- 3, '43	264
Voice of the Turtle, The ..	12- 8, '43	117
Wallflower (Cort)	1-26, '44	62
Winged Victory	11-20, '43	140
Carmen Jones	12- 2, '43	125

Opened Perfs.

Early to Bed	6-17, '43	317
Gilbert & Sullivan Rep... (Ambassador) ..	2-11, '44	44
Mexican Hayride	1-28, '44	59
Oklahoma! (St. James) ..	3-31, '43	415
One Touch of Venus	10- 7, '43	190
Stars on Ice, 2d edition ..	6-24, '43	360
Ziegfeld Follies, The	4- 1, '43	409
Cherry Orchard, The	1-25, '44	64
Merry Widow, The	8- 4, '43	264
Porgy and Bess	2-28, '44	24

CAPEZIO



SPECIALS!

OPERA HOSE
Sleek, long-wearing, run-resistant silk mesh. Heel, toe, garter reinforcement. Opera length, 43" — 45". 8 3/4 to 10 1/2. Pink, Black, Suntan. \$4.95 Per Pair.

Fine hile mesh hose, durable, sheer-looking. 8 3/4 to 10 1/2. Black, Suntan. \$2.95 Per Pair.

NET BRIEFS.
Made of fine cotton net with muslin saddle. Elastic at waist and legs. Small, Medium, Large. \$1.50

GARTER BELT.
Good quality elastic—4 supporters. \$2.50 Each.

Write for complete illustrated catalogue.

CAPEZIO
Est. 1887
1612 Broadway at 49th St., N. Y. C. 19.
Agencies in Principal Cities.

OPS BITE NAILS IN SPRING

Three-Way Parlay

NEW YORK, March 18.—Monte Proser hearing tell about the bliss of married life has grabbed himself a rattler for the West Coast to marry Jane Bull, but apparently getting hitched isn't all that's on his mind. In addition to getting himself a wife he also plans to do two other things in the film capitol.

He has intentions of becoming a movie producer (company not disclosed) and of taking a flier into legit.

In latter case he intends to put on a "new" *Wonderbar* and while preparing the "I Do's" expects to look around for talent. Outside of those little things Proser's trip West is strictly for pleasure.

Politics-Hit Chi Ops Ready To Organize

CHICAGO, March 18.—Negotiations are under way between the cocktail lounge owners and night club operators here to form an association to protect themselves from politicians and other elements who may endanger their interests. Object of the plan is to raise \$500,000, with a salary of \$50,000 a year appropriated for the services of a commissioner, who will act as a "czar" for the trade, serving in the same capacity as baseball's Kenesaw Mountain Landis and the motion picture industry's Will Hays.

It is generally believed that the trade could well afford some organization of this kind to help iron out the wrinkles. Most recent proof of the need for an organization of niteries and cocktaileries was the lack of some outstanding authority to represent them in Washington on the 30 per cent tax bill. Local interests made no attempt to lobby the bill.

7,500,000 Martinis Tied Up in Portland

PORTLAND, Ore., March 18.—Makings for 7,500,000 Martini cocktails are tied up in the U. S. Customs House here, depriving thirsty Oregonians of many, many hangovers.

Ray Conway, State Liquor Administrator, said that 15,000 cases of gin from Mexico are being held while samples are being tested in laboratories at Oregon State College and in Washington.

The government won't release the gin because it is not gin but "aromatic spirits." If the labels are changed, perhaps, tipplers can resume.

Meanwhile, if it's any solace, local short-snorters now know where those headaches came from. Some of this type gin already had been released when the government locked the locker.

Dough Lures Maxine From Ruban Bleu

NEW YORK, March 18.—Maxine Sullivan, the three-season holdover closely identified with the Ruban Bleu and the only other swing singer ever to appear there—the first was Mildred Bailey—is severing her connection with this spot some time after April 1.

Money is conceded to be the reason in all quarters. Miss Sullivan is reported to be getting \$225 weekly at the small Ruban Bleu, but has accepted an offer of \$1,000 weekly from the Club Ball in Philadelphia. Hence the switch.

The warbler will stay at the Club Ball until the end of May or the early part of June, after which she will go to the Coast to appear in Ken Murray's show, *Blackouts of 1944*.

AAA Elects H. Goldstein Fourth Time

NEW YORK, March 18.—Hymie Goldstein won his third re-election as president of the Associated Agents of America last Monday (13) at a meeting of the small-agent organization. The term of office runs one year.

Other officials elected are: Sid Leipzig, vice-president; Harry Stone, treasurer; Oscar Lloyd, financial secretary, and Julie Heath, recording secretary. A new board of trustees (4) and board of governors (2) also was named.

At the meeting Goldstein disclosed that since the inception of AAA in February, 1940, the organization has arbitrated 261 cases and has ruled in favor of performers as against agents—98 per cent of the disputes.

Aches Plenty, But Big Spots Will Do Okay

(Continued from page 3)

and small. The consensus of opinion is about like this:

Lush Places Okay

A—The amount of damages that will be done by the 30 per cent tax will be in direct relation to the size and importance of a given spot—the bigger the place and richer its clientele, the less it will suffer;

B—Business, generally, will drop off from 25 to 75 per cent;

C—The slump will last from 30 to 60 days;

D—After that the great American habit of spending more than one can afford will reassert itself, and customers will come pouring back into the night places;

E—The spots which were too panicky or too confused to book shows, as heretofore, may find themselves in a ticklish position, for the public will tire of straight instrumental music—sans dancing or shows—after 60 days and the spots without flesh offerings will be hard put to it to buy acts;

Canadian experience parallels the above.

Picture Not Too Sour

Added up, the consensus makes a picture which is not too bad. It indicates a brief period of short rations for the industry, but in view of the champagne-and-caviar condition in which the biz has been wallowing since 1940, roughly, the slim diet shouldn't hurt too much.

For a fully rounded picture, however, there are other factors and possibilities in the present situation:

A—The tax comes on top of a liquor shortage and a labor shortage, plus an attraction shortage;

B—There will be difficulties in collecting, enforcing and paying the tax, and there will have to be a period for adjustments and development of procedures, all costly and annoying;

C—The smaller places, which are the most likely to be hit, employ the majority of performers (other than musicians);

D—While the consensus holds that business, as a whole, will return to present levels after 60 days, it does not follow that the same volume of business will be divided among the present number of spots;

Act Take Scaled Down?

E—The present salaries of acts—pushed up by increased expenses borne by performers and the demand for attractions in relation to the supply—may be scaled down, because the supply may, at least temporarily, exceed the demand;

F—While at first glance, the prices of straight musical combinations look as tho they will rise, in actuality even these may come down, because if clubs are going to install instrumentalists only to escape the tax it is not unreasonable to assume that they might content themselves with lower-priced musickers;

G—There is some belief here and there that release of acts from night clubs may lead to the opening of more vaude-film houses because of the performer availability.

When all is said, thought, figured and reasoned, the fact remains that the industry is going to spend the lovely nights of spring biting its nails while waiting to see what goes. And that's tough for a business already saddled with the usual, everyday headaches.

The war brought a bonanza to the night club industry. But the war has also brought—well, write your own ticket.

GUS VAN reports to the Republic lot in Hollywood April 15.

Only Stevens Cuts Talent Due To Tax

CHICAGO, March 18.—Hotels here, with the exception of Stevens, do not seem to be disturbed over the outcome of the 30 per cent cabaret tax bill. The Stevens, however, is the first big hotel in this territory to curtail on its entertainment.

First step taken by the hotel is in its Boulevard Room. Spot, which recently had a name band and single star attraction, has reverted back to its original opening policy of having only a name band. Reason for the change is that it feels the saving of the salary of a star attraction will offset any possible slump which may occur April 1. However, this policy will not eliminate the tax, as the spot will continue to have its dancing.

The future opening of two more rooms will also be affected, with their present plans strictly adhering to the policy of smart cocktail lounges without entertainment.

OPA Asked for Higher Drink Prices

NEW YORK, March 18.—In order to offset the liquor increase which goes into effect April 1, restaurant and cafe owners in New York and New Jersey have made an appeal to their local OPA offices for permission to raise prices.

The Restaurant Owners' Guild in New York and the New Jersey Tavern Association have both asked for permission to raise prices 5 cents per drink of hard liquor. Of this figure roughly 2½ cents will be the actual increase on 100 proof whisky. Beer, however, also will be higher, but the cost per drink will be too small to be figured. So the operators feel that a straight 5-cent increase will cover them.

A decision from Washington is expected before the end of the month.

Next Latin Quarter Show Due in June

NEW YORK, March 18.—The new Latin Quarter show is set to open late in June. It will include Cross and Dunn, Raye and Naldi, Diosa Costello, Lathrop and Lee, Carol King, Mazzone-Abbott Dancers, Douglas Sylvan Sextet and a line of girls. Wally Wanger will produce, Madame Kamarova will do the choreography, George Kamaroff the score and Billy Livingstone the costumes.

AGVA Ready To Buttonhole Treasury for Tax Break

NEW YORK, March 18.—The drafting of Mortimer S. Rosenthal, associate counsel of the American Guild of Variety Artists, has forced a change in AGVA's plans to pressure the Treasury Department into an "all or nothing at all" stand in applying the 30 per cent amusement tax to "cabarets."

Rosenthal is slated to enter the army some time between April 9 and 11. He has, accordingly, been released from his AGVA duties to arrange his own affairs before donning a uniform. This means that he will not be present to lead the legal attack when Matt Shelvey, of AGVA, and others go to Washington next week to confer with the Treasury.

Instead he has prepared a written brief advancing reasons why the Treasury should apply the tax equally to all spots featuring dancing by patrons, instrumental music or entertainment, or any combination of these three, except juke places alone.

The Rosenthal brief will then be taken to Washington by Shelvey. If necessary outside counsel will be retained to join the AGVA head in making a pitch before the tax collector.

The "all or nothing" strategy was decided upon at a representative meeting of agents, operators and AGVA officials held in Shelvey's office Friday a week ago (10). The reasoning back of the plan to ask that all night spots be taxed equally was, this: if patrons know they must pay the same tax wherever they go

then the ordinary rules of showbiz competition will be operative and trade will be drawn by the spot offering the best show for the money, instead of by the spot offering a tax-free situation. If the tax is applied to all equally, it was felt, no category of club or room would benefit at the expense of another group.

During the week past, Shelvey prepared for his forthcoming appeal to the Treasury for an "all or nothing" stance by lining up the support he will seek for this job. Shelvey's present plans are that he will call at least one representative of the talent agencies, Artists Representatives' Association, Associated Artists of America and the club owners to join him. A rep from the joint culinary workers' union may take the plunge, too. Shelvey expects to make the Washington trip the latter part of next week. Altho he fully believes that emissaries from the fields indicated will go along with him, AGVA will make a fight for a job-saving Treasury tax application even if it has to do the battling alone, Shelvey declared.

The Cafe Owners' Guild, as whole, has yet to show any sign of life as far as joining the appeal to the Treasury is concerned, according to the AGVA head.

However, Hymie Goldstein, president of AAA, told *The Billboard* that his organization will throw its strength into any fight AGVA will make. According to Goldstein, 95 per cent of night-life biz will suffer heavily if the amusement tax is applied as now contemplated.

NIGHT CLUB REVIEWS

Wedgwood Room, Hotel Waldorf-Astoria, New York

Talent policy: Dance bands and floor-show at 12. Owner-operator: Hotel Waldorf-Astoria; manager, Lucius Boomer; publicity, Ted Saucier. Prices: \$2 minimum.

Tho it boasts just two performers and is utterly devoid of "production" such as is poured into other night club offerings, the new bill at the Wedgwood Room is a dandy. Those who can afford Waldorf prices will find as much or more entertainment in this program than in many another talent-ticket around town.

First on is Corinna Mura, a handsome, statuesque warbler possessing the authentic Continental manner. To a sweet and flexible voice she adds grace, authority and meaningful delivery. When caught opening night (15) singer pulled good mitting for her *Sing to Me, Guitar and Some Day I'll Meet You*, then turned the much-belabored *Siboney* into a minor triumph for which she garnered sustained applause. Encored twice with two delightful Spanish folk-songs, and while thrushing, beat out and strummed her own accomplishment on a guitar. Last two items were by far the best of a swell turn.

Second half of bill is Paul Draper, too well known to need description. Proves himself to be almost as nimble with the words as with the feet, and between numbers while catching his breath he rattles out a nicely paced, drily-humorous line of chatter for which the customers go.

Opened with a tap-ballet, then into a kind of hornpipe thing in three variations, and follows with a delicate and interesting flamenco. For the occasion, he then broke out a new terp composition set to Brahms's music. All turns drew strong hands, and hooper forced to three encores. Dancer's calling out for song suggestions to which he improvises routines, culled the usual wow reaction. He could have continued indefinitely if energy lasted.

Leo Reisman's ork does fine job behind Draper, and pulls plenty of hoofing among the customers. Mischa Borr's bunch relieve. *Paul Ross.*

Chez Paree, Chicago

Talent policy: Shows at 8:45, 11:45 and 2, and dance band. Management: Joe Jacobson and Mike Fritzel, operators; Fred Evans, producer; Ben Curley, publicity. Prices: \$3-3.50 minimums.

Joe Jacobson and Mike Fritzel's new Easter show is a winner, and has been packing them in nightly.

Headlining the bill, which is loaded with punchful comedy, smart song styling and fast stepping, is Jackie Miles, who is making his second visit to this spot. Supporting him are the Hudson Wonders, Murtah Sisters, Hal Le Roy and the first bandstand appearance of Gay Claridge. Claridge emcees.

The Hudson Wonders—gals, attired in stylish costumes—pack a terrific wallop and get plenty of mitting with their whirls, back somersaults, spins and unusual acro work. Finish with a fast hand-springing routine that called for three encores.

The Murtah Sisters follow. Their *Too Young or Too Old*, done in a song-patter style, and a sweet low-down version of *Lonesome Road*, called for encore, the gals' original version of *Pistol Packin' Mama*.

Hal Le Roy's magic feet skip across the floor with lightning speed, in a nifty routine of popular dances. His forte, however, is his old-time favorite, the *Tea for Two* number.

Jackie Miles takes next to the closing slot. For 35 minutes he holds the audience with his clever confidential style. His chatter is tops for laughs and his fun-provoking antics give the show plenty of zest.

The Chez Paree Adorables parade thru three well-spaced production numbers. Gals do some smart routines to the tunes of *Spanish Rhythms*, *Mississippi Dream Boat* and *How Sweet You Are*.

Music for the floorshow is furnished by Gay Claridge. Louis Garvis takes over the dancing sessions with his Latin American music. *Jack Baker.*

Rio Cabana, Chicago

Talent policy: Dancing and floorshows at 9, 12 and 2. Management: Chuck and Bert Jacobson, owners; Sammy Rose, production; Madeline Woods, publicity. Prices: Minimum \$2.50 weekdays; \$3.50 Saturdays and Sundays.

The new show here is another crowd-pulling attraction. Show is cleverly produced and sparkles with variety, songs, comedy and an array of talent that rates tops.

Show starts off with Crawford Price, sepiia midget, introducing the Rio Cabana Lovelies in a smooth, rhythmic production number, *Down Memory Lane*. Number is an eye filler, with the gals, attired in quaint, Southern belle costumes, doing a graceful chorus routine. Midget closes the bit with some fast tapping.

Terry O'Donnell, emcee, introduced Lyda Sue, acro dancer. Gal is an attractive redhead who has plenty of grace and bubbles over with personality. Her balance is good and she gives out with fast whirlings, kick-backs, back-bends, spins and high kicks. Received plenty of mitting for her fine performance and made a terrific hit with the sophisticates.

Jerry Bergen, comic well known in these parts, starts a laugh panic. His panto is terrific and he holds the center of the stage with his zany antics and hilarious double talk. His impersonation of a dignified symphony ork leader, with the aid of Allegra Varron giving out with a rich soprano voice, gets plenty of hand slapping. Team makes a comical appearance, with the gal, a good 250-pounder, towering over Bergen's five-foot frame. Act was badly spotted when caught.

The Chadwicks, fast-stepping ballroomers, surprise with their breath-taking dancing. Remarkable is the skill and ease with which the male member works while tossing and whirling his tall, attractive partner. Closing number is a show-stopper when the boy whirls around the floor while holding his partner on one hand over his head. Team make a smart appearance and go all out to please.

Joan Merrill is the headliner and show-stops. Her singing is dramatic and her torchy tunes sway the audience. She has all the style of a seasoned performer and is blessed with an attractive figure, a good pair of pipes and an abundance of personality. Her arrangements of *Yodelin' Jive*, *Besame Mucho* and medleys from *Oklahoma* hit a high for entertainment, but she does her best on *How Did He Look?* Had to beg off.

Two other production numbers are spaced in the show, *Indian Fantasy*, with the gals in colorful feathered costumes which blossom forth in brilliant phosphorescent colors during the blackout bit, and *Militaire Bumba*, the closer.

Eddie Fens and his ork play for the show and dish out superb rhythm for dancing. *J. B.*

Cotillion Room, New York

Talent policy: Dance band and floorshows at 9:15 and 12:15. Operator, Hotel Pierre; manager, Fred Paget; maitre, Nino; publicity, Ross Associates. Prices: Cover \$1 to \$1.50; Sundays \$4 minimum.

Dr. Giovanni, booked as the King of Pickpockets, topped the new bill that opened here Tuesday (14) night. Giovanni, a stocky grey-haired man, is a smooth worker and a good showman. Working to a chi-chi crowd, his pitches for audience participation are handled capably and in good taste. His stunts of removing wrist watches, wallets, etc., won him loads of laughs and applause. Top trick that knocked the customers for a loop was putting a borrowed ring around a drumstick while each end of the stick was held by guests. Opener drew immediate attention when he chased band off the stand.

Harger and Maye, doubling in from *Early to Bed*, do their ballroom stints with effortless grace. Their opener, a straight ballroom go, segues into a ballet jive which won them a smart hand. Placing team in a floor level amber spot while rest of the room is in darkness is good production.

Stanley Melba's emseeing chores don't call for much, but what there is the blond lad takes care of capably. On the stand Melba's ork gives out with soft Viennese and slow stuff which goes well with the carriage trade. *Bill Smith.*

your shooting star
for 1944

GLORIA FRENCH



SENSATIONAL SINGING STAR
in all her vocal loveliness

10th BIG WEEK FRANK PALUMBO'S PHILADELPHIA

Sure-Fire Hit for
MUSICAL COMEDY—RADIO
UNDER EXCLUSIVE PERSONAL MANAGEMENT
EDDIE SUEZ

SHUBERT THEATER BLDG., PHILADELPHIA, PA.
Phones: Kingsley 1665-6 — Pennypacker 7083

POLLY JENKINS AND HER PLOWBOYS

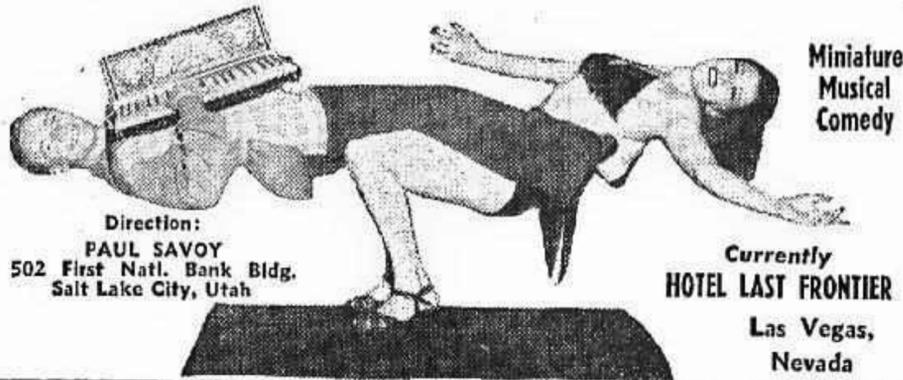
—POLLY JENKINS
—UNCLE DAN
—TEXAS ROSE

84 Weeks for
U. S. O. Camp
Shows, Inc.

JOHN SINGER, NEW YORK, STILL DICKERIN' FER US

Address Box 486, Miami Springs, Fla.

Les SECHRIST and DALE



Miniature Musical Comedy

Direction:
PAUL SAVOY
502 First Natl. Bank Bldg.
Salt Lake City, Utah

Currently
HOTEL LAST FRONTIER
Las Vegas,
Nevada

THE FOLLOWING ACTS ARE EXCLUSIVELY BOOKED INTO THE
CLUB FLAMINGO—Chicago

BY THE

LOUIS W. COHAN THEATRICAL AGENCY

203 N. WABASH AVE., CHICAGO

- RAY REYNOLDS
Singing Emcee
- MARYE LEONE
Personality Singer
- ANNETTE ALLEN
Exotic Dancer
- TINA DOLORET
Character Dance Moods
- VINCENT YERRO
Entertaining Emcee
- THE SERRANOS
America's Danco Sensationalists

Club Mayfair, Boston

Talent policy: Dance bands and floor-shows at 7:30 and 11:30 (10:30 Saturday). Management: Michael Redstone, owner-operator; Frederick H. Laurans, manager. Prices: \$2-\$3 minimum.

The chromium-plated Club Mayfair has found itself a honey of a thrush in Shirley Dennis, one of the brightest singing talents this burg has seen in a long time.

She has come a long way from singing with a band in Baltimore, thru night spot engagements in the Middle West and the Hub, and she obviously has had the advantage of very careful grooming for the nitery trade. The big time ought to find her, but quick.

Blonde and trim, she looks like any guy's vision of his own pin-up girl. She has enthusiasm and a sort of wide-eyed wonder about her that gives freshness to all her work. *People Will Say* has taken a lot of beatings, but she makes it sparkle. She puts verve into the novelty lament of a girl who wants to be pinned up, *Nobody Sticks a Pin in Me*. The irritating nonsense of *Mairzy Doats* sounds like fun, the way she does it.

Miss Dennis's arrangements are good, but she needs more and she ought to go easy on the mugging. She should be a natural for the canary assignment in a musical.

Johnny Howard tops the bill here, handling the emcee chore well enough and slipping in his specialties every now and then. He scatters corn without shame, clowns with the customers who warm up to him slow. But he finishes strong with a sometimes funny satire on radio.

Ashley and Ware perform a rather crude knockabout comedy dance while singing *If You Were the Only Girl*. There's a smart-looking chorus of dancing ponies (6) who have a well-directed Russian number and a bright jitterbug dance among their productions. Harry Green's ork (8) still play as tho they enjoyed it.

Bill Riley.

Hotel Netherland Plaza, Restaurant Continentale, Cincinnati

Talent policy: Dance band and ice revues at 1:30, 8:30 and 12:30. Management: Max Schulman, hotel manager; Richard Elsner, catering manager; Maurice, headwaiter; Toni Lamare, sommelier; James Mason, captain; Amy V. Pace, publicity. Prices: Dinners from \$1.75; drinks from 40 cents.

In its 21st consecutive month with ice revues booked by W. Carl Snyder, head of the Frederick Bros.' office, Chicago, and produced by Donn Arden, New York, this swank dine, dance and show spot continues to do a fabulous business, with turnaways quite common on week-ends and at Saturday luncheon session.

Producer Arden has made himself an enviable rep here, and in his latest opus, which opened last Tuesday (14), he has turned on the full force of his talent to carve out one of the slickest icers ever witnessed here. His circus theme of two shows ago was heretofore considered his best, but the current layout shades it a trifle, having the edge in production and the fact that it has a theme, albeit a simple one, woven thruout the running. It concerns two sailors (Gerry Verden and George Eden), marooned on a lonely island, who fall asleep and dream of beautiful fems. That's all there is to it, but it's carried out beautifully with clever numbers, excellent music, solid talent, the always-good Six Lovely De-Icers, and a greatly improved quartet of "magazine cover girls."

Adele Inge, featured, is the most capable fem ever to cavort on the ice here, and she seems to improve with every showing. She has a figure, appearance and grace, and totes a bag of ice tricks, including spins, twists, whirls and acros, far above the average. Her waltzing to *Warsaw Concerto* is the hit of this show.

Gerry Norris and Genevieve Norris now stack up as a smart ice team, having acquired considerable polish and show savvy since their opening here several months ago. Do two numbers, featuring some good holds, lifts and spins, and register handily. George Eden, the new principal, is a handsome kid with personality. What he offered was routine ice-show stuff, but he should improve once he gets his bearings here.

An asset here in recent shows and adding considerable oomph to the latest offering is the stately and shapely Mildred Stanley, one of the parade gals, who takes two spots with her vocalists and turns in a solid job.

Norman Ruvell, WLW bary here since June, contributes his usual fine job as singing emcee. A fine-looking lad, he needs only to put a bit more salesmanship and schmalz into his warble stints to rate attention for a singing-juve role in pix.

Burt Farber and his ork lads cut an excellent pattern with the show music and are a valuable asset to the show. Also do well with the dance and dine melodies.

Bill Sachs.

Club 18, New York

Talent policy: Dance bands and floor-shows at 10:30, 12:30 and 2:30. Owner-operator-manager: Fred Lamb; publicity, Joe Moore-Ed Weiner.

With the performers heckling the customers and each other this 52d Street nitery is a tough place in which to work, particularly for vocalists with something on the ball. A thrush with a good pair of pipes can be selling socko on the floor when the comics break it up with a blackout or some ribald crack. The fact that most of the gags are parched corn doesn't matter, for the table sitters howl with glee.

Hep customers, particularly if they're celebs, know they're in for a fast ribbing and like it. Newcomers to the spot soon learn that it's all in fun and enjoy the barbs thrown out by Vince Curran, Roy Sedley, Eddie Lord and Hal Hixon.

Into this madhouse newscomer Noel Toy made her bow Wednesday (15). May-

be out of courtesy for her preem hecklers laid off, but gal, obviously nervous, couldn't make the grade. Previously a stripper, Miss Toy tried hard to please with some blue material that laid her fruit. In an effort to redeem one bit she repeated a gag about the *Road to Mandalay* to an audience that remained deadpan. Closed with a song that wasn't better than her gags. Given better material and less harping on the is-it-true-what-they-say-about-Chinese-gals stuff might help.

Michele Magnun does okay with French songs. Lyrics don't mean anything to the customers but they go for the gal's gestures and looks.

Ann Barrett, blond canary, delivers pop stuff in standard style to a good hand. Frances Lane, brunette, also gives out with pops garnering a juicy mitt for herself.

Joe Frisco still kills 'em with his horse-player routine and worked to a beg-off. Gordon Andrews (4) ork and Frank Proeba (4) band relieve each other on the dancing stints.

B. S.

MOLLY PICON

Now at Loew's State, New York

and broadcasting every Tuesday, 8 P.M., over WHN for the eighth consecutive year for Maxwell House Coffee and Diamond Crystal Salt.

Direction: WILLIAM MORRIS AGENCY



JOY PAIGE

Her Piano and Her Delightful Song Stories for Grown-Ups

Direction: PHIL SHELLEY Chicago
64 E. Lake Street

FOLLOW-UP NIGHT CLUB REVIEW

SPIVY'S ROOF, NEW YORK: There's a new piano duo on tap at this spot and team is a nifty. Comprised Margaret Bonds and Gerald Cook, Negro key pounders, both of whom are classically schooled and show it.

Pair supplement each other to a turn and deliver their stuff with uncommon smoothness, precision and punch. Repertoire runs from deep-dish works to boogie-woogie and sells. When caught Wednesday night (15) pair pulled plenty mitting from table squatters for two Chopin waltzes and a jumpy version of *Dem Bones*. Duo not only plays swell but looks good.

Other two acts on the bill, Spivy and her husband, Fred Keating, reviewed in *The Billboard*, issue of February 12.

P. R.

JIMMY COSTELLO opening at Helsing's Vodvil Lounge March 31.



HELD OVER INDEFINITELY

HAUKANE & LONYA

in "WONDERLAND"

The World's Most Fascinating Novelty

Combining Puppetry With Ballroom Dancing

Gowns worn by Miss Lonya exclusively by KATHRYN KUHN

Currently on BROADWAY at the ICELAND, New York City

Only act of its kind in the world. Entire idea and all material copyrighted.

Solve Your Laugh Problem With ARTIE LEWIS and PEGGY AMES

A Laugh a Second

NIGHT CLUBS' GREATEST COMEDY TEAM

Exclusive Mgt.—JOLLY JOYCE

6th Floor Earle Theatre Bldg., 11th and Market Sts., Philadelphia, Pa.

Phones Walnut 4677 Walnut 9451

A Dynamic Personality

HILDE SIMMONS

CYCLONE OF SONG AT THE BOOGIE PIANO

successful run at KITTY DAVIS' AIRLINER Miami Beach, Florida

currently at SWAN CLUB, PHILADELPHIA Thanks to Jolly Joyce

Pers. Mgt. JOE GLASER, 30 Rockefeller Plaza, New York City



A Solid Sender—A Solid Seller FREDDIE REED

A Sensation at the Piano And His Sophisticated Songs

A Floor Show Feature PLANTATION CLUB

Nashville, Tenn.

Mgt. Music Corp. of Amer.



SYD SISKIND'S

CLUB 634, Miami Beach, Fla.

Booked Exclusively by

Sid White's Southern Theatrical Agency

506 Jefferson Ave. MIAMI BEACH, FLA. Write, Phone or Wire A. F. of M. and A.G.V.A.

BENNY RESH

And His Show Band

7th Solid Year at the Bowery, Detroit.

State, New York

(Reviewed Thursday Evening, March 16)

For the second time in as many weeks the State has come thru with a flesh show that has entertainment value, speed and showmanship to offer the customers.

The laughs are furnished by Gene Baylos, who can tell gags and knows how to hit punch lines with a double sock. A great deal of his stuff consists of oldies, but the crowd ate them up. His best was the pinball routine, but his finish on the business was weak. Lad has showmanship but spoils it by complaining about the audience's reaction.

Molly Picon rang the bell with her special material and delivery. Gal's schmaltzy style doesn't pull so well with the non-Jewish mob but sum total won her a smart hand.

Peg-Leg Bates, on second, registered with his one gam taps. On one terper gets the palm-beating assistance of the (See STATE, NEW YORK, on opp. page)

VAUDEVILLE REVIEWS

Olympia, Miami

(Reviewed Wednesday Afternoon, March 15)

Another good show here this week. Edythe Wray, full of pep and vivacity, gave out on song hits, and scored.

Bill King, juggler, just out of the army air forces, proved a clever manipulator of clubs, hoops and balls and merited the good hand he received.

Fisher and White, comedy team, with Fisher doing the funny biz and White tickling the ivories, is a swell act and was well liked.

George Colson, emcee, and his wife offered a satire on ballroom and adagio dancing that wowed the customers. The Colsons' wardrobe trunk failed to show (See OLYMPIA, MIAMI, on opp. page)

Orpheum, Los Angeles

(Reviewed Tuesday Afternoon, March 14)

This show is a field day for the hep cats. With Andy Kirk and orchestra (seven brass, six reed and three rhythm) it is jive from start to finish. Augmenting the Kirk outfit here are vocalists June Richmond and Tony Jenkins; the Douglas Brothers, Dorothy Donegan and the Golden Gate Quartet. A little reshuffling, putting Miss Richmond next-to-closing and the Golden Gaters earlier in the show, would help.

Kirk takes off with *Avalon* and gives it a full treatment of jive. Follows with *McGee Special*, still in the groove and featuring a well-toned trumpet handled by the composer, Howard McGee. Jenkins takes over the vocalizing of *I Couldn't Sleep a Wink Last Night* and follows with another sweet one. His wooden personality doesn't help and his crooning style fails to arouse.

The Douglas Brothers take over with their hot stepping, Harleminish antics and low comedy, and make the turn with plenty to spare. These boys are definitely top-drawer.

The only show-stop was run up by hefty June Richmond, who took off with *Embraceable You*. Voice is of fine quality, but not glove-fitting for this type of music. A torchy tune, followed by *Darktown Strutters' Ball* with a bit of operatic treatment, make it imperative for her to take over for *47th Street Jive*. Injects a good brand of showmanship.

Gators Serenade gives the boys in the tenor sax section a chance to go along on the all-outer. Kirk's brass section also opens up here, too, and it is solid for those who like this type of music.

Dorothy Donegan, all done out in a black-and-white draping gown, gives her piano treatment of a classic in boogie-woogie; then does two numbers strictly on the boogie side. Treatment is nice and Miss Donegan's salesmanship goes well.

Spotted next-to-closing, the Golden Gate Quartet does *Shoo-Shoo Baby* and *Do Nothing Till You Hear From Me*, with the tenor soloing to perfection. A spiritual, *Old-Time Religion*, with preacher-and-the-bear interludes, is lively, and again the tenor's work is outstanding. *Blind Barnabus* does the turn up nicely. Strong on voice, this group isn't strong enough on selling.

Hallelujah, in typical Kirk style, closes. Pic, *The Saint Meets the Tiger*. Good house for the opener.

Kirk has 16 men on the bandstand, with seven of them wearing sunglasses. Those called for featured spots at the mike even wear them. It might be simpler for Kirk to outfit the others with these blinds or abolish them altogether. (See OLYMPIA, MIAMI, on opp. page)

Sam Abbott.

Chicago, Chicago

(Reviewed Friday Afternoon, March 17)

Jan Garber returns to Chicago after a too-lengthy absence in a well-balanced band show that smacks of variety. Jackie Green and Blair and Dean, who have just finished an extended engagement at the Rio Cabana here, are the added attractions.

Ork swings out with an original number, *Dispatch From Dogpatch*, with the sidemen doing a terrific job on the solos. Other numbers include a concerto-swing arrangement of *Smoke Gets in Your Eyes*, featuring a clarinet solo, and *Stormy Weather*, backed by the vocals of Liz Tilton, Bob Davis and the band quartet. Numbers get plenty of mitting from the swingsters and bobby-soxers.

Liz Tilton, femme vocalist with the band, is an orb-filler, and her personality and pep give zest to the band. Vocal tricks are good and her honey style does justice to the numbers. Bob Davis handles the ballads. His rich baritone voice is pleasing to the ear and a decided change from the present-day crop of swoon-crooners. Does a nice bit of warbling of *My Heart Tells Me*, with the aid of three boys from the band.

Blair and Dean, ballroom terpstors, make their bow in a beautiful waltz number. Their appearance is smart. Gal, a vivacious brunette, attired in a pink, lacy gown, and the lad, tailored in an Eton suit. Team has plenty on the ball. Do some fancy stepping interspersed with fast whirls and spins.

Jackie Green show stops. His routine is sharp, clean and deftly handled. Gets

Oriental, Chicago

(Reviewed Friday Afternoon, March 17)

This is strictly a band show. Pacing is slow, with Glen Gray carrying the burden. Three acts balance the bill with variety and comedy, which clicked well with the opening crowd.

Show opens with the ork hitting off with a fast swing number, leading into a smooth, sweet arrangement of Vincent Younman medleys. Band is a well-balanced aggregation, with a good brass section backed by the smooth tones of the reed department. Sidemen do plenty of solo work, with Bruce Branson dealing out a hot clarinet rendition of *Blue Rhapsody*. Bruce Anthony, new member of the group, gives out with a rich baritone voice, but would do well to stick to lower-range numbers.

Eugenie Baird gives the glamour touch to the band. Gal is a vivacious-looking brunette with plenty of rhythm and personality. Has a good pair of chords and does a neat bit of warbling when she gives out with *My Heart Tells Me* and *Shoo-Shoo Baby*. Best selection, however, is her smart arrangement of *Lovely Way to Spend an Evening*.

The Three Hearts, tapsters, do a fair routine, but gals seem to lack coordination. Stepping is slow and when caught did not seem to get in the rhythm. Second routine, however, was smart. Do plenty of fast stepping, bowing off to good applause.

Ladd Lyon, hand balancer, holds the spotlight with an unusual array of clever tricks. Lad works with two chairs and a table, performing intricate hand-balancing on each. Does a terrific bit with the aid of stooge, who performs equally well. Number gets plenty of mitting.

Arno and Ames, knockabout team, give the show 15 minutes of fast-moving comedy. Routine is full of action and surprises. Lad opens with a neat bit of chatter and keeps the pace going with his funny antics. Gal, the knockabout member, has a nice style and gets plenty of laughs with her mugging and corny postures. Mitting was heavy.

Pic, *Swing Fever*.

J. B.

plenty of mitting with his imitations of Jolson, Cantor, Ink Spots, Richman. His big hit, however, is his remarkable imitation of Durante. Took plenty of bows and had to beg off.

West and Lexing, knockabout comedians, are strictly corn. Clowning is badly spotted, with a heavy repeat of the gags. Lads, who have a flare for comedy, would do well if they had a variety of routine. Spoil their act with a lengthy *Donkey Serenade* bit. Act is weak and was badly spotted here.

House opened to a good crowd, with the pic, *Frisco Kid*, helping to draw them in. (See OLYMPIA, MIAMI, on opp. page)

Jack Baker.

Consistently Held Over Everywhere



DAY, DAWN AND DUSK

CONTINENTAL COMEDY SINGING STARS

Currently Appearing Ralph Berger's

LATIN QUARTER, Chicago, Indefinitely

Personal Mgr. • FRED MARTENS • 1564 Broadway, N. Y. City

PEG LEG BATES

NOW AT LOEW'S STATE, NEW YORK

NOT MAKING A REPUTATION

BUT DEFENDING ONE

Direction—William Morris Agency

THE NEW SINGING DISCOVERY!

BUDDY NOLAN

The critics all agree on this great singer who makes his bid for 1944 honors.

AVAILABLE AFTER MARCH 27

Personal Representative
ALBERT SERVILLODirection
JULIET HEATH
201 W. 49th St.
New York 19
Columbus 5-5138

HELD OVER AGAIN!

THE
CRANESAmerica's Foremost
Singing Duo

currently

PARK PLAZA

St. Louis, Mo.

Permanent Address:
401 Woodlawn Ave., Glencoe, Ill.

DIFFERENT! UNUSUAL! SOPHISTICATED!

MYSTIC CRAIG

Fashion in Magic

THEATRES • CLUBS • HOTELS

Direction
ROGER E. MURREL

137 W. 48th St., N. Y. C.

CURRENTLY USE TOUR OVERSEAS

Chi Clubs Which Ax Acts Will Be Rated "Class A"

CHICAGO, March 18.—Jack Irving, head of the AGVA office here, on Thursday (16) tossed a powerful checkmate in the path of night clubs and cocktail lounge operators seeking to duck the 30 per cent cabaret tax thru the axing of singers and novelty acts.

He decreed that any spot which makes

such cuts in favor of strictly instrumental units will be put immediately in the "Class A" division.

This means that such places will then have to pay higher minimums should they change their minds later and revert to their present entertainment policies.

STATE, NEW YORK

(Continued on opposite page)

Zwerling pit crew, a stunt that soon had the house coming in on the beat.

Vocal department is well taken care of by the Stardusters (4), who graduated from Charlie Spivak's ork. Quartet, consisting of an attractive blonde and three handsome dark-haired guys, make a nice pic and blend their voices just as well as they look. Their jump delivery of *Put Your Arms Around Me* followed by *Me and Brother Bill* won them plenty laurels.

Opener was Gautier's Steeplechase, a Shetland pony and dog act. The business of the dogs jumping and cross-jumping from nags' backs collected good response and warmed up house for the next act.

Reg Kehoe and his marimba outfit (six gals on xylophones, one man on bass) opened with *Post and Peasant* to a fair mitt. The combo delivers well on the instruments but gets off base on *Begin the Beguine*, where gals sway around too much and the bass player flaps his arms around as if taking off. But business of pulling bass downstage and giving one of the gals maraccas to work for this tune, is good showmanship. Act bowed off with *Donkey Serenade* which sold well. Pic is *Riding High*. Bill Smith.

OLYMPIA, MIAMI

(Continued on opposite page)

up and they were handicapped by working in street attire.

Jack Marshall, a comedian far above the ordinary, offered many new as well as old bits, and struck oil from the start. After repeated encores, he obliged with impression of well-known band leaders playing a trombone. Had to beg off.

Film, *O, My Darling, Clementine*. Biz good. L. T. Berliner.

Shelvey Not Told

NEW YORK, March 18.—Matt Shelvey, national administrator of AGVA, yesterday (17) declared that he had no prior knowledge of the move made by Jack Irving, head of the Chicago office of AGVA, in ruling that spots which throw out their acts because of the 30 per cent amusement tax will be given "Class A" status.

Shelvey said that the major offices of AGVA, such as the one in Chicago, have sufficient autonomy and the right to local initiative to permit them to hand down rulings on AGVA affairs within their jurisdictions. However, Shelvey added, all such rulings are subject to review by the national office before they become permanent and binding.

Until he receives official notification about Irving's actions, and the reasons for it, Shelvey refused to state whether or not the Chicago development will stand.

Unorganized Agents Asking AGVA Papers

NEW YORK, March 18.—At least 50 unaffiliated agents thruout the country have written in to apply for American Guild of Variety Artists' franchises since the first of year, according to Matt Shelvey, national administrator of AGVA.

The agents, says Shelvey, have not only applied for franchises but in most cases have sent along money to cover the franchise fee of \$50. AGVA is now in the process of passing upon the eligibility of the applicants.

Post-April 1 Outlook Okay in Des Moines

DES MOINES, March 18.—The 30 per cent cabaret tax is not expected to curtail any amusement policies in this area except in a few cases where singers will be left off the pay roll.

A check of clubs with floorshows revealed all will continue using flesh acts. There are no cocktail lounges with vocalists or other entertainers in this area. Only taverns are talking about dropping singers where used with bands, to escape the higher tax.

Twin City License Nixing Formula Set By Wiggin

MINNEAPOLIS, March 18.—An important ruling concerning tavern license revocation was made here last week by Richard Wiggin, city attorney, in the case of Augie Ratner, operator of Augie's Bar, who was convicted February 11 and fined \$100 for selling liquor to minors. As to question of suspension of Ratner's license, Attorney Wiggin ruled that if violation were committed with knowledge, consent and acquiescence of owner, license revocation was mandatory. When it was testified that Ratner was not present at sale of liquor to 18-year-old, his license was suspended for 10 days.

Zanzibar Ops Spreading Out To Lake Placid

NEW YORK, March 18.—Carl Erbe, long-established night club press agent and co-owner of the Club Zanzibar here, will take over the Fawn in Lake Placid, N. Y., around April 2 for a price reported in excess of \$50,000.

Spot is a 100-seater attached to a golf course just outside the town. It is now a restaurant, but under Erbe management the place will feature entertainment, too. Erbe plans to convert it into a resort for show people seeking summer or winter vacations.

Partners in the enterprise are Joe Howard, Erbe's sidekick in the Zanzibar, and Sonny Barkus of the Walter Batchelor Enterprises.

"That Man's Here Again!"

JOE JACKSON JR.

(SON OF THE ORIGINAL)

SAYS:

"Thank you, JOHN B. HARRIS, ICE - CAPADES CORPORATION, and the ARENA MANAGERS' ASSOCIATION for releasing me to entertain our boys in the service.

My four years with ICE-CAPADES has been more than fun. Good luck and success to a swell troupe for 1945. Thanks again."

America's
—MOST AMAZING HYPNOTIST—
ARTHUR NEWMAN
(Thrills and Laughs Every Minute)
Write, Wire or Phone
Rm. 1003, 113 West 42 St., New York
Bergen 4-3485

TOPNOTCH COLORED TALENT
For Night Clubs, Hotels, Theaters, Cocktail Lounges and Radio. Write, Phone, Wire.
Colored Radio Artists' Ass'n THEATRICAL BOOKING AGENCY
3458 S. State St., Chicago—Ph. Vlc. 7917.

"Something New Under The Sun"

as presented by

RENALD AND RUDY

The Adonises of the Balance

Now Appearing 4th Week
RADIO CITY MUSIC HALL
New York

Just concluded nine highly successful weeks at

SHANGRI-LA
Philadelphia

Personal Management—**EDDIE SMITH**
Thanks to Al Wilson



BETTY BRYDEN

ENTERTAINMENT BUREAU

Specialists in Better Entertainment

DETROIT
Fox Theatre Bldg.

COLUMBUS, O.
Grand Theatre Bldg.

Rain, Tax Jitters Hit Stem; Par Off 15G; MH Drops 25G

NEW YORK, March 18.—A couple of rainy days, tax worries and holdovers took their cut of last week's grosses on the big street.

Paramount (3,664 seats, house average \$63,000), with Cugat ork, Dean Murphy and *Lady in the Dark*, took in \$95,000 for the third week of the bill. Previous week show pulled \$110,000 as against \$130,000 for the opener.

Radio City Music Hall (6,200 seats, house average \$101,000), for its second week with Patricia Bowman, Robert Merrill, Ben Dova and *Up in Arms*, dropped to \$92,000 from an opening take of \$117,000.

Roxy (5,835 seats, house average \$79,000), with its first week of Count Basie, Barbara Blaine, Borrah Minevitch Rascals and *Shine On, Harvest Moon*, pulled \$54,500 at the gate for its first week.

Capitol (4,627 seats, house average \$59,000), with the second week of Will

Osborne's ork, Larry Adler, King Sisters, Johnny Morgan and *Bridge of San Luis Rey*, dropped to \$36,000 from previous week's \$50,000. Old pic pulled and new pic *Chip of the Old Block* put in Thursday (17).

Loew's State (3,237 seats, house average \$28,000) sank to \$26,000 with Walter O'Keefe, Ray Eberle, Carter and Moreland and *Song of Russia*. Previous take was \$35,000. Current bill is Molly Picon, Stardusters, Peg-Leg Bates, Gene Baylos, Reg Kehoes and *Riding High*.

Chi Spots Blow Okay and So-So

CHICAGO, March 18.—Grosses at the two vaude-pic houses wavered last week, with the Oriental showing an increase, and the Chicago slipping back to only a fair box-office showing.

Earl Carroll's *Vanities* hit well with the girlie customers, and helped to raise the Oriental's (3,200) grosses to \$29,000. Business started off big and kept its pace for the week. Jan Garber ork and with Jackie Green, opened this week with more than a three-quarter filled house. Bill, which includes a reissue of *Frisco Kid*, should keep the house grosses about average.

Chicago Theater (4,000) rolled up a fair gross of \$44,000 last week. Reason for the decline was the second week holdover of Patricia Morison, film beauty, and pic, *What a Women*. Spot opened this week with a fair crowd, with Glen Gray headlining the bill, and Ladd Lyon, Three Hearts, and Arno and Ames as the added attractions. House will do well if it hits \$50,000 for the week.

Weather, Robinson Give Philly \$23,000

PHILADELPHIA, March 18.—Enjoying good weather breaks and with Bill Robinson in the top spot attracting the Negro theatergoers, Earle Theater (seating capacity, 3,000; house average, \$20,000) wound up with a smart \$23,000 for week ended Thursday (16).

Second place went to the visiting maestro, with D'Artega and his all-girl band making their first local appearance. Whitson Brothers rounded out the live portion of the bill.

Screen showed some strength on the week's drawing, house playing up Kay Kyser and Lena Horne as the starrers for the flickered *Swing Fever*.

Tunes Hot In Hub, But Gross Isn't

BOSTON, March 18.—The biz wasn't quite as hot as the music at the RKO-Boston (3,200 seats; scale, 44 to 99 cents) during the run (9-15) of Duke Ellington and his boys. Gross was just under \$30,000—good but not sensational.

Featured with the band were Ray Nance, Wini Johnson and Betty Roche, with Cook and Brown and Apus and Estrelita heading the variety department. Shadow pic was *Three Russian Girls*.

Topping a straight vaude bill, supported by Larry Flint's house band, Martha Raye opened strong Thursday (16). The Winters Sisters, the Three Swifts, the Condos Brothers and Roy Smeck in the line-up. Tony Pastor, film star Guy Kibbee and the Stardusters coming March 23.

Raye 24½G in Balto

BALTIMORE, March 18.—With Martha Raye and her revue on deck, Hippodrome Theater grossed a big \$24,600 week ended March 15. Bill also had the Condos Brothers, Three Swifts, Roy Smeck and the Winter Sisters.

Pic. *Rookies in Burma*.

Old-Timers Maybe An Answer to Talent-Squeeze?

MILWAUKEE, March 18.—Old-timers can still pack 'em in, and could prove to be a cure for the current talent shortage, judging by the way Gilda Gray, the famous "shimmy queen," is clicking at the Club 26 here.

Booked into the spot two weeks ago with little build-up, gal has turned them away nightly ever since. In fact, the police were called in to keep the hold-outs in line over the week-end.

Unusual note is that the Milwaukee is Miss Gray's home town, more than 70 per cent of her audience comprises the younger set, who probably are unfamiliar with the fact that she was Ziegfeld's top attraction years ago.

At the Club 26 her shimmy dance is a show-stopper. Booked in for two weeks, she's been held over for two more weeks, with a \$150 boost in salary, and probably will be skedded for a lengthy run.

Last p. a. made by Miss Gray was at Billy Rose's Diamond Horseshoe in 1942. Present date was set by Freddie Williamson, of the Central Booking Office.

Phila. Op Plans Check Gimmick To Cover Tax

PHILADELPHIA, March 18.—Expecting a load of beefs when the time comes to collect the 30 per cent tax from customers, the Tahiti Club is going to try to make the collecting job painless by making the tax on the check as inconspicuous as possible.

Marty Goldberg, operator of the spot, plans to put the following in operation:

A check for one drink would come to say \$1, plus the tax it would be \$1.30. Six drinks with the tax would come to \$7.80. Goldberg's checks instead of showing the \$6 as the total and \$1.80 tax as a separate item will bunch the whole thing together and show just the \$7.80. The tax will appear under each drink but the total tax will not be shown in the final summation.

In addition to making the collecting job easier it may also prevent some customers from flatly refusing to pay the tax. For according to the law an operator may assume the tax burden or pass it on to the patron. This little loophole leaves the customer an out to tell the operator he won't pay the tax. And there is nothing the operator can do about it but pay it himself. The law doesn't hold the patron responsible; it looks for collection from the operator.

A check gimmick like Goldberg's may prevent such a situation from arising.

Seattle Palomar Signs With AGVA

HOLLYWOOD, March 18.—Florine Bale, Western regional director for the American Guild of Variety Artists, returned here this week from Seattle and the Northwest, where she went to straighten out the Palomar tiff.

Miss Bale said that AGVA had signed contracts for Palomar, Orpheum and Reveille theaters, John Danz houses in Seattle.

Night clubs in both Seattle and Portland, Ore., were signed to AGVA contracts, with E. E. Pettingill, attorney and musicians' union representative, named to represent AGVA in the Oregon city.

Concerts for Gracie Fields

NEW YORK, March 18.—Gracie Fields is set to start a series of concert tours that will carry her across the country to Hollywood, where she is due to go into pictures on May 15.

Miss Fields's first stop will be at the Music Hall, Cleveland, April 14 and 15. Her next date is at the Michigan State College, Lansing, on April 18. Program as presently arranged calls for two additional concerts about which the William Morris office is awaiting confirmation.

Two NY Clubs Making Own Fight on Tax

NEW YORK, March 18.—To offset the effect of the 30 per cent tax on night club grosses at least two operators have taken active steps to weather the storm due on April 1.

Jack Harris, of La Conga, plans to eliminate his dinner and his dinner show, close up entirely on Tuesdays and open for business at 10 p.m. the rest of the week. Dinner business, Harris claims, consists of mostly non-drinkers, and to put on a \$6,000 to \$7,500 show for a \$2.50 dinner buyer, particularly with a drop in business in the offing, is just plain silly.

In order to cut down expenses Harris has already given Enoch Light's ork notice and if his plans to eliminate his dinners go thru he will also do away with part of the kitchen staff.

The Zanzibar takes a different angle. It is mailing thousands of six-page brochures to editors all over the country, including customers, pointing out that the 30 per cent tax will not raise the anticipated revenue Congress expects but will actually reduce the income due to elimination of entertainment from various spots around the country.

The brochure then goes on to break down the Zanzibar's operating figures using graphs and cartoons to show just how much its customers get for every dollar spent in the spot.

McCluskey Sets Jambo Dates

CINCINNATI, March 18.—Bill McCluskey, manager of WLW Promotions, Inc., has set the WLW *Boone County Jamboree* for the Palace Theater, Columbus, O., April 11-13; Memorial Hall, Dayton, O., 14-16 (with the *Jamboree* broadcast originating from there on the 15th), and Keith's Theater, Indianapolis, 20-23, with the broadcast from the stage on the 22d.

Available

BOBBE CASTON, March 26, DETROIT

LOU OWENS, March 31, DETROIT

SHEILA GUYSE, April 9, ST. LOUIS

Exclusive Management

ROLLO S. VEST ENTERPRISES

1715 St. Antoine St., Detroit 26, Mich.

STANDARD ACTS GIRLS AND LINES

Can place you in Army Camp Shows playing Louisiana and Mississippi. Write or wire

NAT D. RODGERS

ASTOR HOTEL ALEXANDRIA, LA.

STANDARD AND NOVELTY ACTS WANTED

(in fact, any good act desired!!) for Night Clubs, Conventions, Banquets and Theaters. Write—Wire—Come In!

RAY S. KNEELAND

Amusement Booking Service
A.G.V.A. Franchised
416 Pearl Street. BUFFALO 2, N. Y.
Can use Exotic Dancers for Club Dates.

ACTS WANTED

Standard Novelty Acts, Dance Teams and Girl Dancers for Theatres, Night Clubs, Banquets and Conventions. ALSO FAIR ACTS.

GROVER LA ROSE

437 Paul Brown Bldg. ST. LOUIS, MO.

COACHING & ARRANGEMENTS

by

FLORRIE JAYE

Also Arrangements for Dance Acts
Write Care TALENT PROMOTION CORP.
67 W. 44 St., New York

STROBLITE

LUMINOUS COLORS GLOW IN THE DARK
Spectacular Effects with U. V. Blacklight.

STROBLITE CO. Dept. B-3, 35 W. 52 St. NEW YORK

Materiale protetto da copyright

CHICAGO COLISEUM NOW AVAILABLE

FOR

ICE SHOWS
CIRCUSES
RODEOS
POPULAR OPERAS

TRADE SHOWS
CONVENTIONS
JAMBOREES and
SPECIAL EVENTS

NO ATTRACTION TOO BIG

RODEO JUST GROSSED OVER \$100,000 AT THE COLISEUM

Contact

COLISEUM BOOKING OFFICE

Al Borde-Leo Seltzer, 15th and Wabash Avenue, Chicago

PHONE CALUMET 5871

WATCH FOR

** THE SWOON SONG **

ASSOCIATED COMPOSERS, INC.

265 West 54th St., New York 19, N. Y.



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; re—roadhouse; re—restaurant; t—theater; NYC—New York City; Phila—Philadelphia; Chi—Chicago.

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

A

Adams, Joey (Leon & Eddie's) NYC, nc. Adducie, Prof. (51 Club) NYC, nc. Adler, Larry (Capitol) NYC, t. Aklin's, Bill, Continental Four (Indiana) Fort Wayne, Ind., h.

B

Bailey, Mildred (Cafe Society Uptown) NYC, nc. Ballard, Bob (New Yorker) NYC, nc. Banks, Billy (Diamond Horseshoe) NYC, nc. Barthel, Adele (Sawdust Trail) NYC, c.

THE ANGIE BOND TRIO

AMERICA'S FINEST Girl Instrumental-Vocal Act. Pers. Rep. Allen Rupert, 461 Audubon Ave., N.Y.C. Current Booking Aquarium, New York City.

Bond, Angie, Trio (Aquarium) NYC, nc. Boran, Arthur (New Park) Woonsocket, R. I., 23-26, t; (Metropolitan) Providence 27-April 1, t.

C

Cabin Boys (Cardinal) West Allis, Wis., nc. Canzoneri, Tony (Leon & Eddie's) NYC, nc. Carlisle, Charlie (Bowery) Detroit, nc.

D

Dainty, Francis (Paul's Music Hall) Portland, Ore., nc. Dawn, Jean (Lookout House) Covington, Ky., nc.

E

Eberle, Ray (Palace) Columbus, O., t. Edwards Bros. (Palace) Youngstown, O., t.

F

Faye, Frances (La Martinique) NYC, nc. Fellows, Edith (Hipp) Baltimore, t.

Francine, Anne (Armando's) NYC, c. Francisco & Dolores (Capitol) Washington, t.

G

Galante & Leonarda (Statler) Boston, h. Gall Gali (Glenn Rendezvous) Newport, Ky., nc.

H

Hall, Bob (Diamond Horseshoe) NYC, nc. Hazard, Hap, & Mary Hart (Army Air Base) Clovis, N. M., 21.

I

Jagger, Kenny (Sportsman Club) Indianapolis, t. Jaxon, Great (Follies) Kansas City, Mo., 24-30, t.

DODO PROCTOR Sensational Sepia Dancing Miss NOW—USO TOUR AVAILABLE IN MAY JOLLY JOYCE Earle Theater Bldg. PHILADELPHIA, PA.

K

Karson's, Maria, Musicales (Plains) Cheyenne, Wyo., h. Kaye, Stubby (Glass Hat) NYC, h.

L

Lang & Lee (Back Stage) Akron, O., nc. Laird, Horace (Shrine Circus) Dayton, O., 23-April 1.

NICK LUCAS Now Playing JEWEL BOX CLUB Tampa, Fla.

Leopoldo, Herman (Blackhawk) Chi, re. LeRoy, Hal (Chez Paree) Chi, nc. LeShones, The (400 Club) NYC, re.

M

McAtee, Ben (Garman) Phila, t. McGuire, Marcy (Albee) Cincinnati, t.

Morris, Doug: St. Louis 21-27; Kansas City 29-April 6. Mostel, Zero (Roxy) NYC, t. Murphy, Dean (Paramount) NYC, t.

O. D. MACK THEATRICAL ENTERPRISES 609 Shubert Bldg. PHILADELPHIA, PA. HARRY McKAY Exceptional Singer and Guitarist

Murtah Sisters (Chez Paree) Chi, nc. Myrus (Cotillion Room) NYC, h.

N

Newell, Vivian (Brown Derby) Chi, nc. Nichols, Les (Avalon) Hull, Que., Can., h.

O

O'Donnell, Terry (Rio Cabana) Chi, nc. Ohio Trio (Metropole) NYC, re.

P

Padilla Sisters (Havana-Madrid) NYC, nc. Page, Joe & Nona (Tivoli) Melbourne, Australia, until May 21, t.

R

Radcliffe & Jenkins (Tower) Kansas City, t. Raye, Martha (RKO-Boston) Boston, t.

S

Samuels, Three (Capitol) NYC, t. Savo, Jimmy (Cafe Society Uptown) NYC, nc.

T

Talent, Ziggy (Capitol) Washington, t. Teaman, Eleanor (Adams) Newark, N. J., t.

V

Van, Gus (Center) Norfolk, Va., t. Victory Boys (Dempsey's) NYC, re.

W

Wahl, Walter Dare (Paramount) NYC, t. Warren, Annette (Carter) Cleveland, nc.

Y

Yeo, Mary Jane (New Yorker) NYC, h. Yerro, Vincent (Club Flamingo) Chi, nc.

Z

Zimmy, Al (Majestic) Paterson, N. J., t.



The World's Foremost Amusement Weekly

Founded in 1894 by W. H. Donaldson E. W. Evans, President and Treasurer R. S. Littleford Jr., Vice-President W. D. Littleford, Secretary

Joseph Csida, Eastern General Manager C. J. Latscha, Advertising Manager B. A. Bruns, Circulation Manager

EDITORS: Claude R. Ellis, Walter W. Hurd, Joseph M. Koehler, Leonard Traube (on leave to the Armed Forces).

EXECUTIVE NEWS EDITOR—William J. Sachs. ASSOCIATE EDITORS: Lou Frankel, Robert Francis, Nat Green.

OFFICES: Publication Office: 25-27 Opera Place, Cincinnati 1, O. Phone: MAin 5306.

New York—Joseph Csida, Manager, 1564 Broadway, New York 19, N. Y. MEDallion 3-1615.

Chicago—Maynard Reuter, Manager, 155 No. Clark Street, Chicago 1, Ill. CENTral 8480.

St. Louis—F. B. Joerling, Manager, 390 Arcade Bldg., St. Louis 1, Mo. CHEstrnut 0443.

Hollywood—Sam Abbott, Manager, Room 218, 1509 Vine Street, Hollywood 28, Calif. HOLLYwood 1866.

Philadelphia—7222 Lampost Road, Philadelphia, Pa. MADison 6895.

England—Edward Graves, Cromwell House, Fulwood Place, London, W. C. 1.

Australia—Kevin Brennan, City Tailors' Building, 198 Pitt Street, Sydney.

ADVERTISING RATES: Sixty cents per agate line; \$8.40 per column inch; Full Page, \$420; Half Page, \$210; Quarter Page, \$105. No display advertisement measuring less than 10 lines accepted.

Member of Audit Bureau of Circulations. CIRCULATION RATES: Twenty-five cents per single copy on all newsstands. Subscriptions: \$4 for six months, \$7.50 per year, \$12.50 for two years, \$16.50 for three years. Rates in foreign countries or to men in the Armed Forces on request.



Boston Agent Org Not Okay With AGVA

BOSTON, March 18.—The Entertainment Managers' Association, local agent body, is not considered a "full and responsible" organization by AGVA or one which will yield "mutual benefits," and hence will not come in under the free franchise system which AGVA maintains for organizations it approves, according to Matt Shelvey of AGVA.

The actors' union official was here last Thursday (16) to discuss the EMA situation and other matters. A compromise was offered the EMA, Shelvey said, but the organization turned it down. Shelvey's proposal was that Boston agents who are also EMA members pay AGVA the regular fee of \$50 per franchise, with the money to be held in escrow until AGVA felt it could issue an approval of EMA, at which time the fee fund would be turned over to the agent org.

Despite the EMA stand, said Shelvey, individual agents have voiced a desire to be AGVA-franchised. Papers will be issued them on application, Shelvey declared, whether or not they are enrolled in EMA.

No Time Limit Reservations Good After April 1

NEW YORK, March 18.—Night clubs accepting reservations before April 1 for future dates will not have to charge the 30 per cent tax, it was revealed by Harry Gerstein, of the Restaurant Owners' Guild. So long as the reservation is taken in good faith, said Gerstein, it makes no differences for how long after April 1 the reservation is made.

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

8x10 GLOSSY PROFESSIONAL PHOTOS, 100 for \$6.25 As low as 5c Ea. in quantities. Photo Post Cards, other sizes, made from your negatives. Mulson, Dept. B, 310 E. Washington Ave., Bridgeport, Conn.

All Lounge Bookers Aren't Gloomy -- Just a Majority

NEW YORK, March 18.—Top cocktail lounge bookers here are divided on the spring outlook for the little drinkeries business—but the division is weighted toward the gloomy side.

Last week the gloom was only discernible on the horizon, but this week it began to gather more substantially. For example—

The William Morris cocktail department admits to a dozen or more cancellations of acts, with bookings generally off.

Charlie Busch, of Consolidated Radio Artists, also concedes he has had cancellations—an unspecified number—and says that his inkings are below par.

Walter Bloom, of Frederick Bros., reports that his clients are in a state of suspended animation—waiting to see what happens.

Mike Special declares he has had seven cancellations and reports his bookings for the week as lower than usual.

On the cheerful side of the ledger, however, are these things:

Stanford Zucker reports his business holding up at the customary level and says that "the worst" will last no more than 60 days, after which business will zoom. In any event, says Zucker, the biz has enjoyed enough prosperity to be able to take a licking for a while, considering the sacrifices being made by men in uniform.

The Music Corporation of America cocktail department avers that business has not dropped off appreciably and that the cessation of calls for singers is being compensated by a demand for entertaining units.

Mort Davis, of General Amusement Corporation, also claims that his bookings are going at about the usual pace and throws in a lick for optimism. Biz,

says Davis, will decline for a couple of months then will be back bigger than before.

The optimists among the bookers maintain that the way to lick the problem of the 30 per cent tax is to spend more money for better talent and declare that they are now giving this pitch to their outlets. However, none would go on record, for publication, with a statement that they are having reasonable success in convincing the operators of this.

Cancellations Few in Chi

CHICAGO, March 18.—Jitters among single singers and novelty acts here can be quickly dispelled from a recent statement issued by Jack Irving, head of AGVA here.

"There is absolutely no foundation to the report that hundreds of cocktail lounges here are canceling out the acts and forcing the unemployment of large numbers of performers," he said today. In fact, he stated, not a single cancellation of the 250 AGVA members working lounges and small niteries in this territory has yet reached his desk.

Many of the operators here, however, are still on the fence. Larger Loop spots such as the Preview, Brass Rail and Helsing's intend continuing their present policy, which includes singing and novelty entertainment. Some of the large nabe spots, like the Club Silhouette and the Crown Propeller, are following suit.

Others, however, who formerly booked musical groups which also dished out vocals, are going strictly instrumental. Units so affected, however, are mostly AFM members.

Spots preparing to pay the tax are those who, because of location and competition feel they have to dish up solid entertainment fare to keep the spenders coming or those who see a need to get more patronage by offering patrons "more for their money." Some anticipate a slump in spending for a few weeks until the public gets used to the extra hike.

Operators who are switching to instrumental policies feel that even if the public does keep spending they stand to fork out 30 cents of each \$1 for the privilege of having a band vocalist and that there won't be enough extra volume to justify the move. They point out most Joe's figure out beforehand how much they intend to spend. When they blow the fin or saw that's all there is.

A check on booking offices reveals few curtailment of budgets or axing of entertainment entirely. Most units are being switched to new locations at the request of operators who want solid instrumental outfits. What's happening is that bookers are changing their sales pitch to accept combo musical qualities, switching their wares from one spot to another, and telling them to junk the vocals and make with the music. Some buyers, in fact, have proved willing to pay as much for a single hot pianist as they formerly paid for a singing duo.

Most notable switch to instrumental policy is with the hotels in smaller Mid-

western cities. The Albert Pick chain of 12 hostleries for instance, has switched, as has the Hoffman in South Bend, Ind., and the St. Nicholas in Decatur, Ill. The Hillcrest in Toledo, however, is preparing their patrons for the 30 per cent impact with paid newspaper ads, stressing the fact that after April 1 the tax goes on all checks. St. Paul Hotel, St. Paul, also intends paying the tax and is boosting its budget to bring in stronger entertainment fare.

S stands for "special" personal representation. Write
MIKE SPECIAL—Pres. • JEAN ROSE—Sec'y-Treas.
SPECIAL ATTRACTIONS, Inc.
48 West 48th Street, New York 19, N. Y.

The Original One Man Band
VINCE "Blue" MONDI
The World's Smallest Orchestra
New York City

S • **PIANO AND SONG**
DOT & DASH
Two Tons of Dynamite
Key West, Fla.

SIX YOUTHFUL DYNAMOS
Jerry Montana
and his
Versatile Orchestra
New York City

S **The ROYAL-AIRES**
Instrumental-Vocal-Entertaining Trio
Elco, Nev.

VELVET TONED
MARION MAYE
N. Y.'s Newest Singing Sensation!
Key West, Fla.

S The Toast of the Nation
3 Blondes } **DALE SISTERS**
3 Voices }
3 Instrumentalists }
Hollywood, Fla.

Tall—Tuneful—Terrific
MOLLY CRAFT
Versatile Singing Pianist
Philadelphia, Pa.

S **THE LITTLE FOUR**
Sepia Vocal Quartet
Popular—Old Timers—Spiritual—Novelty—
Comedy Songs,
Held Indefinitely
York, Pa.

S In Demand Everywhere
The OWEN SISTERS
The Nation's Most Popular Girl Trio
Philadelphia, Pa.

Sweetheart of
Piano and Song
AUDREY THOMAS
Detroit, Mich.

S "Comedy Bombshell of Song"
MARIA LOPEZ
Lowell, Mass.

JAY MARSHALL
MASTER OF CEREMONIES
USO Tour

S **ARTIE RUSSEL**
and His Orchestra
Dance Music—Show Music—Entertainment
New York City

S **DON SEAT**
Quintette
4 Boys and a Girl
Tops in Music and Song
Key West, Fla.

Music Only— And Biz Good In Det. Lounge

DETROIT, March 18.—New entertainment policy that may be the salvation of the entertainers who have thronged a hundred cocktail lounges in the Motor City for the past year is being tried out with apparent success by the Stage Door Bar of Music here. Spot is one of the most crowded of the downtown lounges, with a large percentage of the trade from showbiz itself.

New policy drops all singers and concentrates strictly on musical talent. Four men are used, with the schedule like this: Larry Ray, piano, on from 5:15 to 7:30 p.m., for the cocktail hour; George Kalman Duo, violin and accordion, coming on from 8 to 1:30, and Cy Ray, piano (no relation to Larry) on duty from 9 to 2. The last two players alternate, as single and duo, and work together as a trio for part of the evening as well.

Set-up has been in effect for the past 10 days to ease the public into the idea of a changed entertainment arrangement that will evidently be the salvation of this spot—and potentially of hundreds of others under the new 30 per cent tax.

Patrons get as constant and about as much entertainment as before, but they won't have to pay the hiked tax since the spot will not qualify as a cabaret. There is no dancing.

Reaction is reported good, and business is holding up to precisely the levels observed before it became effective.

Club was taken over about two months ago by John Lempke and a syndicate who have a string of hotels and night clubs. Place is being used experimentally under the new policy to test out public reaction.

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

ANDY PADOVA'S STREAMLINERS

Currently

COPACABANA

Philadelphia's Smartest Cocktail

Lounge

Thanks to

MR. RUSS LYONS

MR. JULIE WINCE

M. C. A.

LARRY LUKE the Duke of Song and His Piano



CURRENTLY
Third Week
BEVERLY HILLS COUNTRY CLUB
Newport, Ky.

MGT. FREDERICK BROS.
New York • Chicago • Hollywood
Per. Mgr. Ray Gorrell

RED AND CLAIRE CLARK
THE MR. AND MRS. OF SONG REQUESTS
"YOU NAME IT AND WE'LL PLAY IT"
(56TH WEEK)
GOLD FRONT CAFE, Cheboygan, Mich.
Mgt. Frederick Bros. Music Corp.

TOPS THEM ALL

JACK STEPHENS

PERSONABLE and VERSATILE

ORGANIST-PIANIST

Held Over!

Johnny Perkins' PALLADIUM

East St. Louis, Ill.

Mgt. FREDERICK BROS. MUSIC CORP.



WATCH FOR
THE SWOON SONG
ASSOCIATED COMPOSERS, INC.
265 West 54th St., New York 19, N. Y.

Copa Lounge, Five Others Slice Acts

NEW YORK, March 18.—The Copacabana lounge has given notice to its five cocktail acts, consisting of the Lou Lang Trio, Three Majors, Roberta Hollywood, Dorothy Denny and the Krinsky Trio. According to Jack Entratter, manager, this doesn't mean elimination of cocktail entertainment. It simply means, he explained, that new acts will come in but instead of an agent telling them who to put in, the Copa will do its own booking.

However, the Hickory House, Rogers' Corner, the Great Northern and the Enduro are not merely replacing. They're dropping their entertainment completely. Dempsey's won't put on its entertainment until 9 p.m.

The Ritz Carleton which had ambitious plans to put in entertainment and re-decorate its cocktail lounge has dropped them. The liquor shortage played an important part in the action.

Kerekjarto To Dayton

CLEVELAND, March 18. — Kerekjarto and his four-piece unit, after a year's stay in the El Dorado Club here, moves to the Miami Hotel, Dayton, O., April 3. Kerekjarto is a former concert violinist who toured the world before forming his unit and entering the commercial field here. Outfit was signed to a Music Corporation of America management pact recently, and the Dayton date is the first under its banner.

Review

Vince De Maggio and His Caballeros

(Reviewed at the Green Mill, Chicago)

Vince De Maggio has organized this four-piece unit, three men and an exotic femme vocalist, into a group that has plenty of musical class, talent and versatility.

Unit consists of bass and accordion and is paced by the fancy fiddling of De Maggio, who also doubles on the mandolin and guitar. Strictly a sweet combo, they concentrate on romantic Latin American numbers and dreamy pop tunes. Their selections and instrumentation have an appeal that readily sways the audience.

De Maggio's stringing has the touch of a master. His playing is smooth and polished and he achieves remarkable tonal effects. The two lads are equally talented and dish out with perfect blending.

Marie Lawlor, who handles the vocals, adds additional luster to the unit. Her deep rich voice has a magnetic charm and she holds the attention of the patrons with her personality and exotic appearance. Her versatility is great, for she sings equally well in Spanish, Italian, Greek and Portuguese. Gal is a natural and easily rates the distinction of being a class performer.

The entire group, costumed to fit the style of their numbers, make a fine appearance. They have plenty of verve and class, and would fit well in any smart, intimate room. *Jack Baker.*

Off the Cuff

MIDWEST:

EDDIE SOUTH TRIO opens 115 Club, Grand Forks, N. D., April 1. . . . LELI ALOHA and Her Hawaiians into the Ohio Hotel, Youngstown, O., April 3. . . . VI AND JERRY WAGNER open a 12-week stand at the LaSalle Hotel, Milwaukee, March 28. . . . After two weeks at the Sportsmen's Club, Peoria, Ill., beginning March 20, Esther Stanton and Her Sweethearts of Swing will head for the West Coast. . . . HOWARD LEROY now at the Hering Hotel, Amarillo, Tex. . . . BUDDY HOFF and his ork take over at the Club New Yorker, Portland, Ore., March 20. . . . JACK GARDNER held

PROFILES



JACK WEDELL

Bass Player Jack Wedell organized his outstanding quartet two years ago after playing with name bands all over the country. Clever vocal and instrumental arrangements spark the crew's playing, with Wedell, himself, and Bonnie Linell sharing singing honors. Attractive Miss Linell is also featured at the piano, with the remaining instrumentation consisting of electric guitar and clarinet-tenor saxophone. The smart unit has played a number of the better lounges, including the Enduro Restaurant, Brooklyn; Helen Curtis Lounge, Charleston, N. C.; Schroeder Hotel, Milwaukee, and is current at the Trocadero Club, St. Paul. Booked by Jack Kurtze, Frederick Bros.' Agency.

over at the Dayton Hotel, Kenosha, Wis. . . . Ditto AL RUSSELL, pianist, at the East Town, Milwaukee. . . . BUD JACKSON forming a five-piece combo in Chi under watchful eye of GAG's Dick McPartland. . . . LARRY LUKE in his third week at Beverly Hills Country Club, Newport, Ky., and being held indefinitely.

Lester Inducted, Agent To Wait

NEW YORK, March 18.—Agent Sol Tepper's complaint against Buddy Lester, comic, for failure to appear at the Club Charles, Baltimore, as per contract, will have to wait until the end of the war for settlement—if any.

Lester was inducted into the navy on Thursday (16) at the Great Lakes Naval Training Station in Chicago, and according to AGVA that is that for the duration.

The case of Joey Faye will be brought to trial on Monday (20) before a panel of AGVA officials. Faye is charged with owing commissions to the William Morris office and Matty Rosen, of the Joe Glaser office. Upon request from the agents, AGVA listed Faye as unfair and had him pulled out of the *Fun for Your Money* unit. The comedian, however, was later booked for the Alfred Bloomingdale musical, *Allah Be Praised*. According to AGVA, Faye will not be allowed to go into the legit until the case against him is settled.

Paul Whiteman To Play Roxy

NEW YORK, March 18.—The next Roxy show set for sometime between April 19 and May 3, depending on how long the present bill will remain, will consist of Paul Whiteman fronting with the house ork increased to 49 men, Joan Edwards, Harry Richman, the DeMarcos and Victor Borge. The latter is skedded for the Waldorf-Astoria on April 6.

Poli's Russell Resigns

NEW HAVEN, Conn., March 18.—Robert E. Russell, manager of the Loew-Poll-New England theaters in New Haven since 1936, announced his resignation this week.

He has been connected with the Poli chain for 25 years, and handled the details for the Poli interests when the circuit was sold to the Fox outfit in 1928. He was also active in the sale by the receivers to the present company in 1933.

Smallie Comics Into Big Houses

NEW YORK, March 18.—Two straws in the dry wind blowing from Broadway's talent dust bowl are the major bookings arranged for Dick Buckley and Arthur Blake, both relatively minor comics.

Buckley pulled into town in January for his first New York appearance at the Glass Hat. Now he's been inked in for the Strand beginning April 28.

Blake has had one Broadway showing—last year at the State. Lately he's been playing at the Greenwich Village Inn, but on April 13 he steps into the Capitol along with Frankie Carle's ork.

State Preps 2-Week Bill

NEW YORK, March 18.—Starting April 6, Loew's State program bill will run for two weeks. Bill set so far consists of Allan Jones, Canada Lee and Happy Felton.

Last time house had a two-week stage-show was about a year ago.

TELEVISION REVIEWS

(Continued on page 20)
dye over soft, recorded music has varied little with the passing weeks.

Best introduction of the evening was the revolving cans of Spry for Lever Bros.' program. Sprightly radio trademarked tunes create the right atmosphere

for the product's innocuous exploitation. Pat Murray, emcee, continued as the deft guide for talent and plugs thru an entertaining half hour.

Frank Forrest, vocalist of the *Double or Nothing* program on MBS, discussed the art of pastry making with Murray, while a demonstrator's hands carried thru from Spry to pie. During the time the pie was in the oven, Forrest sang *Oh, What a Beautiful Morning*. He registers vocally and visually as a tele natural.

Sam Cuff's *Face of the War* was dull. His geopolitics weren't up to par because of a dearth of factual news items. He usually has lively material that is interestingly presented.

Ruthrauff & Ryan deserve a bow for creating variations on the Spry show. They retain the original format and increase commercial plugs without loss of entertainment.

Interesting People, sponsored by Ben Pulitzer creations, produced by Irwin A. Shane and emceed by Dick Bradly, featured three personalities who told of their unusual experiences. Kay Shean discussed her flight from a Jap-held Chinese port, sang two Chinese songs and plugged a Chinese fund. Carl Rock, civilian pilot, told of bringing his burning plane to safety for which he was awarded the air medal. Joyanne Loree, 10-year-old flamenco dancer, executed her dances with authority and poise.

The sponsor's ties were displayed and plugged by Bradly and Marie Howard, who doubled, as usual, as cravat sales lady and songstress. *W. M.*

WILLIAM MORRIS AGENCY



OF BIG Little ATTRACTIONS

COCKTAIL COMBOS • SMALL BANDS • NAME ATTRACTIONS

Petite Pianist and Singer

JILL ADRIAN

Town House, Albany, N. Y.

ELLIS LARKINS TRIO

Return Engagement
BLUE ANGEL

New York's #1 Night Club for the Smart Set

America's Most Unusual
Instrumental and Vocal Duo

LEO & EDDIE

LEO at the Hammond Organ
EDDIE at the Hammond
Novachord

MARVELLE MYLER

One of the Midwest's Finest
Piano Entertainers

Turf Club, Galveston, Texas

They're All Aces!

THE FOUR SPACES

Danceable • Vocals
Entertainment

Hotel Riviera, Long Beach, Calif.

BERNIE HELLER TRIO

"BREAKING IT UP"

at FAMOUS BAR, Akron, Ohio

THE ORIGINAL DECOA
Recording Artists

THE CATS AND THE FIDDLE

One of America's Greatest
Sepia Quartettes

MEADE LUX LEWIS

Recognized King of the
BOOGIE-WOOGIE
PIANO

Now on the Coast

Hollywood's most famous
picture and radio sepia artists

LOUMEL MORGAN TRIO

Instrumentalists and Entertainers
Howard Theatre, Washington, D. C.

ART TATUM TRIO

Piano—Bass—Guitar

currently
Franchio's Cafe, Milwaukee, Wis.

WRITE, WIRE OR PHONE

WILLIAM MORRIS AGENCY

NEW YORK • CHICAGO • HOLLYWOOD
CIRCLE 7-2160 STATE 3632 CRESTVIEW 1-6161

(A stage show and dance orchestra all in one)
4th Repeat Engagement
CROWN LOUNGE, Chicago
Mgt. General Amusement Corp.
THE DON JACKS

2-Month Gambling Nix Axes Major Rio Club Floorshows

RIO DE JANEIRO, March 4.—For the first time in many moons the town is without a floorshow in any of the major spots. The decree law which closes all gambling rooms thruout the nation for a two-month stretch each year, became effective in the Federal District February 19. Along with the closing of the gaming rooms, the leading casinos in this area have also shuttered their grillrooms where the floorshows are presented.

The casinos Urca and Atlantico have completely darkened for the two-month period. Copacabana has shuttered its Golden Room diverting the trade to the Midnight Room. Golden Room, following a face-lifting job, reopened March 10.

Urca has transferred its bands and talents to its new hotel and casino Quintandinha, situated in the mountains near Petropolis and about one hour's drive from Rio. Spot which opened February 12 is outside the Federal District and is not affected by the decree law. Opening show, headed by Jan Clayton from the MGM lot in Hollywood and Ray Venturas Parisian band, includes Mariquita Flores and Antonio de Cordoba, U. S. dance team; Imma Summack, Peruvian soprano; Don and Dolores, formerly Don Dolores and Dorree, U. S. adagio turn; Madeleine Rosay, premiere ballerina from the Municipal Ballet; Margo Dowling, Gloria Thomas, Grande Otelo and Principe Maluco. The Carlos Machado and Gao bands occupy the bandstands.

MAGIC

By BILL SACHS

DR. FREDERICK KARR, sporting a brand-new spook opra, incorporating a number of effects created by the late Houdini, and with a brand-new pilot in the person of the veteran Claude H. (Kid) Long, spook-show impresario, is kicking up a lot of exciting business in the Kansas and Nebraska territory these days, according to word from Magician-Mentalist Karr himself. George Blum is handling the stage and electrical effects. Show also boasts new rolling stock and an array of smart costumes, Karr says. After a string of dates in the Kansas City (Mo.) and Iowa territory, the scarer moves into the Chicago area for the Balaban & Katz theater interests. Long, now basking in Miami's sunshine, is slated to move northward soon. . . . DR. JESTER AND LADY ETHEL, now presenting their mentalism for the soldier boys in Iceland, info that they bumped into a number of magi on their recent tour of England, including Tommy Martin, Prince Mendez, Eddie Cochran and Peggy Austini. After several months in Iceland the Jesters are slated to move on to Greenland. . . . NATIONAL COUNCIL of the Society of American Magicians holds its regular spring meeting at Hotel Marlborough-Plaza, New York, April 1 to vote on per capita tax and other matters. . . . GUY L. GERBER has just concluded a week at Cincy's Cat and Fiddle Club. . . . PAUL STADELMAN, magician-vent, is in his fourth and final week at the Hotel Netherland Plaza's Patio, Cincinnati. Moves then to the nitery in Joyland Park, Lexington, Ky., for a week, set by Jane Fowler, of the Cincy GAC office. . . . EDDIE COCHRAN

writes from "Somewhere in England" under date of February 17: "Now working with a new USO show called *Flying High*. Recently finished six months with Hal LeRoy in a show called *Broadway Time*. Hal and the rest of the cast are back in the States. This is our ninth month in England for USO. My wife and I spent a few weeks in an army hospital recently with pneumonia." . . . JOSEPH OVETTE, assisted by Mrs. Ovette, headlined the magic soiree sponsored by Harold Sterling at the Detroit Institute of Arts March 8. Tex D'Art was guest artist on the bill with his rag pictures. Del Raymond and Bill (Silent) Smith assisted Sterling on the committee. Among magicians present were Charles Pasternacki, Al Munroe, Ernest G. Liebold, Dr. Zina Bennett, Arthur J. Whepley and John Straub.

day March 12 backstage of the Hudson, Union City, N. J. . . . FRED O'BRIEN doubling as producer between the Empire, Newark, and Hudson, Union City, upon the exit of Beverly Carrington from the latter house. . . . DUSTY FLETCHER left the Zanzibar March 9 and opened at the Harlem Apollo March 17. . . . JULIA BRYAN, Hirst feature, during her tour of the circuit, made blood donations and played at soldiers' camps.

KITTY SMITH, Betty Eglise, Lee Champagne, Jayne Filat, Irish Lang and Lois McMillan all doubling between Hon Nickels's Gayety Theater and night club in Baltimore. . . . BERT BERTRAND now teamed with Bert Wilson, playing Boston vaude and niteries. . . . BENNY HARRIS, who managed burly shows on the old Mutual wheel, is now guarding the Zanzibar's backstage area. . . . Funeral on March 9 of BILLY FIELDS, long time ace comic, from his sister's home in Baltimore, attended by many burly colleagues. UNO.

FLORETTA AND BOYETTE, magical duo, have been forced to postpone their slated booking at the Hollenden Hotel, Cleveland, what with Marion Boyette leaving almost any day now on an overseas tour for USO-Camp Shows. He will do a single comedy magic and emcee chore. Floretta will return to their home in Alabama in the meantime. . . . FRANK CAESER will be honored by his many magical friends with a testimonial in the form of an all-star Carnival of Magic to be held Saturday, April 22, in the Terrace Casino of the Morrison Hotel, Chicago. General admission, a buck and two bits, and all magi are invited. . . . JACK HERBERT is in his sixth week at the Cotton Club, Houston. . . . MILWAUKEE CHAPTER of the Houdini Club of Wisconsin held its annual banquet and magic show at the Schroeder Hotel, Milwaukee, March 11. Magi from Wisconsin and Chicago attended, with talent displays coming from Don White, magical emcee; Stan Lee Abrams, the Johnstones, the Great Ovette, and Penegali and Pinella, mentalist. Bob Haxon, Milwaukee, who soon dons the navy blue, handled the entertainment, assisted by B. F. Daly and Adam Hudinski. . . . THE GREAT CALVERT, the Harrison (O.) lad who made good in Hollywood, is reported tramping up and down the Coast with a 27-people, full-evening show which opened recently in Los Angeles. . . . MILBOURNE CHRISTOPHER, the Baltimore rope expert, shoots another V-mail from England to say that he is still drilling by day and making magic by night in *Broadway in Khaki*. Writing under date of March 7, he says: "Have been lucky enough to see several magicians lately, including Milton Woodward, with his colorful illusions; Lionel King, whose high spot is directing a card game played on stage while he wanders thru the audience; Peter Waring, a clever performer with a sophisticated delivery; Harry Hilton, who produces bowls of goldfish and vanishes bird cages, and Jack LeDair, sleight-of-hander, with cigarettes, cards and billiard balls."

Under New Ownership FOLLIES THEATER

337 S. Main St.
Los Angeles 13, Calif.

PRINCIPAL PERFORMERS
Write

WANTED
COMEDIANS, DANCERS and STRIPPERS
Send Full Details Immediately.
MILTON SCHUSTER
127 N. Dearborn St. CHICAGO 2, ILL.

WANTED
Burlesque Performers
Specialty and Semi-Nude Dancers
Write
PRESIDENT FOLLIES
San Francisco 2, Calif. E. SKOLAK, Mgr.

CHORUS GIRLS
And Strip Net Panties . . . \$1.00
Net Bras and G-Stings75
Rhinstone Center Bras1.50
Lace Pants1.50
Silver Spangles, Rhinestones and Trimmings,
Feathers, etc., for sale.
C. GUYETTE, 348 W. 45th St., New York City 19

BOLTON HOTEL SYSTEM
operating
HOTEL OLMSTED
Cleveland, Ohio
Frank Walker, Mgr.
Home of Palace and Hanna Theatre
Stars in Cleveland

PERSONALIZED
PHOTO STATIONERY
Your Picture and Name on 35 Sheets
Of Good Bond Writing Paper and
35 Second Sheets.
Send Any Clear Photo or Snapshot
Safe Return Guaranteed!
70 SHEETS FOR
\$1.00 POST PAID
SANFORD'S DIRECT MAIL
COMPANY
209 BAUM BLDG.
OMAHA 2, NEBRASKA

"Home of Showfolk"
Rates Reasonable
HOTEL HAVLIN
CINCINNATI, O.
Corner
Vine St. &
Opera Place
Phone Main 6780

NEW MAGIC BOOKS AND TRICKS

Purchase Them at the World's Largest Fun Store



Isely's

ANTI-GRAVICO

NEW, ORIGINAL. TOO GOOD TO MISS. YOU'LL LIKE IT. USE ANYWHERE—ANY TIME. MYSTIFY YOUR FRIENDS. Repeat as often as desired, in the Home, Club, Bar or on the Stage. May be performed close up or surrounded. Easy to do. Postpaid \$1.00.

FRESH FISH TRICK

A LONG STRIP OF PAPER, 6 by 24 INCHES, THAT IS PRINTED, "FRESH FISH SOLD HERE TODAY," is torn into small pieces with accompanying Comedy Patter and then restored. 12 complete sets, with funny patter. Postpaid \$1.00.

OTHER GOOD TRICKS

ANY CARD CALLED FOR RISES. No forcing or preparation. Always ready . . . Price \$1.50
BEWITCHED HANDKERCHIEF. The handkerchief that unties its own knot . . . Price .75
CIGARETTE FROM NOWHERE. A lit cigarette magically appears in mouth . . . Price .50
CIGARETTE TO STREAMERS. A lit cigarette changes to Silk Streamers . . . Price 1.00
GOIN IN GLASS. A coin passed thru a glass. Pocket size \$1, Club Size . . . Price 1.50
COMEDY RABBIT TRICK. You pull this flat rabbit from under your coat . . . Price 1.00
HAUNTED DECK. Lay deck on palm of hand. Chosen cards will slide out . . . Price 1.00
MAGIC GOIN BOX. A marked dime found in bag in box and in another box . . . Price .50
"MIKO" CLOSE UP CARD TRICK. With a funny climax and it works itself . . . Price .50
MYSTERY POKER CHIPS. 6 numbered chips. It may be repeated many times . . . Price .75
MYSTIC RING TRICK. A ring appears on a cord tied between the wrists . . . Price .50
PENCIL THRU HANDKERCHIEF TRICK. This is very clever for close up . . . Price .35
PRODUCTION PAPER. Produces or vanishes silks, salt, sugar, etc., etc. . . . Price .75
SELF-CLOSING MATCH BOX. The box magically closes itself upon command . . . Price .25
SIMPLEX CUT ROPE TRICK. One of best. Four pieces of rope supplied . . . Price 1.00
STOP CARD TRICK. Take cards from pocket and stop on the chosen card . . . Price 1.50
SVENGALI or SELF-FORCING DECK. The easiest for forcing. No sleights . . . Price .75
TAP-IT TRICK. Six colored and numbered squares. Name the chosen one . . . Price .50
THREE-WAY FORCING DECK. For easily forcing three different cards . . . Price .75
VANISHING HALF DOLLAR. A borrowed half vanishes from glass of water . . . Price .50
WIZARD DECK. Enables you to do all kinds of tricks but no sleights . . . Price .75

A FEW GOOD BOOKS EVERYBODY'S MAGIC. 50 Tricks, Stunts and Secrets, Price \$1.00;
TRICKS AND MAGIC. 114 Easy Illustrated Tricks, Price \$1.00;
25 METHODS OF SWITCHING DECKS, Price \$1.00; FUN AT DINNER WITH NAPKIN
FOLDS, 17 folding tricks, new, Price \$1.00; COMIC TRICK CARTOONS, No. 1, over 30
new stunts, Price \$1.00; COMIC TRICK CARTOONS, No. 2, 35 Trick Cartoons, Price \$1.00;
CHALK TALKIES, for Chalk Talkers and Cartoonists, Price \$1.00.

It's Free. Our New 1944 Magic List, Containing Over 400 Books and Tricks.

THE EAGLE MAGIC FACTORY

(The Firm That Treats You Square)

606 SOUTH THIRD AVENUE

MINNEAPOLIS 2, MINN.

ROLL TICKETS

Printed to Your Order

Cheapest GOOD TICKET on the Market

Keystone Ticket Co. Dept. B
Shamokin, Pa.

100,000 for
\$19.50

10,000 . . . \$6.50
20,000 . . . 7.75
50,000 . . . 12.50
100,000 . . . 19.50

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

WANTED BURLESQUE COMICS

WITH EXPERIENCE

EDWARD MACK AGENCY

1524 CHESTNUT STREET
PHILADELPHIA, PA.
PHONE LOCUST 4606

The Final Curtain

AARONS—George Phineas, 58, theatrical attorney, March 8 in Presbyterian Hospital, Philadelphia, after more than a year's illness. Devoting his entire practice to motion picture interests, he was associate general counsel for the Motion Picture Theater Owners of America, and served for 20 years as secretary and general counsel for the association's unit in Philadelphia. Survived by his widow, a brother and sister. Services and interment in Mt. Sinai Cemetery, Philadelphia, March 12.

ATHERTON—Percy Lee, 72, composer and musician, March 8 at his home in Ventnor, N. J., suddenly. He composed a number of comic operas, prominently, *The Heir Apparent* and *The Maharaja*, along with about 100 songs for solo voice and a number of instrumental pieces for violin and piano. From 1929 to 1942 he served as the acting chief of the music division of the Library of Congress. Services in Boston, with interment in Forest Hills Cemetery there March 13.

BRADLEY—Joseph F., 64, theater treasurer, following a heart attack March 12 in Jefferson Hospital, Philadelphia. For the past 10 years he was treasurer of the Walnut Street Theater and previously at the Lyric, Adelphia, Garrick and South Broad Street theaters, all in Philadelphia. His widow, Rosalyn M.; a son and a daughter survive. Services and interment in Westminster Cemetery, Philadelphia, March 15.

following years they built and operated the Coliseum, Grand Circus, new Colonial, Globe, Rex, Grand Victory, Lincoln Square, Hollywood, Rio, Capitol, Paradise, Mayfair and Roxy theaters there. In his only independent venture, he established a vaude booking agency specializing in amateur shows for some 50 Detroit theaters. Deceased was a founder and director of Co-Operative Theaters of Michigan, a director of Allied Theaters of Michigan, active in Michigan Variety Club, Daylight (Theatrical) Masonic Lodge, Moslem Temple of the Shrine and other organizations. Interment at Cloverhill Park Cemetery, Detroit.

COHN—Martin W., 45, former night club operator, in Detroit, suddenly March 13. He was owner of the Study Club, Detroit, which burned down in 1929 with a loss of 22 lives, including a number of showfolk. Survived by his widow and two children. Interment in Beth El Memorial Park, Detroit.

DALL—Nathan, 65, father of Beatrice Stock, in showbiz the last 25 years, at his home in Brooklyn March 12 of a heart attack. Survived by his daughter.

DAVERIN—John B. (Jack Daverin), part owner of Victory Shows, Inc., at Woodside, L. I., N. Y., March 14. He had been in show business for 30 years. Services at Fairchild Sons Funeral Parlor, Brooklyn, with interment in Ferncliff Cemetery March 18.

ELEY—John S., 79, former theatrical manager and circus advance agent, at his home in Wilkes-Barre, Pa., March 4. He entered the theatrical business in 1887 by acquiring the George W. Hamersly Opera Company, a 10-20-30 repertoire organization of 32 people. He was ahead of the W. C. Coup, Snyder & Zimmerman Circus, *The Kid, Kindergarten, The Pay Train* and the Oscar Cary Circus, and in 1899-'90 operated a *Peck's Bad Boy* troupe with Gus Pixley the star. He also at one time managed the Grand Opera House, Hazleton, Pa., and was connected with the Lomison Theater, Greensburg, Pa.; Grand Opera House, Uniontown, Pa.; Academy of Music, Albany, N. Y., and Jacques Theater, Waterbury. Interment at Forty Fort (Pa.) Cemetery. Survived by his daughter, Mrs. Helen Eley Hearn, formerly with musical shows, whose husband is Samuel Hearn, violinist.

ESTLOW—Walter, 72, father of Bert Estlow, Atlantic City orchestra leader, March 10 at the home of a relative in Philadelphia. Survived by his son, a daughter, a brother and a sister. Services in Millville, N. J., with interment in Mount Pleasant Cemetery there March 14.

FINEBERG—Abraham, 63, manager of burlesque shows and former representative of the Argus Ticket Company, February 23 in Chicago. Prior to joining the Argus, he was manager of the Gayety Theater, Louisville. Surviving are a daughter, brother and a sister.

GALAGHER—Charles E., 63, light opera singer, in a New York hospital March 13. He sang with the Zoo Opera in Cincinnati and many other organizations. Services at Dobbins & Sons Funeral Home, Newport, Ky.

In Loving Memory of
JACK "SMOKE" GRAY
Who Passed Away March 22, 1937
I miss you still, my boy,
After all this lonely while;
I miss the things you used to do,
I miss your sunny smile.
Your Loving Mother.

GRUBER—Arthur (Pop), 75, one-time carnival man, member of the Pacific Coast Showmen's Association and recently chairman of the San Pedro (Calif.) Labor Council, in General Hospital, Los Angeles. Interment in San Pedro.

HALKIST—Gus (Tom), derbyshow fan who provided bread for derbyshow concessionaires, of high blood pressure, at his home in Jamaica, L. I., N. Y. Survived by a daughter, Elsie, and a son in the armed service.

LUTHER—Morris H., 58, former producer of tab shows for Gus Sun and in burlesque, burned to death in his home in Dayton, O., March 10. Survived by his son, James, Pontiac, Mich. Services at Voorhees Funeral Home, Pontiac, with interment there March 15.

McBRIDE—Mamie, 82, veteran vaude performer, March 12 in New York. She started at Tony Pastor's, New York, and had been a performer and dancer for more than half a century. She was a member of the team of Goodrich and

McBride before retiring in 1920. Burial under the auspices of the Will Rogers' Fund.

MACK—Joe (Joseph Dzmchokowski), 40, stage manager of RKO-Fabian Plaza Theater, Schenectady, N. Y., in that city March 8. Survived by his widow, a daughter, mother and four brothers.

MARSH—William, traveling auditor of Loew's, Inc., at his home in Montvale, N. J., March 12. He had been with Loew's since 1928. Services at Halsey funeral parlors, Westwood, N. J., March 15.

MARTIN—Rube, tab, rep and burlesque comic, at his home in Kansas City, Mo., March 14. Survived by his twin sister, Grace Galvin.

MEDIN—Charles R., 55, back-doorman at the Selwyn Theater, Chicago, March 16 in that city. He formerly was with the Ringling Bros.' Circus. Interment in Mount Hope Cemetery, Chicago.

MILSTEIN—Evelyn Shirley, 20, vaude performer, March 4 at Kanawha Valley Hospital, Charleston, W. Va., after a long illness. Survived by her parents and three brothers, all of Hartford, Conn. Services in Hartford March 7, attended by many theatrical folk.

MOUNT—Fred C., 73, stagehand, at his home in Camden, N. J., March 11. He was stage manager for many years at the old Towers and Temple theaters there. Survived by his widow and six children. Services in Camden, with interment March 15.

PEASLEY—Bob, 70, former acrobat and cannonball juggler, in Akron March 16. He toured with the Mighty Haag, Christy and other circuses. For a number of years he was with the act of Guthrie, Peasley and Guthrie. Survived by widow, Frances, and a sister.

PEDIGINE—Rose, 52, mother of Mike Pedicin, leader of the Men of Rhythm Orchestra at Frank Palumbo's Cafe, Philadelphia, March 8 at Misericordia Hospital, Philadelphia, after a long illness. Survived by her husband, Michael, and son. Services and interment in Holy Cross Cemetery, Philadelphia, March 13.

PERONI—Carlo, 55, music director of the San Carlo Opera Company for more than 20 years, in the Flower and Fifth Avenue Hospital, New York, March 12 after a brief illness. Born in Rome, he began his career playing trombone at the Teatro Constanzi there under the baton of Mascagni, the composer. During Geraldine Farrar's nationwide tour in *Carmen*, he conducted for her, and was also conductor of the Chicago Opera Company in 1941 and 1942, conductor of the El Paso (Tex.) Symphony Orchestra, and also directed the Scotti Opera Company. Last summer, he was guest conductor at musical events in the Hollywood Bowl, and his last appearance as a conductor was made a month ago when he directed *Lucia di Lammermoor* at the Academy of Music, Philadelphia. Survived by his widow, mother, two sisters and three brothers. Requiem mass at St. Patrick Cathedral, New York, March 14, with interment in Woodlawn Cemetery, New York.

PETERS—Nettie, 76, of former vaude team of Phil and Nettie Peters, in Meadowbrook Hospital, Long Island, N. Y., recently. Act played for 59 years in this country and abroad. Survived by her husband, Phil, and son, Eddie Martyn, also in show business.

PINDER—Thomas Ord, 78, one of original founders of Ord Pinder's Royal Circus in Scotland and a prominent member of one of the oldest Scotch circus dynasties, at Stirling, Scotland, February 14. Pinder, who never left Scotland, operated his own circus up until a few years ago and intended taking it on tour this season. Pinder was an all-round circus performer. Survivors include a son, two daughters and a host of other relatives, all of circus fame.

ROGERS—Belle Green, 70, mother of Adela Rogers St. John, screen and magazine writer, in Los Angeles March 15 following an extended illness. Survived by her daughter and three sons.

SIDNEY RINK

Died March 14, 1944

Veteran Trainer, Showman and Friend.
Always respected and honored.
Never forgotten.

Vivian Perin

ROOST—W. G., theater operator, after a long illness at University Hospital, Ann Arbor, Mich., recently. He was vice-president of the Jarvis Theater Company, operating the Orpheum Theater, Lansing, Mich. Interment at Lansing.

SCHAEFER—Peter J., 75, pioneer exhibitor, in Chicago March 11. Before retiring several years ago, he was a member of the Jones, Linick & Schaefer theater organization.

SMITH—Mrs. Anna, mother of James G. Smith, concessionaire, formerly with F. E. Gooding Amusement Company and Mound City Shows, in Saint Barnabas Hospital, Minneapolis, March 4.

SPILLMAN—Harry B. Sr., 79, veteran stage manager, March 11 at his home in Philadelphia after a short illness. He was a charter member of the Philadelphia Stagehands' Union, Local 8, IATSE, and in his 50 years of activity was stage manager in Philadelphia of the Gilmore Auditorium, Casino, Broad Street, Garrick and old Forrest theaters. Survived by his widow, Gertrude; a son and a daughter. Services in Philadelphia, with burial in Mt. Peace Cemetery there March 15.

IN MEMORY OF OTIS L. SMITH

Who Passed Away
March 26, 1943
at Utica, N. Y.

Beloved Father and Grandfather
Mabel Smith O'Neil Phil O'Neil, Jr.

STOKES—Walter L., 56, auditor for the Wilby-Kinney Theater Circuit, Atlanta, in that city March 10. For many years he had been in the accounting department of Paramount Publix in New York. Survived by his widow, a daughter and a sister. Services at Thomas Healy funeral parlors, Old Greenwich, Conn., March 14.

LOST MY GREATEST FRIEND MY FATHER BEATRICE STOCK

STORY—Nelson E., 55, well known in theatrical and musical circles, in Los Angeles March 12. At the time of his death, he was directing the orchestra at the Corn Huskers' Cafe, Los Angeles, frequented by outdoor showfolk. With his wife, Elsie, he toured the Orpheum Circuit years ago. Services in Los Angeles March 15. Survived by his widow; his mother, Mrs. Jessie P. Story; a sister, Mrs. Harry M. Kinch, and two brothers, Byron T. and Seth J.

TARQUIN—Madeline, 89, formerly accompanist for her brother, James Duca-telli, harpist, at her home in Detroit, March 11. Survived by six children. Interment in Mount Olivet Cemetery, Detroit.

WATKINS—John W., 63, concessionaire, following a brief illness in La Fayette, Ind., March 7. Interment there.

WHITE—Lula E., 77, mother of William G. White, of Warner Bros., and John F. White, of Universal Studios, in Los Angeles March 14. Funeral services in Los Angeles March 16, followed by burial in Dallas.

Marriages

BUTLER-THOMPSON—George Benjamin Butler, U. S. Navy, to Dez Thompson, drummer, with Ada Leonard's all-girl orchestra, in San Francisco March 13.

CHURCHILL-PESKAY—Allen Churchill, USNR, former editor of *Stage Magazine*, to Joy Peskay, nonpro, in Greenwich, Conn., recently.

CONN-WORTH—Capt. Maurice H. Conn, former film producer, to Barbara Louise Worth, screen writer, in Los Angeles March 18.

DRAKE-BROWN—Alfred Drake, actor in *Oklahoma*, to Esther Harvey Brown, nonpro, in New York March 10.

GUILFOYLE-HENSON—Johnny Guilfoyle, emcee-comic, to Connie Henson, dancer, in Wilmington, Del., March 7.

In Loving Memory
HAMDA BENN
March 27, 1943
Mrs. Mabel Benn and
Son Lawrence

BRODIE—Otto, 56, manager of night clubs in Atlantic City for the past 35 years, March 10 at his home there after a brief illness. For the past 18 years he was manager of Babette's Cabaret and previously at Joe Moss' Beaux Arts Club, Atlantic City. His widow, Margaret Bett; three sons, four brothers and four sisters survive. Services in Atlantic City, with interment in Pleasantville (N. J.) Cemetery March 14.

In Loving Memory of Our Dear Husband
and Father
Henry P. (Harry) Bulmer
Who Passed Away March 21, 1943
His Devoted Wife and Daughter
MYRTLE VINTON & VIVIAN BULMER

CARTWRIGHT—Charles C., 52, president of the Midsouth Fair, Inc., and general manager of the Hotel Gayoso, Memphis, of a heart attack in his hotel apartment March 10. He was a former president of the Tennessee Hotel Association. In 1941 he was elected president of the Midsouth Fair, Inc., when the National Dairy Show was one of its principal attractions. He had since held the presidency, altho the fair has been discontinued because of the war. Survived by his widow; two brothers, H. F. and Walter, and three sisters, Mrs. C. C. Parrin, Mrs. Charles Hall and Mrs. Arthur Boise, all of Nashville.

COHEN—Benjamin, 55, Detroit theater owner, March 12 at Mt. Francis Hospital, Miami Beach, Fla., following a stroke. He and his brother, Lou, opened the old Colonial Theater, Detroit, in 1909. In

Leopold Zimmerman

Leopold Zimmerman, 62, proprietor of Zimmerman's Hungaria Restaurant, New York, at his home in that city March 15.

Born in Budapest, the son of a cafe owner, he came to the United States and opened a small restaurant in the Tompkins Square area and later moved to mid-town. For the last 20 years his establishment has been patronized by many political and stage people, and Zimmerman himself had been a colorful figure on Broadway.

He was prominent in Hungarian-American circles and active in collecting funds from Hungarian-Americans for Red Cross ambulances. His restaurant donated two ambulances to the Red Cross.

Surviving is his widow.

Communications to 155 North Clark Street, Chicago 1, Ill.

Photo Trade Committee To Aid Disposal

CHICAGO, March 18.—In a move calculated to insure orderly post-war disposal of government-owned photographic equipment, a "committee on government surplus war equipment" has been established to represent photographic manufacturers and dealers in negotiations with government agencies handling disposal problems.

This committee, functioning as a unit of the Photographic Manufacturers & Distributors' Association, will also represent the National Photographic Dealers' Association, the National Association of Visual Education Dealers, and will work in co-operation with other interested groups. The new committee is headed by J. Harold Booth, vice-president of Bell & Howell Company, Chicago, manufacturers of motion picture projectors.

The program was launched last month at a meeting in New York sponsored by the Photographic Manufacturers & Distributors' Association. At this meeting, Booth outlined a program whereby surplus equipment would be returned to the original manufacturer and subsequently sold thru regular dealer channels. Booth pointed out that this would benefit the manufacturer by providing work for employees who might otherwise be laid off during the conversion period.

that it would benefit the dealers by furnishing much-needed merchandise while industry was retooling, and that it would benefit the consumer by providing factory serviced, modernized merchandise, incorporating improvements made possible by recent technical advances.

Committee representatives plan to consult in the near future with W. L. Clayton, recently appointed head of the government agency handling the disposal of surplus products.

Ticket Regulations

WASHINGTON, March 18.—New regulations governing the collection of the new admission taxes permit the use of tickets on hand provided there is no change in the admission prices, according to instructions sent to Collectors of Internal Revenue by the Treasury.

The collectors have been informed that the following procedure has been approved:

"(a) In all instances where it is prac-

ticable either new tickets must be provided or the tickets on hand overprinted or overstamped to show the established price and the tax applicable thereto.

"(b) Where the established price is not changed, for a limited time until properly printed tickets can be obtained, the use of tickets now on hand, which do not show the tax due under the Revenue Act of 1943, will be permitted. However, the manager or proprietor must keep conspicuously posted at the outer entrance and near the box office one or more signs accurately stating each of the established prices of admission, and in the case of each such price the tax due and the sum total.

"(c) Section 1702 of the Internal Revenue Code specifically provides that the price for which every admission ticket or card is sold shall be printed, stamped or written on the ticket. Accordingly, in every case where the established price of admission is changed new tickets will have to be provided or the tickets on hand must be overprinted or overstamped."

REPertoire-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

Slouts End Tour; Ready for Canvas

GLEN ELLYN, Ill., March 18.—Mr. and Mrs. L. Verne Slout (Ora Ackley) closed their Theater Workshop here Thursday (16) after a winter tour in which they presented more than 200 programs in high schools and colleges in 10 States. Their season was cut short by a last-minute cancellation of bookings in the South, due to traveling distances between colleges.

The Slouts will spend next week in Chicago lining up people and making arrangements for their summer show under canvas. From there they will journey to Vermontville, Mich., to check the work which has already been done in winter quarters and to speed preparations for the tent show opening.

John (Jack) Ellis, associated with stock companies in the past and who in recent years had his own *Rip Van Winkle* unit in schools, will serve as agent for the Slout Players the coming season.

Sepia Tent Shows

By E. F. HANNAN

COLORED shows are a well-established part of showbiz in the South and Southwest. At least a dozen are now readying to carry entertainment to these parts, and of all the outdoor propositions they seem to be the best gamble for a promoter who understands this branch of the business.

Time was when colored performers and musicians would work for cakes but today the shortage of colored talent is even greater than it is for white. The colored trick has an edge on other traveling outfits in one respect, and that is in the loyalty of colored patrons toward their favorite performers. In a Mississippi town I heard a middle-aged colored patron say as she left the show tent: "I would never have come if I'd known Snookums wasn't with the show, and they better not come again unless they fetch her, 'cause this is a Snookums town, this is."

FOSTORIA, O., March 18.—Madge Kinsey Players, oldest active tent rep organization in the Ohio territory, will be back on the road in their established territory this summer, according to Harry E. Graf, manager, who this week began work on scouting people and reading scripts. It was rumored several weeks ago that the Kinsey troupe would remain in the barn the coming season, due to transportation problems and difficulty in signing performers and workmen.

Downing, Doing Toby Piece, Asks Who Was the First

New York.

Editors *The Billboard*:

I have been asked to do an article on Toby, and altho I have worked plenty of rep in my time and am thereby able to cope with the descriptive matter concerning the manner in which the average Toby comedian works, I am a bit stymied when it comes to reporting his personal history. I am wondering if you or any of your readers know who was really the first Toby, and how he came to get the name, and in what show or with what outfit he appeared?

Contradictory reports have reached me in answer to the question, and, if it isn't asking too much, I feel it can be settled thru the rep page. One person tells me the first Toby was Toby Wilson, who played in *Clouds and Sunshine*. Another hints that there really was a Toby Tolliver, and that he was the originator of the line. I know there is a Toby Wilson residing in or near Oklahoma City, but I have not been able to learn if he is "the" *Toby Wilson*.

Have you the addresses of Robert L. Sherman, of Chicago, or any of the other older managers who might help me? I wish to give full credit in my article to sources, and would greatly appreciate any pictures, programs or other material available on Toby and rep in general. All such items will be treated with the utmost care and returned upon request. I want to do my best in the name of Toby and the institution of Repertoire in this article; but it is imperative that I get facts.

I feel that this is an opportunity to acquaint the commercial theater world here in the East with an important enterprise in show business about which many of our top-notch people know astonishingly little.

ROBERT DOWNING,
Stage Manager, Mexican Hayride,
Winter Garden Theater.

Rep Ripples

PVT. ROBERT P. GENTRY, last season with the Christy Obrecht tenters, was a visitor at the rep desk last Tuesday (14) en route from Camp Wolters, Tex., to Chicago, after receiving an honorable discharge from the army, due to a nervous ailment. He'll spend the next several weeks in the Windy City, having a look around while mapping his summer's plans. . . . TOM KELLEHER, who formerly had a rep in Texas territory and who later appeared in vaude, closed his school show at Welsh, La., recently, but will reopen soon in Central Texas to make halls and schools. . . . TED NORTH JR., now an ensign in the navy, and his new bride, Mary Beth Hughes, of the movies, recently paid a surprise overnight visit to his home town, Topeka, Kan. . . . NORMAN COOPER, of the showboat Coopers, is an ensign in the coast guards and is stationed in St. Louis. . . . VIRGINIA GOODMAN, last with the Jack and Maude Brooks Company, has established a home in Wellington, Kan., for her daughter, Virginia Jr. . . . TOM BROOKS is taking merchant marine boot training at Sheepshead, L. I.,

while Barbara remains at home in Missouri with her son and mother. . . . HAPPY BILL BALHAZOR, headquartering in Aberdeen, S. D., with his radio, dance and rep-show band, has just completed a swing around the Minot, N. D., area to nothing short of phenomenal business. Dick Dickson handles the direction on the show. . . . GLADYS BELL, rep and radio pianist, is current at the Tempo Club, Minneapolis. . . . GREG ROULEAU has given up his job as manager of a radio station to enlist in the navy. He's slated for call almost any day now. . . . DOUG COUDEN, of Doug and Lola Couden, of school-show fame, writes from Seattle: "Trip up here from Los Angeles was a flop. Been in the South so long that when we hit into real winter weather we both took ill. I finally ended up in the hospital with pneumonia. After visiting relatives here, we'll start back south, with a stop-over in Berkeley, Calif., to visit Bert Hansen. We will do little more work this season."

EMILE T. CONLEY, called to Aberdeen, S. D., last December, when his sister was seriously injured in an auto accident there, reports that she is mending nicely and that he is joining the Harley Sadler Show in Texas late this month. Emile put in his time in Aberdeen painting and redecorating his sister's home and doing a fair-to-middlin' butchering job on the fatted hog. . . . CLINT AND BESSIE ROBBINS are engaged in war work in Portland, Ore. . . . WALLY WALLACE, former repster and now staff announcer at KSOO, Sioux Falls, S. D., is jobbing with the name bands that play the Arkota Ballroom there. His wife, Betty, is recuperating from a recent serious illness and operation. . . . PETER LYMAN, former well-known rep leading man but in recent years better known in radio, has just been appointed to a position in Chicago calling for a five-figure salary. . . . RUST'S ASSEMBLY SHOW, two-people trick, has been playing to good returns in schools and halls in the Enid, Okla., sector. . . . A. A. GITT, who for years had a tent rep show in Texas, is working schools and halls with Albert (Chick) LaVerne. They have just finished up in Arkansas and are set for the spring and summer in New Mexico. . . . MENTO EVERETT, former stock leading woman and now a name in Chicago radio circles, recently hopped to Portland, Ore., to visit with her husband, Clyde Gordinier, employed in the Kaiser shipyards there. . . . GEORGE AND PHOEBE ROBERSON, on a recent visit to St. Louis, spent several pleasant hours with Jack and Marion Sexton, former stock and rep performers, and Mr. and Mrs. Robert Fontinelle, of the old Fontinelle Stock Company. The Sextons are holding down a radio job in the Mound City. . . . JOE AND GEORGLIA HOFFMAN and Al and Velma Clark are in Kansas City, Mo. . . . LOLA E. PAINTER, former stock and rep leading woman, who received her honorable discharge from the WACS some months ago, has re-enlisted and it's now once more Pvt. Lola E. Remmers. She is slated for overseas duties soon. Her son, Sgt. William F. Remmers, is now on maneuvers in Tennessee.

WANTED

FOR ONE NIGHT STAND TENT SHOW
Boss Canvasman, also Mechanic with tools;
Working Men and Truck Drivers; top salary paid,
also bonus, also meals and sleeping quarters furnished. Show opens April 1st, Valdosta, Ga.
Report immediately. Wire Western Union or write airmail.

BILLY WEHLE

1529 Southwest 16 Street Miami, Florida
Phone: 37512-1

MADGE KINSEY PLAYERS WANTS

Dramatic People in all lines, Piano Player, also Canvas Men, for summer season in Ohio. For sale—50x120 Dramatic End Tent, fair condition.
Gen. Del., Fostoria, Ohio.

WANTED

People all lines doubling instruments for radio dance show. 1 hour show, 2 hour dance. No Sundays. Short jumps, steady work.

CHICK BOYES PLAYERS

216 W. 26th KEARNEY, NEBR.

WANT TO BUY TENT PICTURE SHOW

COMPLETE WITH TRUCK
16MM. Machine preferred but not essential. Must be complete and ready to go.
BOX 329, care The Billboard, 390 Arcade Bldg., St. Louis, Mo.

HIGHEST QUALITY LOWEST PRICES
ONLY \$9.75 PER WEEK (Group 1 Programs)
ONLY \$13.50 PER WEEK (Group 2 Programs)
ONLY \$18.00 PER WEEK (Group 3 Programs)
A different kind of movie program—a program that will keep your patrons clamoring for more—complete, well-balanced and enjoyable! No wonder our roadshowmen are "nuts" about 'em. Let's get acquainted. Write us today, stating type of machine you have.
INSTITUTIONAL CINEMA SERVICE, INC.
1560 Broadway NEW YORK 19, N. Y.

FOR SALE
16MM. Sound Projector, a genuine "movie mite," new. Made in a carrying case. Can't be beat for a clear picture. Last new one. Projector, 30x52 Folding Curtain; 6 350 feet like new Feature Pictures, including Comedy, Western, Great African Hunt and Kill Picture. A show ready to "open."
ALL FOR \$395.00
Send 1/3 Deposit. Will Ship Balance C. O. D. Make it back showing in small towns in few weeks. "Act quick."
WESTERN MILLS CO.
BEN LOMOND, CALIF.

CATALOGS:
□ 8MM. Rental and Purchase Film Catalog, 10¢.
□ 16MM. Silent Rental & Purchase Film Cat., 20¢.
□ 16MM. Sound Rental & Purchase Film Cat., 25¢.
□ Free—Bargainnews of Equipment.
□ Free—35 Movie Equipment.
MOGULL'S 59 W. 48th St. New York 19, N. Y.

FOR SALE 16mm. SOUND AND SILENT PROJECTORS
Features and Short Subjects Available at Bargain Prices.
ZENITH 308 West 44th St. NEW YORK CITY

FILMS FOR ENTERTAINMENT ONLY
COMEDIES—MYSTERIES—WESTERNS—ACTION DRAMAS
CIRCUITS BEING BOOKED NOW FOR SUMMER—WRITE for details
TWYMAN FILMS, INC. 29 CENTRAL AVE. DAYTON 1, OHIO
Not all—but the best entertainment films in 16 mm.

Canadian Plants Find 16mm. Shows Great for Workers

MONTREAL, March 18.—A four-column story on the use of 16mm. films in Canadian war plants was featured in *The Montreal Daily Herald* here February 29. An estimated monthly audience of about a quarter of a million war workers attend regular programs of war information and morale building motion pictures thru the Industrial Film Circuits, operated by the Canadian National Film Board.

One of the three pictures accompanying the news story showed a projectionist with the 16mm. equipment, which is given credit for the success of the showings, as the programs are put on right in the war plants among benches and machines. The compact portable equipment has overcome the problems of where to hold showings, and thru the use of specially hooded screens, even the difficulty of too much light is solved.

Forty full-time operators with portable 16mm. projection equipment, special screens and 25-minute programs of films are visiting each month factories employing from 50 to 15,000 men and women.

The article stated that the strongest evidence of the significant job these war plant showings are doing lies in the fact that 75 per cent of them are held during the working day on company time.

Wants Trade News

The Roadshowman
The Billboard, Chicago
Dear Sir:

I am a regular reader of *The Billboard* and, of course, my favorite page is Roadshow Films. But it is very disappointing to notice the lack of interest shown in this practical section of *The Billboard*.

I have always read with enthusiasm the different developments that have been brought to light by the various good roadshowmen that you have had the good fortune of hearing from, and I would like to see that same interest come back. That is, to have a full page of news and comments in the roadshow field. I have been a close observer of these comments and news items. I would like to hear other opinions along these lines.

And now in conclusion may I say that you have done a good job.

Yours very truly,
C. W. BALDRIDGE,
Care Fleet Postmaster.

Report Shows Film List Given to Army Last Year

WASHINGTON, March 18.—The second annual report of the War Activities Committee of the Motion Picture Industry for 1943, titled *Movies at War*, contains the following summary of 16mm. films presented to the army up to the end of last year:

1. Type of pictures: Army selects from motion picture industry's gift of all current movies those features and short subjects deemed most entertaining to soldiers, sailors and marines in combat areas. Industry now delivers 56 prints of each subject selected.

2. Age of pictures selected by Army OMPS:

- (a) 1436 prints of 272 new features delivered 1942.
- (b) 6142 prints of 218 new features delivered 1943.
- (c) 1252 prints of specially requested "hits of former years" for showing aboard transports, delivered 1942-'43.
- (d) 677 prints made and delivered in London 1942-'43.

9507 total features (plus 13,027 prints of short subjects) delivered to 12-31-43.

3. Shipment overseas exclusively by armed services.

4. Circuiting and exhibition of films to uniformed personnel in combat areas are under jurisdiction of military officer commanding area in which each overseas army exchange is located.

CUTTING IT SHORT

By THE ROADSHOWMAN

MARCH 23-29 has been designated Motion Picture Industry Red Cross Week for publicity and collections by every theater and exhibitor in the country. Many roadshowmen are planning to work with local Red Cross chapters in the present War Fund Drive. Soldiers home on furlough may be persuaded to give a little speech during film showings on what the Red Cross is doing for the servicemen.

THE PHOTOGRAPHIC equipment industry rated headlines last week in newspaper stories of net profit after income taxes figured as a percentage of sales. A survey by the Securities and Exchange Commission of profits and operations for 1936-1942, inclusive, revealed that the industry topped the list of various trades with a 9.4 per cent average. Eastman-Kodak Company was highest in the photo group.

A TWO-REEL FILM bulletin, called *Movies at War*, which showed 16mm. prints being processed at the army exchange in New York and then shown at "rough-and-ready" theaters overseas, was a feature of the ceremonies at the Hollywood Academy award presentations recently. Army Signal Corps cameramen prepared the film. It is expected that the army will turn the pic over to OWI with



NEW AND RECENT RELEASES

(Running Times Are Approximate)

YOU CAN'T BLUFF A SOLDIER, released by National Film Board of Canada. This two-reel info pic shows the tough training officers and men receive in turning them out as first-class fighting soldiers.

CAMERAMEN AT WAR, released by British Information Services. A tribute to the men whose job it is to get the action onto film. It shows them in action, armed with their cameras, and some of the thrill-packed battle scenes they have shot. Runs 15 minutes.

UP PERISCOPE, released by British Information Services. The tense story of a submarine on patrol in the North Sea. After attacking an enemy ship the sub dives and awaits the counter-attack from destroyers. Running time, 21 minutes.

FOREIGN CORRESPONDENT, a Commonwealth Pictures Corporation release. A New York reporter in Europe digs up more than he bargains for, cracking open an international intrigue. Thirteen reels of excitement includes a Clipper plane shot down and sea disaster. Stars Joel McCrea with Herbert Marshall, George Sanders, Robert Benchley.

THE HOUSE ACROSS THE BAY, released by Commonwealth Pictures Corporation. George Raft in one of his most exciting roles, with Joan Bennett and Walter Pidgeon. Black-mall and gambling story running eight reels.

the request that the War Activities Committee give it distribution.

AT THE INITIAL meeting of the newly established branch of the War Standards Committee on Photography and Cinematography, held at GE's Nela Park, Cleveland, quarters, 35 experts from the film industry and the armed forces gathered for three days with General Electric engineers to devise a suitable 16mm. sound motion picture projector for military needs. It is expected that specifications drawn up will be adopted at a subsequent meeting.

COMMONWEALTH Announces
Another Sensational Group of
Major Company Productions
in 16mm. Sound

Six Outstanding WALTER WANGER Pictures that packed the first-run houses to the rafters!

- Alfred Hitchcock's
- ★ FOREIGN CORRESPONDENT—Joel McCrea, Laraine Day, George Sanders, Herbert Marshall. (13 reels.)
- ★ WINTER CARNIVAL—Ann Sheridan, Richard Carlson, Marsha Hunt. (10 reels.)
- ★ TRADE WINDS—Fredric March, Joan Bennett, Thomas Mitchell. (10 reels.)
- ★ ETERNALLY YOURS—Loretta Young, David Niven, Hugh Herbert. (11 reels.)
- ★ SLIGHTLY HONORABLE—Pat O'Brien, Edward Arnold, Ruth Terry. (9 reels.)
- ★ THE HOUSE ACROSS THE BAY—George Raft, Joan Bennett, Walter Pidgeon. (9 reels.)

Rent these films from your Rental Library or communicate with us

COMMONWEALTH PICTURES CORP.

729 SEVENTH AVE.

NEW YORK 19, N. Y.

RIDE with RENFREW of the Royal Mounted

A Series of Musical, Action Features

Red-coated fearless fighting men . . . trail-blazing a path through a wilderness of a thousand dangers . . . thrilling adventures.

With James Newill, Singing Star, as Renfrew

- RENFREW OF THE ROYAL MOUNTED
- ON THE GREAT WHITE TRAIL
- SKY BANDITS
- CRASHING THRU
- YUKON FLIGHT
- DANGER AHEAD
- MURDER ON THE YUKON
- FIGHTING MAD

Send for Free Complete Catalogue

POST PICTURES CORP.
723 Seventh Avenue
Dept. 12, New York 19, N. Y.

NEW 16MM. SOUND PROJECTORS FOR SALE

to Churches, Schools, Organizations and to Operators Serving Schools, Churches and Isolated Communities.

WRITE FOR DETAILS
Swank Motion Pictures
Att. Ray Swank

614 N. SKINKER
ST. LOUIS 5, MO.

"Midwest 16 mm. Roadshow Headquarters"

16 MM. RELIGIOUS SUBJECTS 35 MM.

Westerns, Actions, Selected Shorts. Wanted: 16MM. Sound Projectors.
OTTO MARBACH, 630 Ninth Ave., N. Y. City

BARGAINS
16 MM. Sound Films
16 MM. Sound Projectors
FOR SALE
Complete Features and Excellent Shorts at Greatly Reduced Prices.
Victor Animalograph Models #25 and #24
RENTALS
Complete Sound Program. Wide variety Film in excellent condition as low as \$8.50 per week. Also have Projectors available on low rental terms.
HARRIS HOME MOVIE LIBRARY
303 West 42nd St., N. Y. C. Circle 6-7690

Roadshowmen's Paradise
★ ★ Book These Colossal Super-Duper Four Star SPECIAL FEATURES and Clean Up ★ ★
Foreign Correspondent Slightly Honorable Affectionately Yours House Across the Bay Winter Carnival
Trade Winds Vampire Bat Tarzan's Revenge Pot o' Gold Blood of Jesus
And Hundreds of Other Box Office Attractions From Our Great Library. List Free. Prices You Can Afford To Pay.
SOUTHERN VISUAL 492 S. Second St. MEMPHIS, TENN.

EVERYTHING MUST GO
Big seven and eight-reel Talkie Features at only \$15.00 EACH—Money makers and box office hits. Late Sound Programs rented, \$15.00 per week or \$7.50 per night. New Star-Spangled Banner Trailers in sound. Special Hits—Custer's Last Stand, with synchronized sound, loads of paper, \$75.00. Silent 35MM. Educational Single Reels, \$2.50 each. DeVry Silent Projector, \$35.00; DeVry 16MM. Silent Model 40, only \$45.00. Get our big list of 16MM. Sound Features, with condition guaranteed, at \$65.00 each. Let us know what posters you need, we have largest poster supply in the country. Get our big free lists before you buy.
SIMPSON'S FILMS
WEST ALEXANDRIA, OHIO

THE LAST MILE
Greatest prison picture ever made now available. Unrestricted use in 16MM.
ASTOR PICTURES CORP.
130 W. 46th Street New York 19, N. Y.

SOS PORTABLE SOUND!
HIGHEST PRICES PAID FOR 16MM. Sound Projectors. Any Make. Wire Us Collect Today—Cash Waiting.
449 WEST 42ND STREET, NEW YORK

FREE! Catalog Listing More Than 75 16MM. SHORT SUBJECTS Write to
NEWS THRILLS • SPORT BEAMS • LITTLE KING CARTOONS • BROWNIE BEAR CARTOONS • DIK & LARRY CARTOONS • FLIP THE FROG CARTOONS • SPECIALTIES • MUSICALS • PATRIOTIC.
OFFICIAL FILMS
625 MADISON AVE. NEW YORK 22, N. Y.

WPB SURVEY UNDER WAY

OCR Asks Industry Report; ACA Agrees To Conduct Canvass of Operators Figures Sought on Materiel Needs

ROCHESTER, N. Y., March 18.—A nationwide survey of the carnival industry has been undertaken by General Counsel-Secretary-Treasurer Max Cohen, American Carnivals Association, Inc., at the request of the War Production Board in Washington, he announced from the ACA offices here. The request came as a result of recent visits by Cohen to Washington and correspondence in which figured Harry A. Ackley, special consultant to the Recreation Section, Office of Civilian Requirements in the WPB, the section being headed by Chief George W. McMurphey, who spoke at the outdoor conventions in Chicago last December. The ACA has been asked to furnish reasonably accurate reports on the requirements of the carnival industry for the remainder of the year and for 1945 for repairs and maintenance and operation. When Ackley, a member of Ackley, Bradley & Day, Pittsburgh, took the OCR post last month it was announced that he, as an engineer and former carnival and park operator, would assist in "working out problems that have caused some headaches to operators and would specialize in problems concerning carnivals, circuses, parks, pools, beaches and rinks." (The Billboard, February 12, 1944.)

Industry Survey Is "Outstanding," Declares Cohen

By MAX COHEN
General Counsel-Secretary-Treasurer, American Carnivals Association, Inc.

Reports Are Confidential
Cohen said that the survey would be conducted under provisions of the ACA public relations fund, that all information given by operators would be held confidential and that only combined totals asked for by the OCR would be made public. In this connection it is stated that federal and New York State statutes both forbid the public announcement of confidential information by attorneys, and the fact that Secretary Cohen is a member of the legal fraternity may have been one reason for his selection by the OCR to conduct the survey, as operators, naturally, would want assurance that their reports would be properly handled. A copy of a questionnaire prepared for the ACA canvass is published in connection with this article.

May Need Estimates
Data desired by the OCR is set forth in the following letter from Ackley to Cohen under date of March 4, 1944:
"Pursuant to our conversation in Washington, we are writing you to request that you undertake to secure from the operators in the carnival field a reasonably accurate report on what the requirements will be for the balance of this year for repairs and maintenance and operation, covering the items enumerated in the attached list and any other items (See ACA Conducts Survey on page 80)

Dodson Group Takes Pledge in War Work

BEAUMONT, Tex., March 18.—The organization meeting of Dodson's Protective and National Emergency Associations March 14 in quarters on grounds of South Texas State Fair here was addressed by M. G. Dodson, president and general manager of Dodson's World's Fair Shows. Many of the show personnel attended.
Group is committed to furthering the war effort in every way during the '44 tour. Committees named include George Golden, Larry Mullins, Elmer Day, concession department; William Starr, chairman; Jess Richards, Steve Norwood, Joseph Thurman, Charles Goss, rides; Cecil Hudson, Ray Cramer, Harry Suss, Mr. O'Neill, shows; Connie Hudson, Jessie Clark, Mae McCaulley, Helen Pugal, Nan Eggars, Hazel Piercy, Ella Dodson, auxiliary unit; Henry Gamble, Carl Safford, L. M. Nelson, Ed Reiter, Tom Holden, operations; M. G. Dodson, Carl Hansen, Curtis L. Bockus, Ed Bruer, Harold Kilpatrick, staff.

ROCHESTER, N. Y., March 18.—The American Carnivals Association, Inc., has been requested by the Recreation Section of the Office of Civilian Requirements in the War Production Board to conduct a nationwide survey of the carnival industry to determine its needs. We are happy to accept that request. We regard the successful conduct of such a survey as one of the most outstanding events of all time which has taken place in the carnival industry. Naturally, we are pleased with the recognition accorded the association by the federal government in its request for such a survey, but more important than this recognition is the valuable service which the association can render the industry in its development of such a report.
We cannot overstate the importance at this time of knowing what the specific needs of the industry are. The association is desirous of assisting in having (See Cohen Lauds Survey on page 80)

Exodus to Road Leaves Partial Void in Social Doings in L. A.

LOS ANGELES, March 18.—Exodus of showfolk to the road is depleting ranks at favorite haunts reported Walton De Pellaton. With openings of carnivals and circuses at hand, attendance at the Pacific Coast Showmen's Club, Regular Associated Troupers and other social rendezvous has been falling off. Heavy toll was taken in personnel when Crafts 20 Big Shows left for the Imperial Valley tour, including Maybelle and Orville N. Crafts, Roy E. and Mary Ludington, Harold Mook, John L. (Spot) Ragland, Lou and Ruth Korte, Violet and Herb Sucher, Clarence and Patsy Pounds, Charlotte Warren and Louis Levaggi.
Heading north to join the Krekos West Coast Victory Shows, which opened in Emeryville, were Mike Krekos, Leo Leos, Hunter and Margaret Farmer, Charles and Edith Walpert, Jack and Hazel Christensen, Lloyd and Doris Carlson, Mr. and Mrs. Harry Meyers, Mr. and Mrs. Bill Jessup and Mr. and Mrs. Jerry Fox. Returning to Mission Beach to the Mission Beach Amusement Company, under direction of Moxie Miller and Morris Bennett, were Lucille King, Babe and Moxie Miller, Harold and Florence Webber, Frank and Fern Redmond, Mike and Babe Herman, Joe and Peggy Steinberg, Mr. and Mrs. Bill Williams, Adrian Whalen and Mr. and Mrs. Joe Mettler.
To San Diego to join Clark's Greater Shows for the opening: Archie and Rose



PVT. EDDIE N. COE has finished 17 weeks' basic training at Camp Wolters, Texas, and is expecting a furlough during which he will visit Cincinnati relatives and friends on the Johnny J. Jones Exposition in Augusta, Ga. Before entering the service he was secretary of the Lipsky & Paddock Concessions for seven years.

Craig Has 2-Week Bow in Brownwood

BROWNWOOD, Tex., March 18.—Harry Craig Shows '44 opening here beginning March 1 and including a second week was "better than could have been expected," the management reported. Owner Craig, altho long in the amusement field, purchased his own show only last season. Show had a five-week run here last fall and wintered here. Date was under auspices of Veterans of Foreign Wars Post.
Staff comprises Harry W. Craig, owner-manager; B. Cooper McDonald, secretary-treasurer; E. P. James, business manager; Harry N. Badger, general representative; A. D. Locke, special agent; Helene Tignor, press and radio, replacing Virginia Eberhart; A. L. McLaughlin, master mechanic and trainmaster; Jack (See Craig in Brownwood on page 81)

League Red Cross Drive Rolling Along

CHICAGO, March 18.—The Red Cross War Fund drive of the Showmen's League of America is rolling along with gratifying returns and excellent prospects that the \$30,000 quota will be attained and perhaps exceeded. So far the surface has only been scratched. Mail solicitation has only been started, so it is too early to expect returns. But local subscriptions at the League clubrooms have been satisfactory and the total as of March 15 stands at \$4,722.50 cash received and \$2,500 in pledges.

Contributions (cash) reported since last week include:

Employees of Polack Bros.	
Circus	\$216.00
Irving J. Polack	100.00
Louis Stern	100.00
F. E. Gooding	100.00
Casey Concession Co.	100.00
Atwell Luncheon Club	26.00
John O'Connell	50.00
Julius Wagner	50.00
John Smart and Jules Wolpa.	50.00
Henry P. Thode	50.00
Maurice Hanauer	50.00
Employees of M. J. Doolan	27.00
John Chapman	25.00
Fred H. Kressmann	25.00
Maurice Ohren	25.00
Leo Barrington	25.00
Max B. Brantman	25.00
Ed Kornrumpf	12.50
Harry P. Martin	10.00
Al Kaufman	10.00
Sollie Wasserman	10.00
J. Kaplan	10.00
Max Hirsch	10.00
Jos. Strelblich	10.00
Louis J. Berger	10.00
William S. Townsend	5.00
William A. Hellich	5.00
Harry Ferris	4.00
Al Latto	5.00
Ed Wall	5.00
Tom Sharkey	5.00
W. W. Davies	5.00
William B. Naylor	5.00
Miscellaneous from League members	8.00

Total since last week.....\$1,148.50

Bowen's Beats Rain In Three-Week Stay

MONTEREY PARK, Calif., March 18.—Bowen's Joyland Shows ended a three-week engagement at Five Points in El Monte, Calif., March 12, having been held over because of continuous rainstorms. Four days of sunshine brought out crowds and placed the show on the right side of the ledger, reported Walton De Pellaton. The lot at Five Points being hard and dry, rain ran off in a few hours, but the one at Rosemead remained a reservoir, preventing the show from going there as scheduled.
Owner Hugh and Nellie Bowen spent two days on the show and returned to (See Bowen's Beats Rain on page 81)

Trio Gets Under Way on Lots in Detroit

DETROIT, March 18.—Three shows have opened on lots here within the past two weeks. Joyland Shows, at Michigan Avenue and Joe Street, where they have opened for the last six years, report business about equal to the '43 opening. Location is in the center of a large Polish-American neighborhood.
Two other shows opened last week, also on Michigan Avenue: John Quinn's World of Pleasure Shows at Central Avenue and W. G. Wade Shows on a new lot at Wabash Avenue. Shows are about three miles apart.
A change in operation was announced on the Joyland Shows, with Roscoe T. Wade, owner for a quarter of a century and brother of W. G. Wade, deciding to stay off the road and to operate West Warren Park this year. C. J. (Joe) Bennett, general agent of Joyland for the past 15 years, took over as general manager.

Oregon Notes

By VIRGINIA KLINE

SALEM, Ore., March 18.—Viola and Noble Fairly have at last secured an apartment in Muskogee, Okla., where they are wintering with the World of Today Shows of Reynolds & Wells. Viola always has to get in and cook in winter

to keep her skill undiminished. Her sauerkraut and dumplings are one rare accomplishment—once tasted, never forgotten. Phil Little is having a serious bout with pneumonia in Muskogee, but as Mrs. Little is with him, he will have the best of care. Lettie White had a return engagement with the flu in Kansas City, Mo., but under skillful care of Hattie Hawk she is getting along fine.

The Lone Star Show Women's Club of Dallas very active this year, with Mrs. F. Percy Morency as president and Pearl Vaught as secretary and treasurer, besides having contributed \$100 to the March of Dimes is buying new furniture for the clubrooms.

Gladys Patrick has a good plan for making money for the Regular Associated Troupers of Los Angeles. She has sent out small linen napkins to all the members and they are to get names written on them at \$1 apiece. They are to embroder the names as written and send napkins and money back to the club, where they will be made into a cover and auctioned to the highest bidder.

My sister, Viola Shaffer, is in St. Vincent's Hospital, Portland, Ore., recovering from a major operation, and the first magazine that she called for when she was able to read was *The Billboard*, as she enjoys keeping up with her friends thru its pages.

Leo Spitzbart, handsome bachelor secretary of Oregon State Fair here, bought the first quart of Waterfill & Fraiser whisky that went on sale at the government liquor store in Salem. Oregon bought that distillery but sold out other brands of whisky before putting it on the market. Newest stunt on horseback in Salem is "surfboard riding" back of a horse. It is a daring sport but plenty dirty, as the tanbark of the rings is not as clean and refreshing as the water back of a boat.

Lee Eyerly is spending week-ends in Olympia, Wash., these days vacationing on his 65-foot cabin cruiser. It draws a little too much water for the Willamette River here, but will be brought closer to the Coast this summer.



Want to Pull the Crowds?



TELL 'EM WITH POSTERS

- CARNIVAL
- CIRCUS
- FAIR
- MINSTREL

PICTORIAL PAPER AND CARDS

We specialize in the printing of dates
WRITE FOR SAMPLES AND PRICES

THE UNITED STATES PRINTING AND LITHOGRAPH COMPANY
NORWOOD STATION CINCINNATI 12, OHIO

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 Driver—Bernie Mendelson.
O. Henry Tent & Awning Co.
4862 North Clark St. CHICAGO 40, ILL.

Fair List

A list of fairs and expositions will be found in the List Section of this issue.

HENNIES BROS.' SHOWS

DUE TO PEOPLE NOT KEEPING THEIR WORDS AND FULFILLING THEIR CONTRACTS, WE WANT

A-1 ELECTRICIAN AND DIESEL ENGINEER COMBINED. Top salary and stateroom furnished to responsible party who can give reference.

ALSO CORN GAME OPERATOR TO TAKE CORN GAME. Attractive proposition to man who can handle large Corn Game and is capable of producing and can stand prosperity.

WANT TO BUY—ELECTRIC FROZEN CUSTARD MACHINE FOR CASH. WE DO NOT NEED ANY RIDE FOREMEN.

Address HARRY W. HENNIES, Mgr., P. O. Box 1045, Birmingham, Ala.

WANTED

J. R. EDWARDS SHOWS

Opens May 1st - Wooster, Ohio

Arcade, Shows with your own outfit, Concessions, Waffles and Apples, Scales, A few choice Grind Stores open. Top salary to capable operators Ferris Wheel, Merry-Go-Round, Chairplane. Also, first class Electrician. Playing Ohio's best territory. Harrold Newton, write. Address all mail and wires to J. R. EDWARDS

233 N. Buckeye St.

Wooster, Ohio

KEYSTONE EXPOSITION SHOWS

TWO SATURDAYS, OPENING MARCH 25, ST. GEORGE, S. C., DOWNTOWN

Want legitimate Merchandise Concessions of all kinds, Ball Games, Fish Pond, Duck Pond, Cigarette Gallery, Scales, Guess Age, Hoop-La, String Game, Penny Pitches. Good opening for Bingo and Cook House. Want Shows with own equipment, especially Ten-in-One and Girl Show. No time to write, wire or come on.

KEYSTONE EXPOSITION SHOWS, St. George, South Carolina, March 25 thru April 1.

ROYAL UNITED SHOWS

OPENING IN MINNEAPOLIS MAY 6TH

WITH EXCELLENT STRING OF CELEBRATIONS AND FAIRS TO FOLLOW

WANTED: Experienced Office Secretary. Good proposition to offer. Front Man for Girl Show. "Billy Craig" wants Agents for Grind and other Stores. Ride Foremen—Ride Help for Merry-Go-Round, Octopus and Twin Ferris Wheels.

ADDRESS: JOHN DORLAND OR HARRY GELLMAN

129 N. 4th St.,

Minneapolis 1, Minnesota

ROLL TICKETS DAY & NIGHT SERVICE

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship
★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2			
10,000..\$7.15	50,000..\$13.75	90,000..\$20.35	250,000..\$46.75
20,000.. 8.80	60,000.. 15.40	100,000.. 22.00	300,000.. 55.00
30,000..10.45	70,000.. 17.05	150,000.. 30.25	500,000.. 88.00
40,000..12.10	80,000.. 18.70	200,000.. 38.50	1,000,000..170.50

Above prices for any wording desired, For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
2000 PER ROLL
1 ROLL.....75c
5 ROLL.....@.....60c
10 ROLL.....@.....50c

WELDON, WILLIAMS & LICK
FORT SMITH, ARK.
TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 500,000 HAS BEEN REACHED.

WANTED FOR JOE GANGLER'S JUNGLE CIRCUS

IN LUNA PARK, CONEY ISLAND, N. Y.

Side Shows, Pit Attractions, Feature Acts, Novelty Concessions of all kinds, Candy Pitch, Custard Stands, Cigaret Shooting Gallery and good Talkers, male or female.

Also good Freak Shows with own outfit.

FIRST TIME ANY ATTRACTION OF THIS STUPENDOUS MAGNITUDE HAS BEEN SHOWN IN LUNA.

Also in the market for small Animals. Communicate immediately.

Season starts April 18th.

1400 EAST 88TH STREET

Phone: GL-overdale 7-0793

BROOKLYN, N. Y.

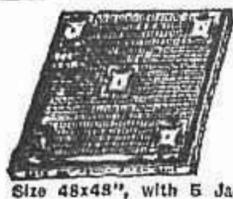
Want Girl who can talk and lecture on Snakes for Snake Pit.

Want—Ozark Shows—Want

OPEN MARCH 31

Now booking Concessions, Shows with own outfits and transportation. Can use Mix-Up Foreman and Second Man, also Concession Agents. Opening for several Concessions. Playing good territory, long season. Address:

OZARK SHOWS, 201 N. 6th Street, Ft. Smith, Ark.



PENNY PITCH GAMES

Size 46x46".
Price \$30.00.
Size 48x48".
With 1 Jack
Pot, \$40.00.
Pots, \$45.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price\$13.50

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. \$5.00
Analysis, 3-p., with Blue Cover. Each03
Analysis, 8-p., with White Cover. Ea.15
Forecast and Analysis, 10-p., Fancy Covers. Ea. .05
Samples of the 4 Readings. Four for 25¢.
No. 1, 35 Pages, Assorted Color Covers85
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 79 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 \$8.00
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.

SIMMONS & CO.

19 West Jackson Blvd. CHICAGO
Send for Wholesale Prices.

WANTED

Help for Fly-O-Plane and other Rides.
Come on, don't write or wire. Will place
you! This Show booked until Xmas and a
very good chance to work all of the winter.
Train leaves Beaumont March 28th.

CHAS. T. GOSS

Dodson's World's Fair Shows, Beaumont Tex.,
Until March 28; Alexandria, La., March 29th
to April 8th.



NO SHORTAGE

On Our Easy Money-Making

BUDDHA PAPERS

Blank sheets of paper magically
turn into written Fortune Telling
or Character Readings.

Send Stamp for Catalog.
S. BOWER, Bellemead, N. J.

LAPEER HI STRIKERS

27 ft. high, single, \$97, and DOUBLE may be
had—Write FIRST. 27 ft. DOUBLE, \$165.
Shipments made in order as we receive them—
usually in 8 or 10 days' time; a deposit books your
order for QUICKER shipment. ALL OUTFITS
painted bright RED, GREEN with Aluminum and
Black trim; 2 and 4 mauls, gongs, guy lines, etc.,
complete. Full details free. Address: LAPEER HI
STRIKER WKS., 649 Turrill Ave., Lapeer, Mich.

BALL THROWING GAMES

Bottles, Cats, Dolls, Kids, Tenpins. Complete
portable Racks and Tables. Yukon Kids, 12" high,
95¢; Eskimo Kids, 14" high, \$1.25; Alaskan Kids,
16" high, \$1.55 each. All made of heavy Sall Duck,
stuffed with wood wool, have 2 1/2 x 3 1/2" inserted
wood bottoms, are trimmed in lamb's wool and
painted flashy contrasting colors, two sides.
LA MANCE, 782 Marlon, S. E., Atlanta, Ga.

WILL PAY

\$285.00 per 10,000 case of .22 Short Shells,
or \$27.50 per thousand. Will buy any
amount. Ship express C. O. D. Payment
guaranteed.

J. ZOTTER

423 12th Street OAKLAND 7, CALIF.

FOR SALE

4 80 K.W., 5 85 K.W., 5 40 K.W. Gasoline
Engine Generator Sets, 110 volts; 4 36-Inch
Hall-Connelly and 4 24-Inch Arc Lights, one
Sperry Giro Search Light, lot of Carbons.

ILLUMINATION, INC.

38-10 Queens Blvd. Sunnyside, L. I., N. Y.
Tel. Ha. 9-5512

GREAT SUTTON SHOWS

NOW BOOKING

SHOWS, RIDES AND CONCESSIONS.
WHAT HAVE YOU?

P. O. BOX 304 OSCEOLA, ARK.

Midway Confab

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

MARCH-ISH trouping?

MARY JANE LANE signed with Blackie Blankenship to work in his Girl Show on the Scott Exposition Shows.

MAE JAE ARNOLD, of the Girl Show with Peppers All-State Shows, reported good biz at the Selma, Ala., opening.

H. C. TUBBS pens that Dude Brewer's trucks left Jackson, Tenn., for Gold Medal Shows' quarters March 15.

RINEY PHILLIPS reports from Indianapolis that he will be ride superintendent on the Jimmie Chanos Shows.

DICK HARRIS reported that he had closed a contract for the Kaus Exposition Shows to play Person County Fair, Roxboro, N. C.

WINTER rummage sales are over.

K. W. McNAIR, for the past five seasons with the James E. Strates Shows, reports he will be off the road for the duration.



HARVEY S. WILSON, who has finished boot training at Great Lakes, Ill., spent a seven-day furlough with his parents, Harvey and Marguerite Wilson, in Owensboro, Ky., and with friends at Johnny J. Jones Exposition quarters in Augusta, Ga., before going to Boston for further training. Before enlisting in the navy he operated the Glass House for his father with the L. J. Heth Shows, Melville-Reiss Shows and Bernardi Greater Shows. His address is U.S. S., LCIL, 661st Fleet P. O., New York, N. Y.

C. D. SCOTT carded from Tampa, where he said outdoor showbiz was doing okay, that he had bought the B. H. Britt Octopus for the Scott Exposition Shows.

AFTER being released from Veterans' Hospital, Dayton, O., March 8, Edward C. Andrews, Cincinnati, signed his fire-cating act with Carroll Miller's Side Show of the King Reid Shows.

PAUL D. HOSIER, who has operated a photo studio in Chattanooga two years, will be with the Hamilton Amusement Company, operating a photo gallery and as electrician.

IN case an employee has forgotten what normal times are like—start paying him with brass.

CITY COUNCIL, Macon, Ga., is considering a petition by American Legion Post No. 74 to use Central City Park for an engagement of the All-American Exposition.

CONRAD CYR, concession owner, formerly with the Johnny J. Jones Exposition and other shows, is resting at his home in Macon, Ga., pending induction into the army in April.

J. L. JOHNS, owner of the Gay Way Shows, left his home in Macon, Ga., to join the show at its opening spot, Crestview, Fla. Bill Brown will again manage the show.

EVERETT WARE, who spent a week-end with Mr. and Mrs. Russell Luchlter of Monon, Ind., reported they have a jewelry store and will not be on the road this season.

JIMMY BROWN infos that his Empire State Shows have purchased equipment of the Sunburst Exposition Shows, have engaged Bill Goodrich as electrician and booked the cookhouse of Al Long, which is being built in Florida.

AFTER being employed for the past year as a railroad telegrapher, Jimmy Edwards will join Henry Meyerhoff, manager of the Crescent Canadian Shows, in Vancouver, B. C., where the show is scheduled to open April 3.

BALLY GAL'S description of an old-time talker, who returned to the fold: "A wolf with clicking false teeth."

DANE ALTMAN, agent for The Billboard on Coleman Bros.' Shows, entered a Hartford, Conn., hospital for an eye operation, reported Larry Evans, of the show. This year Altman will observe his silver jubilee with the show.

PAUL M. FARRIS, concessionaire with the Snapp Greater Shows, reported that his wife, who underwent an operation March 9 in St. Francis Hospital, Cape Girardeau, Mo., expected to be released in a few days.



CAPT. E. J. KELLEY, Long Beach, Calif., member of the Pacific Coast Showmen's Association, who has been the skipper of liberty ships for two years, is now standing by awaiting a call to the American Transport Service. He won his master's license at an early age. He was a naval officer in World War I and was wounded. He recently returned from India and the South Pacific.

MRS. J. P. CIABURRI, the former German Burgevin, infos that she has left the road in favor of managing an apartment house purchased by the Ciaburris in Miami. Her husband, Johnny P., will continue to troupe.

CAPT. AND MRS. JACK LATKOWSKI, former high divers, are operating a photo gallery in Ocala, Fla., and he expects to troupe in the near future. Mrs. Latkowski received an honorary discharge from the WACS August 1 after serving eight months at Fort Des Moines.

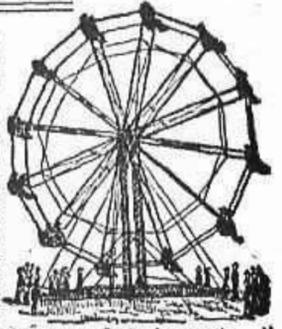
NOT long ago we could count all the showmen's clubs on one hand. We are either getting friendlier or loner.

MRS. HERMAN WEINER penned that her husband was on a 30-day furlough after 17 months overseas with a Seabee construction battalion. He formerly had concessions with the W. G. Wade Shows. She will be with her husband in California as long as he remains in the States.

THOMAS BOSWELL, Boswell Amusement Company, typed from Philly, where he and his family have been wintering and where the children have been attending Lady of Victory School, that they will depart for Buckroe Beach, Va., quar-

REPAIR SERVICE WITH A SMILE

This is more than just an expression at the BIG ELI Factory. Since repair parts for rides became critical in 1942 we have been serving BIG ELI Customers in every way that is humanly possible. This will be continued until Victory comes and Civilian manufacturing again becomes normal. Furnishing required repair parts is not easy. Let us know your requirements; we will DO OUR BEST for you.



ELI BRIDGE COMPANY

800 Case Avenue Jacksonville, Illinois

SELL MORE POPCORN

HYCOL Golden Yellow

(Formerly Called "Nucol")



Added to seasoning, so that when popcorn is kettle-popped it comes out a delicious and appetizing golden yellow. INCREASES SALES. Cost very small, for it goes so far. Send name of dealer and ONE-OUNCE TRIAL BOTTLE will be mailed on receipt of 10¢ cash or stamps to cover handling expense.

THE DYKEM COMPANY

2301 N. 11th St. ST. LOUIS, MO.

SHOW PRINTING

CIRCUS CARNIVAL

DATE - POSTERS - CARDS - HERALDS - BANNERS
Type, Engraved, Litho. Stock Designs for All Occasions.

WRITE FOR DATE BOOK AND PRICE LIST

CENTRAL

SHOW PRINTING COMPANY - MASON CITY, IOWA

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.

CARROUSEL ORGANS

Music Rolls for Artizan (North Tonawanda) Instruments, Cardboard Music for All Makes. Tuning and Repairing. Bargains in Newly Transformed Organs.

B. A. B. ORGAN CO. 112 32nd St., BROOKLYN, N. Y.



HOROSCOPES

FUTURE PHOTOS

WAND BUDDHA PAPERS

FORTUNE TELLING CARDS

Send 10¢ for Samples.

JOSEPH LEDOUX & SON

160 Wilson Avenue, Brooklyn, N. Y.

HENRIETTA AND MAURICE GRAYBILL

Please Get in Touch With Me.

ENOLA

928 Broadway, Telephone - 61073 Lorain, O.

Opening in St. Louis Area Early in April. 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 Hollis, Leo Miltons, Frank Raddell, Ed Blain, Fingers Scott, Jay Mangel, Corney L. Wade, J. C. Admire. Write HAROLD BARLOW, 529 N. 52 St., East St. Louis, Ill.

SUNSET AMUSEMENT CO.

WANT COOKHOUSE

We have the equipment and points if you have the truck and the help.

P. O. BOX 468, Danville, Ill.

HELP WANTED

Ride-Show

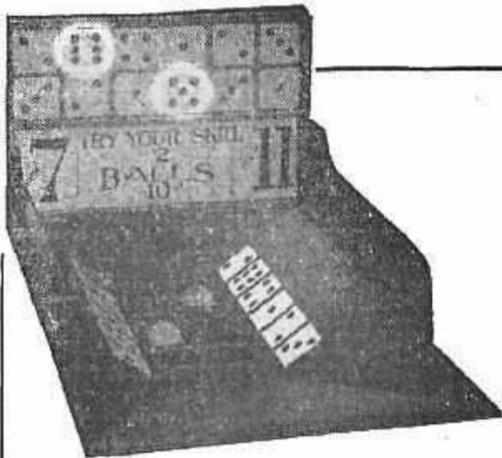
Wheel Foreman, \$15 per week with bonus (O. C. McClain, write). Other Ride Help, Man and wife for new Cookhouse. Canvasman. Wild Bill Hall, write. BOOZERS and trouble makers, save your stamps. M. A. BEAM, BEAM'S ATTRACTIONS, Windber, Pa.

EVANS' POPULAR MONEY-MAKERS

WILL ASSURE YOU OF YOUR BIGGEST SEASON YET!

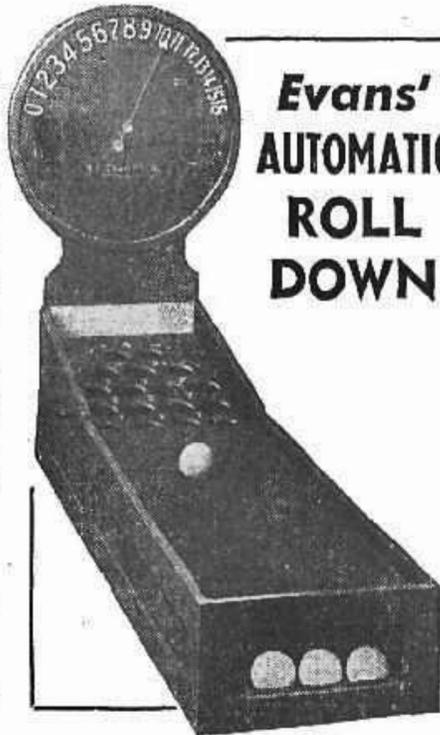
GRIND STORES!

Big Winners All the Time and Everywhere!

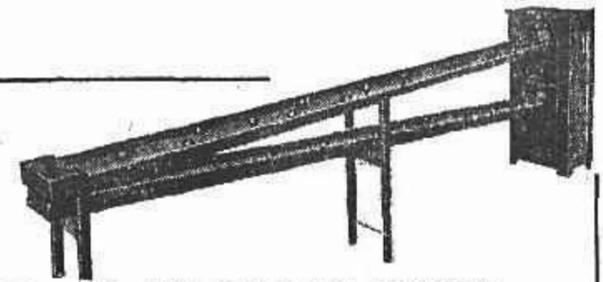


Evans' 7-11 BASEBALL

Plenty of flash here for plenty of cash anywhere! Adapted from the ever popular Baseball Tivoli. Well built, handsomely finished, convenient size. Automatic flashing scoreboard and ringing bell act as bally. Write at once for information.



Evans' AUTOMATIC ROLL DOWN



Evans' AUTOMATIC DEVIL'S BOWLING ALLEY

A real pay-off for you! Regulation portable 16-ft. outfit complete. AC or DC operation! Perfect construction throughout. Still a few left . . . write now for complete details!

New! Different! One of the best money-makers! Automatic totalizer action is a real business-getter and an important feature for the operator! Unequaled for any location. Simple, fool-proof mechanism, strong construction, nothing to go out of order. Get the information on this one right away!

THESE EVANS' WINNERS ALWAYS GATHER THE "LONG GREEN"!

BINGO EQUIPMENT

Complete outfits, globes, balls, cards, ball boards.

FLAT PENNY PITCH

Plain or with jackpot.

SPOT THE SPOT

You know it gets the play!

AUTO BUMP GAME

A fast, dependable little Grind-Store!

CANDY RACE TRACKS

Celebrated for wonderful flash and superior cash returns!

HIGH STRIKERS

Consistent year-in, year-out money-makers.

THREE MARBLE TIVOLI

Neatest two-way Grind Store on the market!

THREE HORSE RACERS

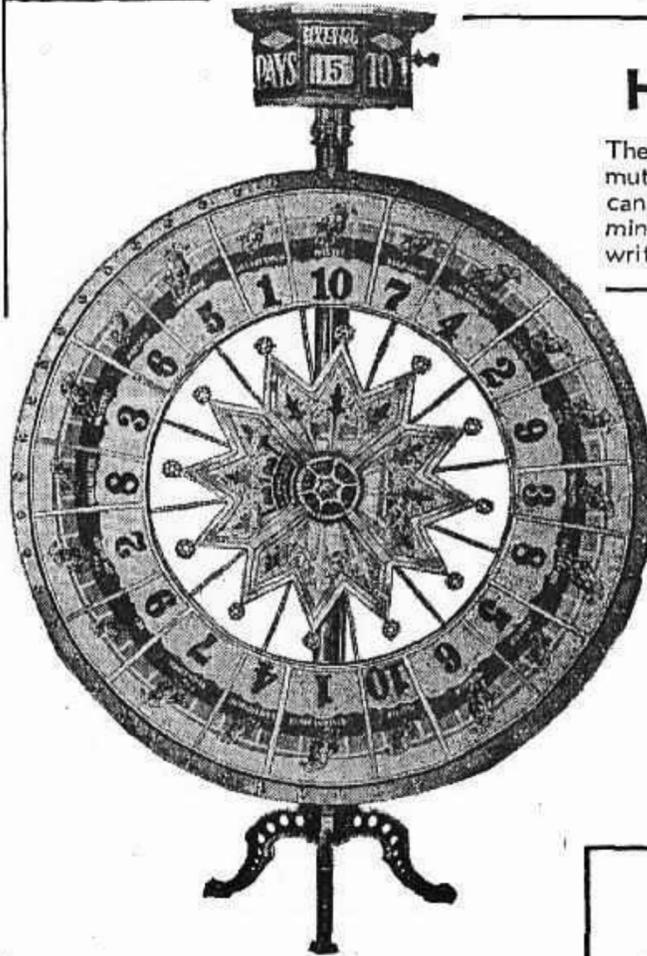
One of the best! Get yours now!

POP IT IN BUCKET

Never equalled as a money-maker!

BIG TOM

Short range ball throwing game. Write for information.



Evans'

HORSE RACE WHEEL

The all-time racing wheel sensation! Features mutuel racing, changing odds! All the flash you can want! Big profits every season with this gold mine! Hurry! Hurry! Make sure of yours now—write for the details without delay!

WHEELS

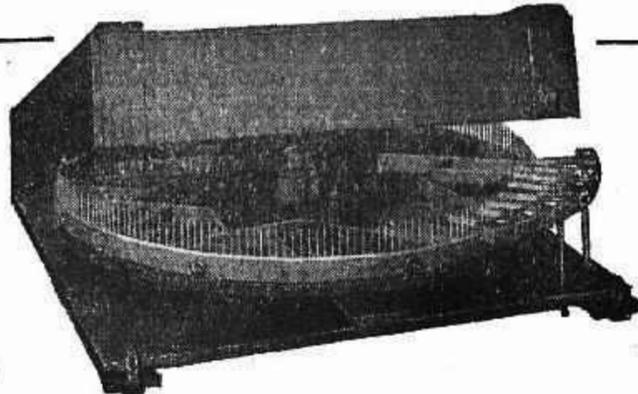
All Types

LAYDOWN RAFFLE
BALTIMORE JUMBO DICE
DICE WHEELS

Best by any test for dependability, quality, ability to get the play! Flash galore, ideal for any place and purpose!

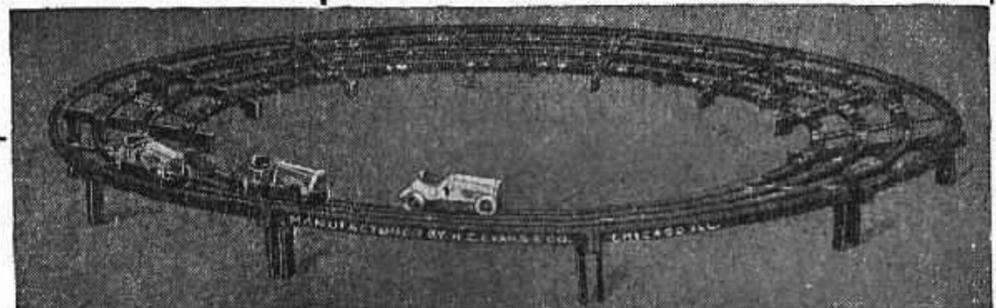
SUPPLY IS LIMITED—
GET YOURS NOW!

Evans' FAMOUS MONKEY SPEEDWAY



Evans' COUNTRY STORE WHEEL

Pitch this one anywhere and ride the gravy train! A real money-maker that gives you a good percentage! Evans' quality construction for top dependability. Get all the dope now before it's too late!



The unbeatable carnival attraction! Equal to a FREE ACT! Adaptable to several propositions . . . puts real money in your pocket. Will last a life time, pays for itself quick! Don't pass this up! Write at once for details.

FREE CATALOG!

Just off the press! Evans' DURATION EMERGENCY CATALOG of Money-Making Ideas tells you what you want to know about the best attractions ever built for the Midway! Be sure to write for your FREE copy today!

ORDER QUICK, WHILE REMAINING STOCKS ARE AVAILABLE!

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

Leading Manufacturers of
Amusement Devices Since 1892

"KNOCK THEIR BLOCKS OFF"

TAKE A SOCK AT THE AXIS—SEE THEIR PANTS FALL

A NEW FAST MONEY-MAKING BALL
GAME FOR CARNIVALS, FAIRS, PARKS,
CELEBRATIONS, ETC.

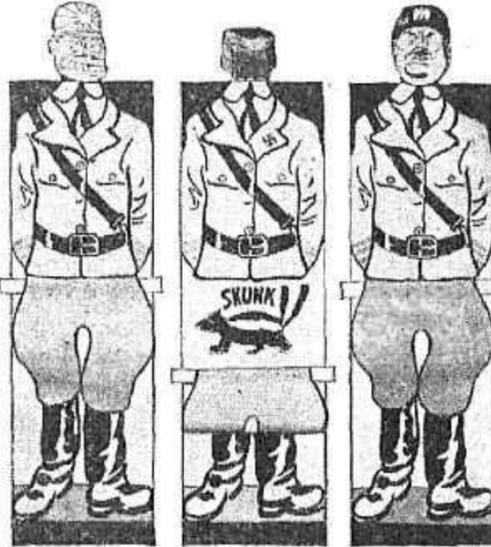
- ★ Throwing Distance 14 Feet
- ★ Figures 56" High
- ★ Coats Are Padded
- ★ Portable
- ★ Painted in Flashy Colors

PLACE YOUR ORDER NOW FOR QUICK DELIVERY

Each Game (One Figure)
\$49.50

Your Choice of 3 Figures
\$124.50

Send for illustrated circular and
more details.



OUR LATEST HIT!

Now Taking Orders
on Our New

"VICTORY GAME!"

Laughs galore and plenty of profit.
Our production is limited.

Write for illustrated circular today. Get in the big money tomorrow.
Be first with our new laugh-profit sensation.

FRENCH GAME & NOVELTY MFG. COMPANY
1437 No. 16th Street (Since 1920) MILWAUKEE, Zone 5, WIS.

ters of the show to prepare for opening. As in the past, show will play Virginia only, averaging 20-mile jumps.

FRANKIE HAMILTON, concessionaire in Eastwood Park, Detroit, returned from a vacation in Miami, leaving Mrs. Hamilton for a longer stay. His son, home on furlough after two years in Alaska and to take officers' training, returned with him.

REASON some agents go fishing in winter is that they want to get away from quarters where they have to face the guy who is paying 'em for doing nothing.

FLOYD SHEAKS types from quarters, St. Marys, O., that he signed with R. H. Miner, Garden State Shows, booking his concessions for the second consecutive year and will join April 15. Rudy Caccia has been signed as assistant manager, and George Van Camp will be in charge of transportation. Work in quarters started March 1.

NOTES from Oakland, Calif., by Rae Terrill: "Have signed with Frankie Shafer as annex attraction with the American United Shows. Ted Buck will have charge of annex to open in Tacoma, Wash., April 15. At opening of the West Coast Shows at Emeryville, Calif., renewed acquaintances. A. J. Budd has a good line-up, with Mary-Morris in annex.

TEX FETTA, who was assistant to Capt. Billy Sells, season of 1943, advised from Winchester, Ind., where he has been working in a plant, that he was putting lights inside the new cage of Sells. Fetta has been electrician on the S. T. Nash show, Bud Hawkins show and Harry Shannon Comedians and had the hot stuff with the Thomas Amusement Company two seasons.

BRUNO ZACCHINI, owner-general manager of Zacchini Shows, reported from Sarasota, Fla.; General Agent G. C. Mitchell returned from an extensive booking trip. While in Bradenton, Fla., Mitchell met Billie and Earl Miller, formerly of J. P. Bolt's Dixie Model Shows, who are booked with the Mighty Monarch Shows. Shows are readying for the opening in Batesburg, S. C., March 25 and equipment left in Hinesville, Ga., last fall is being rehabilitated by Ed Hildebrand and John Knight. Staff includes Bruno Zacchini, owner-general manager; Mrs. Zacchini, treasurer; G. C. Mitchell, general agent; Charles H. Sutton, public relations and business manager; Jimmy Cunningham, lot man, and he also has two Girl Shows; Robert Stanley, special agent, and Adolph Delbosque, *The Billboard* agent, mailman and in charge of fronts. Several fairs have been booked. Route will be thru North and South Carolina, Virginia, Maryland, Pennsylvania, New Jersey, Georgia and Florida into a winter tour. New winter quarters will be laid out with ample space for equipment. Miss Starina, aerial ballet free act, will open with the Zacchini Shows. Mrs. Sutton will have palmistry. George Keefer reported from Tampa that his string of 15 concessions was in readiness. With Keefer are Bill and Elaine Milliken, of Tampa, where he has been employed in a shipyard.

AN optimist is a midwayite, accompanied by a wife, six kids and a dog, walking the streets of an over-populated war production town looking for a six-buck-per-week light housekeeping rooms.

CORP. AL SWEENEY, Hq. Battery, Hq., AAATC, Fort Bliss, Tex., of National Speedways auto racing note, types: "I am still at Fort Bliss and enjoying the wonderful weather while it is cold up North. They even say that they have snow there while we're running around in our shirt sleeves. Pete Kortess opened his new Amusement Center (Penny Arcade) in the old First National Bank Building. It is a honey of a location and the same one that he had while here with his freak show. Opened to a very good crowd while in the process of building. No advertising or anything as yet, but still had good turnout. More

Attention, All Showmen:

**2 NEW SHOWS
Now Ready**

The "BOUQUET OF LIFE" Three Colossal Shows in One

No. 1 shows "Miracle of Life" or the evolution of the UNBORN child, an exact replica of the FAMOUS R. J. ZOUARY'S ORIGINAL BOUQUET OF LIFE.

No. 2 shows MIRACLE OF BIRTH, actual scenes of birth, stage by stage. Men and women stand spellbound as the scenes unfold.

No. 3 shows World's Greatest Curiosities, HUMAN FREAKS UNVEILED.

These three interesting shows in one come with 3 beautiful banners, one 8 by 15 ft., two 8 by 12 ft., about 35 ft. banner front, 40 viewing boxes with 40 great scenes inside all described, 20 elaborate blow-ups in color, 10 pictorial panels, all 30 in frames, with full directions, plans for framing and cuts, also talk for front for

ONLY \$550.00

This show is for those 16 years old or older. Two people run the show. It is a proven success. Averaged \$105.00 per day at Buckeye Lake Park last season. Endorsed by leading showmen.

Other show is:

JAP TORTURES

of Our Americans

In the DEATH MARCH ON BATAAN

The show that is as fast as our Marines in action. The show with a PUNCH like the kick of a mule. The show that makes your blood boil and your hair stand up and carries whole crowds inside. The show they inquire for on the midway. Authentic, realistic, powerful.

In two sizes, \$250.00 and \$475.00. For tents 20 by 30 or larger.

Wire or write for free information on both shows at once. Kindly state show most interested in.

CHAS. T. BUELL & CO.

Box 306 Newark, Ohio

BAKER'S GAME SHOP WANTED

PING PONG BALLS
New or Used

CARNIVAL & PARK GAMES
2907 W. Warren, Detroit, Mich.

SPACE AVAILABLE

For up-to-date Amusement Rides, 80x100. In the heart of Coney Island. Write for complete information.

PINTO BROTHERS

2940 West 8th St. Coney Island, N. Y.

GOLD MEDAL SHOWS

NOW BOOKING FOR 1944 SEASON

Address: OSCAR BLOOM, Mgr.
P. O. Box 32 Columbus, Miss.

NOW BOOKING

CONCESSION AGENTS, Working Men, Mechanic, etc. Will book Photos, Custard, Eats, Drinks, Ride Help, Shows with or without equipment. Opening April 1. Concession People, reply: ROY GOLDSTONE, 2502 Central, Hot Springs, Ark. Show and Ride People, reply: A. SPHEERIS, Mgr., P. O. Box 372, Hot Springs, Ark.

FOR SALE

7-Car Tilt, good condition, \$3500.00 cash. One Arcade containing 60 machines, including Air Raider, Kiss-o-Meter, Exhibit Fortune Tellers, Card Machines, 2 Punching Bags and many later models, extra good Top, 30x45, \$1500.00 takes all, and will accept good House Trailer or Semi as part payment on either.

PAUL EBERSOLE

424 10th Ave., N. FORT DODGE, IOWA
Materiale protetto da copyright

SOFT DRINKS FRUIT ICES - SHERBETS

Make Your Own with Juice Powders.

For Carnivals, Picnics and all Public Gatherings.

REFRESHING Beverage Base—STRONGER—BETTER POWDERS.
15 gal. \$1.25 — 30 gal. \$2.25 — 60 gal. \$4.00 — 6-60 gal. \$22.00

ALL DELIVERY CHARGES FULLY PREPAID.

Flavors:— True Orange, True Lemon, Cherry, Grape, Raspberry.

MAKE 85c PROFIT On Every Dollar Sold

Trial Package 25c Postpaid. Send stamps or money order. No C. O. D. or checks, this will assure prompt delivery. Quality and purity unsurpassed. A Vitamin product.

Chas. T. Morrissey & Co. 4417 W. Madison St. CHICAGO, ILLINOIS

EYERLY RIDE OPERATORS

Protect your OCTOPUS, ROLLOPLANE and FLY-O-PLANE
World's Most Popular Rides

- Operate Slowly
- Operate Carefully
- Keep Well Oiled
- 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

NOTICE, PLASTER MFRS.

New Mold Material for
Plaster.
Less Shrinkage.
Can Be Re-Melted.
Tougher Than Glue.

Will Last All Season.
Price, \$1.00 Per Pound.
Guaranteed or Money
Refunded.

W. G. RYAN

2401 S. ERVAY

DALLAS, TEXAS

Clam Up

"BEST way for a beginner to become a showman is not to give the towners all the lowdown on the profession's secrets."—Colonel Patch.

**Wanted Immediately
SHOW ELECTRICIAN**

SALARY - \$100.00 WEEKLY

Must be sober, reliable. Handle Neon and Light Towers.



CAN PLACE—Few more Ride Men. Top salaries plus extra money driving trucks; 37 to 40 week season in Sunny California.

FREAKS - SIDE SHOW ACTS - FRONT MEN - OTHER USEFUL CARNIVAL PEOPLE, WRITE US. Independent Shows, Outstanding Attractions can be placed. ADDRESS per route—

San Diego, Calif., March 21-Apr. 2d.

equipment on the way. Frank Burke, of the Burke Shows; Slim Wells, Charley White and other outdoor showmen attended. Burke will open his rides in Washington Park on Decoration Day, and his carnival lot that he purchased last year will open right after the Rodeo and Stock Show at the Coliseum. Burke will have rides and concessions at the stock show, moving from there to his fine location near the International Bridge on the way across to Juarez. Charley White is still doing land-office business with his little Alamo Club and has decided to remain off the road for another year in spite of some very good offers. Lieut. Floyd Fish, formerly catcher with the Peerless Potters, is stationed at Fort Bliss after a year and a half in Panama. Met him for the first time since 1938, when he played the Chicago Stadium. He is now attached to the Physical Training Section, AAATC."

**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.

MAURICE W. MYERS, Myers Concessions, stationed with the United States Army Air Forces in England, has been promoted to staff sergeant.

ROBERT C. CAPELL, S1/c, son of H. N. Capell, owner of Capell Bros.' Shows, is with an armed guard unit serving in the Pacific.

SGT. BENJAMIN THOMAS, former cook for T. W. (Slim) Kelley's Side Show for five seasons and also with the World of Mirth Shows, is with combat engineers in the Pacific. His wife, the former Patricia Cherrington, is doing Red Cross work in Phoenix, Ariz.

PVT. ROBERT W. STEWART, son of Mr. and Mrs. R. E. Stewart, general agent and concessionaire of Scott's Exposition Shows, has been in maneuvers at Camp Grant, Ill. His address is Pvt. Robert W. Stewart, Company B, 26th Medical Training Battalion, Bldg. 224, Camp Grant, Ill.

FIRST LIEUT. ROBERT H. COHN, member of the Michigan Showmen's Association and former concessionaire on the Johnny J. Jones Exposition, has been awarded the Air Medal for "meritorious achievements in sustained combat operations" on the Pacific front. He is intelligence officer of a bombardment squadron.

MR. AND MRS. PETER (POLACK PETE) KAMINSKI reported that their son, Donald F. Stites, formerly with Bantley's Shows and the J. J. Page Shows, is a radio man, third class, and the other son, 1/c Petty Officer Elmer B. Stites, was married to Irma E. Grose, Cincinnati, March 11. Peter Kaminski left for Georgia to join Eddie Wheeler, and Mrs. Kaminski will remain in Cincinnati, where she is employed in a war plant.

HAVING finished basic training of 17 weeks at Camp Wolters, Mineral Wells, Tex., Pvt. Eddie N. Coe planned to visit relatives in Cincinnati and friends on the Johnny J. Jones Exposition in Augusta, Ga., on an expected furlough, before going to a port of embarkation. Prior to entering the army, he was secretary seven years of the Lipsky & Paddock Concessions and last year had charge of their concessions on the Marks Shows before Maurice Lipsky was discharged from the army and while Harold (Buddy) Paddock, who this year retired from the road for the duration, was active in the Officers' Club and other business interests in Augusta.

"Just as Represented"

"MY greatest ambition," remarked a talker, "is to work on a wagon front that somewhat resembles those on the lithographs."

"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.

ARMY NAVY POWERS & CO.
MANUFACTURERS OF
CANVAS GOODS
PHILADELPHIA, PA. CHICAGO, ILL.

CONCESSIONERS

ATTENTION

A FEW MONEY MAKERS STILL ON SALE WHILE THEY LAST

CANDY FLOSS MACHINES

Universal (AC or DC) Model... \$135.00
Marvel (AC Only) Model... 85.00
All equipped with roller bearings, 25 inch pans, extra ribbon, single spinnerhead. Prices F.O.B. Toledo.
Bands & Ribbons — \$4.50 Each, Postpaid.
Rosecake or French Waffle Molds (4 inch size) complete with steel shaft and wood handle— \$1.50 F.O.B. Toledo.
Deposits With All Orders, Balance on Delivery.

Concession Supply Co.

225 MICHIGAN ST., TOLEDO 2, OHIO

WILL SACRIFICE

Mangels make Carousel, slightly damaged, twenty sections, four-abreast, double roll organ, music and motor. Some rods and arms slightly damaged due to roof of building caving in. Some damage to panels, but no figures hurt. Jumping animals, 12 sections, stationary six sections, two chariots, Illion-carved machine. Now stored. No reasonable offer refused. In operation last season. Fully equipped. Write or wire

JOSEPH GUILIANO

191 Wooster St., New Haven, Conn.

WANTED—GIRLS—WANTED

DANCERS for All-Girl Revues with Al Wagner's Cavalcade of Amusements. Also PIANO PLAYER. Must be attractive. Top salaries. EXPERIENCED CANDY PITCHMAN WANTED for show playing good candy route. Address all correspondence to

J. SCIORTINO

Box 89, East St. Louis, Ill.

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.

A. B. ROGERS SHOWS

WANT

Arcade, two Grind Shows, Pop Corn and Apples, Fish Pond, Clothes Pin Pitch, Hoop-La or Watch-La, Add Em Darts, Cig. Darts, American Palmistry, Bingo. HELP on Merry-Go-Round, Ferris Wheel, Chair-o-Plane. All address:

ROGERS SHOWS, Winsted, Conn.

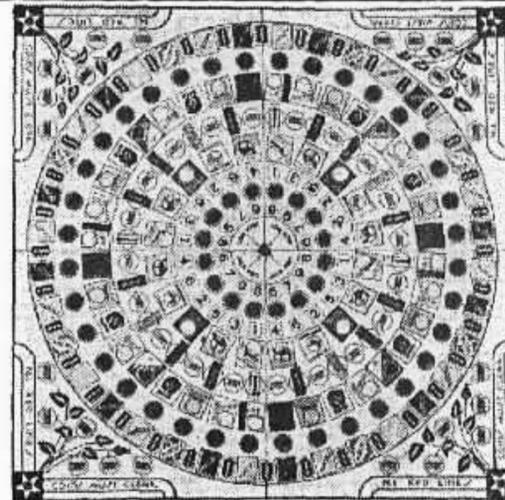
RIDE FOREMEN WANTED

For Ferris Wheel, Tilt-a-Whirl, Merry-Go-Round and Chair-o-Plane. State experience and salary wanted. Can place Arcade and Stock Concessions to work Chicago lots.

Hock Amusement Co.

3011 Montrose Ave. CHICAGO, ILL.

PENNY PITCH!



**LATEST IN
CIGARETTE PITCH**

SOMETHING NEW AND NOVEL
A BIG MONEY GETTER

This Penny Pitch Board is made of tempered Masonite and comes in four sections, making it easy to carry, and is colorful in design. Pays off in merchandise, cigarettes, matches, candy, chewing gum or money. Has proven a big success and will pay for itself the first day. Can be mounted on your old Penny Board.

PRICE \$40.00

Extra charge of \$10.00 for clear wood frame. \$10.00 dep. with order, bal. C.O.D.

(NOTE: Due to limited supply of materials, we urge you to order early.)

ACE CARNIVAL GAME SHOP

5817 S. HALSTED ST. CHICAGO, ILL. Phone: Eng 4472

FLAVORS

FOR ICE BALLS, ICE CREAM, FROZEN CUSTARDS AND DRINKS

A Complete Line of Flavors, Certified Colors, Citric Acid, Vortex-Lily Cups and Safety-Edge Tin Spoons.

WRITE FOR SAMPLES AND PRICES

All Flavors Guaranteed to Comply With Pure Food Laws.

PURITY EXTRACT MFG. CO.

2101 Franklin Ave. St. Louis, Mo.

HIT A JAP Has Proven To Take The Place of Balloons On Dart Games



Jap heads painted on Beaverboard, cut the same size as balloons, can be worked all the ways that balloons are worked. Flash yellow and black, it's a come-back game with Darts. Takes 50 heads to flash a 4x8 background of Celotex. Have had repeat orders for additional heads from California Parks which worked all winter. SET OF FIFTY \$25.00

NOW HAVE PLASTIC VANE DARTS. Outlast the Old Feather Darts Many Times. Price \$21.60 Gross. Sold in Gross Lots Only.

Have 2 New Dart Games—Deuces Wild and Black Jack. Games lithographed in five colors for life and sales. Write for particulars. RAY OAKES, 3114 Cleveland Ave., BROOKFIELD, ILL.

WANT RIDE FOREMAN

MERRY-GO-ROUND — TILT — CHAIRPLANE — LOOP-LOOP ALSO SECOND MEN. TOP WAGES IN CASH.

Wire, Come On.

ROGERS GREATER SHOWS

HUNTINGDON, TENNESSEE

NEXT WEEK--SOERBAYA

Post-War Show Business in the Orient

By SAM ABBOTT

SHOW business in the Orient is out of this world. This, Edwin Tait, who spent 25 years in Manila, knows, but he is anticipating his return there after victory over the Japs. It is not that Tait isn't satisfied in Los Angeles, where he arrived from the Philippines in June, 1941, and now has a profitable post as treasurer of Cronin's Circus, but the Orient has lured Tait and his wife, the former Marie Thorson. They want to get back there and into show business. There are others who are anticipating trying that area following the war. The Tait's will be able to return to their former show enterprises. Whether the new showmen will fit into the picture remains to be seen.

There are other Tait's in the Manila show business picture. They are Stewart



Edwin Tait

Tait, also known as "Eddie," and his wife, Mae. They are today interned by the Japs in Santo Tomas University concentration camp in Manila. Eddie Tait has heard from his brother, Stewart, only indirectly. But this news has been good. This takes care of the Tait's and their whereabouts. There is also something else close to the family. It is show property. Where this is today no one knows. Edwin Tait recalls that he sold a Chinese showman in Shanghai six major rides several years ago. When the Japs took the city, they made implements of war of the peaceful Merry-Go-Round and other rides.

The 22 major rides of the Tait-Churchill Shows that fell to the Japs in Manila in January, 1942, are more than likely being used as tanks and guns against the Americans, who made them in their original and unoffending state.

Showing in "Powder Keg"

America's war with Japan was not unexpected to the Tait's. They had seen it brewing for a number of years. When the Tait's arrived in the States, he told his many friends of the Pacific Coast Showmen's Association that living in the Philippines was like "sitting on a keg of powder." A keen observer of national conditions, he is just as observant of show trends. He traveled over the South Pacific islands with his shows. What he says about show business now and his predictions for after the war are statements based upon vast experience. His frequent trips, his stays in Manila have kept him in touch with trends.

He was mainly concerned with the stadium in Manila where boxing matches were promoted, but yet he traveled extensively with the Tait-Churchill Shows. He has played Calcutta, Shanghai, Yokohama, Kobe, Hong Kong, Macao, Saigon, Bangkok, Singapore, Kuala Lumpur, Soerabaya, Batavia and many other spots.

Large crowds were attracted by the carnival. People throught that part of the world welcomed the entertainment. A conservative estimate of the number of

people to pass thru the gates of the Tait-Churchill show is conservatively placed at well over a million. The Tait interests had a theater in Hong Kong, two in Manila and one in Cavite, the last name prominent in the news because of the U. S. Naval Base that was lost there. In addition to the carnival and picture shows there was the Santa Ana race track, built at a cost of over \$600,000. It was a modern, with dirt and turf tracks. Employed at Santa Ana was a barometer totalizer, of which, it is believed, there is only one in the United States and it is at Hialeah Park. Santa Ana had a broad racing policy. Races started at 10 in the morning and lasted until midnight, with the last of the 24 or 26 races being under indirect lighting against a high white adobe wall around the track.

Fingers in Amusement Pies

Olympic Stadium, also part of the enterprise, seated 8,000, with everyone having an unobstructed view of the ring. It was constructed especially for boxing. The Tait's developed many of the Philippine fighters, including Pancho Villa, flyweight champion; Pete Saramiento, the biggest Philippine money-maker; Ceferino Garcia, welterweight; Elnio Flores, who fought in Madison Square Garden; Young Fernandez, Kid Dado and others.

Edwin Tait had his finger in nearly every amusement pie in the area. All of this is lost until Japan falls. However, it will be no great problem for him to return and take up where he left off. His rich experience, acquired while the amusement industry grew in the Orient, qualifies him to return under any post-war set-up. Altho many miles from the mainland, Tait was never out of touch with show business in the States. He brought acts to the Orient. With each that came he discussed what was going on back in the States. Johnny Branson, Motordrome rider, made three or four trips to Manila, making his first with a Monkeydrome. Bill Palmer was another drome rider who was there, and he married a Spanish girl he met in Manila. Eddie Phillimore arrived there in 1928 with the Globe of Death and stayed 10 years. With him was Ted Newton. Al Wilson put in plenty of time in the Orient after his arrival there with Bill Barlow, billed as the "human skeleton." Matt Gay and Bee Kyle were under the Tait banner as high divers. Whitey Clare played the area with Marjorie Van Camp's trained pigs and Carl Martin with the guillotine. Larry Benner and Kawaha were also among those playing dates for Tait, who is credited with the discovery of Hadji Ali, Egyptian freak, whom he found in Java in 1923. Hadji Ali later toured Pantages Time on the West Coast. Tait explains that the reason these acts did not remain in the section was "there was nothing else for them to do." This statement gives an idea of Tait time. When it was played, the acts returned to the States for dates.

Money Systems, Lingo Problems

American showmen, those eyeing the Orient for post-war dates, will have to undergo a veritable education in the monetary systems of the section if they intend to play the area. In Manila the peso (before the Japs took over) amounted to about 50 cents in American money. The rupee had an equivalent of about 32 cents. Theaters there charged 25 and 75 cents in American money equivalent, which is about the same as in this country. While it will not take long to get into the swing of the new values, there will definitely be a switch over in accountings. To facilitate trav-

elling in countries that have different money systems and languages, Tait employed native cashiers and money changers and hired interpreters. He admits that is isn't easy to carry on a conversation by relaying it to a third party.

Changes with which the post-war showman must contend will be mainly the people. Orientals do not have money for amusements and their presence at a show means they have scraped hard for

delivering equipment to the docks and having it picked up. In many instances the ship is out in the ocean or bay. It is necessary to load the show on barges, tow them out to the ship and then load again. Heavy ride parts are carried aboard the barges and the ship on the shoulders of coolies. This is not the most efficient way of loading in the world, for sometimes a coolie with a part will go overboard. The coolie is fished out but the heavy metal part has to be retrieved with divers or new parts made. Tait recalls that in Singapore a guide rail was dropped overboard, but a mate was safely loaded and it served as a pattern in building a new one.

On Having No Place To Go

On one occasion the Tait-Churchill Shows moved from Manila to Macassar in the Celebes Islands of Dutch East Indies. The show property was aboard and en route to the Indies when Holland was invaded. When the show arrived, the Indies, like the mother country, was in a state of war. All show permits were canceled, which means the Tait-Churchill Shows had lost a date. And there isn't a still date to be played on the Pacific.

Tait was in a quandary. But he routed the show to Soerabaya in Java. This did not necessitate reloading. Getting wise to the Germans' protective policy in a hurry, the Dutch had interned the Teutons on the fairgrounds. Again the show couldn't unload. Because here the boat that was transporting the show took another lane, it was necessary that the show be re-routed on another boat.

"There was nothing to do except send it to Singapore in the Malay States," Tait said, still remembering those hectic days of war before the United States entered the conflict. "We loaded it onto another boat and it got on the way."

This proved no solution to the problem, for Singapore and other Malay States under the British were also in a state of war. Tait was up a blind alley. He had a show and no place to put it. He hopped ahead of the show. Indo-China was considered, but here the Japs were in ahead of the show's general agent. Tait stopped in Singapore, where he really got his first hint of what war in the Orient meant. The town was lined with machine guns; pill boxes were everywhere. Naval guns dotted strategic points. He decided there was only one thing to do—load the show on a boat for Manila.

This was a fine plan, but it wasn't as easy as just saying it. Tait went to the steamship office and made arrangements to put the equipment aboard the Malacca Straat, a Dutch boat due in a day or two. "The show property was on a barge, ready to load onto the ship when it arrived. Day after day I went to the steamship office for news of the boat and some idea as to when it would arrive. They knew no more about it than I did.

EDWIN TAIT is Eddie Tait and his brother, Stewart Tait, is also known as "Eddie." Their identities have been frequently confused, but they are two distinct persons with many similar traits. Both Tait's, well known in show business, started as youths and with little money. In the 35 years in which they have operated in and out of Manila in the now Jap-held Philippines, they have seen many changes in show business there. Their experiences in some instances have been similar to those of showmen in the States. But the Tait's are looking forward to bigger and better things in the Orient after the war as a new center of show business. As the grass always appears greener on the other side of the fence, some showmen are planning to move into the Orient and show business there after victory. If they think it is going to be a gravy train and that the rupee (lucre to you) will roll in, they are mistaken. Show business there is for rugged individuals only, Tait tells.

rupees. Because of this, children are generally left at home, with the husband and head of the family taking preference in going to a show. Before the war Orientals looked upon Americans as capable of doing something out of the ordinary. With the Jap having taken some spots, this psychology has been somewhat blasted. However, with full victory which the Americans will achieve, the Yankee will again have maintained his position in this regard. Tait does believe that the influence of the American fighting man upon the native will make it possible to play more acts and that the scope of talent will be broader.

Games May Be Liberalized

Tait doubts that local regulations will be changed much after the war. Only the simplest of games are permitted now. Penny Arcades go good. With new games to be issued after the war, Tait believes that some of these, even tho made along the lines of those games prohibited before the war, will be allowed. What the extent of this relaxing will be no one knows. "The officials may open the way for a more general line of games, but this is only my personal observation. America will command more respect. I do believe that games that are permitted to operate in the States will have the same privilege in the Orient," he said. "What the American showman will have to adjust himself to more than anything else, is the movement of shows. Getting it up and down will also present a problem, but the other will come first."

Where show movements in America are over highways or railroads, in the Orient the routes are over miles of water. There is a spot off the white-capped ship lanes of the Pacific. When a show is set to move, it must move. If it doesn't, the show must remain where it is until the next boat is due. That may be another month. Then, too, it is not a matter of



Stewart (Eddie) Tait

There was no wireless. Communications were out, for fear of giving the location of the ship to the enemy. It was a predicament, for every day a show is idle, it loses money. It was not only this time in the harbor but the days and days we had spent getting here," Tait said, his wrinkled brow even today reflecting the trouble he was facing that day.

The Malacca Straat arrived eight days late. It had been chased by a raider. Later Tait heard that a sister ship had been sunk by a German submarine. But the sight of the Malacca Straat was a welcome one and Tait was glad for the chance to leave land over which war clouds were hovering. "Showmen in America don't know what it is to show under these conditions. There is never a dull moment in show business but under these conditions it brings the dull moment ratio to a second basis," he declared.

Stowaway Starting Education

Tait's experience in the Orient has been in both peaceful and turbulent times. When he went to Manila in 1909, he was a stowaway. The trip was made after he and his brother had operated show ventures on the West Coast. However, the Orient had fascinated him from the time he heard about it from a brother, who was in the Spanish-American War, and a friend, who was with the telephone company in Hawaii. Tait made his way to San Francisco and arrived there in time to be in the earthquake in 1906. With fires and pestilence raging around him, he became homesick suddenly and hitch-hiked back to Chicago. Later he returned to the West Coast and operated nickelodeons with his brother. In the meantime, Stewart Tait moved to Honolulu, where he operated a movie house. It was 1907 and the first movie in Honolulu. Edwin Tait followed his brother to Manila in 1909

when *The Great Train Robbery* and other pictures were the rage. All the money they had from selling their interests in America was invested in films. It was necessary to own them, as the product could not be rented.

Tait remained in Manila until 1921, when he went to Australia with several Filipino fighters that the Tait had under contract. Four years later he returned there with the Tait-Churchill Shows. The remainder of his time in the Orient was spent handling Olympic Stadium and traveling with the show that was to traverse thousands of miles of the Pacific on its trips to and from Manila to points in the Orient. The stay in the Orient has been an education that could have been acquired no other way than thru experience. Tait learned the laws of several countries, the language of many people. Most of all, he learned how to handle the labor in the countries in which he showed. In the States a machine is used to put up and take down shows. Co-ordination of the labor of 250 workmen was necessary to keep the show moving.

Legal Tangles There, Too

Laws are supposed to be basically the same, but Tait found the rules in the countries he visited to have little in common. He recalls the time an accident in Indo-China almost delayed his show several weeks. A Negro fell and struck his head on a metal stake, but walked from the lot, seemingly unhurt. That night he died. The next day was the last for the show in Saigon and a steamship was to pick up the equipment and move it on. Gendarmes came and advised Tait of the Negro's death, also serving notice that the show could not move until the matter was settled.

"It meant that if we missed loading that night, we'd be there until the next boat. We couldn't even make it unless there was space for us. In fact, we could have been there indefinitely," the showman explained. In the meanwhile the show was advised that it could move. The case came for trial in Manila. Since Stewart Tait is known as "Eddie," the papers were served on him. Edwin Tait was far from the scene of the trial. When the Filipino judge read the citation, he asked Stewart Tait whether he had ever been in Saigon. Stewart replied that he had never been in the place in his life. That was the truth. It presented an awkward legal angle and the case was thrown out of court. This was only one of several skirmishes with unfamiliar laws that Tait had in the countries traveled.

During the course of years Tait has built a file that is invaluable to those traveling in the Orient. Files covering 20 years have been set up to include information as to who is who and officials with the say-so in those places. But Tait never has played a spot to which he could not return and show again, he declares. Altho he has been in show business in the Orient over a quarter of a century and has handled millions of dollars paid in by millions of people, Tait offers little concrete advice but some philosophy to American showmen who plan to play the Eastern Hemisphere after the war.

Oriental Business Will Change

"The only advice that I can give on post-war show business there is that it will be different from what it was when (See Next Week—Soerabaya on page 64)

**WHAT SATISFIED USERS SAY OF OUR
NEW MARFUL EMULSION
DIRECT POSITIVE PAPER**

— "I received one roll of 1 1/2" Marful Direct Positive paper and one roll of 2 1/2" Marful Direct Positive paper and find them far ahead of any other paper I have ever used."

— "I want to say this for your new Marful paper. It is the best paper I have ever used. It is faster, it makes a better picture, it dries quicker and it takes colors better than any paper I ever used. I would like to use the Marful paper altogether."

— "I have used three rolls of your 1 1/2" paper and I can say that I am more than pleased with it. My camera really did the best work it has ever done, and I can say that your Marful paper is tops."

(Names on request)

**MARFUL
DIRECT POSITIVE PAPER
COMES IN ALL SIZES & CUT SHEETS
SEND US A TRIAL ORDER
AND
CONVINCE YOURSELF**

"Marful Direct Positive Paper is now in limited production. Soon, however, we will be in a position to give immediate service on all orders."

MARKS AND FULLER, Inc.
66-72 Scio St. Rochester 4, N. Y.
OVER 80 YEARS' SERVICE TO THE PHOTOGRAPHIC INDUSTRY

NOTICE
To My Many Friends and Former Customers
If You Want
MISSOURI
Auto, Truck and Trailer Licenses
Write
C. J. BABKA
1726A IOWA AVE., ST. LOUIS 4, MO.
Due to the War I am no longer connected
with the Automobile Business.
Chas. T. Goss, Dodson's World's Fair Shows.

 **NATIONAL
SHOWMEN'S
ASSOCIATION**
GREET'S YOU
You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world,
Palace Theatre Building,
1564 Broadway,
New York 19, N. Y.
Mostly everyone of the Eastern amusement family is a member. Are you?
Write for information
Initiation\$10.00
Dues\$10.00 Yearly

OPENING APRIL 3 **BROAD ST. LOT**
FIRST SHOW IN RICHMOND
MARKS SHOWS **I N C.**
Will book and furnish complete outfits for any show not conflicting. Want Roll-o-Plane and Octopus and Ride Help for all Rides. Can still place limited number of Legitimate Concessions. Want Photo Gallery. Salaries from office for Girls for Revue. Playing only strongest defense areas.
Wanted—Colored Performers and Musicians on all instruments—top salary, room and board. Buddie Milton, Fats Scott and Peewee Carter. Wire or write JIMMY SIMPSON, 701 St. James Street, Richmond.
WRITE OR WIRE
JOHN H. MARKS, Mgr., P. O. Box 771, Richmond, Va.

KIRBY C. McGARY ATTRACTIONS
SEASON OF 1944
—KING REID SHOWS—
Can use attractive, experienced Circus and Carnival Dancing Girls—Positively top salaries and 25 weeks' work in class territory. Contact:
PAULINE McGARY, 41 Linden Street, Brooklyn, N. Y.

Opening April 27 **O. J. BACH SHOWS, INC.** Opening April 27
Utica, N. Y. Utica, N. Y.
Want Octopus, Roll-o-Plane, Arcade, Bingo, Pony Ride, Palmistry, Waffles and Apples, Photos, Scales, A few choice Grind Stores open. One real Grind Store. Ride Foreman, Second Man and Helpers; top salary and best treatment. Also Free Act and Sound Car. Whitey Schneider, Earl "Blum" Miller, George Stevens, Joseph Furr, write. Address:
O. J. BACH **O. M. BECKER**
BOX 222, ORMOND, FLA. 414 S. MAIN ST., ELMIRA, N. Y.

GET REPAIR PARTS
FOR YOUR PRESSURE GAS AND OIL COOKERS, LANTERNS, HANDY GAS PLANTS AND ALL TYPES OF HEATING EQUIPMENT.
A. G. BRAUER SUPPLY CO.
2100 WASHINGTON AVE. ST. LOUIS, MO.
Generators—Mantles—Gas Tips and Needles

SNOW CONES
Our 1944 Price List on Snow Cone Supplies is ready now. If you have not received your copy write for it today. This will be a big year for Snow Cones but supplies will be hard to get. Be sure to buy your supplies from an outfit that has the stock to take care of you.
GOLD MEDAL PRODUCTS CO.
318 E. THIRD STREET CINCINNATI 2, OHIO

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—
 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.
 No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. 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

FAIRS • CARNIVALS
ORCHESTRAS • REVIEWS
SHOW PRINTING
ACTS • SPORTS

100 - 1 sheets \$5
14 x 22 - FLASHY WINDOW CARDS HEAVY CARDBOARD \$3.00 PER 100

POSTERS OF EVERY DESCRIPTION
CARDS

Of every size, heralds, etc., for all occasions, special designs for your show, quick service, low prices, write for samples.

METROPOLITAN PRINTING COMPANY
 1228 VINE ST. - PHILA. - PA

Prices are based on 15-word copy. 5¢ each additional word. 150 Pictorial Design. Send for sample and prices.

WANT
 Reliable, sober Wheel Foreman.
 Good salary. Wire
AL BAYSINGER SHOWS
 Poplar Bluff, Mo.

WANTED
For MARKS SHOWS
 Open April 3rd
 Pea Pool Agent, Woman for Pan Game, Truck Driver, Good pay.
WILLIE LEWIS
 Hotel Coffee Shoppe
 12 W. Main St. RICHMOND, VA.

CITY LOTS—NO SEMIS—SHORT HAULS
 Sound Truck
 Free Act
 Foreman Eli \$5
 Foreman Merry-Go-Round, 2-Abreast.
BYERS BROS.
 W. M. BYERS
 778 PIERCE DR. COLUMBUS 8, OHIO

Special Printed TICKETS
 Roll—Folded, 100,000—\$18.50.
 Cash With Orders
DALY TICKET CO.
 COLLINSVILLE, ILL.

Balloons WANTED
 Small or large lots, any size. Must be in good condition and priced within reason. Send samples and lowest price.
C. L. SANDERSON
 P. O. BOX 140 BELLEFONTAINE, OHIO

Club Activities

Showmen's League of America



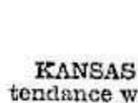
Sherman Hotel
 Chicago

Ladies' Auxiliary

President Phoebe Carsky presided March 9 in the Sherman Hotel, and on the rostrum with her were Mrs. Ann Doolan, first vice-president; Mrs. Marie Brown, second vice-president pro tem; Mrs. Frances Keller, treasurer pro tem, and Mrs. Elsie Miller, secretary. Greetings came from Third Vice-President Viola Fairly, now on the road; Edith Bullock, Virginia Kline and Patricia Buchanan, and letters from Peg Willin Humphrey; Private Seery, overseas; Nan Rankine, Lillian Woods and Minnie Simmonds. A large social and card party is planned in May. Past President Mrs. Lew Keller was welcomed back after visiting relatives for a month in Philadelphia.

Amended by-laws are being read at each meeting. Nan Rankine, chairman, expects to have a complete draft ready (See SLA on page 79)

Heart of America Showmen's Club



Reid Hotel
 Kansas City

KANSAS CITY, Mo., March 18.—Attendance was large at the meeting opened by First Vice-President Clay Weber, with Secretary G. C. McGinnis and Treasurer Harry Altschuler present, March 10. After reports Weber turned the chair over to Third Vice-President Buck Ray, who presided until adjournment. A letter from Dave Stevens expressed good wishes to the club. James L. Hensen and Joseph A. Clayton were elected to membership. Meeting was preceded with a showing of bi-world series baseball games of 1943 thru courtesy of Joseph Mahoney and secured thru Harry Duncan. Auxiliary members were invited guests and after the meeting lunch was served. W. Frank Delmaire was reported ill at quarters of the Tivoli Exposition Shows, Joplin, Mo. Mrs. Hymie Schreiber is in Menorah Hospital for observation.

A number of members are preparing to leave for the season. Roy and Mrs. (Boots) Marr and concession crew will leave March 20 for Wichita to join the Reynolds & Wells Shows. Joseph A. Clayton, who has been with the Wayne Hale Shows, will join the Swisher Shows. Toney Martone's Heart of America Shows will open early. Secretary G. C. McGinnis again requested members to advise him of their permanent addresses.

Miami Showmen's Association

236 West Flagler Street
 Miami

MIAMI, March 18.—President David B. Endy conducted the meeting March 9, and in absence of Matthew J. (Squire) Riley, Saul Salsberg gave the invocation and led the salute to the flag. John McCarthy was appointed chairman of the house committee, succeeding the late Maurice (Lefty) Garby, for whom a silent prayer was said.

Seated on the rostrum was member George A. Golden, of the Dodson shows, who made a talk and praised the club on its progress. The restaurant and bar is now fully equipped and will be available to members on their return to Miami for the winter.

New members elected are Louis J. Schwartz, Earl R. Long, Barney Elmets, Joe Aarons, J. M. Jessup, Randall B. McDowell and Briggs Branning; in the service, Roy Hunter, George Slayman, Fred DiAello, James Edward McDonald and A. N. Dempsey. Joe Sanfratello, Saul Salsberg, Douglas Covington, Al Edwards and Harry Modele left for the North.

National Showmen's Assn.



Palace Theater Building
 New York

NEW YORK, March 18.—St. Patrick's Night saw one of the largest attendances ever in the rooms, the Ladies' Auxiliary furnishing more home-cooked food than could be eaten, with service that could not be beaten. Past President Max Linderman is back from Miami. Harry Jones, Michigan Showmen's Association, a visitor. Irving Taffet back from the South, will return to Spartanburg, N. C., to one of his business ventures. Secretary Joseph McKee made a flying trip to his old home in Pittsburgh to visit members of his family. Jack Gilbert and bride back from a honeymoon in the South.

Among those in concession department of the Ringling circus in town for the Garden opening and seen in the club-rooms are Frank and Paul Miller, Eugene Gutman; Willie Lish, who has had his deferment extended so that he can play the Garden engagement; Izzy Reichen-thaler, Bill White and Harry Dutton. Lieut. Bert Kaye, Sgt. Johnny Grant and other servicemen were visitors. Peter Phelan back from Florida. James Burgdon, who was inducted, is at Camp Blanding, Fla. Soldier John Lane sent in a membership application from the war front in Italy.

Members were grieved by the sudden (See NSA on page 79)

Rocky Mountain Showmen's Club

Fraternal Building, 14th and Glenarm
 Denver

DENVER, March 18.—President Larry Nolan, Secretary Garth Henry, Treasurer Onye Lee and Vice-Presidents George Banks and Ted Kimpel were on the dias at the March 7 meeting. Decorating committee under Ted Lucky reported a new sign on the door and bulletin board ready to install. Banquet and ball committee, headed by Karl Johnson, reported a reservation at one of the leading hotels, with plenty of entertainment. Two nights are planned, first a pioneer party in the clubrooms and, second, big doings at the hotel. Event to be on the Tuesday and Wednesday ahead of the annual stock show.

Interesting letter from Frank Shortridge, Riverview Park, Des Moines, was read. Refreshment committee under Ralph Smith served lunch and reported ample funds in its department. Expression of sympathy was sent to member Pick Huston, who recently lost his mother. Alva Gifford and Rose Vreeland still on the sick list. Mrs. James J. Wells was elected to membership. New stationery has been placed in the writing room.

Michigan Showmen's Assn.



156 Temple Street
 Detroit

DETROIT, March 18.—On the rostrum with President Harry Stahl and officers at the last meeting were H. F. Reves, correspondent for *The Billboard*, and member Joe End, New York, who praised the clubrooms and organization. Telegram from the State liquor commission, granting the club license for the new bar, was read by House Chairman Hymie Sobel.

Arthur J. Frayne, co-chairman of the service fund, read letters from Pvt. Roy (Bubbles) Vokes, Canadian Army; Pvts. Joe Eule, Charles A. Kaiton, Joey Moss, S. J. Pias, Pfc. Albert Kamm, Corp. C. J. (Olson) Olszewski, Sgt. Harry Hamilton, Sgt. A. M. Scott, T/Sgt. Harry Harris and First Lieut. Robert Cohn. Private Eule (See MSA on page 79)

Pacific Coast Showmen's Assn.



623 1/2 South Grand Ave., at Wilshire
 Los Angeles

LOS ANGELES, March 18.—Monday night meeting was called to order by Ted LeFors, president. Also on the rostrum were William (Bill) Hobday, secretary, and Edwin Tait, treasurer. Lights were lowered and members stood with bowed heads to pay tribute to Arthur (Pop) Gruber, old-time carnival man, and Nelson E. Story, orchestra leader.

Jimmie Dunn, of the sick committee, reported that Charles Haley had suffered a light heart attack, and that Harry Phillips was doing nicely in the hospital following several operations.

Sam Dolman explained that \$30 admitted new members to the club for the rest of the year. Reinstatements are (See PCSA on page 79)

FLASHY PLASTER

Plenty on Hand.
 This is Our Price List.
 We Have No Catalog.
 #05 Assortment, 4" High, \$6.00 Per 100.
 #10 Assortment, 7 1/2" High, \$12.50 Per 100.
 #20 Assortment, 15" High, \$25.00 Per 100.
 25% Deposit with Orders, Balance C. O. D.

ILLINOIS PLASTIC PRODUCTS
 A. C. Giuliani, Owner
 2130-34 Gravois Ave. St. Louis, Mo.
 Phone: Grand 8338

WANT
 BLOWER AGENTS and CONCESSION AGENTS.
 BOYS TO SLEEP IN STORES.
 OPENING ROCKINGHAM, N. C., APRIL 1st
 Robert Gordon, wire at once.
 Others wire also.
FRED ZSCHILLI
 Care of Bryarcliff Hotel, Jacksonville, Fla.

GRUBERG WORLD FAMOUS SHOWS
 Opening in Philadelphia April 9.
 Playing City Lots All Season.

WANT Legitimate Grind Concessions, Bowling Alley, Cotton Candy, Waffles, Pitch-Til-Win or any other legitimate Grind Store. Concession Agents for Ball Games and Penny Pitches. WANT RIDE HELP of all kinds.
MAX GRUBERG, Box 101, Philadelphia, Pa.

SECOND-HAND SHOW PROPERTY FOR SALE
 \$15.00 Government McClellan Saddle and Bridle.
 \$11.50 Daisy Rifle, Pump Action, Bargain.
 \$5.00 Government Fibre Desk Trunk. Cost \$30.00.
 \$85.00 Calliope with Motor, Needs Repairs.
 \$12.00 Ossified Outlaw Mummy. Bargain.
WELL'S CURIOSITY SHOP
 12 Strawberry Street Philadelphia, Pa.

STRATOSHIP FOR SALE
 Make best offer. Also 15 H.P. Octopus Ride Motor, 220 V., 60 cycle, 3 phase.
B. W. KANNAPINN
 22608 Liberty Ave., Box 35, St. Clair Shores, Mich.

GOLDEN GATE SHOWS
 Will Open April 15, Pembroke, Ky.
 Want Stock Games, Ball Games, Pop Corn, Mug Gallery, Mitt Camp, Concession Agent for office. Cook House open. Banner Man. Have outfits for Jig Show, Geek and Girl Show. Shows with own outfits. Ride Help on Wheel and Chair-o-Plane. **FRANK OWENS, Mgr., GOLDEN GATE SHOWS, Box 625, Pembroke, Ky.**

WANTED
 Bally Girls and Ticket Sellers for Hall of Science. Show opens in Charleston, S. C., April 14.
 Write or Wire
DOC R. GARFIELD or TOM SCULLY
 Endy Bros.' Shows CHARLESTON, S. C.

RALPH ROBINSON
 WANTS MEN AND WOMEN FOR STOCK CONCESSIONS, ALSO ROLL-DOWN AGENTS
 Show Now Open—Fidler United Shows, Belt & Easton Aves., St. Louis, Mo., Now.

Sheesley Opener Is in Pensacola; Park Is Shuttered

PENSACOLA, Fla., March 18.—Opening of the Mighty Sheesley Midway here March 12, postponed from March 11 because of weather, was on the fairgrounds, Pottery Road at Goulding, and was satisfactory, reported Robert North, publicity director. Rides and shows have been reconditioned and repainted, with new neon lighting. Several new show fronts have been built and a new entrance arch will be put up in Tallahassee. Several wagons bought from Hennies Bros. Shows have been repainted. Another flatcar purchased arrived this week. A crew has been in quarters here since the show closed last fall under direction of Manager Ralph J. Clawson.

Pensacola Amusement Park, which was operated five months, had a successful run and was closed March 10. Jack Arnett supervised the show painting. Fronts were built for Al Hubbard's Sex Show, New Orleans Minstrels, McClung's Zoo and John D. Sheesley's Monkey Circus. Nate Worman, trainmaster, has been in quarters since December supervising work. General Manager John M. Sheesley returned from a sojourn in Miami. Manager and Mrs. Clawson have been in Pensacola since the Chicago outdoor meetings. Homer Gilliland, special agent, who has operated a concession in the park, has left to handle the advance. General Agent Vaughn Richardson is on a Midwestern booking tour. Eddie (Texas) Smith, secretary, returned from his home in Jacksonville, Fla. During his absence Mrs. Whitey Miller was in charge of the office. Whitey Miller as-

sists Charles E. Sheesley with the concessions. Charles Poltz will again handle *The Billboard* and mail.

Honey Lee Walker will operate the pea ball, and Mrs. Lena Gamble, who will operate Madame Helena, has Mrs. James Woodfin and Madame Le Leon as readers. Mr. and Mrs. Harry Lewis returned from Miami. She will have palmistry and has Mrs. Earl Thompson and Prof. Harry Burks as readers. C. C. McClung has a new collection of wild animals. A new attraction, Burma Slave Market, will be under management of Mark Williams and will feature Margie Flynn. Mr. and Mrs. George Harr, who for several years have operated in Gadsden, Ala., have the Arcade. Tom Huey is back with Pony Ride. Mr. and Mrs. Leroy Crandell returned from Toledo and she will have the jewelry store and he the auction store. Frenchy Charest, operator of the Little Train, has his ride repainted.

Mr. and Mrs. W. H. (Jerry) Jeffery, who operate the cookhouse, have new equipment. It will seat 75. Mr. and Mrs. Clarence Thames will operate Gay New Yorkers, he on management and front, and Mrs. Thames, featured, will produce. Jimmy Mason will handle the Monkey Circus. T. A. Stevens and Joe Murphy have a pan game. Newt Kelly arrived to frame a new show. Harry H. Rowe will rebuild the Funhouse. Eddie Lippman is legal adjuster. Harry Cramer and Mrs. Jack Arnett have the front gate. E. C. Woodfin will be caller on Dorothy Sheesley's corn game. Bill Rice is concession secretary and Harry Clark in charge of New Orleans Minstrels.

Naylor Cavalcade Flack

CHICAGO, March 18.—William B. Naylor will handle publicity for the Caval-

cade of Amusements this season, it was announced by Owner Al Wagner, who was here on business this week, accompanied by General Representative Robert L. Lohmar and A. J. (Whitey) Weiss.

MANCHESTER, Vt.—Larry Burns, well-known concessionaire, has closed his chain of novelty stores in Southern army centers and after two successful years will return to the King Reid Shows with concessions. Jack Woelfe reported from Bradentown, Fla., that he would start North soon to rejoin the Reid organization at its opening. Joe Abrams has re-booked his concessions and will be with Reid for the fourth season, said an executive of the show.

I. T. SHOWS, INC.
Opening First Week in April
Working in Quarters Now.
WANTED—Merry-Go-Round Foreman and Second Man, Ride-O Foreman and Second Man, Chair-o-Plane Man and Electrician. Top Salaries—Moving Once in Two Weeks.
PHIL ISSER, Business Manager
I. TRIBISH, General Manager
2686 Valentine Ave. Bronx, New York
Phone: FOrdham 4-3830

MOORE'S MODERN SHOWS

WANT Merry-Go-Round and Chairplane Foremen. Have Loop-o-Plane for sale. Want Bingo, Diggers, Penny Arcade, Fish Pond and legitimate Concessions. Shows with or without own outfits. Show opens April 1st, Malden, Missouri. JACK MOORE, Box 388, Parma, Mo., or R.F.D. 1, Essex.

RALPH DECKER, Gen. Manager
AL BYDAIRK, Ride Supt.
TED WILLIAMS, Lot Supt.

JIM KELLEHER, Gen. Agent
LOUIE KING, Spl. Agent
D. F. BROWN, Bill Poster

— READY — Joseph J. Kirkwood Shows

Opens Baltimore, Md., April 3, Eastern and Dundalk Avenues
WITH POSITIVELY BEST ROUTE IN EAST
Want Legal Adjuster—BILL GORMAN, wire. Secretary who knows carnival office work.

CONCESSIONS

Place Candy Apples, Custard, Peanuts, Spot-D-Spot, String Game, Bowling Alley, Cane Rack, Pitch-Tilt-Win, Hoopla, Ball Games, Grind Stores of all kinds. Opening for several Wheels, Etc. Rides—Will book or buy Merry-Go-Round, Octopus or any Rides that don't conflict. Help wanted for Tilt, Wheel, Plane and Loop. Shows—Place Animal Show, Fun House, Minstrel Show or any Show we don't have. Help for Side Show, Mind Reading Act, Tattoo Artist, Inside Lecturer—Eileen Hanna, write; address Billy Redmond. Girls for Girl Show, A-1 Motorcrome Rider, address Speedy Stewart. Useful Show People, can place you.

All Address RALPH DECKER, Manager
416 Delaware Ave., Essex Branch (Phone Essex 876-J) Baltimore 21, Md.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

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

Minneapolis Aquatennial Given Lift by Civilian, War Agencies; Events Set for Week's Program

MINNEAPOLIS, March 18.—Fifth annual Minneapolis Aquatennial in '44 will have co-operation of civilian and war agency officials on plans now nearing completion. The 1943 theme of "On To Victory" will be continued this year as the Aquatennial becomes the spearhead for Northwest participation in phases of the war and home-front program thru military recruiting, War Bond sales, blood donors and building of home morale. General Chairman Tom Hastings said. Aquatennial Association again will have co-operation of Hennepin County (Minneapolis and suburbs) war finance committee executives.

Committees and directors, who started meeting regularly last November, will continue up to the opening to arrange events for the week-long program. Pres-

ident Neil R. Messick said renewals of membership in the association were spontaneous. More than \$10,000 in \$100 firm and \$10 individual membership already have been obtained, and Donald Anderson, membership drive chairman, expects to get \$20,000 in memberships before June.

Buttons and Coupons

The association has obtained special authority to purchase 30,000 Aquatennial buttons for public sale, Stanley Bjorklund, button chairman, said. With each button purchased for \$1 the buyer will get four coupons worth 25 cents each toward the purchase price of admission tickets for special events. Opening event will be the Saturday afternoon patriotic parade which attracted more than 300,000 spectators in 1943. Bleacher and reserved seats will be limited to less than 10,000 for parade watchers, Ralph Farnsworth, parade chairman, and Everett Davis, seating chairman, said. Illuminated floats and units of the parade will be presented in the night parade set for later. Aqua Follies at Theodore Wirth Lake will open with a preview showing. Al Sheehan, producer, and Gordon Hoar, chairman, have been negotiating several months with some top aquatic stars.

Governors and Queens

Plans for post-war participation from Northwest States will be laid at a Governors' Day program to which chief executives from surrounding States and Canadian Provinces will be invited, with territorial queens, H. W. Ward, chairman, said.

A special "Land o'Lakes milking contest" has been booked for Mayor's Day by A. Herbert Nelson, Lawrence Haeg, Tom Talbert and Vernon S. Welch, co-chairmen. Queen-of-the-Lakes competition, directed by R. D. Onan, will be confined to the Minneapolis area. Charles Pyle is head of the amateur program of athletics for boys and girls, Walter P. Quist heads the annual outdoor religious service, and Carleton Berg is in charge of the musical festival program.

BEAM'S ATTRACTIONS

Celebrations — OPEN MAY 6 — Fairs

This Show plays only full week community sponsored celebrations and fairs. Early spring and summer events include celebrations at Somerset, Mt. Pleasant, Greensburg, Apollo, Kittanning, Vandergrift, Jeannette, Latrobe, Blairsville and Johnstown, all Pennsylvania. WANTED Fun House, Shows (new tops furnished), Merry-Go-Round, Octopus. Concessions open: Candy Floss, Apples, American Palmistry, Photos, Ill-Striker, Darts, Novelties, Hoop-La, Watch-La, Jewelry, Arcade, Scales. Write or wire

M. A. BEAM, Windsor, Pa.
P. S.—Will buy Smith & Smith 24 Seat Chairplane.

WANTED

Legitimate Concessions, Shows and Rides for 5th

Annual Woodmen Festival

Four Big Days, August 9-10-11-12

Write EARL W. HEGEMIER, Secy.
New Bremen, Ohio

WANTED FOR SEASIDE PARK

VIRGINIA BEACH, VIRGINIA

MANAGER FOR BATH HOUSE

Agents wanted for Slum, Grind Stores and for Stock Wheels and Flashers.
Manager for Frozen Custard.
Counter Men for Lunch and Beer Bars.
Manager for Popcorn Department.
Ride Operators and Help in all departments.
Long season, apply immediately to

JACK L. GREENSPOON, Seaside Park, Virginia Beach, Virginia

CONTRACTS NOW WAITING THE FOLLOWING

WALDO, \$100.00 per week; Shuster, \$60.00; Geraldine Shaver, \$60.00; Betty Williams, \$175.00; Freda Puschnick, \$125.00; Sealo, \$60.00; Sam Alexander, \$65.00; Baby Betty and Shackles, \$110.00; Arizona (Turtle Girl), \$75.00; John Hanna, bushman and pin head, \$75.00; Pop Eye Perry, \$60.00; Bob Wallace, \$45.00; Capt. Lewis, \$50.00; will pay \$100.00 a week to good stone man; Tattooed Nelson, \$75.00; Hanka Kelter, \$60.00; Egan Twist (original), \$65.00. NOTE—All contracts will be signed by the Park Amusement Co., a bona fide Illinois corporation, and will be prepared by our legal department, Hansen & Hansen, of Chicago, Ill., or we will sign your own contract for a 24-week season to open Saturday, April 8th, at Eastwood Park, Detroit, Mich. No hold backs and first week advanced if you need it for transportation, wardrobe or incidentals. All reply to our General Representative:

RAY MARSH BRYDON, Suite 212 Hotel Sherman, Chicago, Ill.

CALL CALL
ALL PEOPLE CONTRACTED, ANSWER THIS CALL

W. C. KAUS SHOWS

OPENING APRIL 3 — NORTH CAROLINA

RIDE HELP—Come on. Good pay, long season. FOREMEN for Ferris Wheel and Ride-O-Shows—Book only meritorious Shows for outstanding circuit, with or without transportation. Want Manager for 2 Girl Shows. McGary, Dan Riley, Scottie, wire. This show carries 8 Rides, 6 Shows, 30 Concessions booked and "The Great Albanis." 20 solid weeks, plus 10 bona fide fairs. Wire or write

RUSS OWENS, General Manager, 80 National Ave., New Bern, N. C.

STAFFORD'S UNITED SHOWS

Opening April 14th at Indianapolis

Rides—Will book Merry-Go-Round or Tilt, 15%. Concessions—Will book Snow Ball, Candy Floss and Apples, also Slum Stores, for \$16.50. Help Wanted—First and Second Man on Wheel, first on Chairplane, also Agents for Stands. All Ride Men, write Lloyd M. Shoup, 317 S. 11th St., Coshen, Indiana. For Sale—10-Car Kiddie Ride, \$150.00. Would like to buy a Bear. I would like to hear from Jerry and Kay, also the Elephant-Faced Boy. Winter quarters at 2947 Shelby St., Indianapolis, Ind. All replies to

RALPH STAFFORD, General Delivery, Indianapolis, Ind.

AL. BAYSINGER SHOWS

OPENING POPLAR BLUFF, MO., MARCH 30

ON ACCOUNT OF DISAPPOINTMENT, CAN PLACE SIDE SHOW WITH OR WITHOUT TOP AND FRONT. CAN PLACE ONE MORE GIRL SHOW. ALSO WANT ANIMAL SHOW, MONKEY, SNAKE, ILLUSION AND ANY GOOD GRIND SHOWS. SCALES, ENGRAVING, BASKET BALL AND DIGGERS OPEN. All Address:

AL BAYSINGER, MGR., POPLAR BLUFF, MO.

Jam Gates in Twin Cities

St. Paul Shrine Opener Is Best Davenport Director

ST. PAUL, March 18.—Despite competition from *Blossom Time*, legit show playing right down the hall in the same building, Osman Temple Shrine circus here got off to its biggest opening-day crowd in years Monday. Circus runs thru Sunday matinee.

First show Monday afternoon drew a capacity crowd of 8,300. Evening attendance fell off to 4,700, but that figure, due to competition as well as to bad weather, was still ahead of other opening nights. Herbert B. Christensen is the potentate, and Orrin Davenport director of the show.

Adult tickets are 75 cents general admission, with children 35 cents general admission. Reserved seats are \$1.10 and (See *BEST ST. PAUL BOW* on page 65)

Polack's Chi Show Ahead of Last Year's

CHICAGO, March 18.—Polack Bros.' Circus, which encountered unfavorable weather during first half of its engagement here for Medinah Shrine, wound up with four days of tremendous business and a total gross of some 30 per cent more than last year's, said Irv J. Polack. Crowds began coming on Thursday and from then until the close Sunday night almost every show was a turnaway.

With last year's experience as a guide, the performance was much better routine and the show presented was exceptionally good. Mickey Blue, who handled the program for the Chicago engagement, got out an attractive 100-page book. Sam Ward, director of public relations, was credited with an excellent job, getting many radio and newspaper breaks.

Program Is Varied For Chi's Olympia

CHICAGO, March 18.—A varied program, which will compare favorably with the exceptional show presented last year, is being prepared for the Olympia Circus at the Stadium next month. For the fifth consecutive year La Tosca, bounding rope act, will be featured. Closing the show will be "Miss Victory," woman shot out of a cannon.

Other features will be the Beresini Troupe, high wire; Emil Pallenberg Sr.'s bears, Orton and Orton, the Lone Ranger and Tonto, and Terrell Jacobs' wild animals. There will be more than a score of other acts. Leo Hamilton will be equestrian director; Jack Klein, announcer; Izzy Cervone, musical director.

Monroe in New W. Q.; Show Will Open April 15

DREXEL, Mo., March 18.—Winter quarters of Monroe Bros.' Circus have been moved here from Bunker, Mo., because much of the equipment owned by show was stored in Kansas City, and some in Oklahoma. Show will open near Kansas City April 15, and programs will run nearly two hours in one ring and on stage.

Five cages of animals, recently purchased, will be exhibited in the Kid Show in addition to several platform acts. Phyllis Zenobia will be featured as an added attraction in side show. All trucks have been overhauled and new side show banners have been received. Frenchy Marsh will be master of transportation.

Russell Hall and his animals are here. He will be equestrian director. The Burdetts, wire walkers, will also present rolling globe, juggling and barrel kicking. Herbert Walters, co-owner with Ted LaVelda, the writer, will be in charge of publicity.



PVT. ERIC BRAUN, circus balancing performer, spends much of his time entertaining fellow GI's in China. Eric the Great, as he was known professionally, will perform at a minute's notice and fills quite a gap in the entertainment world over the hump. Photo by U. S. Army Signal Corps.

\$10,000 Judgment Against Sunbrock

CHICAGO, March 18.—Ruling that a temporary injunction against advertising the "Lone Ranger" had been violated by the Sunbrock Shows, Inc., and Larry Sunbrock, Judge William J. Campbell, in Federal Court here this week, awarded the Lone Ranger, Inc., damages of \$10,000 against the defendants. The injunction against use of "Lone Ranger" also was made permanent. The Lone Ranger, Inc., is the property of George W. Trendle, head of the King-Trendle Broadcasting Corporation, Detroit.

In advertising his rodeo and thrill show at the Coliseum here Sunbrock, in his initial ads, used the title "The Lone Ranger" in large type, with the word "impersonated" in small type beneath it.

RB Personnel in New York

NEW YORK, March 18.—Frank and Paul Miller, Big Show concessionaires, arrived in New York early this week. Roland Butler and members of the publicity staff will make their headquarters at the Piccadilly Hotel as usual. Metropolitan dailies have already run a few circus stories but the campaign apparently will not get into swing until this week-end.

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

En Route, March 18, 1944.

Dear Editor:

Believing that their show was set at Palsy, Ga., for spring quarters, the co-owners of Won, Horse & Upp Circus were doomed to disappointment when they learned that the supposed-to-be-banker, who had accepted the lease money, was only a janitor at the bank and had absconded with the dough. While paying him Manager Upp had remarked, "Your face looks familiar," but couldn't place him. From the banker they learned that the janitor was the general agent for Ford Axle Annie's Horseless Wild West and had been putting in the winter by mopping the marble and firing the furnace.

Last Tuesday a deputy arrived in quarters with a court order demanding that the show vacate the town in 72 hours. Our legal adjuster advised the bosses to sit tight, as he would go to the county seat and adjust the matter. After waiting 24 hours for his return and receiving

Cronin Opening Set for April 1

LOS ANGELES, March 18.—Cronin's Circus is getting into final preparation for opening in this area April 1. While no route has yet been forthcoming, it is known that contracts have been signed for Pasadena April 4 to 8. There will be a two-day and a one-day stand between opening date and the Pasadena run.

Show promises to be heavy on lighting effects, with S. L. Cronin now three-waying his time between the show's downtown office, the Baldwin Park lot and Hollywood, the last named spot where special effects are being worked out.

Little is being released on the acts. Mark Smith's horses will be a feature. Smith has a 12-horse Liberty act, six whites and six blacks, with a glamour appeal supplied by six girls. He also has an all-girl riding act and a woman ringmaster. Smith was with Cronin on the Barnes show and the last few years has been established here with his own stables to produce horse acts for the movies.

Cronin told *The Billboard* that he intends to play three-day and week stands. With the cutting of the "A" coupon as well as the "B" books from 460 to 400 miles a month on the Coast, this date policy is expected to alleviate a number of headaches in addition to allowing the show to be viewed by more people.

Ewalt-Pratt Show To Start May 1

KANSAS CITY, Mo., March 18.—While attending the Hamid-Morton Circus here, Thomas Ewalt announced that, with Vernon Pratt as co-owner, their newly organized circus would open near Hugo, Okla., May 1. While some stock is being wintered at Hugo, most of it and all equipment is in quarters, Geneva, Neb., in a steam-heated building at Ewalt's farm, 12 miles from town.

Under supervision of Harry Hickman, 12 head of horses are being worked daily. These include an eight-horse Liberty act, formerly with the Parker & Watts Circus. Title of the show has not been set but, according to Ewalt, Hugo Bros.' Circus may be used. Seats and props are under construction. Animals in quarters are camel, bears, monkeys, llama and midget cow. Elephant Ena was purchased from Bob Morton during the HM engagement here. Fred Louber will be boss of billers.

SAM WARD, who handled publicity for Polack Bros.' Circus in Chicago, will handle exploitation for the show when it plays El Melikah Temple, Los Angeles.

no word from him, the bosses decided to go to the county seat and find what progress he had made.

To their surprise, they found our adjuster in custody of the county for trying to solicit merchant banners without having proper credentials. The bosses soon convinced the sheriff that the man was their representative and that they had planned to play the town as an opening spot. That automatically released our adjuster. Now that he knew the county authorities intimately, our legal counselor stated that he was ready to continue the fight.

We had only 24 hours left of the 72 and things had to be done fast. The co-owners decided to stay in town and await further developments. Five hours later the show's fixer advised the bosses that \$200 was needed to square the matter. This was immediately handed to our man and the bosses left for quarters, where they ordered full steam ahead on all building and that the secret training (See *WON, HORSE & UPP* on page 65)

Turnaway Bow At Minn. Show Van Tilburg Repeats

MINNEAPOLIS, March 18.—Zuhrah Temple opened its 26th annual Shrine circus in Minneapolis Auditorium Monday, with the largest opening-day attendance at both matinee and evening performances ever recorded. With capacity slightly over 8,000, matinee saw hundreds turned away, while evening performance drew capacity. Tuesday's matinee resulted in turnaway of hundreds of school kids.

With last year's record of seven turnaways to shoot at, circus committee expects to better that mark by a comfortable margin. Opening-day mark was set despite snowfall which began just before opening time and impeded traffic considerably. Noel Van Tilburg again heads the show as circus director. He is assisted by Mrs. Edna Curtis, equestrian director; Jack Klein, assistant, and Izzy Cervone, band director.

Display No. 1 from 7:30 to 8 p.m. nightly is a band concert by the temple band directed by Al Rudd. This is followed by tournament, labeled "The Parade of the Allied Nations." Russell Jaire and Chick Yale, acrobatic clowns, and Sunny Jimmy Gerber and the Lang Tots, clown comedy ladders, get the show under way. An aerial ballet features Frances Estes and Jane Meredith in the swinging neck swivel, and Cyse O'Dell (See *TURNAWAY AT MINN.* on page 49)

Cleveland Grotto Tops Last Year's

CLEVELAND, O., March 18.—Final check-up of the Orrin Davenport promoted Cleveland Grotto Circus, which recently closed a two and a half weeks' engagement in the Arena, shows that circus grossed nearly half again last year's total. Altho general admission prices remained the same this year, reserved-seat scale was raised, top price being \$2.95, and these seats were filled at every performance. Committee expressed itself as well pleased with results.

Big surprise to committee and promoter was the take of Rose's Midgets at the concert feature. In here for the fourth consecutive year, the little folks doubled last year's gross. They averaged holding three-fourths of the total attendance of the circus. Miniature Bible sales by the midgets was tremendous.

Extra Performances For HM in Wichita, Kan.

WICHITA, Kan., March 18.—Hamid-Morton Circus gave three performances Saturday and three Sunday during engagement here. Howard Suesz, manager Clyde Bros.' Circus, visited opening night. Burt L. Wilson visited with Felix Morales and family and Billy Pape during engagement of Polack show in Chicago.

Mrs. Bob Stevens visited the Star-Spangled Circus at Fort Knox, Ky., produced by Benny Fox. Among acts were the Hannefords, Bert and Corinne Dearo, Madam LaTosca, Mickey King and Ernie Wiswell. Bob Stevens, stationed at the fort, is out of the hospital.

C. K. Audibert, at Camp Holliday, Gulfport, Miss., saw Ray Bros.' Indoor Circus in New Orleans and visited with the personnel. George Graf, of the Circus Model Builders, is also at the camp. Slim Walker, former wild animal trainer, located in Los Angeles, and Bob Mathews, former lion trainer with Kay Bros.' Circus, are working on war jobs.

Ralph Noble is in charge of Dalley Bros.' canvas, and Pete Lindemann is in quarters getting his train crew together. Chief Keys, knife thrower, has signed with the Pratt-Ewalt circus. He bought a trailer from the Dalley show, reports Bette Leonard.

Under the Marquee

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

BLUEBIRD gazing?

F. B. WALKER, billposter for 35 years, will be with Wallace Bros.' Circus.

DAN DIX has joined the Beatty-Russell Circus as 24-hour man.

ED MURRAY was program concessionaire at the Grotto circus and Sportsmen Show in Cleveland.

MONROE Bros.' Circus is planning to make Drexel, Mo., its permanent winter quarters.

SIGN of an early spring. Rustic—"Wild geese and showmen are beginning to go north."

PROF. AGNEW has his Petrified Man exhibit at Phillips Field, Tampa, Fla., business being good.

VETERAN agent J. S. Ramsey, who has been ill in Fairmount, N. C., is around again.

EARL SHIPLEY, former circus clown now engaged in war work in Chicago, will play the Chicago Stadium Circus.

TED C. WILSON will handle the Bud E. Anderson Side Show. Kid top is a 30 by 90 and big top a 70 with three 30s.

WHEN opening day arrives some managers forget their winter fellowship and go back into character.

WORD came from Medora, Ind., that Old Alice, elephant, which had been with the Mighty Haag Show and in the Haag family since 1904, died March 12.

VEO D. POWERS'S police dog, Silver Flash, has been working on Station WISR programs, Butler, Pa., with Curley Miller.

JOE COYLE played the Shrine Circus in St. Paul last week for Orrin Davenport, first out-of-town engagement Coyle has played in many years.

DOROTHY LEWIS and Zaza Coriell, who finished a tour of army Camp Shows,

are in Hattiesburg, Miss., preparing for the circus season.

REASON home folk do not understand their tramping son is that he isn't home enough for them to get acquainted with him.

STILL walker James Cogswell has been booked for St. Louis Police Circus thru Barnes-Carruthers. He will be at the '44 Kansas State air, Hutchinson.

PAUL ST. PHILIP, former musician with Hagenbeck-Wallace Circus, owns the Canary Inn, night club, in Pittsburgh and has his own band.

AERIAL Ortons are finishing a successful season with Orrin Davenport this week, and they have signed for the Chicago and Detroit Olympia circuses.

JACK S. SMITH, formerly in the armed forces and now with Dayton (O.) Signal Corps Procurement District and Depots, writes that he expects to return to the Cole show.

THERE are some pushers who imagine that a top wouldn't go up unless they touched every piece.

JACK KNIGHT, Dailey Bros.' Circus, who was in Chicago on business last week, reported that everything is shaping up nicely for the opening of the show April 1 in Gonzales, Tex. He said Louis Reid would be in charge of elephants.

TED MILLIGAN, side-show manager of Mills Bros.' Circus, will be in Cleveland until April 1, then go to quarters at Ashland, O., to prepare for the season. New Kid Show top has been received at quarters.

ARTHUR STAHLMAN, concessionaire with Cole Bros. for a number of years, left Los Angeles last week to join the show in Louisville. Sgt. Dan Pyne, who was shot down in the Pacific while with the army air force, and Jack Grimes left to join the publicity staff.

DR. OTTO SCHLACK, physician in Oak Forest, Chicago, was a frequent visitor at the circuses playing the Windy City the last couple of weeks. He has scores of friends among performers and never is happier than when visiting them. He was with Gollmar Bros.' Circus in 1916.

FROM Jimmy Gurnett: Harry Dann, clown, will lead the spec on the Ringling circus. Sally and Bill Raby, former RB (See Under the Marquee on page 83)

Ringling Loses Poster Suit

ERIE, Pa., March 18.—The case of Roy E. Vines against the Ringling circus finally came before Erie County Court after four years. Vines, owner of the Reid Hotel, claimed he was forced to spend considerable money to repair damages to the exterior west wall of the hotel. Damage was said to have been caused by circus posters placed there June 10, 1940, without the owner's permission. It was claimed that the damage by the single sign necessitated resurfacing entire exterior of the hotel. It was not brought out whether it took four years for the poster to complete its destruction. Suit was for \$275. The Ringling show has not appeared here the past few seasons, but Cole Bros. has again been booked, having completed arrangements to appear on the Ash Street grounds June 5.

Dawson Leaving for East

GREAT FALLS, Mont., March 18.—The writer, Stanley F. Dawson, saw Kid Koster at San Diego, Calif., and at Los Angeles. Harry Levey, Front-Door Kelley, Eddie Brown and Walsh of the Bristol. In San Francisco, saw Everett Hart and Mark Davis; at Portland, Chuck Connors and Charles MacMahan; at Spokane, Harper Joy.

Coming into Great Falls, met Mr. and Mrs. Jack Plummer. Jack is doing a great job in the Northwest and his wife is Special Service Officer at the Army Air Base, Great Falls. Jack has the Elks' band and civic band and a studio at Lewistown, Mont. Hear that Waxie and Elmer Vorhees have taken out citizenship papers at Belleville, Ark. Am leaving here for the East and want to be on hand for the Ringling opening at the Garden.



With the Circus Fans

By THE RINGMASTER

President THOMAS M. GREGORY, 1014 Hardesty Blvd., Akron, O.
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.)

The board of directors of the Circus Fans' Association have announced the appointment of Tom Gregory, Akron, O., as president to succeed Frank H. Hartless, Chicago, who requested that he be relieved of the office due to ill health. Hartless has been under doctor's care for several months and at present with Mrs. Hartless in San Antonio, and from latest report is slowly improving in health. Gregory has been an active fan for many years and is well known among circus people. Before the war he had an advertising company in Akron. He is now associated with an advertising company in Cleveland.

Member Frank B. T. Viering and wife, West Hartford, Conn., left March 16 for a short stay in Texas, expecting to visit in Dallas and Waco. Viering hopes to contact CFA members there.

Mr. and Mrs. W. H. Hohenadel spent March 10 in Chicago and attended the Atwell Luncheon Club at noon. Hohenadel caught the Shrine show for a short time in the afternoon, visiting with Hubert Castle.

Dr. H. H. Conley, Park Ridge, Ill., saw the Polack circus in Chicago March 5 and night of March 6 attended the Sun-brock show at the Coliseum. March 7 he left for Sarasota for a brief vacation.

Fred Schlotzhauer, Oquawka, Ill., saw the Shrine circus in Chicago afternoon of March 8 and that night attended the rodeo at the Coliseum.

Mrs. Vivian Mars, custodian of the Hertzberg Circus collection at the San Antonio Library, has returned to her post after several weeks illness. Mrs. Pasco Scaperlanda and Mr. and Mrs. Frank Hartless visited the Hertzberg collection.

C. W. Flinney and Col. C. G. Sturtevant were guests of Mr. and Mrs. Frank Hartless March 11 at the St. Anthony Hotel, San Antonio.

CFA J. Raymond Manson, New Orleans, is now a S 2/c in the U. S. Navy and is attending the Radar Operators' School at the U. S. N. T. S., Class 3-A, Point Loma, San Diego 54, Calif.

Clemens Badly Clawed

MINNEAPOLIS, March 18.—Capacity house school kid matinee audience received unscheduled entertainment Wednesday when Dick Clemens was badly clawed three times during his lion-tiger act at the Shrine Circus here. He had just entered the cage, and lion runway was opened with Nero, new lion, going on exhibition for the first time following arrival from New York. As Clemens stepped back he stumbled and fell on his face. Nero immediately jumped and bit him three times in the left thigh before the trainer freed himself, grabbed a chair, whip and gun, and beat the lion back. Despite blood streaming down his leg, Clemens continued the act. The smell of blood infuriated the lions, who clawed at Clemens throat the act. He was immediately given tetanus shots.

... We too are looking forward to the "GOOD OLD SHOW DAYS"

When We Can Again Supply Our All-Star TUCKER Cast:

- ★ CHAIRS
- ★ COTS
- ★ TENTS
- ★ CANVAS SPECIALTIES

(No orders accepted now.)

TUCKER DUCK & RUBBER CO.
FT. SMITH, ARK.

POLACK BROS. CIRCUS

America's Greatest Traveling Fraternal Circus
Playing Indoors
AUSPICES
ARMORIES
AUDITORIUMS
THEATERS
Polack Bros. Circus Offers Its Great Staff of Promoters to Fraternal Organizations.
IRV. J. POLACK, General Director
T. D. PEPPLE, General Agent
LOUIS STERN, General Manager
SEE ROUTE IN THE BILLBOARD
GENERAL OFFICES
1411 ASHLAND BLDG., 155 N. CLARK ST.
CHICAGO, ILL.

SPANGLES TIGHTS
ALBERTIS CO.
440 W. 42 ST., N. Y. C.
Paste This in Your Address Book.

America's Most Outstanding Flying Act
THE FLYING ROMAS
Currently Featured
HOSPITALERS CIRCUS, Lansing, Mich.
Permanent Address: Dakota City, Neb.

CIRCUS & THEATRICAL PHOTOGRAPHS
Get your Preferred Customer Card giving you our wholesale prices for 1944.
Post Cards: 5x7, 8x10, 11x14, 16x20.
CAMPBELL'S PHOTO ART
19 1/2 Gramont Ave. DAYTON 7, OHIO

WALLACE BROS.' CIRCUS WANTS FOR 1944
TWO MORE CLOWNS
TICKET SELLER FOR SIDE SHOW
TICKET SELLERS FOR CONCERT AND RESERVE SEATS
CANDY BUTCHERS
HEAD USHER
BOSS PROPERTY MAN
Write or Wire
WALLACE BROS.' CIRCUS
Winter Quarters, York, S. C.

WALLACE BROS.' CIRCUS WANTS
2 More Clowns
Side Show Ticket Seller
Candy Butchers
Write or Wire
WALLACE BROS.' CIRCUS
Winter Quarters York, S. C.

BUD E. ANDERSON CIRCUS
Opens April 7th, Emporia, Kansas
Wants Workingmen, \$25.00 week and up. Useful Acts and Circus People, write at once. H. J. Lana and the Sylvesters, please wire.
EMPORIA, KANSAS.

CHICAGO COLISEUM NOW AVAILABLE
FOR
ICE SHOWS
CIRCUSES
RODEOS
POPULAR OPERAS
TRADE SHOWS
CONVENTIONS
JAMBOREES and
SPECIAL EVENTS
NO ATTRACTION TOO BIG
RODEO JUST GROSSED OVER \$100,000 AT THE COLISEUM
Contact
COLISEUM BOOKING OFFICE
Al Borde-Leo Seltzer, 15th and Wabash Avenue, Chicago
PHONE CALUMET 5871

SOIL TO SAWDUST

Saga of the Campbell Brothers

By LEVI H. BLOYD

FORTY-FIVE years ago the little city of Fairbury, Neb., was agog as its residents watched the Campbell Brothers unload their first shipment of wild animals for their menagerie. The elephants trumpeted, the lions roared and the monkeys chattered as Negro Nadge and the Campbells moved around hurriedly in getting the animals out of the railroad car into the warm winter quarters, which were located in the southwest part of town near the Little Blue River. This was the beginning of Campbell Bros.' Circus that in later years became one of the largest circuses in the United States.

Drought on the Kansas plains drove this pioneer family from the farm into show business, a livelihood that had been their one ambition since their childhood days in Illinois, where they knew and lived among great performers who had taught them much.

The original six Campbell brothers were pioneers in show business and to them must be credited much of the development of the present-day circus. The six were not all brothers, altho they went under the name of Campbell Bros.' Circus. There were four brothers, Al, Ed, Charles and Virg; a brother-in-law, Lee Greer, and a nephew, Fred Hatfield. Only two of these showmen, Ed and Virg, are now living to tell of their struggle in developing entertainment of the circus world. Also their sister, Mrs. Josie Hatfield, mother of Fred, is still living, and she played a vital role in the life of the show.

Started as Acro Troupe

Their circus career began in the late '80s, when they realized they were licked by the drought and would have to rely on other things than farming. Naturally, they turned to their skilled athletic ability that they had developed and practiced since childhood days in Illinois. The tumbling feats that had been their own entertainment and pastime became their mode of livelihood in 1889. On July 4 the little troupe, assisted by some neighbor boys, gave their first acrobatic performance at a celebration in Haddam, Kan. The group consisted of a ringmaster, seven tumblers, two clowns; "Rattlesnake Joe," whose body was draped with snakes, and a five-piece band from Haddam. Their wardrobe was made by the mother of the Campbell boys and their sister. This was the beginning of the Campbell brothers in show business. The families moved to Fairbury while the boys continued to give performances at celebrations and picnics around the territory and even in schoolhouses.

About 1892 the Campbells' little medicine show gave its opening performance in Jansen. Their first entertainment consisted of tumbling acts, acrobatic feats, farces, skits and songs. During



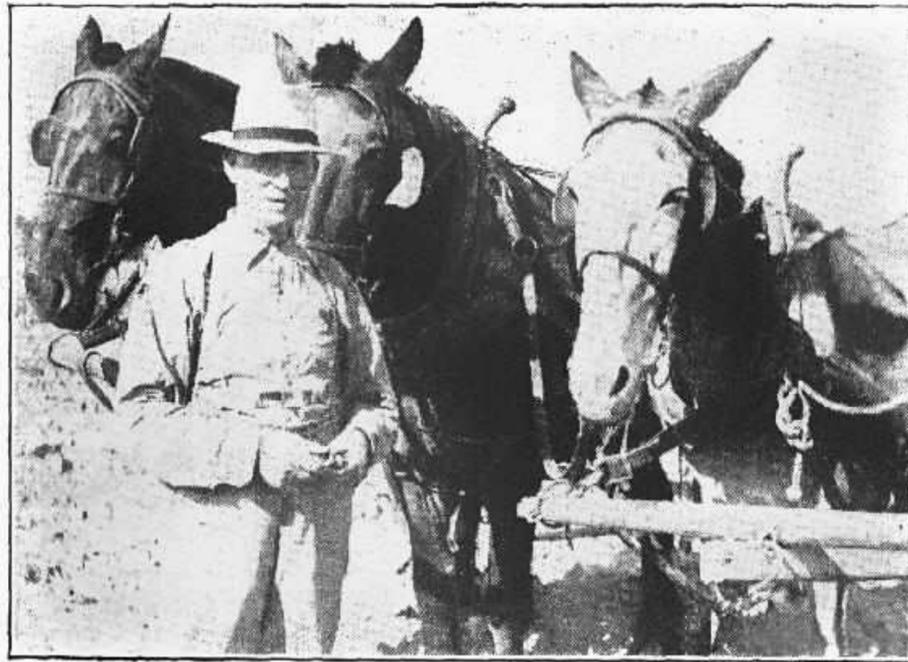
Ed Campbell, with his trained dog, John.

the show the man they had hired as "Doc" went before the audience to sell soap and medicine. Having only side walls to begin, it prevented them from continuing in all kinds of weather. At first they had to hire their equipment hauled from one stop to another, but with the progress and success of every performance the company soon purchased a team and wagon, also a tent. For three years the show worked the country, staying a week at each stand.

In 1895 their first wagon show pulled out on its successful career. It was this season that the brothers purchased Old Charley, a pet bear that proved to be a strong drawing card.

McMahon Animals Purchased

In 1898 Doc and Ed Campbell made the first real purchase of wild animals



VIRG CAMPBELL, with Lizzie (right), 33-year-old mule.

from the Joe McMahon show, two elephants, two lions, two jaguars, two lamias, a zebra, kangaroo and some monkeys. After purchasing them they began seeking information on care of the animals. Ed relates how he had heard that they gave whisky to elephants to warm them up, so he asked Mrs. McMahon about it. Her answer was: "You can buy it for the elephants if you want to, but it won't be the elephants that get it."

After the brothers had bought the animals, Mrs. McMahon called the Negro elephant trainer, Nadge, in before the brothers to talk to him and explain that they had bought the elephants and that meant that he also had been sold along with the bulls. Nadge was with the Campbells about three years and during this time, according to Ed, Nadge never had a pay day, but received money as he wanted it. He would go from one brother to another for money to purchase something he needed. Altho each of the boys always had to argue about it and tell him he was costing them too much money, in the end he usually got the money. Nadge took good care of the animals.

Venus and Topsy, Bulls

The first two elephants on the Campbell lots were known as Venus and Topsy. Venus was considered the largest in the States at that time, weighed five tons, and cost them \$5,000. She was smart and easy to train. But she was tricky and had to be watched. Topsy was easy-going and very hard to train. She would follow Venus around and do

as she did. If Venus picked up things and threw, then so would Topsy; if she laid down, Topsy was right beside her. How old the elephants were was not known, but the Campbell learned that the animals had been in the States for some time, having belonged to four or five shows before they purchased them.

Venus developed a dislike for one of the night keepers who, it was said, was cruel to her. During the winter it was his job to keep the fires burning at night in the animal building. Some nights he would drop off to sleep, letting the fires burn low and cool off the building. At times like this Venus would show her intelligence. Reaching out with her trunk she would pick up a cob, stone or chunk of coal and hurl it at the sleeping watchman until she woke him. Her

to them. It was believed the bull was then between 10 and 15 years old.

The lives of these three elephants with the Campbell circus were short. Little Hamburg was with it only about a year, while Venus and Topsy gave some wonderful performances for about three years. After entertaining folks all over the country they had to die a horrible death in Pawnee City, Neb., in 1901. The stillness of the night was broken by their trumpeting and screams of fear and pain, mingled with the roar and cries of other wild animals as they burned to death, trapped in their railroad car that soon became a fiery furnace.

The Campbells had just given their opening show in Fairbury and had pulled into Pawnee City for their second performance. It was Sunday night and cold, so they put the elephants, the two camels and a few other warm-climate animals back into their cars for the night. Nadge, with a gasoline torch under his arm and trying to carry a sack of feed in his hands, entered the car to feed them. The torch set his clothes afire. Dropping the feed, he grabbed the torch and intended to throw it out the door, but it hit the side of the door and fell inside, exploding and throwing flames and gasoline all over. Nadge rushed out in burning clothes to safety, while the animals were destroyed. After this loss the brothers rushed to New York, where they purchased four elephants from a European shipment that had been in quarantine for three weeks and which was lifted the day they arrived.

On Rails and Off Again

The circus grew to 25 wagons, more elephants and wild animals being added to the ever-growing menagerie. Several animals and birds were picked up at some of the stops. Bigger and better attractions were needed, which called for more and better performers of all kinds. During the early years the larger animals, such as elephants and camels, were walked from one show lot to another.

The show business was a hard struggle, but these young men loved it and lived for it that their childhood dreams might come true. The show soon took to rails. Disaster struck several times, great losses by fire and storm were suffered, but the show went on. During the life of their circus the brothers purchased 18 elephants. Many interesting stories these brothers can tell of how they found and purchased many of their wild animals. In 1915 the circus was closed and sold. Only one of the original "brothers" remained in show business, Fred Hatfield, who had his own little dog and pony (See Soil to Sawdust on opp. page)



MRS. JOSIE HATFIELD, holding a mounted baby lion of those early circus days, and the bell that is rung today to call the dog.

aim must have been pretty good, for many a time he would grab a pitchfork and go after her, it was told.

Her hatred for him developed as she watched for her chance which came in 1900. On a lot that season he was using Venus to move the animal cages into place. Just once he turned his back upon her. That was what she was watching for, and quickly she struck upward with a hard blow with her trunk, knocking him to the ground, then swinging her body she dropped on him, crushing him to death. Men working close by rushed to help him, but their efforts were futile. He gasped, "She's got me, boys. Tell my little girl—" but the message was never given.

Railroad Car Death Pyre

During the same year the Campbell brothers purchased an elephant from an animal man in Hamburg, Germany. It was crated and shipped by express from Hamburg to Fairbury. When he reached Omaha he became tired of his pen and tore it open, taking the liberty of using the entire car, for no one offered to stop him but cleared out and let him have his own way. The express company notified the Campbells to meet the passenger train to take the elephant off, because none of their men would enter the car.

Negro Nadge had Venus and Topsy at the Rock Island depot when the train pulled in. A runway was laid at the door, and when the door was opened there stood little Hamburg, a baby elephant not over three feet high! Upon seeing the two older elephants he raced straight

Collectors' Corner

By FRED P. PITZER

292 Madison Avenue, New York City

Here is an interesting bit from L. Berman on posters: I am exhibiting at the Norlyst Gallery, 59 West 56th Street, New York City, a large circus poster in three colors which may be one of the first colored posters extant. It was done by Morse, presumably John W. Morse, about whom there is no source material that I could find. Earl Chapin May in his book, *From Rome to Ringling*, writes "Jonas Booth, New York printer, made the first poster from pine blocks after a process discovered by the artist and engraver Joseph Morse."

The printer on this Morse poster is not mentioned but the name of Booth appears on another colored poster I have which is titled, *The First Giraffe in America*. I think both of the foregoing posters antedate 1850. The giraffe poster is of the Van Amburgh Circus. Another Van Amburgh poster which I have is dated 1846 and is a narrow one-sheet about 56 inches long. Another large poster of mine is dated 1832. The earliest American circus poster that Vall mentions is dated 1831 and which is now in the possession of the American Antiquarian Society. The second oldest poster, also in the possession of this society, is dated 1835 and is printed by Bell, who is the same printer of my 1932 poster.

Much knowledge has been gained for collectors thru your corner, so I wonder now if any one can tell me something more about Morse. The colored poster by him, mentioned above, is very curious and pictorially interesting, so that any possible source material about Morse will be greatly appreciated by me. I might also mention that I have a small bill, dated Edinburgh, 1816, where Astley's is mentioned. And another one dated Hull, 1776.

Incidentally, I might state that Berman has the finest collection of foreign and American posters of the last century in America.

Answering J. H. Waterman (*The Billboard* 1-29) J. M. Brown, of Maine, writes: "I have an 1874 herald of Maginley & Company's Royal Circus which contains the following announcement—THE GREAT PERFORMING BUFFALOES Leaping High Gates and Entrenchments Ridden by Indians.

Talking some more on Waterman's query (*BB* 1-29) here is what Walt Tyson has to say: In an advertisement for the Kit Carson's Buffalo Ranch Big Three-Ring Wild West Circus, showing at Elberton (?) April 1, 1914, there is a cut showing "Kit Carson's \$25,000 herd of performing buffaloes." The cut is about 2½x4" near the top of a two-column ad, and shows five buffaloes standing on barrels, a la bull act, and then two are shown down front with the trainer, one kneeling as if taking a bow, and the other is standing on its front feet on a barrel, with hind part of body raised. Then at the side of the cut on left is a larger animal rolling a globe, and at the right-hand side a buffalo standing and walking on its hind feet.

Sello Bros. Bows At Jamestown, S. C.

JAMESTOWN, S. C., March 18.—Sello Bros.' Circus, O. Roy Bible, manager, opened here March 4 to SRO, with this program: Riding dogs and monkeys; high school horse; Illa Floyd, swinging ladder; Cecil Bostics, Spitz dog act; Jack Floyd, hand balancing; pickout pony; horse riding bear; Miss Raemore, single traps; military pony drill; trapeze and wire-walking monkeys; clown number, boxing; goat act; Illa Floyd, web; clowns; pig act; Jack Floyd, slack wire; Frieda, performing elephant; clowns; bucking pony. Tex Dana is producing clown, and Jim Ratcliff and Shorty Bostic, clowns. In concert are Rox Dix, rope spinner and trick rider; Jim Dell's cowboy band in hillbilly numbers.

Side Show line-up: Charles LaBird Sr., manager, presenting magic and Punch; roller-skating monk; Don Kimmell, novelty musical turn; Royal's Bird Circus; Louise Weir, dancer; five cages of animals. Big top is a 50 with three 30's, three rings being used; side show, 30x90, with 100-foot banner line. Jim Stutz has replaced Al Weir as concession manager.

THE CORRAL

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

NEXT year's rodeos were discussed at Fort Worth when the Cowboys Turtle Association met March 14. Toots Mansfield, president, presided. Acceptance and rejection of prize lists were considered.

ELEVENTH annual Arkansas-Oklahoma Rodeo, Fort Smith, Ark., Arthur D. Murphy, secretary, will be held June 3-7. A. B. (Bert) Harper will be arena director. Purses will be as follows: Calf roping, \$800; bulldogging, \$800; bronk riding, \$800; steer riding, \$800; bareback riding, \$600. One hundred dollars in War Bonds will be awarded to winner of each of the five main events.

ENTRIES reached 146 for the rodeo which opened a 10-day run March 10 at the Southwestern Exposition and Fat Stock Show, Fort Worth. Held in the Will Rogers Memorial Coliseum for the first time, the rodeo played to sellout audiences the first five shows. The coliseum is 50 per cent larger than the old one and seats 6,200. Box seats sold for \$3.30, 90 per cent of the reserved seats sold for \$2.50 and 10 per cent of the reserves sold at \$1.65. No standing room is sold. Five Minutes to Midnight, retired as a competition bucking horse, thrilled the crowd opening night in an exhibition ride. Entries equaled the average for the last five exposition rodeos. No rodeo was held last year.

COWBOY standings of the Rodeo Association of America, as announced February 1 by R. S. McCarger, secretary: Jess Goodspeed, 575; Bill Linderman, 575; Wag Blessing, 531; Dub Phillips, 475; Pee Wee Morris, 413; Hugh Bennett, 350; Vic Schwarz, 348; Ken Robers, 332; Clyde Weir, 325; Bud Spilsbury, 325; Pat Parker, 300; Ernie Barnett, 275; Slat Jacobs, 250; Homer Pettigrew, 250; Bill Linderman, 248; Bill Hancock, 238; Bob Estes, 226; Chuck Sheppard, 203; Bob Burrows, 200; Steve Heacock, 200; George Yardley, 180; Oral Zumwalt, 163; Clyde Burk, 150; Harold Melvin, 150; S. A. York, 150; Glenn Tyler, 145; James Like, 125; Toots Mansfield, 125; Hugh Ridley, 125; George Wilderspin, 125; Bud Mathews, 113; Louis Brooks, 100; Jiggs Burk, 100; Carl Dossey, 100; Maurice Reilly, 100; Johnny Tubbs, 100.

Bronk Riding—Bill Linderman, 375; Vic Schwarz, 348; Bill Hancock, 238; Chuck Sheppard, 203.

Bull or Steer Riding—Pee Wee Morris, 413; Ken Roberts, 332; Bob Estes, 226; Wag Blessing, 196.

Bareback Riding—Ernie Barnett, 275; Wag Blessing, 200; Bob Burrows, 200; Bud Linderman, 200.

Calf Roping—Jess Goodspeed, 575; Hugh Bennett, 350; Pat Parker, 300; Bud Spilsbury, 200.

Steer Wrestling—Dub Phillips, 475; Clyde Weir, 325; Homer Pettigrew, 250; Steve Heacock, 200.

Rigdon Elected President

FORT WORTH, March 18.—Annual convention of the National Rodeo Association, formerly the Southwest Rodeo Association, met here during the Southwestern Exposition and Fat Stock Show and elevated Floyd B. Rigdon, Carlsbad, N. M., publisher, from the vice-presidency to the presidency. He succeeds Scott D. Hamilton, manager of the Little Rock Chamber of Commerce and formerly secretary of the Arkansas-Oklahoma Rodeo, Fort Smith, Ark.

Ralph R. Wolf, Waco, Tex., was raised from the second vice-presidency to the first; Roy F. Evans, Dodge City, Kan., was elected second vice-president, and C. A. Studer, Canadian, Tex., was chosen secretary-treasurer.

Annual championship awards were made by the association before the Monday night (13) audience which filled the Will Rogers Memorial Coliseum at the stock show to capacity.

Louis Brooks, who recently moved to Florence, Ariz., became champion all-round cowboy on the NRA basis of win-

ners during 1943. He also won the bareback bronk awards. Others crowned as champs, in the rulings of the NRA are Eddie Curtis, saddle bronk riding; Buck Jones, steer wrestling; Fuzzy Garner, bull riding; Everett Shaw, single steer roping.

Incorporation of the association under the laws of Texas as a non-profit organization was authorized. The purpose of the association will be to help the old West carry on, to promote standard rules of the rodeo and to boost cowboy Western sports contests.

TURNAWAY AT MINN.

(Continued from page 46)

and Louise Atterbury, one-armed planges. These are followed by Dick Clemens and his performing lions, who give way to Buddy and his mule, "Democrat," and the clowns. Clara Hoaglan and company present their dressage horses, followed by Selden, the Stratosphere Man. Next in the three rings are Maximo, Cuban slack wire; the Saxons, balance act, and Don Phillippe, tight wire. Watkins military ponies are next, followed by clowns.

Again in the rings are Nick Cravat and company, bars; three Irvings, bars, and Walter Guice and company, trampoline. Dolly Jacob's elephants take over the spotlight for their presentation, followed by clowns. Taking part in next display, billed as canine capers, are the Wright tumbling dogs, Sylvia and her pets and the Haag dogs. The Great Gregoresko, man who hangs himself to live, takes center of the big ring for a most spectacular performance. For intermission, American Red Cross pulls stunt of its own by inviting a donor down to give blood right on the spot and before the audience. Performance is very graphic.

Show gets on with a roller-skating number featuring Bud and Jean, the Rollerettes and the Whirlettes. Jinks Hoaglan and company, with "Batling Pepin" and other high-jumping horses follow. Tarzan, chimpanzee riding motorcycle, and Adam and Eve, Watkins baby chimps, draw attention of the youngsters. Then the clowns again. Rouse and Princess Helene present a high-wire illusion act. The Cardovas and the Six Langs present acro acts, followed by Greer stallions, Liberty horses presented by William Bushbaum, trainer. Following clowns, circus finale is flying return act by Harold Voice company.

In clown alley are Sunny Jimmy Gerber, Chick Yale, Joe Coyle, Happy Kellems, Art Borella, Joe Ambrose, De Melo, Ernest Burch, Whitey Harris, Van Wells, Frank (Bozo) Carcy, Russell Jierre, Bill (Yo Yo) Alcott, Lindsay Wilson, Buddy Watkins and George Switzer.

Because of the large crowds anticipated all week, a special Saturday morning matinee was arranged for today.

J. C. Ste. Marie is general chairman; Ivan H. Graves, on advertising and program; Dwight Thomson and Harold Foster, newspaper and radio publicity; E. E. Rempfer, banners. Paul R. Gray is temple potentate.

Terrell and Dolly Jacobs had to split their act to make the Minneapolis and St. Paul Shrine circuses. Terrell took his lions and tigers to St. Paul and Dolly stayed in Minneapolis, her home town, with her elephants.

SOIL TO SAWDUST

(Continued from opposite page)

show until his death a few years ago.

Altho these three living pioneer troupers went out of the big top they have carried on with the spirit of a showman. Today finds them living among some relics of the old Campbell Circus days, recalling many old friends and performers the world over. Virg Campbell, now a farmer near Fairbury, has a mule that was born en route one season with the circus, the only living animal they have left that was a part of the show. Ed and his sister make their home together in the city. Both brothers have dogs which they have trained for their own enjoyment. With the memories of what they have done for the development of big-top entertainment, the show must go on, even if it is in their own backyard.

RODEO BEN Clothing

Is Known the World Over for Its Superior Cut and Styling
RODEO BEN'S Smart Western Creations
Available to those who desire the finest in Rodeo and Rodeo Dress Wear. Clothing that Expresses Artistic Distinction and Quality Unexcelled!!

BEN THE RODEO TAILOR

3209 West Columbia Avenue
Philadelphia 21, Penna.

MILLS BROS.' CIRCUS

Opens Ashland, O., Saturday, April 22

WANT FOR BIG SHOW: Feature Wire Act, Riding Act, Single and Double Traps, Bar Act. WANT FOR WILD WEST: Troupe, Family or Single Indians. WANT FOR BIG SHOW BAND: Trumpet, Clarinet, Trombone, Other Musicians, write. WANT Chevrolet, Mechanics with tools to join on wire; Assistant Boss Cavanaugh, Seatmen and Riggers. WANT Circus Cook and Waiters. Will rent Lunch Stand privilege to responsible party. Can always place Useful People. Please state lowest. Write
BOX 372, Ashland, Ohio

STOP WONDERING WHERE THEY ARE!

Have You Seen

"Today Is Circus Day in...?"

An Advance Itinerary of All Circuses

(1 Sample Copy FREE on Request)
SENT TO YOU WEEKLY AT 10¢ THE COPY.
Send \$1.00 for 10 Weeks' Subscription to

CHARLIE CAMPBELL

BOX 301 SYLVA, N. C.

WANTED

For Outdoor Circus—High Acts, Thrill Acts, Ground Acts, Animal Acts, Acts of all kinds. Houston, Texas, May 12-21; New Orleans, May 27-June 4th. No act too big or too small. Write

RAY BROS.' CIRCUS

RICE HOTEL HOUSTON, TEXAS

Wanted—Circus Workers

in all departments.

3-Day and Week Stands, California.

CRONIN'S CIRCUS

2619 Oak Knoll Ave., San Marino 9, Calif.

DUE TO WAR CONDITION NOW AVAILABLE

Understander and Catcher for a high-class Acrobatic or Tenter Board Act, or will do Bumps in a high-class Comedy Act. Top salary. Will join at once. Write or Wire

GEO. KOENIG

1615 Lyndale Ave., No. Minneapolis, Minn.

GOOD'S CIRCUS PARADE VIEWS

Extra clear, post card size, interesting subjects of 1920 Sells-Floto, old B. & B. Bridgeport Winter-quarters, 40 Horse Team, 1924-43 Ringling-Barnum; also Hagenbeck-Wallace, Robbins Bros., Tom Mix Circus, Cole Bros., Van Leer Holland and the Al G. Barnes Wreck. Satisfaction guaranteed. Send 20¢ for samples and lists.

ROBERT D. GOOD

1609 Turner Street ALLENTOWN, PA.

WANTED

Elephant Man for Bill Woodcock. Cage Men, Don Kicker. Blacksmith, Painters, Trainers, Grooms.

TERRELL JACOBS

Jacobs Winter Quarters, Peru, Ind., or care Shrine Circus, Lansing, Mich.

FOR SALE

Twenty by Seventy Tent, 7 Ft. Wall, Poles and Stakes, 90 Ft. Banner Line, 1931 Chev. Truck, Tires, and condition good; make offer. Stamp for reply. Also Marionette Act, complete.

RAY BRISON

LIBERTY PARK BALTIMORE 24, MD.

SELLO BROS.' CIRCUS

WANTS

Performers—Top salaries for those who are for it. Workmen, \$25.00 per week. Dancer, \$40.00 per week. 40 to 50 week season. Address General Delivery, New Bern, North Carolina.

HIGH WIRE PERFORMERS

WANTED

Long season. Write

BOX D-193, The Billboard, Cincinnati 1, O.

Materiale proietto da copyright

BILLERS AND LITHOGRAPHERS WANTED

Union scale and expenses. Best of conditions.

JOHN COUSINS, Brigade Mgr., Arthur Bros.' Circus

Hotel Leamington

Oakland, Calif.

AC, Wildwood Have Visions For Expansion

ATLANTIC CITY, March 18.—Expansion of Atlantic City, to embrace mainland and bay-front communities to make for a Greater Atlantic City, is urged by Henry W. Leeds, prominent beachfront hotel man, stressing the fact that the new naval airport here will provide the country's newspapers an Atlantic City dateline for every day in the year.

City limits of Leeds' Greater Atlantic City would reach as far as Port Republic and the Mullica River, taking in all the territory from Little Egg Harbor Bay to Great Egg Harbor Bay. He got the idea three years ago on a visit to Los Angeles, he said.

"We've got the same opportunity for growth that they had, all that is needed is the right kind of people to start these things going. We've sold Atlantic City to (See A. C. Wildwood Plan on page 55)

Frank Sets New Macon Site; Drum-Beating Campaign On

MACON, Ga., March 18.—Preparations for the opening of Playland Park, operated by W. E. Franks, are rapidly nearing completion. The five brick buildings on the new site at Broadway and Hawthorne Street have been demolished and the new fence and concession stands have been finished. The new location is about twice as large as the lot formerly used by Franks on the State market property across the street.

Franks announces that a minimum of five rides will be in operation at the opening. Always a firm believer in advertising, Franks has started an elaborate billing campaign with four kinds of flashy, special paper. He has also started his schedule of five daily radio spots on the two Macon stations.

Kane Acquires St. John Spot

ST. JOHN, N. B., March 18.—Moosepath Park, one of the oldest amusement parks in Canada, has been sold by the owners, the Catholic Diocese of St. John, to George T. Kane of this city. The location is three miles from the heart of St. John, and on a bus line serving as feeder for the city electric railway. The new owner is planning improvements and promotion of harness and running races, reconditioning of the track, a new grandstand, concession stands and rides. It marks Kane's debut in the park field.

Park List

A list of amusement parks, piers and beaches will be found in the List Section of this issue.



TCH. SGT. JAMES E. GOODING, vice-president of Puritas Springs Park Company, Cleveland, prior to his enlistment, now serving with the army air corps in England. He was previously stationed in Africa. Gooding, now in his 16th month overseas, is the son of Mrs. Pearl Visoki.



SOL A. STEPHAN as he looks today. He had the last living passenger pigeon and he is pointing to a print of the specimen which is now preserved in the Smithsonian Institution in Washington.

Grand Old Man of Cincy Zoo, Only 5 Shy of Century Mark, Reviews Tales of Early Days

CINCINNATI, March 18.—Sol A. Stephan, general manager emeritus of the Cincinnati Zoo and one of America's most widely known animal authorities, will be 95 years old April 3. Letters, telegrams and gifts from all over the country have already been received at the Stephan home, his son, Joseph A. Stephan, general superintendent of the zoo, said.

Sol Stephan's love for animals is still

Bidding Under Par At Memphis Funspot

MEMPHIS, March 18.—When the Memphis Park Commission opened bids for concessions in Fairgrounds Amusement Park, which it took over recently from the fair association, only one bid was accepted.

J. T. Sloan bid high at \$1,200 for operation of the popcorn and peanut concession. Rejected bids included those for four drink and food stands, photograph concession, cotton candy and food concession.

Chairman of the park commission, John Vesey, said: "Some have been turned down because we feel the high bid was inadequate. High bidders will be given the opportunity to meet our requirements or we will re-advertise for bids or operate concessions ourselves."

Scott Rancho for Tuscora

NEW PHILADELPHIA, O., March 18.—V. S. Scott, formerly with the Ringling-Barnum circus and who in the off-season operates a restaurant and grill at Newcomerstown, O., has been contracted to operate his Rancho Kiddies Rides at Tuscora Park here the coming season, opening May 30. The novelty offering consists of pintos, Shetland ponies, Mexican burros and Ayreshire goats that pull miniature chariots, and is presented in a unique fenced-in arena bedecked with flags of the United Nations. Scott will make the fairs with his Rancho Rides in the fall.

T. Dorsey for AC Easter

ATLANTIC CITY, March 18.—Anticipating banner Easter week-end biz, Frank P. Gravatt has booked Tommy Dorsey's orchestra, with drummer-boy Gene Krupa, to headline the holiday bill at his Steel Pier. Dorsey's band will hold forth in the pier's Marine Ballroom April 8-10. In addition, vaude shows will be brought into the pier's Music Hall. The pier talent will again be booked in by the Eddie Sherman Agency.

as strong as it was in 1875 when he became superintendent of the zoo. He still visits the zoo frequently thru the rear gate of his home, which adjoins the zoo.

Came With Elephant

Reminiscing with friends recently, he recalled the history of Conqueror, a huge African elephant, which was responsible for Stephan coming to the Cincinnati Zoo in 1875. Stephan was born in Dayton, O., April 3, 1849. He was 23 years old when he joined the Great Eastern Menagerie, Museum, Aviary, Roman Hippodrome and Egyptian Circus in 1872. The following year, when members of the Cincinnati Zoological Society, then an infant organization, voted to add an elephant to its collection, it was offered Conqueror by the Great Eastern Menagerie. The zoo had a modest animal collection, consisting principally of a lion, a hyena and a leopard, all domiciled in circus cages. None of the present animal houses existed.

When Conqueror arrived, accompanied (See Stephan Reminisces on page 55)

Lewis-Greenspoon Regime Prepping Spots in Virginia

NEW YORK, March 18.—Art Lewis, of the Lewis & Greenspoon Company, was in New York recently booking attractions for the firm's two Virginia ventures, Ocean View, Norfolk, and Seaside Park, Virginia Beach.

Lewis reported that his brother, Charles Lewis, manager of the Ocean View project, has a crew of 30 workmen busy putting rides and attractions in shape in time for the opening April 1. Lewis also stated that he is erecting an 800-seat burlesque theater at Ocean View in association with Moe Costello, veteran burly house manager.

At Seaside Park, Virginia Beach, Superintendent Al McKee has his working crew rebuilding the bathhouses and four restaurants and enlarging the ballroom to accommodate 2,000 people. Lewis is negotiating for a heating plant for the dancery to permit winter operation. According to Lewis, \$25,000 has been spent on lumber alone at Seaside so far this season.

Jack Greenspoon will manage Seaside Park and serve as purchasing agent for both resorts. Lewis will divide his time between Ocean View and Virginia Beach. Tommy Poplin will be ride superintendent at the latter spot.

DALLAS.—In a trade with W. A. (Snake) King, of Brownsville, Tex., Marsalis Park Zoo will obtain a pair of Viskatcha llamas and a pair of Aoudad sheep in return for four baboons, two ringtail monkeys, two lion cubs plus \$75 in cash.

Obadal's Victory, San Antonio, Bows

SAN ANTONIO, March 18.—Victory Park here, owned and operated by A. (Booby) Obadal, opened the 1944 season Sunday, March 5, when approximately 7,000 people passed thru the free gates. All rides and concessions enjoyed a splendid business on opening day. Park is located a mile from the heart of the city on several bus lines and adjoins Breckenridge City Park and Zoo.

Rides in operation include Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Moon Rocket, Kiddie Ride, Scooter, Mix-Up, Hey-Dey, Roll-o-Plane, Sky Rocket and Electric Train. Two funhouses are also on the Gladway, and approximately 20 concessions operated by Dave Stevens and Blackie McEmore. Cookhouse is operated by John and Cleo Graves; Jessie Harris has candy apples, popcorn and peanuts.

A new free act is presented every two weeks.

Navy and Public To Split Time at Asbury Park Nat

ASBURY PARK, N. J., March 18.—Announcement is made by Frank Allen, operator of Asbury Park Bathing Company, which has the Natatorium on the Boardwalk here, that plans have been completed whereby the navy will share the use of the pool and other facilities with the public.

Allen said that the sailors attending the U. S. Naval Reserve Pre-Midshipmen's School at the city's two leading hotels, the Berkeley-Carteret and the Monterey, will have the use of the property on Monday thru Saturday from 8 a.m. to 4 p.m. and on Tuesday and Thursday evenings from 7 to 9 o'clock. The pool will be available to the general public all day Sunday and during the time the navy is not using it.

The navy originally had plans to take over full use of the Natatorium, but Allen stated that after several conferences officers had agreed not to bar the public completely.

Rollerdome Park, Detroit, Hit by Post-War Planning

DETROIT, March 18.—Future of Roller-drome Amusement Park and the Rouge Park Roller-drome, from which it derives its name, have become highly problematical, with disclosure of plans for condemnation for a public park. Plan is to extend existing parkways along River Rouge into a stretch running right into Detroit, and this would require taking the park property.

In view of the present speed of condemnation proceedings and the determination of parkway authorities to go right ahead in order to be ready with a post-war construction program, operators of the park and rink have decided not to make any plans for the season at present, according to A. J. Arney, one of the partners. Meanwhile the rink will continue to operate as usual.

Quincy for Eastwood Pool

DETROIT, March 18.—Tom Quincy, world traveling high diver and a member of the popular Meier family of water performers, has been engaged to manage the pool in Eastwood Park here the coming season. He recently returned to this country after many years in Europe, Asia and Africa. Quincy, a registered chiropractor and masseur, will give treatments as part of his new job. He begins his new duties April 3.

They're No Fools!

PORTLAND, Ore., March 18.—Some one who apparently didn't find the West wild enough cut the heavy wire fencing of the coyote cage at Washington Park Zoo here and let four coyotes escape. But freedom was too much for two of the animals, an aged pair. They returned to their quarters, where they could be assured of the meat supply. Park keepers still are in pursuit of the younger and more adventuresome pair.

LeSourdsville Maps Post-War Expansion

MIDDLETOWN, O., March 18.—Don Dazey, manager of LeSourdsville Lake, located between here and Hamilton, O., announces that plans have been completed for an extensive building program to be carried out just as soon as materials are available.

First on the list of new attractions contemplated is a new ballroom which will accommodate 2,500 dancers. It will be known as Star Dust Garden. The structure will be 140 feet by 210 feet, with the dance floor 100 feet by 160 feet. A promenade extending along both sides of the dance floor will have 150 tables and two service bars and fountains. The building will be acoustically treated and a cooling and air-conditioning system will be installed.

The present dance pavilion will be remodeled to house a new Dodgem ride. A Flying Scooter and Octopus will be added to the midway at the same time.

Plans have been completed on the building project so that work may be started immediately after the war ends.

LeSourdsville Lake is approaching its 14th year of operation. Owners of the company are Edgar Streifthau, president; Don Dazey, vice-president and manager, and Ernest Streifthau, secretary-treasurer.

Ocean View Boathouse Burns

NORFOLK, Va., March 18.—R. E. Raiford's boathouse at Ocean View Park was destroyed by a two-alarm fire last week. The greatest loss, according to Raiford, was juniper lumber to build 15 boats.

World's Finest Automatic Continuous Brine Freezers

FROZEN CUSTARD MACHINES to include Motor. All Metal Cork Lined.

One New	\$1,520.00
One Demonstrator	\$1,020.00

Note—Cash, Express or Money Order Only, F. O. B. Indianapolis.

Full Instructions and Formula With Sale of Machines.

NEW INTERNATIONAL FROZEN CUSTARD MACHINE CO. 17 E. 37th St., Indianapolis, Ind. Tel.: Talbot 4755

American Recreational Equipment Association

By R. S. UZZELL

A presidential campaign year has always been one of uncertainty in our industry. This year promises to be no exception. Add to this the uncertainty of the war and we have cause for serious thought. Parks that failed to open last year are in a deeper quandary than ever. To carry a non-productive park for a second year of inactivity gives the owners some anxious moments. They fear a commitment to any plan to extend thru the season for fear the sudden ending of hostilities would release gas for busses and pleasure driving and leave them in no position to open on short notice. They are loath to repair unless they can feel certain of putting the devices into profitable use. It is a question of button, button, who has the button? Who has the wisdom to point the way out?

On the other hand, should those with an abundance of transportation get another summer like the past one with its flow of gold, some park men and concessionaires would be in a position to retire but for the heavy drain of taxation. Concessionaires, who pay a stiff percentage and add to it the 20 per cent amusement admission tax and heavy pay roll, may find themselves working for less than their employees make.

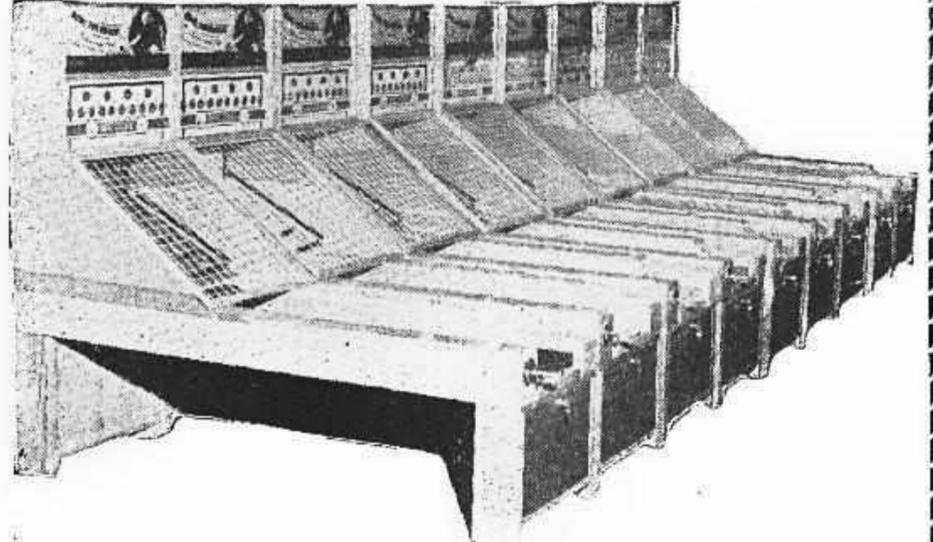
The parks operating with most rides and attractions owned by concessionaires (See AREA on page 54)

With the Zoos

HOUSTON.—Herman Park Zoo will be closed for repairs and sewer installations as well as other work for about six weeks during April and May. C. C. Fleming, director of parks and recreation, said last week. The work will cost \$12,000. The average attendance during the fall and winter has been several hundred on weekdays to 5,000 to 8,000 on Sundays.

PHILADELPHIA.—Charles Campbell, head keeper of the Philadelphia Zoo the past 21 years and an employee since 1907, retired from active service last week. Of the 2,000 wild animals at the zoo, only two have been there longer (See WITH THE ZOOS on page 57)

A CONCESSION IN ITSELF!



Operate a Battery of "MIDGET SKEE BALL"

- ★ Easy to take care of because of simple mechanism!
- ★ Cash Box is separate from mechanism!
- ★ A battery of 10 only occupies a space 18' long by 6' deep!
- ★ Can be placed on counter or floor because legs are removable!
- ★ Legal everywhere!
- ★ FREE! A beautiful sign 18' long x 1 1/2' high with orders for a battery of 10 alleys.
- ★ Colorful backboard and lite-up effects!

The Biggest Money-Maker for Parks, Beaches, Resorts, Arcades, Pools, etc.

Special Price \$249.50 EACH 1/3 Dep., Bal. C. O. D. in lots of 10 F. O. B. New York

AMUSEMENT SPECIALTIES, INC.

593 TENTH AVENUE NEW YORK, N. Y. PHONE LONGACRE 3-4820

WANTED

FOR WILLOW AMUSEMENT PARK

At Houston, Pa., located 18 miles from Pittsburgh, with immediate drawing ability of its surroundings of 100,000 people. Accessible by bus, automobile, street car or railroad. FERRIS WHEEL, LOOP-O-PLANE, MERRY-GO-ROUND AND TWO OR THREE OTHER FLAT RIDES. Will offer good proposition. Address

JOHN JOSEPH, Houston, Pennsylvania, or TONY SENNES, 810 Hippodrome Bldg., Cleveland 14, O.

PROTECT YOUR RECEIPTS

RIDES-CONCESSIONS-ADMISSIONS
MONEY-METERS Record Cash BEFORE Handled by Employees

NO INVESTMENT

We Will Lease Our Money-Meters for the Season

Let Us Know Your Needs

MONEY-METERS, INC., Warren Street, Providence 7, R. I.

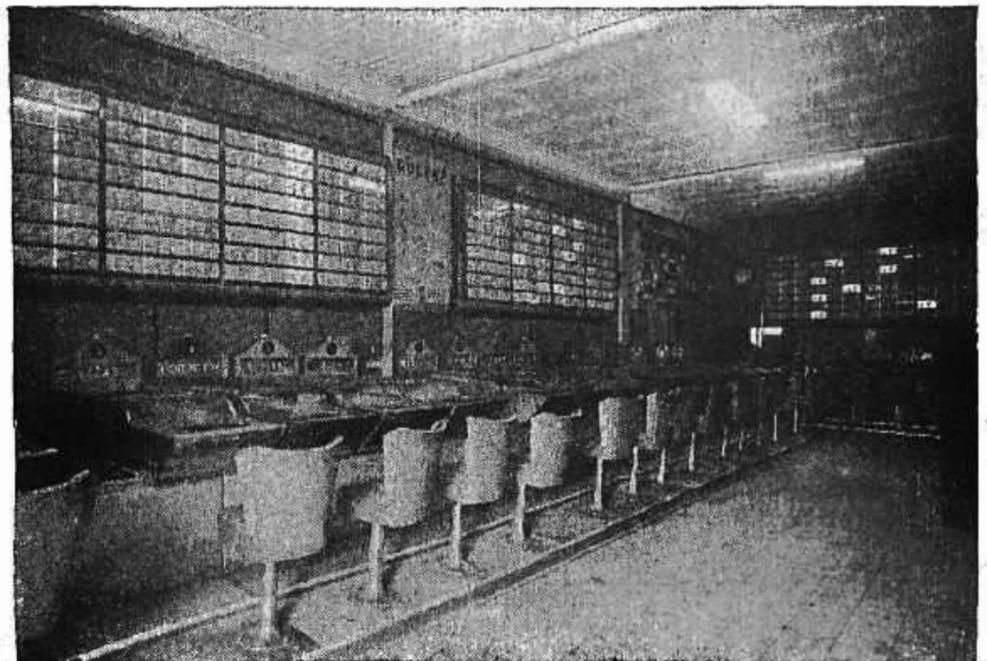
MERRY-GO-ROUNDS

1 beautiful, modern streamlined 3-Abreast Park Machine. Will sacrifice for quick sale. Ready for immediate delivery.

JOS. G. FERARI CAROUSEL WORKS

Port Richmond, N. Y.

Telephone Gibraltar 2-1400



Complete KENTUCKY DERBY GROUP GAME — 24 UNITS

Only One Left—Wire or Phone Today for Price First Come—First Served

Game consists of following equipment: 24 Tables, 24 Chairs, 3 Electric Wall Scoring Boards, 1 Electric Stop Clock. This game may be set up in units of 8 tables in conjunction with one wall-scoring unit. Eight tables require 15 running feet. Distance from the wall to the chair is 9 ft. As the game offered for sale consists of 3 units of 8 tables each, it requires a building of at least 60 ft. in depth and 12 to 15 ft. in width. However, it can be set up in a building 15x40 by operating 2 units the length of the building and one unit across the back.

A SENSATIONAL MONEY MAKER PLAY 50 GAMES PER HOUR!

The KENTUCKY DERBY is a COMPETITIVE ball-rolling group game or skill and amusement. The derby or horse-racing idea furnishes the central theme and the operation of the game is intended to simulate an actual horse-race with all the attendant thrills and excitement and with each player in exclusive control of his own horse.

The horses consist of electrically illuminated representations which appear on a large screen on wall-board. Each horse is electrically connected to a corresponding ball-rolling unit. Thus a game for 24 players consists of 24 horses and 24 ball-rolling units—an individual set for each player.

INTERNATIONAL MUTOSCOPE CORPORATION
44-01 Eleventh St. (Phone: Stilwell 4-3800) Long Island City 1, New York

PARKS AND COMMUNITY SOCIAL LIFE

By REESE H. JONES

THE park of the future, if it is to take its place high in the scale of human enterprise for which we think it is destined, must look to the coming years as the era of its renaissance. In the profound readjustment of social and moral values which has proceeded apace in the colorful quarter of a century just passed we have not, we fear, been keenly sensitive to the call of the hour. Feeble in

imagination and lacking in daring, our creative spirit has failed in its task of leadership. Great opportunities have caught us too complacent, too self-satisfied, too comfortable. In a moment of self-incrimination we are forced to admit that a technique has been evolved

which places the emphasis solely on private ends and not at all on the larger objective of the common good. Ay, there's the rub.

And now for the future. First, to sweep away the cobwebs, to clear the old debris and then to open wide the windows of our mind that our view may reach the vast horizons beyond. There yet will arise a park man, we are persuaded, who has caught this vision of a new world. He will prove by precept

building of a new age? More, far more, we think, than any of our fellow travelers along the path of life. The problems of the coming era can be solved neither by imperial fiat nor by rationalistic processes which function only in small groups of society. It is alone by reaching down to the springs of the emotional life of the masses and arousing their desire for a new existence that we can start the creation of a new world. This is our duty, this is our opportunity.

Passing from the general to the particular, from a study of abstracts to an investigation of the processes by which these plans may be activated, we come directly to the part our own particular division of the show industry can play in forming the world of tomorrow. To justify the payment which we expect from our people we must address ourselves to the task of so integrating our activities with the varied factors of our community that the institution we represent will become the rallying ground for all; so to gather up the widely scattered ends of modern life and bind them together that the resultant unit will achieve the ultimate ideal of a democratic society.

Our place should be a home for all peoples, the one spot where the demotic groups in intimate association may acquire that larger understanding which will knit them together in tolerant and powerful wholes. This park will not be a transplanted European institution. It will spring from American soil; it will be as native to our land as is the Theatre de Guignol on the Champs-Elysee to Parisian life. It will "give to airy nothings a local habitation and a name." Here at this focal point of community life the widely divergent groups (See Parks, Community Life on page 55)

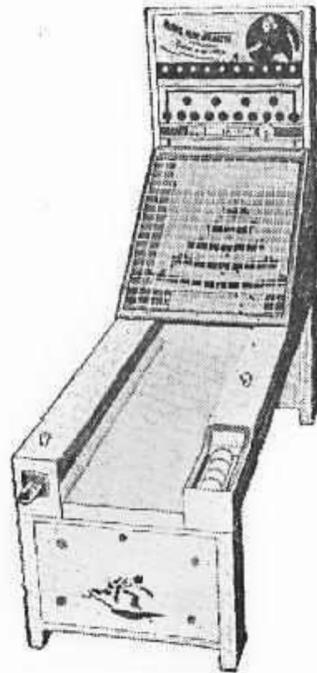
REESE H. JONES, director of public relations at Bay Shore Park, Baltimore, graduated from the University of Chicago in 1918 with an A. B. degree, and followed with post-graduate work at the University of Grenoble (France), where he was awarded the Certificat d' Etudes Francaises in 1921. This was followed by a brief career in the mercantile field, which was punctuated by occasional sallies into journalism. He was projected into the entertainment world in 1929 by a fortuitous concatenation of events. Since that date, and prior to assuming his Bay Shore post this season, Jones has been connected with amusement parks, in various executive capacities, in Peoria, Ill.; Dayton, O., and Des Moines.

that every opportunity received carries its complement of a responsibility, that one cannot take a bountiful harvest from the soil without returning a value in full recompense. Our pay is certain; our thanks should be generous. It was stated in an earlier age by our patron saint, the one Great Barnum, whose words ring everlastingly true: "The American people will richly reward those who can entertain them." And so, we insist, the emphasis of the park of tomorrow must be on what it can give and not on what it can take. Such a consideration, held steadfastly in this year of grace, will lead from the perilous path of muddy thinking to the broader road of light. This will be our Aufklaerung.

What About Post-War?

Those who have passed thru two convulsions of world society will recall that shaft of Shavian wit shot forth from the mad melee a quarter of a century ago: "What will be the state of the world after the war? Chaos, as usual." And now we are constrained to ask in all sincerity what will come out of this uproar about "post-war planning" that is rocking the republic at the present time. It is, to purloin a word from the Bard of Avon, "Sound and fury, signifying nothing?" It need not be. What then have we in the world of play, in the world of phantasy, in the world of make-believe to offer as our contribution to the

Ready for Immediate Delivery



DELUXE MODEL
"MIDGET SKEE BALL"
\$249.50

ARCADE MACHINES AND SUPPLIES

WE STILL HAVE THE LARGEST ASSORTMENT OF FACTORY REBUILT ARCADE MACHINES IN STOCK! MOST ARE BEAUTIFULLY REPAINTED LIKE NEW!

"TRAP THE JAP," Munves' Chicken Sam Conversion	\$169.50
Bally Rapid Fire	245.00
Bally Defender	325.00
Evans Tommy Gun	165.00
Exhibit Automatic Pistol Range, 1 or 2 Players	150.00
Mutoscope Sniper, Attractive, Floor Size, Pistol Range	125.00
Keeney Air Raider	235.00
Keeney Submarine	200.00
Mutoscope Bangaway, 2 Way Pistol	250.00
Radio Rifle, 1c or 5c Play	85.00
Seeburg Shoot the Chutes, Parachute	150.00
Test Pilot	225.00

FORTUNE TELLING

Exhibit Mystic Eye	\$225.00
Exhibit Radiogram	225.00
Exhibit Ramones	200.00
MUTOSCOPE—Love Teller	235.00
Mystic Mirror	95.00
Planctellus	100.00
Smilin' Sam	175.00
Teller Visograph	95.00

BASE BALL - BASKET BALL

Atlas Baseball	\$ 85.00
Genco Playball	149.50
Keeney's Texas Leaguer, DeLuxe	45.00
Keeney's Texas Leaguer	40.00
Major League Western Baseball	175.00
Rockola World Series	85.00
Scientific Batting Practice	115.00
Scientific Baseball, Upright Floor Size, 1942 Model	110.00
Western Baseball	79.50
Scientific Basketball, Upright Floor Size, 1942 Model	110.00
Evans Ten Strike	52.50
Gotlieb Skneballette	62.50
Goofy Golf	109.00
Jennings Roll in the Barrel	125.00

AMUSEMENT - COUNTER

Chester Pollard Racer (2 Players)	\$150.00
Exhibit 2 Car Auto Race	150.00
Chester Pollard Football (2 Players)	115.00
Chicago Coin Hockey	210.00
Chester Pollard or Hot Mon Golf	75.00
Groetchen Mountain Climber	150.00
Groetchen Skill Jump, now, with stand	55.00
Groetchen Skill Jump	37.50
Seeburg Hockey	75.00
Poison the Rat (Hitler)	17.50
Skillette (New)	22.50
Scoter	12.50

ATHLETIC

Ball Grip	\$125.00	Exhibit Dumb Bell Lift	\$115.00
Barnhardt Dial Striker	125.00	Foot Ease Vitalizer-Vibrator	85.00
Beets Dumbell	125.00	Electric Shocker, Beautiful Floor Cab.	95.00
Combination Grip and Lift	85.00	Knockout Fighters (2 Players)	165.00
Dumb Bell Lift	85.00	Lifter	60.00
Exhibit Chinning Rings	175.00	Light House Grip (Very Attractive)	125.00
Exhibit Grandfather Clock Grip	125.00	Mutoscope Windmill Grip	125.00
Exhibit Striking Clock Grip	125.00	Mutoscope Punching Bags	275.00
Exhibit Lighthouse Grip	125.00	Mills Punching Bag	160.00
Exhibit Bicycle Trainer	115.00	Mutoscope Thiograph	165.00
Exhibit Champion Puncher (Punching Bag)	165.00	Mills Large Size Fl. Size Elec. Shocker	150.00
Exhibit Star Striker	145.00	Rosenfeld Grip and Lift (Lite Up Tower)	95.00
Exhibit Lighthouse, Siren Grip	125.00	Super Grip, Mounted on Floor Cabinet and Sign (New)	55.00
Exhibit Knockout Puncher (Punching Bag)	165.00	Super Grip, Mounted on Floor Cabinet and Sign (Used)	40.00
		Uncle Sam Grip	85.00

22 Pokereens, Ready for Operation, Each \$110.00; Rubber Balls for Pokereens, Each, 75¢

Get set for Spring! Write for complete price lists of Arcade Machines or Parts 1/3 Cash Dep. With All Orders. Full Amount With Orders Under \$15.00.

MIKE MUNVES 510-514 W. 34th St., N. Y. C. (2 Blocks From Penn. Station)

Park Owners!

Shooting Gallery Operators!

Arcade Owners! Concessionaires!

We Have for Sale a New and Novel Complete Shooting Gallery, Equipped With the Most Accurate, Jam Proof and Fool Proof Rifle Ever Released!

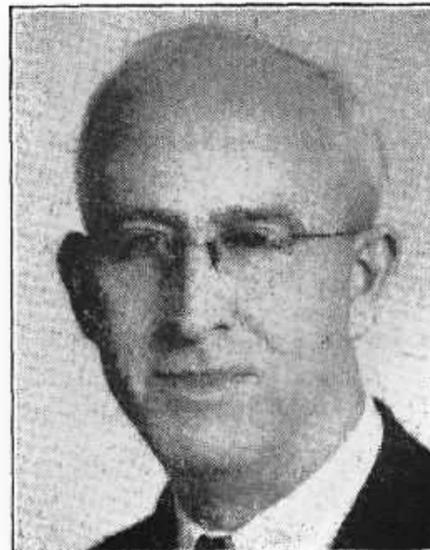
NOW ON DISPLAY AT THE OFFICES OF

GEORGE PONSER CO.

It Packs "POWER WITHOUT POWDER!"

See it today!

AIR GUN SALES CO., 763 SOUTH 18th STREET, NEWARK, N. J.



REESE H. JONES

RIDE OWNERS

Will buy, rent, lease or operate on percentage . . . Ferris Wheel, Caterpillar, Rocket, Octopus, Chair-o-Plane, Roll-o-Plane, Tilt-a-Whirl or any good ride. Also want Ride Operators; top salary. Also a few Game Concessions still open. Wire or phone

REESE H. JONES

Bay Shore Amusement Park, Inc.

Maryland's Leading Playground

On the Beautiful Chesapeake Bay

REESE H. JONES

24 Knickerbocker Bldg.,

Baltimore 2, Md.

GOOD USED RIDES

Or Have You Any To Sell?

BERTHA GREENBURG

Hotel Kimberly, 74th St. & Broadway, New York

WANT TO BOOK

With park or resort Guess Your Weight and Guess Your Age, flat rate or percentage.

E. L. KARN

2168 N. W. 7th Ave. Miami, Florida

FOR SALE! SACRIFICE!

Illions and Son Park Carrousel complete, first class condition, electric driving. 48 hand-carved jumping horses, 2 double chariots, 65 beveled mirrors, 650 built-in electric sockets. Cost \$25,000.00 new.

B. MERSON 1238 Glenmore Ave., Brooklyn 8, N. Y. Ap. 7-7283

FOR SALE

Carrousel, 50 ft., 3-abrest, late model streamlined park machine, perfect condition, like new. Priced very reasonable. Also Accessories and repair parts for Dentzel Machines.

HENRY PAUL

3122 N. Park Ave. PHILADELPHIA, PA.

No Fair Vetoes From Miss. Governor

JACKSON, Miss., March 18.—In assuring members of Mississippi Association of Fairs, who are seeking increased premiums to boost exhibition of local grown prize cattle and crops, that "no reasonable appropriation bill to put on these shows will get a negative vote from me," Gov. Thomas L. Bailey asserted.

"I like the community fairs. I believe in the fairs.

"Any reasonable money appropriated for fairs is money wisely spent.

"The fair is of incalculable value to the State. I would like to see more little fairs. I would like to see more big fairs.

"We should have more mule colt shows, more beef and dairy cattle shows and more exhibits of our wealth in timber."

Senate in Miss. Okays Jackson Plant Purchase

JACKSON, Miss., March 18.—Sale of about 66 acres, comprising the State-owned grounds of Mississippi State Fair here, to the city of Jackson for \$7,500 was approved by the Mississippi Senate March 13, one of seven measures passed during a three-hour session.

Two minor amendments were adopted and another was rejected before final passage, which came with only one dissenting vote. Provisions of the bill include:

1. All oil, gas and other minerals in or under the property shall be retained (See Jackson Sale Okayed on page 54)

Greenfield Donates Heavily of Profits

GREENFIELD, Mass., March 18.—At the annual meeting of Franklin County Agricultural Fair Association officers were re-elected March 9. The '43 fair netted \$1,500, and much of it was donated to the Red Cross, USO and Salvation Army; \$300 went to the Red Cross.

War Bonds in the sum of \$2,000 were purchased during the past two years and Treasurer William C. Conant reported the association's real estate was valued at \$34,000, with only a \$1,000 mortgage as indebtedness.

It was voted to conduct a 1944 fair and State Director of Fairs Albert W. Lombard said the State would make prize awards of \$1,300. He said the local fair was one of five held in the State last year.

M-W Loop Gets Going



THREE MEN IN A BOAT. Rex B. Magee (center), retiring manager of Mississippi State Fair, Jackson, shows Terry Hughes (left), new fair secretary-manager, the grounds which were flooded by Pearl River backwaters. Captain of Police Bill Phillips (right) also toured the grounds. In the background is a section of the grandstand at the left end of the midway. The city asked the right to buy the grounds from the State and the State Senate approved the sale in a session March 13. Magee assumed duties with an insurance company in Chattanooga March 16.

K. C. Huddle On Plans Pulls Out All Reps

KANSAS CITY, Mo., March 18.—Indicative of the interest this year, every member of the Middle-West Fair Circuit was represented at the spring meeting in the Hotel Muehlebach here March 15, reported President Mrs. Ethel Murray Simonds, secretary-manager of Oklahoma Free State Fair, Muskogee.

Dates have been set for all 12 fairs and a number of them have contracted grandstand and midway attractions. While no decisions were made or contracts awarded at the session, there was lively discussion of plans for the season.

All Secs at Session

Wisconsin State Fair, Milwaukee, was represented by Manager William T. Marriott; Ozark Empire District Fair, Springfield, Mo., Secretary-Manager G. B. Boyd, Louis Repps; Missouri State Fair, Sedalia, Secretary Ernest W. Baker; Minnesota State Fair, St. Paul, President A. H. Dathe, Secretary Raymond A. Lee; Iowa State Fair, Des Moines, Secretary Lloyd Cunningham; Nebraska State Fair, Lincoln, Secretary E. J. Mille; Kansas Free Fair, Topeka, Manager Maurice W. (See Mid-West KC Huddle on page 54)

Elkhorn Plant Is Proffered For Housing of War Prisoners On Farms and in Canneries

ELKHORN, Wis., March 18.—German prisoners of war may have a summer home in the administration and other buildings on Walworth County Fairgrounds here, it was decided at a meeting of directors of Walworth County Agricultural Society. Prisoners will be those then at work in canning factories of this territory and on the Turtle Valley farms near Delavan, Wis.

Altho the offer has not as yet been accepted by the War Department, directors believe it would be a valuable contribution to the war effort and to farm interests of Walworth County, Secretary

Charles A. Jahr said. If the offer is finally accepted by the War Department, an agreement will be made that buildings be vacated a few days before the July 15 and 16 harness races and at least two weeks before the '44 Walworth County Fair.

According to tentative plans, it is assumed that sleeping quarters for prisoners would be on the second floor of the administration building and cooking would be done outside with a portable unit. The government would be expected to pay rental for use of the property in addition to the cost of operating electrical and water utilities.

La. State To Tilt Awards

SHREVEPORT, La., March 18.—Louisiana State Fair Board at the annual meeting here March 10 elected W. Harry Johnson, Shreveport bus line executive, president and announced that the National Hereford Cattle Show, conducted annually by the American Hereford Association, will be held in conjunction with the 1944 State Fair. Entries will compete for \$10,000 in premiums, the board said.

Plans for the fair include a considerable advancement in premiums for beef cattle breeds, including Aberdeen-Angus, shorthorns, red poll, Polled Shorthorns and Milking Shorthorns. Premiums on farm produce and poultry, omitted by the fair last year, will be increased, directors announced. Prize classes will be resumed for dairy cattle and swine owned by adults and youngsters. Last year's exhibits were open only to 4-H Clubs and farm children. Directors pointed out that livestock shows of this nature should increase livestock production and introduce finer breeds of cattle on farms of North Louisiana.

The fair will again have a free gate, as directors believe that more people will attend and benefit thereby. Other officers elected are C. R. Minor, first vice-president; D. Attaway, second vice-president; J. R. Querbes, treasurer, and William R. (Bill) Hirsch, secretary-manager. President Johnson succeeds the city commissioner of finance, John McW. Ford.

34 in Iowa Line Up Their Dates for '44

DES MOINES, March 18.—Dates for 84 county and district fairs in Iowa were announced today by Secretary E. W. Williams, Fair Managers' Association of Iowa, Manchester. He said some additions and corrections would be made later.

Dates have been set for: Big Four Fair, Postville; Audubon County, Audubon; 4-H Dairy Exposition, Waterloo; Boone County 4-H, Boone; Buchanan County, Independence; Buena Vista County, Alta.; Clayton County, National; Dallas County, Adel; Delaware County, Manchester; Fayette County, West Union; Franklin County, Hampton; Grundy County, Grundy Center; Hamilton County, Webster City; Henry County, (See 34 IN IOWA LINE-UP on page 54)

Fairs Prove Aid in Normal Life on the Home Front

By A. C. CARTON

Supervisor of Fairs, Michigan Department of Agriculture

Excerpts from an address at the Detroit annual meeting of Michigan Association of Fairs.

THE American fair, as we understand it today, is an institution of country life and has made a general contribution to the spiritual, social and economic development of the country. During the past two years all of those agencies which are interested in the fairs of our country have lent their organizations, their grounds and their activities to the promotion of those endeavors which have for their purpose the winning of the war. During the two years thru which we have just passed, the fairs of this nation have demonstrated that they play an important part in the successful operation of our nation by assisting in the maintenance of a normal life on the home front.

I have often noticed that those institutions and organizations which contribute but little to the development of the human race wither and die, while those which make a contribution to the interest of the human family along any

line survive and improve as the years go by. With all of the war conditions which have confronted the rural people during this period, the 1943 Michigan fairs will stand out as the most successful both from a financial and attendance standpoint, of any fairs held in Michigan in the last 10 years.

Due to the fact that the fiscal year ends June 30, 1944, no detailed financial reports can be made until after that time, nevertheless, if we include the three shows which will be held at Michigan State College during Farmers' Week, there will be 88 organizations holding fairs during the fair year of 1943, and the 85 fairs which have already been held have used about \$3,000 more of State money in payment of premiums than did the fairs of 1942.

So far as the State fair livestock premium list shown at the 14 county fairs is concerned, they used \$1,000 more to pay premiums on the basis of 80 per cent of the 1941 premium list than they did in 1942, and if you add the second distribution of 25 per cent upon the win- (See Fairs on Home Front on page 54)



SGT. JOHNNY GRANT, former Jimmie Lynch Death Dodger press agent and special events radio announcer, is now on duty at the AAF WAC Recruiting Headquarters, Lynbrook, N. Y. He completed arrangements last week with George A. Hamid for special Air-Wac publicity at Hamid's Million-Dollar Pier, Atlantic City; circuses and fairs this season.

AROUND THE GROUNDS

PORTLAND, Ore.—Now that the West Coast dimout has been lifted, horses will run at night at Multnomah County Fair Association's meet June 5-17 in Gresham. A. H. Lea, fair manager, plans a trip to San Francisco to line up entries.

SEYMOUR, Wis.—The 1944 Outagamie County Fair here, said Secretary Michael Burns, will have an augmented midway, larger grandstand bill, enlarged horse racing and an improved crop and livestock show. Fair trustees will meet soon to add other features.

TOMAH, Wis.—At the 1944 Monroe County Fair here, said A. E. Weiner, manager, and Paul Rose, secretary, the Badger State Shows will be on the midway. Williams & Lee will provide the afternoon and night grandstand program. There will be horse racing Sunday afternoon and a horse-pulling contest Monday forenoon. Premium list is reported fully inclusive for the fair and the Junior Fair. A rural school program is planned.

MINEOLA, N. Y.—J. Alfred Valentine, president of Mineola Fair, said that cash prizes instead of formerly offered "presentations of problematical value," would be awarded winners in the Pet Show to be revived this season. Pet exhibits were omitted at last year's fair but directors believe cash awards will stimulate the interest of owners. Pet Show will be in charge of C. T. Alden, Roslyn Heights, N. Y.

ELKHORN, Wis.—For the 1944 Walworth County Fair here superintendents of departments will be: Home economics, Mrs. Earl Branford; horses, Harry Ellsworth; sheep, Clarence Potter; cattle, J. Ray Allen; swine, Ernest Scheibe; machinery, J. F. Thorpe; poultry, Thane Earle; farm products, Frank Lasch; gates, Ellis Uglow; police, Harry Potter; educational, County Superintendent Laura McDougall; 4-H Clubs and junior department, James Beattie; grandstand, James Keats. Appointments were made earlier of Clarence J. Langley, speed, and William Magill, privileges.

Fair Elections

FAIRBURY, Neb.—Jefferson County Fair board named Carl Barz chairman and John Nider secretary-treasurer.

MANCHESTER, Ia.—Dates were set for the 1944 Delaware County Fair here, said Secretary E. W. Williams, Manchester, after a meeting of the board. President George Richardson was re-elected, Jack Wistler was named vice-president, and Secretary Williams, who was re-elected, announced that the program of improvement started last year would continue. A three-day harness program is planned. The gate will be free again.

DES MOINES.—Irving H. Grossman, Western representative for the Gus Sun Agency, reported booking Scottsbluff County Fair, Mitchell, Neb., for *Hail to Victory* revue and acts; Ellsworth (Wis.) Fair, acts; Monticello (Ia.) Fair, revue and acts, and Buchanan County Fourth of July Celebration, Independence, Ia.

**ATTENTION
FAIR SECRETARIES
FOR YOUR GRANDSTAND SHOW**

Contact
ERNE YOUNG
155 N. CLARK CHICAGO

ATTENTION, ALL ACTS

It's not too late to secure a long, profitable fair season. Can use Acts of all kinds suitable for fairs. Give particulars.

J. C. MICHAELS ATTRACTIONS
5829 Virginia Ave. KANSAS CITY, MO.

WANT ACTS

Suitable for Fairs. Good Animal Combination, also Four or Five People Troupes, Singles, Doubles. Good route if price is right. Send photos, full details, state salary.

WILLIAMS & LEE
464 Holly Ave., St. Paul, Minn.



WILLIAM J. KIRCHNER, 60, a director and treasurer of Saginaw (Mich.) County Fair and Michigan Farm Products Show, who died in Saginaw March 1, had been active for the fair since its organization in 1914. Pending filling of the vacancy, Clarence H. Harnden, secretary-manager, will assume duties of treasurer. Manager Harnden reported that at the '44 fair grandstand attractions will be presented by Barnes-Carruthers, midway by F. E. Gooding Amusement Company and game concessions by Mulder Amusement Company.

34 IN IOWA LINE-UP

(Continued from page 53)

Mount Pleasant; Howard County, Cresco; Jones County, Monticello; Keokuk County, What Cheer; Linn County, Central City; Louisa County, Columbus Junction; Southern Iowa Fair, Oskaloosa; Marion County, Knoxville; Central Iowa Fair, Marshalltown; Mitchell County, Osage; Union District Fair, West Liberty; O'Brien County 4-H, Hartley; Osceola County, Sibley; Pottawattamie County, Avoca; Sioux County, Orange City; Wapello County, Eldon; Warren County, Indianola; Webster County, Fort Dodge; Winneshiek County, Decorah; Eagle Grove District Fair, Eagle Grove; Worth County, Northwood.

JACKSON SALE OKAYED

(Continued from page 53)

and reserved by the State, together with all necessary rights of ingress and egress to and over the property for drilling and exploring the land for the discovery of oil, gas and other minerals and for the purpose of removing any and all oil, gas or other minerals that might be discovered there.

2. The property could never be sold or conveyed by the city.

3. The city must continue to operate the fair as a free fair.

4. The State Highway Department would have the right to continue to use the facilities on the property which they now use until other facilities are provided elsewhere.

5. Sufficient building and facilities must be constructed by the city for livestock shows and agricultural exhibits within five years after the end of the war.

6. That the State, on order of the governor, may retain the right to manage, operate and direct the livestock and, or agriculture exhibits, paying the premiums, during any annual fair.

MID-WEST KC HUDDLE

(Continued from page 53)

Jencks; Mrs. Crow, secretary; Concession Superintendent Brain; Kansas State Fair, Hutchinson, Secretary S. M. Mitchell; Oklahoma State Fair and Exposition, Oklahoma City, Secretary-Manager Ralph T. Hemphill; Oklahoma Free State Fair, Muskogee, President William S. Warner, Vice-President H. W. Gibson, Concession Manager W. W. Simmonds, Secretary-Manager Mrs. Ethel Murray Simonds; State Fair of Texas, Dallas (no 1944 fair), Secretary Roy Rupard; State Fair of Louisiana, Shreveport, Secretary-Manager W. R. (Bill) Hirsch.

Attractionists Are There

Frank H. Kingman, secretary of the

International Association of Fairs and Expositions and secretary-manager of Brockton (Mass.) Fair, and Mr. and Mrs. Charles W. Green, Moberly, Mo., Mr. Green being former secretary at Sedalia, also attended.

Attractions were represented by Frank P. Duffield, Thearle-Duffield Fireworks Company; M. H. Barnes, Fred H. Kressmann, Ernest (Rube) Liebman, Barnes-Carruthers Fair Booking Association; Irving H. Grossman, Gus Sun Agency; L. C. (Curly) Reynolds, World of Today Shows; John A. Guthrie, Guthrie Stampede; Frank Sharp, Regalia Manufacturing Company; G. M. Bush, Joe Jacobson, Bush & Taube Company; J. C. (Tommy) Thomas, Royal American Shows.

FAIRS ON HOME FRONT

(Continued from page 53)

nings, the exhibitors received \$5,684.91 more than they did in 1942. The number of exhibitors of State fair livestock was 12 more than in 1942.

A further demonstration of interest displayed by exhibitors of the State fair list is the fact that, while the amount of money allocated to members of the boys' and girls' 4-H clubs to pay premiums on their State fair exhibits was the largest they ever received for that purpose, the exhibits were so numerous that many of the boys and girls had to return to their homes without receiving their premium awards.

There are many reasons why the fairs of Michigan are gradually improving; one is the interest which the State is properly displaying in the payment of one half of the premiums awarded on agricultural and industrial exhibits, and the payment of one half of the purses awarded three-year-old colts or under up to \$600 and this year, the payment of one half the rental of tents to house exhibits on which the State pays premiums. The last contribution will save the fairs of Michigan in the neighborhood of \$5,000 or more. This saving can properly be used in the improvement of grounds and buildings. The light harness horse always has been and always will be an attraction and a matter of interest at the American fair. However, it must be definitely understood that the nature of the entertainment at different fairs is a matter which should be left entirely to the judgment of the secretary or manager, whose duty it is to ascertain what his patrons desire and what is most profitable in the conduct of the fair.

Entertainment Is Wholesome

Another reason is the contribution which the outdoor amusement people have made and are making to the fairs of this nation. Their entertainments are wholesome and they give the people full measure for their money. They bring thru the gates some of the younger generation who might not attend were it not for this high-class entertainment. Once these young people are on the grounds, they will view the splendid exhibits of livestock and other products of the farm and be impressed with the advisability and necessity of producing better things on their farms.

Perhaps the most important reason is the fact that the boards of managers of agricultural and horticultural societies are not changing their secretaries or managers as often as they did in years gone by. Twenty years ago, if a fair secretary or manager had a poor year and showed a balance on the wrong side of the ledger, due to weather or some other condition over which he had no control, his place was filled by a new man who oftentimes knew little about fair management. It has been demonstrated that this was unwise, due to the fact that we learn from our mistakes, or rather, from our efforts to do something that we find later does not lend itself to a successful fair operation. It is the old story of "trial and error."

Post-War Possibilities

In the post-war period with which we will have to deal in the near future, let me say that there is still much to be done in the way of putting the many fairgrounds in proper condition for the conduct of a fair under all conditions. I doubt if there is a fairground in Michigan that could not be profitably improved from the standpoint of drainage, sanitation and better buildings.

As our national government, our State and private organizations are planning and making money available to take up the slack during the period of reconversion when it is expected that man power will be available after the country has adjusted itself to peacetime activity, might it not be well for the officers of the different fairs to set up post-war

Fair List

A list of fairs and expositions will be found in the List Section of this issue.

plans for the improvement of their grounds? Whether or not the State, out of its post-war funds, could or would make any contribution to these post-war projects affecting different counties, I am not advised. County boards of supervisors have the right, under existing laws, to make available one tenth of 1 per cent of the assessed valuation of the county for the support of those agricultural and horticultural societies which conduct fairs. If some plan could be worked out whereby money was made available over a period of two or three years, and then some constructive plan along the lines suggested carried out, it would put the organizations holding fairs in a position where they would be relieved of some of the upkeep and betterment for a few years, and they could thus direct their money to the enlargement of their fairs.

Leaders in Michigan

Michigan has been and is fortunate in having men who are interested in the development of country life and especially the fairs of this commonwealth. Commissioner Charles Flyg has been a lifelong farmer, a breeder of livestock and an exhibitor at fairs. He is chairman of the board of managers of Michigan State Fair and was interested in having the State fair premium list of livestock shown at county fairs. Your secretary and treasurer, Harry B. Kelley, has served as director of livestock exhibits for the State fair for many years and has served in that capacity for the two years that the State list has been shown at county fairs. His handling of matters pertaining to those exhibits has been highly satisfactory and his treatment of exhibitors and fair managers has been conducive to good results.

I have seen the fairs of Michigan gradually grow better as the years have gone by. I have seen the entertainments of all kinds improved until today they are accepted and appreciated by the most exacting. I have seen the number of organizations permitted to hold fairs increase from 64 to 170. I have seen the boys' and girls' 4-H clubs, from a small start, reach 70,000, and I have seen the Future Farmers of America come into existence and now number 10,000. These developments are all indicative of a better future for the agricultural fairs of this country. There can be and will be further improvements made in the fairs of our State and nation and as those improvements take place the fairs will occupy a stronger place in the hearts of our people.

The county fair is the one institution of country life that has survived and improved as the years have gone by. It reflects the prosperity and possibilities of our rural sections. It stands out as the milepost which marks the progress which we are making from year to year in our agricultural, industrial and social life. May the county fair never perish from our midst!

AREA

(Continued from page 51)

get their percentage without all of the added burdens, while the parks owning all attractions will handle a lot of money and wonder next fall where it all went. True to tradition, they will carry on and make the best of a hard situation. How to estimate their income for the year is no job for the office boy. It's about as difficult as a farmer's duty to estimate how much corn he will have or how many pigs there will be to feed and what they will be worth when ready for the market.

The steam miniature railway is having a new day since gas is not available for the gas-engine type and electric current supply will not be able to accommodate the third-rail type. Euclid Beach, Cleveland, has a compressed-air outfit, the only one in America. Air is free, but it does cost time and money to condense it and put in a new supply for each trip. On a busy day the engineer is as busy as a machine gunner.

French fried potatoes will have a big fling in parks this season. Venders have a good supply of potatoes in storage. One man has three carloads under a contract and will charge at least 12 cents this year. Some are starting the season at 15 cents. One potato stand last year did as much as the Coaster.



Agricultural Situation

Condensed Data From February Summary by U. S. Department of Agriculture, Washington, D. C.

WITH spring planting almost at hand, farmers throughout the country are now making their final planting decisions for the greatest agricultural output in history. The 1944 agricultural goal calls for 380,000,000 acres, the largest acreage ever planted in this country. Crop yield prospects for the whole country are not as favorable as at this time in 1942 or 1943, but are as good as in 1940 and 1941. In the Eastern half prospects are favorable and in the Western part, where fall rains were below normal, winter snows have improved prospects, but some areas are still very dry.

Farm equipment and supplies will be more available than in either of the two past years, with many items removed from rationing restrictions. Farm labor programs of 1943 will be carried out more intensively and on a wider scale to provide more and better skilled labor when needed. A Victory Garden goal of 25 per cent more output from 10 per cent more gardens means larger and more fully utilized gardens in 1944. And electric pig brooders contribute to better pig-crop yields by increasing the number of pigs saved by at least 10 per cent.

GRAIN STOCKS

Total stocks of corn and oats on January 1, and barley on December 1, including farm, government and terminal market stocks, amounted to 72,600,000 tons. A year ago stocks of these three leading feed grains amounted to 85,900,000 tons; the five-year average (1938-'42) for January 1 is 72,100,000. This year's total is distributed as follows: Corn—2,008,000,000 bushels as compared with 2,316,000,000 bushels a year earlier; oats—725,000,000 bushels as compared with 891,000,000 bushels last year; and barley on December 1—200,000,000 bushels as compared with 282,000,000 bushels on December 1, 1942.

Disappearance of the 1943-'44 supply of feed grains, including grain sorghums, in October-December totaled 48,000,000 tons compared with 45,000,000 tons in the same period of 1942. Approximately 285,000,000 bushels of wheat were consumed as feed during the last half of 1943. Indications are that about 185,000,000 bushels will be available between January and June of this year, the total quantity depending partly on imports.

While exact data on the disappearance of high-protein feeds are not available, it apparently was slightly larger in the last quarter of 1943 than a year earlier. Total supplies for the 1943-'44 marketing year are estimated to be 11,400,000 tons, which, although slightly larger than the supply a year ago, will not allow for as large consumption per animal unit. Except in the drought areas of the Eastern and South Central States, hay supplies are believed sufficient. Comparatively large shipments of hay have been sent into Eastern areas, but some feeders, particularly in the East, have nevertheless found heavier grain feeding necessary this winter.

Livestock numbers are likely to be reduced to some extent during the balance of the current feeding year. But with a record number on farms January 1, the total number to be fed this season probably will exceed the number fed in 1942-'43. With a slightly smaller total supply of feed concentrates available for the season as a whole, the carryover at the end of the season for each feed is likely to be substantially lower than at the beginning. The quantity of concentrates fed per animal unit also may be reduced from the comparatively high rate of feeding in 1942-'43.

LIVESTOCK

Total meat output in 1944 is now estimated at 25,000,000,000 pounds dressed weight, 8 per cent more than the preliminary production estimate of 23,200,000,000 pounds for 1943. Larger pork supplies in prospect primarily account for the increase. A large proportion of record size 1943 pig crops—which totaled almost 122,000,000 head—will be marketed for slaughter in 1944. In addition, a reduction in breeding sows is in prospect. Cattle slaughter will probably be higher than the estimated 17,000,000 head slaughtered in 1943. However, a lowered slaughter of lamb and mutton is anticipated.

Present estimated meat production of last year represents an increase of nearly 2,000,000,000 pounds over the total produced in 1942. This increase also was

due mostly to a larger hog slaughter; beef production was moderately lower in 1943 than in 1942.

About as much meat as last year is expected to be available to civilians this year. And further, if meat reserves, set up for contingencies, are allocated to civilians, there would be more meat per capita than is accounted for in present estimates. Federally inspected hog slaughter in 1943 was 18 per cent greater than in 1942. Market congestion was caused by large hog receipts at the end of the year. Imposition of short-time embargoes on shipments of hogs to terminal markets, plus heavy hog receipts which taxed slaughtering capacity, caused farmers to keep many butcher hogs on farms longer than usual.

Cattle and calf slaughter in December decreased 10 per cent from November but was 19 per cent greater than in December 1942. Federally inspected cattle slaughter during 1943 was 5 per cent under that of 1942, and calf slaughter under Federal inspection in 1943 was 10 per cent less than in 1942.

With the exception of prices for cows, which first declined and then rose sharply, prices of all slaughter cattle at Chicago showed little change from early November to mid-January. Sheep and lamb slaughter under federal inspection in 1943 was 8 per cent higher than 1942. Chicago lamb prices on January 15, 1944, were about \$1 above early December.

POULTRY AND EGGS

Sharp declines in wholesale egg prices have occurred in recent weeks. In mid-January wholesale prices of most grades were at levels prevailing a year earlier, and were well below ceiling levels. Between December 16 and January 21, egg prices at Chicago dropped 4 to 7½ cents per dozen; in New York price declines were even more pronounced. Altogether, the extent of egg price decreases in this period is moderately larger than that experienced between January 9 and 16, 1943, when egg marketings also increased sharply.

December egg production set a record for the month, being 6 per cent higher than a year ago and 73 per cent above the 10-year average (1932-'41). Marketings of chickens have shown a marked decrease from the seasonal peak encountered late in 1943, and demand is greater than supply in most poultry markets. Seasonal low levels for marketings will continue from February thru April.

(To be continued)

STEPHAN REMINISCES

(Continued from page 50)

by Stephan, he was an imposing creature. He had cost the circus \$19,000. Like all African elephants, he was taller and more spectacular than Asiatic elephants. Conqueror remained at the Cincinnati Zoo only two years because he became vicious, as many male African elephants do. He was sold to a circus and on a cross-country tour he pushed a foot thru the floor of a boxcar and ripped off the sole of the foot between railroad ties. Stephan was called to the rescue by the circus management but his trip was in vain, as Conqueror had to be killed. "Hatnee," a female Asiatic elephant, which replaced Conqueror at the zoo, proved to be ideal for picnics and outings, and was much ridden about the grounds by Cincinnatians before she died of heart disease 40 years later.

Donkey Kills Lion

Stephan, as a boy, observed thousands of wild passenger pigeons and collected a number of them. He succeeded in raising and breeding them in later years in the zoo. Cincinnati Zoo has the distinction of having had the last living passenger pigeon, which died in September, 1914, at the age of 27 years. It is now preserved in the Smithsonian Institution, Washington. Stephan also mated and bred Carolina parakeets and succeeded for years in supplying other zoos after the species had been practically exterminated in the Carolinas. Cincinnati Zoo also has the first giraffe born in America in 1888. It lived five days and stuffed, is still on exhibition in a glass case in the zoo carnivora building.

Another story that Stephan relates is about a donkey killing a lion in the days when the Cincinnati Zoo was under construction. The lion got out of an old circus wagon and attacked the donkey,

which was being led by a boy, carrying water to laborers. The donkey, having large heels on iron shoes on his rear hoofs, kicked the lion and broke a dozen or more ribs, the injuries being fatal to the lion. The donkey died a week or so later from infected wounds.

A. C. WILDWOOD PLAN

(Continued from page 50)

the rest of the country; what we need to do now is sell it to ourselves. All the natural advantages are here to work with, but we need trained minds and people who will do a full-time job."

"Things won't materialize after the war unless we do some serious planning now," Leeds warned. "We have a golden opportunity to make this the greatest resort in the world and with very small expenditure. But the people of the city and county have got to be sold on Atlantic City."

WILDWOOD, N. J., March 18.—Consolidation of Wildwood, North Wildwood, Wildwood Crest and West Wildwood, the four adjoining beach resorts here, into a single Greater Wildwood resort has been advocated here by the Greater Wildwood Chamber of Commerce as a civic betterment improvement project. The chamber recently launched a contest to ascertain ideas as to how the five-mile beach area here may be advanced, and the inquiries showed that the taxpayers at all four of the resort municipalities are in favor of consolidation. Over 300 letters were received, containing 111 different suggested methods.

As a result, the chamber will set up a committee to proceed with plans to bring about the consolidation movement. In 1933 the question of consolidation was placed before the voters at a special referendum election. At that time West Wildwood was the only one in favor of such a move.

In addition, the chamber discussed the building of a solarium here, as well as a program of supervised recreation on the beach.

William C. Hunt, head of Hunt's Amusement Enterprises here and chairman of the chamber's transportation committee, reported that adequate transportation service will be provided to the resort this summer, giving further indication that the season ahead will be of boom proportions.

PARKS, COMMUNITY LIFE

(Continued from page 52)

of a new world will find how close their dependence is one on another.

Ethnic Unity the Goal

We are a people, lately sloughed off of old European stocks, now finding our destiny in the free air of a new life. The creation of such a unit of social aggregation will speed the achievement of a social or ethnic unity which has been reached scarcely at all in our land. Our political unity was secured by the founders of the republic. Our economic unity has been granted by geographical forces disposed by beneficent Nature. Our ethnic unity will be achieved soon or late, and this day can be hastened by purposeful action to bring together in play and festivity those who live perhaps side by side and yet are strangers one to another. Then will come into play "true social forces, products of a group life which, in turn, contribute to a higher social condition."

Into this fusion of the interests of all people will go the legends and the folklore of our land. Ours will be the spot that will keep alive the stories of our past, before the days of dated history and down thru the time of the pioneers. Here will be enshrined the songs and stories of our people before they evaporate forever. This park which we envisage will be the depository and the symbol of our arts, our customs and of our industry. This will be the genius of American life, a unity achieved thru diversity, a peace realized by toleration. To our rendezvous will be drawn all who seek renewed faith and greater understanding. Here will blossom the finest flowers of faith and trust, of help and good will. The history of our country will be told again in song and story as it has been traced by the conquerors of a new-world wilderness. The outlines of this new park can be painted on a canvas by master strokes; the details must be penciled in with meticulous care. This will be a work for the coming years. This

will be a labor of love.

And now we come to the objection, "This is not an amusement park." But it is a park. What's in a name? Be the emphasis on amusement or on recreation, let us state our purpose in these didactic words: "The greatest good for the greatest number."

In the Lap of the Gods

Before all this idealistic planning there arises the spectre of an economic concept, "Will it pay?" The same question arose, no doubt, to harass the imagination of those who built the first crude amusement park. It was solved by the empirical process of trial and error. And now we are forced to recognize again an inevitable change in man's modern life daily becoming more complex. New hours of leisure have been given that must be employed, for better or for worse. Time has been gained and the mass of humanity has been lifted in some small degree above the plane of physical necessity by the progress of technological development. A need exists. We who are the venders of entertainment and recreation and group diversion are charged with a heavy duty. Have we the strength and the fortitude to carry thru? We have, we hope. To use a Homeric line, the issue "lies in the laps of the gods." May Pallas be kind!

Coming to official recognition of the value of our park work as a contribution to social life, we read with great pride a release by the Office of War Information February 7, 1943 (Patch—76309): "The general attitude of the federal government toward sports and relaxation was stated by the President March 10, 1942, as follows:

"It has been proved beyond doubt that human beings cannot sustain continued and prolonged work for very long, without obtaining a proper balance between work on the one hand and vacation and recreation on the other. Such recreation may come by participation in, or attendance at, various sports, motion pictures, music, the drama, picnics, etc. All of them have a necessary and beneficial part in promoting an over-all efficiency by relieving the strains of war and work."

Here then is our *raison d'être*. This is our moment—we step to the footlights and take a wide bow!

Permanent Displays as Park Feature

Yet one other matter remains of vital import, one possibility which never has been explored. We are thinking now of the great industrial fairs of Europe, some of them dating back to the days of the Hanseatic League. Centuries have passed and their function, exercised with great advantage to the commerce of the world, continues even to the present area. We remember having arrived in Milan, Italy, some years ago at the time of the fair season. The project was of great proportions and the crowds were vast but the term of exhibition unfortunately was comparatively brief. Yes, a similar function is performed in America by State and county fairs but only for a few days a year. What we propose in the park of tomorrow is a permanent display of the resources and products of the community it serves. This, then, is a plan for a permanent industrial fair established as an integral part of the park we are building. It would be a real contribution to the commercial life of the nation. . . . Quod erat demonstrandum.

We have considered now in a sketchy review the possibilities of tomorrow's community park, first, what it has to offer in welding together and enriching the social life of our people and, second, in furthering the commercial interests of our world. The decision is ours to make. The course of the pioneer in building for the new day will not be easy but he will enjoy the realization of a job well done. Many days will be filled with arduous and unrequited toil but he will grow in strength and understanding. With increasing sincerity in his work and the closer approach of his ideal will come a full appreciation of William James's words, "More earnest than ever is the life, and deeper and fuller the import of common duties and of common goods."

Canadian Navy To Include Big Floor in School

ST. JOHN, N. B., March 18.—The high value of roller skating for exercise and entertainment is recognized by the Canadian Navy in construction of an approximately \$12,000,000 naval training school at Deep Brook, N. S. This is claimed to be the biggest naval training school in the British Empire and work on it has been under way for about a year. Completion will not be for several months more, it is stated.

A big rink is under construction and when finished will be used for roller skating. A hardwood floor suitable for the rollers will be installed. In winter the rink will serve for ice skating and hockey, with artificial ice plant in connection.

The rink will be one of the largest in Canada in floor space and will have accommodations for about 10,000 spectators. In the meanwhile, the drill shed, an unusually large building, is being used for roller skating several nights a week, although the floor is of concrete. The Deep Brook base is for WREN, as well as males. This is believed to be the first naval training school in the British Empire equipped for roller skating indoors. The school has accommodations for about 10,000.

FACILITIES of Del Monte Roller-drome, Monterey, Calif., will be utilized by the Seaside Chamber of Commerce to stage a party for the benefit of the Red Cross, reported Armand J. Schaub, manager. It will be held April 3 with dancing and other features. Same group recently raised more than \$4,000 in less than 30 minutes during the Fourth War Bond drive, despite a deluge that flooded sections near by. The Roller-drome and Monterey Bowl, both in the same city; Berkeley Bowl, Richmond Bowl and Santa Cruz Bowl, all in the cities from which the rinks take their names, are operated by Bay Cities Recreation Company, Port Chicago, Calif. Employees of all rinks are doing their part in civic and charity drives.

COMPETITIVE ATHLETICS IN POST-WAR AMERICA

By CAP SEFFERINO

Chairman, Speed Skating Committee, Roller Skating Rink Operators' Association of the United States

SOME time ago this statement was issued to the press of the nation by a high government official: "Athletics are unnecessary and a waste of time." Recently emphasis was added to this statement by a very prominent member of the boxing fraternity.

Altho one must admit that there is some merit to the issue, there also exists so much definite proof of the value of competitive athletics that one should be able to offer a just criticism without the fear of being considered unpatriotic. The possibility of a misinterpretation is also prevalent, for it could be that the reference was to professional promotions and, if this is the fact, then I can agree with their viewpoint, but only in part.

Certainly the efforts of some professional promoters to capitalize upon the ability of members of the armed forces is a mistake and should not be tolerated, and any effort on the part of any governing athletic body to impose restrictions upon military activity is actually nauseating and should be given no consideration whatsoever. And, too, I am of the opinion that all forms of promotion, even competitive athletics, could be eliminated entirely, if necessary. It is ridiculous for anyone to insist that the morale of our people would be shattered if it became imperative to eliminate such pastimes as horse racing, boxing, baseball, football and, yes, roller skating.

Amateur Versus Pro

The fact that nearly every family in the nation has some part of itself on foreign soil fighting for our very existence is quit sufficient to keep the morale of our people at fever pitch, and I am certain that they would gladly forsake such diversions if and when they became an impediment to the war effort. I believe,

however, we should remain tolerant, and I would advocate the continuance of all promotional efforts, most certainly competitive athletics as long as they do not interfere with the functioning of our government in its tremendous task of waging this necessary all-out war.

While there is a relationship between professional promotions and amateur competitive athletics, there is a distinct difference. Amateur competitions are meant to teach courage, honesty and fortitude and, while it is conceded that these elements are lulled into complacency when the amateur turns his talents into monetary gain, it is only a natural function and nothing to become alarmed about, as it must be admitted that the acquired spirit is readily awakened to a peril such as that which exists today.

Winning Against Odds

There is little doubt that the value of competitive athletics is recognized universally, only the method of installation differs. Some leaders use force; others fanaticism. The difference between these methods and our own is that we ask for only a free-will effort thru education while the others make it a compulsory duty. Some nations resort to military training from childhood; others devotional sacrifice to a false deity, while we achieve much better results thru grade school competition, knot-hole baseball leagues, high school and college competitive events, interscholastic national and formerly international competition, and the proof as to which are the better tactics can be visualized thru the great battle of the Pacific.

While we have proved to be a nation of great capacity and resource, we had been caught by the element of surprise, totally unprepared. The odds against us could not have been greater than immediately after Pearl Harbor, yet since that time the enemy has been stopped cold and is being steadily pushed back, and our men did it with only a few airplanes, a BB gun or two, a handful of home-made slingshots and a fighting heart to begin with, in comparison to the enemy equipment. Again in the African campaign after being shoved back on their heels our boys came on once again, fighting mad, and did more than their share to run Rommel back to Germany, and I submit that it was not because they had received a complete education in actual combat overnight, but more so because the American spirit has nothing in common with the phrase, "I Give Up."

Competition as a Must

I do not wish to impress that I believe competitive athletics alone could win a war. Certainly, men must be trained in military tactics and there is no question that the army and navy can build strong bodies, and I agree that military inspiration can put a gun on a man's shoulder and send him into battle, but I do question the ability of the military to be able in, let us say, 18 months of intensive training to instill the will to win into an ordinary individual that the lad with the competitive background already possesses. I am not certain, as I am not informed on the subject, but I would be willing to wager that most of our great heroes, admirals and generals have experienced amateur competition, but I do know that our president participated in college athletics and I have read that at one time Winston Churchill cherished the ambition of becoming a champion of the prize ring. Further, I have heard that competitive athletics are practically a must on the programs of all of our fine military institutions.

Competitive athletics are not only invaluable from a military standpoint, but are one of our best weapons in combating juvenile delinquency. No better example could be found to support this contention than right in our own field. I believe it is agreed that until a few years ago roller rinks were just some places for a child to stay away from. I do not mean to create the impression (See Post-War Competition on opp. page)

Queens Spot Denies Allegations in Juve Delinquency Action

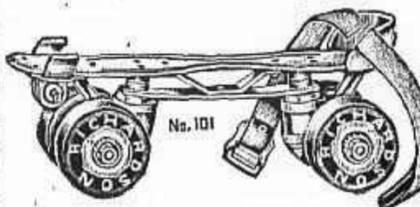
NEW YORK, March 18.—Said to be part of the current drive against juvenile delinquency, summonses were served against the manager of Queens Roller Rink, in the Rego Park section, charging admittance of minors unaccompanied by adults. Case will be tried on March 21.

It has been pointed out that apparently this is merely a case of overzealous police activity, as the rink, in a high-class residential district, has been known to be well managed and attracting a particularly good class of skaters.

Deploring the incident, the management has denied the charges and, it is said, prefers not to draw the national organization into the case unless it should develop that this is part of a concerted drive against rinks.

ARENA GARDENS, Detroit, has scheduled juvenile final events in all speed classes for Michigan State championships March 25. Intermediate and junior events follow March 26, with senior contests and grand finals in all events March 27, with presentation of all awards, said General Manager Fred A. Martin.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3318 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

WANTED USED RINK SKATES

HIGHEST CASH PRICES PAID FOR YOUR OLD SKATES, REGARDLESS OF CONDITION. WRITE OR WIRE COLLECT TODAY. STATING QUANTITY, MAKE, CONDITION & PRICE WANTED.

MAGES SPORTS STORES
4019 W. North Ave. CHICAGO, ILL.

WANTED TO BUY SOME GOOD CHICAGO RINK SKATES FOR SALE

150x50 Khaki Color Campbell Tent, complete with poles, chains, jacks and side walls (green). Tent has been used as a 120x50. One thirty-foot Middle, used only two months. Complete outfit in perfect condition. Top of Tent cost \$2,600, will sell complete for \$1,500. Less than half price.

Don McElhinney
3131 Sunnyside Ave. BURLINGTON, IOWA
Phone 3891 LR

WANTED TO BUY FOR CASH

Richardson and Chicago Plates with or without trucks. Write us immediately what you have.

JOHNNY JONES, JR.
132 7th Street Pittsburgh 22, Pa.

No. 321 DUSTLESS FLOOR DRESSING

Cleanes the air, providing a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. containers. Terms: 25% with order, balance C. O. D.

GAGAN BROTHERS
444 Second St., Everett, Mass.

Artistic designed Sterling Heavy Skate Rink, individually boxed, \$4.50 each. Plastic Buttons with pin, soldier-sailor and girl skating, with name and address your rink in red, white, blue, 1000 lots, 3¢ ea.; 500, 4¢ ea.; 250, 5¢ ea. Special design Pine Cigarette Cases with emblem boy and girl skating, 75¢ each in dozen lots. 1/2 Deposit With Order, Balance C. O. D.

NATIONAL BADGE CO.
78 Forsyth St. NEW YORK CITY 2

Healthy, Wise and Happy



Good Sport for Young and Old

Keep Your Skates in Good Repair . . . There Will Be No New Skates Until It's Over, Over There

"CHICAGO"
TRADE MARK REG. U. S. PAT. OFF.

ROLLER SKATE CO.

NATIONAL AMATEUR ROLLER SKATING CHAMPIONSHIPS

Sanctioned by the Amateur Roller Skating Association of America
Member of the Amateur Skating Union of the U. S., Affiliated with the Amateur Athletic Union of the U. S.

At the **ROLLER BOWL**
1058 W. Washington Blvd. Chicago, Illinois
May 1 to 5 Inclusive

EVENTS: Figure—Dance—Speed.
For further information write NATIONAL CHAMPIONSHIP COMMITTEE Roller Bowl, Chicago, Illinois

Young Tars Up Biz At Casino of AOW

ASBURY PARK, N. J., March 18.—business at America-on-Wheels Casino Arena on the Boardwalk has upped to new records with arrival of hundreds of youthful sailors attending the U. S. Naval Reserve's new pre-midshipmen's school at near-by Berkeley-Carteret and Monterey hotels. Manager John Gifford Carson said one-fourth of students were roller-minded, and besides lending prestige to rink have added color and good will. Summer business outlook is better than in years, with sailor personnel stationed here and near-by army camps dotting the countryside.

Petite Beatrice Thomas, Casino's star figure skater, was crowned champion in that class at the inter-rink elimination contest March 10 and 11 at Twin City Arena, Elizabeth, N. J. Champ is daughter of Kenneth Thomas, mystery-fiction novelist, who used a roller-skating theme in latest book.

Ruth Herd, attractive daughter of Casino's floor manager, Jim Herd, has been voted pin-up girl by devotees at rinks in the AOW chain.

Singing Wheels Has All-Gal Instruction

RED BANK, N. J., March 18.—Influx of civilian employees from other States to near-by army posts and camps has sent attendance and receipts to all-time highs in Singing Wheels Rink, Shrewsbury, Harold Jacobsen, owner-director, reports, adding that an all-girl instructing personnel had been instituted, with a series of special nights, which started with one scheduled for March 17, with War Bonds as awards for best St. Patrick's Day costumes. Owner Jacobsen's brother, Randolph, manages the rink with Reliance Jacobsen, another brother, at the Hammond organ.

Rink has added five new guards, Fred Reicker, Norman Morgan, Frank McFarlin, Anthony Celli and Charles Barbara. Newest additions to the instructress staff are Helen Carney and Ruth Scott, local skating celebs. Ice-skating champ Helen Chandler and her husband, Bruce Mapes, who live in near-by Fair Haven, are frequent visitors, with their children, who like to get on rollers, too.

Sunday afternoon is Children's Day, with 100 or more, many 4 and 5 years old. No change in admission price has been made by the Jacobsens since the opening four years ago. Jacobsen's partner, Alex May, now a chief boatswain's mate in the navy, has been in two South Pacific battles.

COLISEUM RINK, Baltimore, operated by Elmer M. Norman, will hold the Maryland State championships in dance, figures and pairs under RSROA sanctions April 1.

ROLLERLAND, Indianapolis, operated by Joseph A. Cantor, holds the dance, figures and pairs competitions for the Indiana State championships sanctioned by RSROA April 4.

EARL VAN HORN'S Mineola (N. Y.) Rink will house the United Rink Operators' sponsored New York State championships April 2 and 3. Winners will go to national URO meet in Chicago Roller Bowl May 1-5.

SYD CONN and Bill Rose, owners of Conrose Rink, Hartford, Conn., were hosts to hundreds of servicemen and service women at the rink recently. Winners in a special contest were given phone calls to their favorite movie star in Hollywood at expense of the management.

"CHEEP SKATE" is the title of a four-page sheet mailed to armed forces and published by Rollarena Recreation Center, Gloucester City, N. Y. Walter Giselback is editor, Ralph Duke Kandle is in charge of mailing and Ed Kephart is photographer.

PURITAS SPRINGS PARK, Cleveland, reopened its rinks for the season with business reported okay by the management. Ken Dombey is in his fourth year at the organ. Spot has been newly decorated. Sessions are held nightly with Thursday, Saturday and Sunday mats.

BOOTS SCHIFFMAKER, Buffalo's nine-year-old flier, with Duke for anchor man, was on the program at Genesee Rink in that city when Duke's 24th anniversary party was held recently. Others included June Hamilton, Janette Martin and Alice Bacus, fancy skating, and Jerry Connelly, Clara Ganzer, Ralph Morris and Pal Boots in flying.

Forest Park Zoo, the gift of Milton Daniels, of Breckenridge, Tex. Acting Zookeeper Julian Frazier also recently announced the birth of an eland at the zoo.

POST-WAR COMPETITION

(Continued from opposite page)
that our rinks of yesterday were dens of vice, as that would be entirely untrue. I merely wish to emphasize the point that thru careless management we had created an atmosphere completely undesirable to parents so far as allowing their children to attend skating sessions, and that for a child to visit a roller rink was a rarity rather than the usual thing.

RSROA Brings Change
Now let us consider what has happened since the birth of the Roller Skating Rink Operators' Association of the United States. Today, parents not only approve of their children attending skating sessions, but in a great many instances insist upon it, and what is truly amazing is the fact that they approve of their children traveling hundreds of miles to State and national competitions chaperoned only by a representative of, yes, of all people, a roller rink operator. Quite a change in the attitude of family heads, especially when one considers that the mothers and fathers of today were the children of yesterday, who were forbidden the pleasure of roller skating until they were old enough to care for themselves.

It is admitted that the first agreement of the members of the RSROA was that the policy of rink management must undergo a thorough cleaning, but that in itself would hardly have been sufficient to accomplish the rehabilitation of the sport. There had to be an incentive and this organization was ready to offer it in the form of competition. People began to frequent our rinks who were not simply interested in conquest but who were interested in this new field of activity. Thousands of children have become interested to a point where music and dancing lessons are being replaced by skating lessons. The change from avowed disapproval to enthusiastic support is quite complete, and I insist that it was not entirely due to the fact that the careless manager has become passe. We had to have some means to prove our sincerity and we did it by opening up a new field of interest.

How Competition Serves
I have taken the trouble to converse with numerous people who are interested in child welfare, quite a few members of the clergy, YWCA and YMCA monitors, Girl and Boy Scout leaders, and all are definite on the idea that, if given something clean and inviting as an interest, a child will become so absorbed that they do not have time to allow their minds to run into other channels, and goodness knows that for a child to keep abreast with scholastic duties and still prepare for our State competition is quite enough to keep the mind of any youngster occupied!

Not the least important is the fact that in this age there exists an element gaining strength by the organization of various youth movements which, I believe, if carefully analyzed would reveal a purely political foresight. Such gestures can be opposed and defeated thru an expanded program of competitive athletics.

So, then, competition serves the nation in many ways, and I believe it is the duty of every American, particularly sports editors and sports commentators, to band together NOW in a concentrated effort to create a greater enthusiasm for sports. I, like the rest of the nation, sincerely hope that this war will be the last for generations to come but I doubt that it will end all wars. It is just possible that war is a necessary evil. So we must keep on exploiting competitive athletics and inspiring our children until they become imbued with their just heritage, a clean mind, a strong body and a stout heart.

We will be doing a worthy service by trying to get more of them out of zoot suits and into gym suits.

WITH THE ZOOS

(Continued from page 51)
than 76-year-old Charlie. His successor is John Regan, veteran birdhouse keeper and trainer of the zoo's performing chimpanzees, who joined the zoo staff as a youngster in 1902.

FORT WORTH.—Five new Virginia white-tail does have been received at

ST. LOUIS.—A female giraffe was born recently in Forest Park Zoo. Director George P. Vierbeller said the animal has a good chance of surviving even tho the mother has shunned it completely since its birth. It has been named Delinquent.

SAN FRANCISCO.—Finance committee of the board of supervisors has been asked to consider appropriations of \$6,000 for a chimpanzee house and \$4,500 for a male giraffe for the Fleishhacker Zoo.

HOUSTON.—The emotional problems of Hans, Hermann Park zoo elephant, has become a topic of discussion by city council. One of the largest bulls in captivity, Hans has been a bad egg for several years, injuring several zoo workers. Since the death of his mate, Nellie, last year, he has been on a starvation drive, recently refusing to eat more than a bale of hay daily and nothing else. Along with Hans problem, city council also discussed plans for a new \$500,000 zoo plant as a post-war improvement project. The 1944 zoo budget has been set at \$38,000, compared with \$37,340 for 1943. In addition, \$9,000 has been

set up from surplus reserve funds for repairs and improvements at the zoo.

Buffalo Firm Files Papers

ALBANY, N. Y., March 18.—Articles of incorporation have been filed with the secretary of state for Main Amusement Corporation of Buffalo, authorized to conduct amusement parks and resorts, with capital stock of 200 shares of no par value. Directors until the first annual meeting, and stockholders, each with one share, are A. Irving Mich, Joseph Snyder and Evelyn I. Goodman, all of Buffalo. Mich filed the papers as attorney for the new company.

Jersey Ad Budget Upped

TRENTON, N. J., March 18.—Altho it is too early to arrive at an actual tabulation of moneys to be spent for recreational advertising during 1944 by the New Jersey resort communities and their amusement interests, a preliminary survey of budgets now being considered indicates a substantial boost over last year. Council estimates that approximately \$350,000 will be spent for that purpose this year, a substantial increase over 1943.

HYDE'S NEW ROLLER

"RAINBOWS"

Color them
to match any Ensemble



Sensationally new White upper leather may be "out for the duration" but not fine roller shoes. We're making them now with unbleached white duck uppers and white leather trimmed. Actually they're superior in wear to all leather.

Now they can be dyed to match any ensemble or costume color scheme. Now you can give your skaters something new full of life and color.

Dye them for them or they can take them to their nearest shoe store and there are 160 different shades on the color chart.

A handsome white outfit or a brightly colored flashing pair of roller shoes for special occasions.

Write today for the new catalog of Roller "Rainbows". The shoes, the idea, the new uppers on the same fine lasts will make a hit.

HYDE

HYDE ATHLETIC SHOE COMPANY

Manufacturers of those famous "Betty Lytle" Shoes

CAMBRIDGE, MASSACHUSETTS

HAMMOND ORGAN AND NOVACHORD

SKATING RECORDS

NON-ASCAP	ASCAP
● RS-518 They Won't Take America	● RS-521 What Do You Do In the Infantry?
● RS-517 The Doughboys Are Coming Over	● RS-522 Heave Ho! My Lads, Heave Ho!
● RS-518 Do You Know?	● RS-523 Candlelight and Wine
● RS-518 Someone To Love	● RS-524 I Couldn't Sleep a Wink Last Night
● RS-518 Poloniana	● RS-523 Sho-Shoo Baby
● RS-519 So, Good Night	● RS-524 No Love, No Nothing!
● RS-519 I'll Be Around	● RS-524 Mister Pollyanna
★ RS-520 In a Friendly Little Harbor	● RS-525 Malry Deats and Dozy Deats
● RS-520 Love's Own Sweet Song	● RS-525 Love Me
● RS-520 The Story of the Rose	● RS-525 Oh, What a Beautiful Mornin'!

★ Waltzes ● Marches ● All Others Fox Trots

Send for Complete Catalog—Over 400 Numbers To Choose From.

Two or More Records, \$1.00 Each. Five Records, \$4.50. Plus Postage and 10% Excise Tax.

Satisfaction Guaranteed or Your Money Refunded

SKATIN' TOONS, P. O. Box 264, Malverne, N. Y.



AMUSEMENT PARKS

Alabama

Oxford—Oxford Lake Park, J. A. Hulsey, mgr.; has five rides, four concession games, pool, penny arcade, coin machines; books attractions on special occasions.

Arizona

Phoenix—Coney Island Amusement Park, J. Weber and W. P. Geis, owners-mgrs.; has four rides, concession games.

California

Balboa—Balboa Fun Zone, Al Anderson, owner; has three rides, 23 concession games, penny arcade; books free attractions.
 Guerneville—Guerneville Village, E. L. Barnett, mgr.; has 10 concession games, rink, coin machines; books free attractions.
 Long Beach—Virginia Park, H. A. (Pop) Ludwig, mgr.; has 10 rides, eight concession games, penny arcade, coin machines.
 Long Beach—The Pike, C. C. Marlette, mgr.; has one ride, 13 concession games, pool, penny arcade; books pay and free attractions.
 Los Angeles—Beverly Park, Frock & Meyer, owners; Wm. H. Myer, mgr.; has nine rides.
 Los Angeles—Sunland Amusement Park, Clarence Allton, owner-mgr.; has nine rides, 10 concession games, penny arcade; books attractions.
 Ocean Park—Ocean Park Amusement Pier, Roy C. Troeger, mgr.; has 14 rides, 47 concession games, penny arcade, coin machines; books attractions occasionally.
 Pismo Beach—Pismo Fun House, C. T. Johnson, mgr.; has two rides, three concession games, rink, penny arcade, coin machines.
 San Diego—Mission Beach Amusement Park, E. A. Wakelin, mgr.; has 12 rides, 58 concession games, pool, rink, penny arcade, coin machines; books orchestras.
 San Francisco—Playland-at-the-Beach, George K. Whitney, owner-mgr.; has 19 rides, 14 concession games, penny arcade, coin machines.
 Santa Cruz—Santa Cruz Seaside Co., James R. Williamson, mgr.; has 10 rides, 60 concession games, pool, penny arcade; books orchestras, free attractions.
 Santa Monica—Santa Monica Pier, W. D. Newcomb, owner-mgr.; has four rides, nine concession games, penny arcade; books orchestras.
 Venice—Venice Pier, Abbot Kinney Co., owners; Edw. A. Gerely, mgr.; has 15 rides, 40 concession games, penny arcade, coin machines; books orchestras, pay and free attractions.

Colorado

Denver—Lakeside Park, Lakeside Park Co., owners; Benjamin Krasner, mgr.; has 16 rides, seven concession games, pool, penny arcade; books orchestras, free attractions.
 Denver—Eltich Gardens, Arnold B. Gurtler, owner-mgr.; has 10 rides, five concession games, penny arcade; books orchestras.

Connecticut

Bridgeport—Pleasure Beach Park, owned by city; John C. Malloy, mgr.; has 16 rides, concession games, pool, rink, penny arcade; books orchestras.
 Bristol—Lake Compounce Amusement Park, I. E. Pierce, mgr.; has seven rides, six concession games, rink, penny arcade, coin machines; books orchestras, free attractions.
 Middletown—Lake Quassapaug Park, M. J. Leon, owner-mgr.; has three rides, 10 concession games, pool; books free acts.
 New Haven—Savin Rock Park, Savin Rock Park Co., Inc., owners; Frederick E. Levere, mgr.; has 30 rides, 200 concession games, two rinks, four penny arcades, coin machines; books orchestras, pay and free attractions.
 Rockville—Sandy Beach Park, Crystal Lake, William G. Bokis, mgr.; has four concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.
 Waterbury—Lakewood Amusement Park, owned by city; James J. Curtin, mgr.; has two rides, three concession games, rink.
 Winsted—Highland Lake Park, L. O. Connell, owner; Dr. A. Connell, mgr.; has two rides, four concession games, lake, rink, coin machines; books orchestras, acts.

District of Columbia

Washington—Glen Echo (Md.) Park, Leonard E. Schloss, gen. mgr.; has eight rides, pool, penny arcade.

Florida

Jacksonville Beach—Griffen Amusement Park, F. A. Griffen, mgr.; has six rides, six concession games.
 Miami—F. B. A. Amusement Park, Miami Police Dept., operators; J. L. Logan, mgr.; has five rides, two concession games; books orchestras, free attractions.
 Sulphur Springs, Tampa—Sulphur Springs Park, Gordon C. Hunt, mgr.; has two rides, concessions, pool, coin machines; books acts.

Georgia

Athens—Lakewood Park, Southeastern Fair, owners; Mike Benton, mgr.; has 13 rides, eight concession games, coin machines.
 Macon—Playland Park, W. E. Franks, owner-mgr.; has five rides, 26 concessions, penny arcade, coin machines; books free attractions.
 Waycross—Sweet Gum Springs Park, F. McMasters, mgr.; has two rides, three concession games, pool, coin machines; books orchestras, pay and free attractions.

Idaho

Coeur d'Alene—Playland Pier, owned by city; W. Earl Somers, mgr.; has seven rides, 20 concession games, lake, penny arcade, coin machines.

Illinois

Aurora—Exposition Park, Frank Thielen, owner-mgr.; has seven rides, 10 concession games, pool, rink, penny arcade; books pay, free attractions occasionally.
 Chicago—Riverview Park, George A. Schmidt, gen. mgr.; has 36 rides, 50 concession games, rink, penny arcade.
 Park—Twin Lakes Park, owned by city; I. P. Crose, mgr.; has four rides, three concession games, beach, penny arcade, coin machines; books orchestras.
 Peoria—White City Park, Roy Evans, owner; Guy L. Beach, mgr.; has 13 rides, 30 concession games, penny arcade; books orchestras, free attractions.

Indiana

Gary—Point Amusement Park, Point Am. Corp., owners; Roy A. Maypole, mgr.; has 9 rides, 15 concession games, penny arcade, coin machines; books orchestras, pay and free attractions.
 Indianapolis—Broadripple Park, Oscar Baur, owner; Frank Edwards, mgr.; has three rides, 15 concession games, pool.
 Indianapolis—Riverside Amusement Park, H. E. Parker, mgr.; has 21 rides, 20 concession games, rink, penny arcade; books orchestras and attractions occasionally.
 Michigan City—Washington Park, Lake View Am. Co., owners; Harold K. Barr, mgr.; has five rides, 10 concession games; penny arcade; books orchestras; free acts occasionally.
 Monticello—Ideal Beach Resort, T. E. Spackman, mgr.; has two rides, six concession games, pool, rink, penny arcade, coin machines; books orchestras.
 South Bend—Playland Park, Earl J. Redden, owner-mgr.; has 10 rides, 10 concession games, pool, rink, penny arcade; books orchestras, free attractions.

Iowa

Arnolds Park—Benit's Amusement Park, Lakes Am. Co., owners; Eldo M. Benit, mgr.; has eight rides, 30 concession games, rink, penny arcade, coin machines; books attractions.
 Boone—Spring Lake Park, Robert McBirnie, owner-mgr.; has two rides, pool, rink; books orchestras and attractions.
 Clear Lake—Bayside Park, John J. Shea, mgr.; has six rides, rink; books orchestras and attractions occasionally.
 Des Moines—Riverview Park, Robert A. Reichardt, mgr.; has 13 rides, 10 concession games, penny arcade, coin machines; books orchestras, attractions.
 Ruthven—Grand View Park, Ross Hancock, owner-mgr.; has 10 concession games, rink, penny arcade, coin machines; books orchestras and acts occasionally.
 Sioux City—Riverview Amusement Park, Milton E. Follis, mgr.; has 12 rides, 15 concession games, rink, penny arcade, coin machines; books free attractions.
 Storm Lake—Lakeside Park, J. L. Figg, owner; Walter Lawrence, mgr.; has five rides, 14 concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.
 Waterloo—Electric Park, G. E. Peterson, mgr.; has four rides, 10 concession games, penny arcade, coin machines; books orchestras.

Kansas

Bonner Springs—Lakewood Park, L. D. Ward, owner-mgr.; has four rides, 15 concession games, pool, rink, penny arcade; books orchestras, pay and free attractions.

Kentucky

Dayton—Tacoma Park, Charles E. Graham, owner-mgr.; has three rides, pool, rink, penny arcade; books attractions.
 Lexington—Joyland Park, Garvice Kincaid, owner; D. F. Smith, mgr.; has three rides, 20 concession games, pool, penny arcade; books orchestras, free attractions.
 Louisville—Pontaine Perry Park, J. F. Singhauser, mgr.; has 20 rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Louisiana

New Orleans—Pontchartrain Beach, Playland Amusements, owners; Harry J. Batt, mgr.; has nine rides, 18 concession games, penny arcade; books free attractions.

Maine

Carmel—Auto Rest Park, Leo M. Wise, owner-mgr.; has three rides, two concession games, rink, penny arcade; books orchestras and free attractions.
 Old Orchard Beach—Usen Amusements, Inc., Chas. W. Usen, mgr.; has eight rides; 6 concession games, rink, penny arcade, coin machines; books orchestras.
 Old Orchard Beach—Old Orchard Pier, White-way, John W. Duffy's, Old Orchard Beach Am. Co., John W. and W. L. Duffy, mgrs.; has 10 rides, three penny arcades, coin machines; books orchestras, attractions.

Maryland

Baltimore—Carlin's Amusement Park, J. J. Carlin, owner; J. J. Carlin Jr., mgr.; has 12 rides, 25 concession games, pool, rink, penny arcade, coin machines; books free attractions.
 Baltimore—Gwynn Oak Park, Arthur B. Price, owner; E. R. Price, mgr.; has 12 rides, 13 concession games, penny arcade, coin machines; books orchestras and attractions.
 Baltimore—Bay Shore Amusement Park, George P. Mahoney, owner; Wm. P. Webb, gen. mgr.; has eight rides, 15 concession games, beach, penny arcade, coin machines; books orchestras, free attractions.
 Braddock Heights—Braddock Heights Park, E. W. Poole, mgr.; has various concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free acts.
 Chesapeake Beach—Seaside Park, Seaside Park, Inc., owners; J. M. Rector, mgr.; has four rides, 10 concession games, pool, penny arcade, coin machines; books pay acts occasionally.
 Cumberland—Crystal Park, Thomas G. Gibson, owner-mgr.; has two rides, four concession games, rink, books orchestras, acts.
 Earleville—White Crystal Beach, Alfred E. Green, owner-mgr.; has two rides, 12 concession games, penny arcade, coin machines.
 Marshall Hall, near Washington, D. C.—Marshall Hall Park, L. C. Addison, mgr.; has seven rides, seven concession games, rink, penny arcade, coin machines.
 Middle River—Cape May Beach, Cape May Beach Corp., owners; E. V. Shivers, mgr. (P. O. Stemmers Run, Md.); has three rides, five concession games, penny arcade, coin machines; books orchestras, pay and free attractions.

Ocean City—Windsor Resort, William H. Scott, mgr.; has 10 rides, 15 concession games, rink, penny arcade, coin machines.

Massachusetts

Agawam, near Springfield—Riverside Park, Edward J. Carroll, owner-mgr.; has 10 rides, 20 concession games, rink, penny arcade; books orchestras, free acts and paid shows.
 Auburndale—Norumbega Park, Norumbega Park Co., owners; Roy Gill, mgr.; has 14 rides, 20 concession games, penny arcade; books orchestras, acts.
 Boston—Nantasket Beach—Paragon Park, David Stone, owner-mgr.; has 11 rides, five concession games, rink, penny arcade, coin machines; books orchestras, attractions.
 Fitchburg—Whalom Park, Harold D. Gilmore, mgr.; has 10 rides, five concession games; lake beach, rink, penny arcade; books orchestras and attractions.
 Mendon—Lake Nipmuc Park, Rudolph Mainini Sr., owner; Mrs. Florence Pyne, mgr.; has two rides, four concession games, rink, penny arcade, coin machines.
 New Bedford—Acushnet Park, Daniel E. Bauer, owner-mgr.; has six rides, 14 concession games, rink, penny arcade; books free attractions.
 North Dartmouth—Lincoln Park, John Collins, mgr. (Box 138, New Bedford); has five rides, six concession games, penny arcade, coin machines; books orchestras.
 Revere, Boston—Revere Beach, Business Men's Assn., N. G. Subbagh, treas.; has 20 rides, 15 concession games, rink, penny arcade, coin machines; books attractions.
 Salisbury—Salisbury Beach, Chamber of Commerce; has 10 rides; 10 concession games, pool, rink, penny arcade, coin machines; books free attractions.
 Worcester—White City Park, Hamid Am. Co., owners; Sam Hamid, mgr.; has 14 rides, 15 concession games, pool, rink, penny arcade, coin machines; books orchestras, free acts.
 Wrentham—Lake Pearl Park, E. R. Enegren, owner-mgr.; has four rides, penny arcade, coin machines; books orchestras; free acts occasionally.

Michigan

Bay City—Wenona Beach, O. D. Colbert, mgr.; has seven rides, 12 concession games, rink, penny arcade; books orchestras, pay and free attractions.
 Bay City—Paraleon Beach, George S. Dilas, owner-mgr.; has four rides, four concession games, penny arcade.
 Detroit (St. Claire Shores)—Jefferson Beach Park, Jack Stevens, mgr.; has 24 rides, 30 concession games, rink, penny arcade, coin machines; books orchestras.
 Detroit—Edgewater Park, Ralph Annon, mgr.; has 16 rides, 24 concession games, rink, penny arcade; books free attractions.
 Detroit—Eastwood Park, Henry Wagner, Max B. Kerner, owners; Henry Wagner, mgr.; has 17 rides, 20 concession games, pool, rink, penny arcade, coin machines; books orchestras, free acts.
 Fenton—Lakeside Park, Jay Perry, owner; Ray Lenhart, mgr.; has four rides, 12 concession games, rink, penny arcade, coin machines.
 Flint—Flint Park, E. E. Berger, mgr.; has 12 rides, 10 concession games, beach, rink, penny arcade, coin machines; books free attractions.
 Grand Rapids—Ramona Park, Reed's Lake, Molar Coach Co., owners; Fred J. Barr, mgr.; has 10 rides, 25 concession games, rink, penny arcade, coin machines; books orchestras, acts.
 Haslett—Lake Lansing Amusement Park, W. A. and R. E. Sprague, owners-mgrs.; has nine rides, 18 concession games; books orchestras, attractions.
 Jackson—Lake View Park, Ed C. Beathel, owner; U. R. Dexter, mgr.; has four rides, 18 concession games, lake, rink, penny arcade, coin machines; books pay and free attractions.
 Pontiac—Palmer Park, J. D. Palmer, owner-mgr.; has two rides, five concession games, beach, coin machines; books orchestras, acts.
 St. Joseph—Silver Beach Am. Co., L. J. Drake, mgr.; has eight rides, 15 concession games, penny arcade; books orchestras.
 Utica—Stanton Welsh Park; has four rides, 10 concession games, penny arcade; books free attractions.
 Walled Lake—Walled Lake Park, Fred W. Pearce, mgr.; has eight rides, six concession games, beach, rink, penny arcade, coin machines.

Minnesota

Excelsior—Excelsior Park, Fred W. Pearce Co., owners; F. W. Olapp, J. P. Colihan, mgrs.; has 12 rides, eight concession games, penny arcade, coin machines; books orchestras, free attractions.
 Fairmont—Interlaken Park, R. A. Erickson, mgr.; has three rides, six concession games, beach, rink, coin machines; books orchestras; free and pay attractions on Sundays and holidays.
 St. Paul—Harriet Island Amusement Park, Wm. Bazinet, owner; Jimmy Miller, mgr.; has six rides, 12 concession games, rink, penny arcade; books orchestras, free and pay attractions.

Missouri

Kansas City—Fairland Amusement Park, Mario Brancato, owner; Harry Duncan, mgr.; has 18 rides, 15 concession games, pool, rink, penny arcade, coin machines; books orchestras, acts.
 Kirkwood (St. Louis)—Sylvan Beach Amusement Park, F. S. Wieneyer, owner-mgr.; has four rides, 35 concession games, pool, penny arcade, coin machines; books orchestras, attractions.
 St. Joseph—Lake Contrary Amusement Park, L. P. Ingersoll, owner-mgr.; has nine rides, four concession games, penny arcade, coin machines; books orchestras, free acts.
 St. Louis—Forest Park Highlands, A. W. Ketchum, mgr.; has 18 rides, 15 concession games, pool, penny arcade; books orchestras, free attractions.

St. Louis—Chain of Rocks Park, Chris Hoffman, mgr.; has 10 rides, 12 concession games, pool, dance hall, penny arcade, rink, coin machines.
 St. Louis—West Lake Park, Joseph Botto, owner; Phil Kramer, mgr.; has 10 rides, six concession games, pool, rink, penny arcade.
 St. Louis—Downs Amusement Park, Chas. DeLargy, gen. mgr.; Dee Lang, mgr. rides, concessions; has 10 rides, 15 concession games, pool, rink, penny arcade, coin machines; books orchestras, free attractions.
 St. Louis—Sportsman Park, St. Louis Bus Co., owners; has three rides, six concession games, pool, dance hall, penny arcade.
 Springfield—Doling Park, owned by city; W. W. Morrison, mgr.; has five rides, five concession games, pool, rink, penny arcade; books free acts.

Valley Park (St. Louis Co.)—Valley Beach Amusement Park, L. W. Peters, mgr.; has three rides, eight concession games, penny arcade, coin machines; books orchestras.

Nebraska

Hastings—Lib's Park, L. Phillips, owner-mgr.; has two rides, two concession games, pool, rink; books orchestras, free attractions.
 Lincoln—Capitol Beach Park, H. R. Hawke, mgr.; has seven rides, two concession games, pool, rink, penny arcade; books orchestras, attractions.

New Hampshire

Lochmere—Gardner's Grove, Silver Lake, Mollie Lambert, owner; J. Copeland, mgr.; has one ride, four concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions.
 Manchester—Crystal Lake Park, Mrs. John Klionis, mgr.; has three rides, eight concession games; books free attractions.
 Manchester—Pine Island Park, Public Service Co., owners; Barney J. Williams, mgr.; has eight rides, 14 concession games, beach, rink, penny arcade; books orchestras; pay and free attractions at times.

New Jersey

Atlantic City—Hamid's Million-Dollar Pier, George A. Hamid, lessee and president; E. W. Gumpertz, gen. mgr.; has six rides, 10 concession games, rink, penny arcade, coin machines; books orchestras, free attractions, circus and vaudeville.
 Atlantic City—Steel Pier, A. C. Steel Pier Co., owners; direction of F. P. Gravatt; books orchestras; vaudeville, circus and free acts.
 Atlantic City—Steeplechase Pier, Atlantic Am. Co., owners; Edward F. Campbell, mgr.; has 10 rides, four concession games.
 Bound Brook—Riverside Amusement Park, Riverside Am. Co., owners; J. W. Bayce, mgr.; has four rides, 20 concession games, penny arcade.
 Clementon—Clementon Lake Park, Theo. W. Gibbs, mgr.; has 14 rides, 23 concession games, penny arcade; books free attractions.
 Irvington—Olympic Park, Henry A. Guntler, mgr.; has 27 rides, 15 concession games, pool, rink, penny arcade; books free attractions.
 Mays Landing—Lake Lenape Park, Eugene Leiling, mgr.; has five rides, six concession games, rink; books free attractions.
 Palisade—Palisades Amusement Park, Jack & Irving Rosenthal, mgrs.; has 29 rides, 30 concession games, pool, penny arcade, coin machines; books orchestras, free attractions.
 Pennsville—Riverview Beach Park, L. K. Chrisman, mgr.; has 14 rides, four concession games, pool, rink, penny arcade, coin machines; books orchestras; pay and free attractions periodically.
 Pitman—Alcyon Park, Alcyon Park, Inc., owners; Jos. Applebaum, mgr.; has five rides, 10 concession games, lake, rink, penny arcade, coin machines.
 Seaside Heights—Freeman's Amusement Center, J. Stanley Tunney, mgr.; has five rides, 50 concession games, penny arcade, coin machines; books orchestras.
 Seaside Heights—Seaside Heights Casino, L. R. Gilbert, owner; J. Ernest Moberg, mgr.; has five rides, 30 concession games, pool, rink, penny arcade, coin machines.
 West Orange—Crystal Lake Park, D. Mauro, mgr.; has four rides, one concession game, pool, penny arcade.
 Wildwood—Casino Arcade, Carl & Ramagosa, owners; Dick Edwards, mgr.; has five rides, 15 concession games, penny arcade.
 Wildwood—Hunt's Amusements, Wm. C. Hunt, mgr.; has 15 rides; Pier has rink, penny arcade, coin machines; books orchestras, attractions.
 Wildwood—Playland, Cedar Boardwalk Am. Co., owners; Robt. J. Kay, mgr.; has 18 rides.

New York

Auburn—Enna Jettick Park, Cayuga Amusement Co., Inc., owners; W. B. Haefner, mgr.; has seven rides, 15 concession games, penny arcade, coin machines; books orchestras, free acts.
 Auburn—Deauville Park, Edw. F. Brayer, owner-mgr.; has two rides, six concession games, lake, penny arcade.
 Canandaigua—Roseland Park, William W. Muar, owner-mgr.; has seven rides, seven concession games, penny arcade, coin machines; books orchestras, free acts.
 Colocton (Loon Lake)—Palace Amusement Park, M. G. Wall, owner-mgr.; has two rides, six concessions, beach, rink, penny arcade, coin machines; books orchestras, acts.
 Coney Island—Steeplechase Park, Steeplechase Amusement Co., owners; James J. Onorato, mgr.; has 31 rides, concessions, pool, penny arcade, coin machines.
 Coney Island—Luna Park, Edward J. and Harry L. Danziger, lessees; Bill Miller, mgr.; has 19 rides, 10 concession games, pool, rink, penny arcade; books orchestras, free attractions.
 Cuba—Olivecrest Amusement Park, J. F. Olive, mgr.; has three rides, one concession game, lake, coin machines; books free attractions.
 Jamestown—Celoron Park on Lake Chautauque, Harry A. Illios, owner; Wilfred Meyers, mgr.; has 20 rides, 20 concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.
 Manlius, near Syracuse—Suburban Park, Fred W. Scario, owner-mgr.; has six rides, six concession games, penny arcade, coin machines; books free attractions.

Maple Springs—Midway Park, Thomas Carr, owner-mgr.; has one ride, five concession games, rink, penny arcade, coin machines; books attractions occasionally.

Niagara Falls—Midway Beach Park, Joseph Paonessa, owner-mgr.; has three rides, 14 concession games, penny arcade; books orchestras, pay and free attractions.

Olcott Beach—Rialto Park, Miss A. C. Fox, owner; Theo. J. Marrot, mgr.; has five rides, 20 concession games; books attractions at times.

Perry, near Batavia—Silver Lake Park, Silver Lake Am. Co., owners; John Skironski, mgr.; has one ride, concessions, beach, penny arcade, coin machines; books orchestras; free acts occasionally.

Rochester—Sea Breeze Park, George W. Long, mgr.; has eight rides, six concession games, penny arcade; books attractions.

Rockaway Beach—Rockaway's Playland, A. Joseph Geist, owner-mgr.; Wm. Hicks, asst. mgr.; has 19 rides, 10 concession games, penny arcade.

Rye—Playland, George B. Currier, director; has 25 major and 10 kiddie rides, 28 concession games, pool, ice rink, penny arcade, coin machines; books free attractions.

Sea Breeze—Board Walk, A. H. Bornkessel, owner-mgr.; has five rides, 15 concession games, rink, penny arcade, coin machines; books free attractions.

Williamsville—Glen Park, Harry Altman, owner-mgr.; has four rides, nine concession games, penny arcade, coin machines; books orchestras, free attractions.

North Carolina

Asheville—Recreation Park, owned by city; R. E. James, mgr.; has five rides, three concession games, pool, rink.

Greensboro—Greensboro Amusement Park, Norman Y. Chambliss, operator; Mrs. Clyde Kendall, mgr.; has rides, concessions.

Wilmington—Carolina Beach, A. L. Mansfield, mgr.; has three rides, concessions, penny arcade, coin machines; books orchestras.

Winston-Salem—Reynolds Park, owned by city; Wallace Dunham, mgr.; has four rides, two concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Ohio

Akron—Summit Beach Park, Summit Beach, Inc., owners; Frank Rafal, mgr.; has 11 rides, concession games, pool, rink, penny arcade, coin machines; books orchestras; acts.

Akron—Sandy Beach Park, W. I. Warensford, owner-mgr.; has three rides, six concession games, pool, penny arcade.

Alliance—Lake Park, R. D. Williams, mgr.; has two rides, five concession games, lake, rink.

Bascom—Meadowbrook Park, H. L. Walter, mgr.; has four rides, four concession games, pool, penny arcade, coin machines; books attractions occasionally.

Brady Lake—Brady Lake Park, Edward C. Kleinman, mgr.; has 12 rides, 20 concession games, pool, rink, penny arcade, coin machines; books orchestras and attractions.

Buckeye Lake—Buckeye Lake Park, John J. Carlin, owner; A. M. Brown, mgr.; has 20 rides, 50 concession games, pool, rink, penny arcade; books orchestras, free attractions.

Bucyrus—Seacalum Park, C. W. Jolly, mgr.; has 12 rides, six concession games, pool, penny arcade; books orchestras, free attractions.

Canton—Meyers Lake Park, Carl M. Sinclair, mgr.; has seven rides, concessions, beach, rink, penny arcade, coin machines; books orchestras; free acts.

Celina—Edgewater Park, C. M. Myers, owner; Theo. V. Temple, mgr.; has three rides, eight concession games, pool, rink, penny arcade, coin machines; books orchestras.

Chippewa Lake—Chippewa Lake Park, Parker Beach, owner-mgr.; has 16 rides, 25 concession games, rink, penny arcade; books orchestras, free acts occasionally.

Cincinnati—Coney Island, Edw. L. Schott, gen. mgr.; has 21 rides, including 6 kiddie rides; 15 concession games, pool, penny arcade; books orchestras, free attractions.

Cincinnati—Zoological Garden, owned by city; Joseph A. Stephan, gen. mgr.; has eight rides in Kiddieland, pony track.

Cleveland—Euclid Beach Park, Harvey J. Humphrey, gen. mgr.; George Shannon, mgr.; has 23 rides, concessions, pool, rink, penny arcade; books attractions.

Cleveland—Furits Springs Park, George Hanrahan, mgr.; has 20 rides, 15 concession games, rink, penny arcade; books orchestras, pay and free attractions.

Columbus—Zoo Park, Leo and Elmer G. Haenlein, mgrs.; has nine rides, six concession games, penny arcade, coin machines.

Coshocton—Lake Park, F. D. Johns, mgr.; has two rides, concessions, lake, penny arcade, coin machines; books orchestras, acts.

Dayton—Lakeside Park, Lakeside Park Co., owners; Gerald Niermann, mgr.; has 14 rides, six concession games, penny arcade, coin machines; books orchestras.

Dayton—Frankie's Forest Park, Frank J. Schaulier, owner-mgr.; has 11 rides, seven concession games, penny arcade, coin machines; books orchestras, attractions.

Diamond—Craig Beach Park, Art E. Mallory, mgr.; has seven rides, 15 concession games, beach, penny arcade, coin machines; books orchestras, free attractions.

Findlay—Riverside Park, owned by city; A. R. Cole, mgr.; has two rides, eight concession games, pool, rink; books orchestras and attractions occasionally.

Geauga Lake—Geauga Lake Park, W. J. Kuhlman, mgr.; has 25 rides, many concession games, pool, rink, penny arcade, coin machines; books attractions.

Genoa—Forest Park, C. J. Uthoff, owner-mgr.; has eight rides, 16 concession games, rink, penny arcade, coin machines; books orchestras, free attractions.

Haskins—Vollmar's Park, Mrs. Ella Vollmar, owner; G. C. Rodibusch, mgr.; has four rides, eight concession games, penny arcade; books orchestras, pay and free attractions.

Middletown—Le Sourdsville Lake, Don Dazey, mgr.; has 11 rides, four concession games, pool, penny arcade; books orchestras, pay and free attractions.

Russells Point—Sandy Beach Park, Lou W. Greiner, owner; Louis Bruno, mgr.; has 10 rides, 14 concession games, pool, penny arcade, coin machines; books orchestras.

Russells Point—Russells Point Boardwalk, French L. Wilgus, owner; Jack Stone, mgr.; has eight rides, 25 concession games, pool, rink, penny arcade, coin machines; books orchestras, pay attractions.

Sandusky—Cedar Point on Lake Erie, the G. A. Bocking Co., owners; Edw. A. Smith, mgr.; has 20 rides, 15 concessions, penny arcade; books name bands, free attractions.

Toledo—Willow Beach, Frank Lux, owner; W. H. Davis, mgr.; has four rides, concession games, rink, penny arcade; books attractions occasionally.

Vernillion—Crystal Beach Park, J. L. Blanchat, owner-mgr.; has seven rides, 35 concession games, rink, penny arcade; books orchestras, pay and free attractions.

Youngstown—Idora Park, M. A. Rindlin, mgr.; has 14 rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras, free acts.

Zanesville—Moxahala Park, Tim Nolan, owner; Fred Nolan, mgr.; has eight rides, seven concession games, pool, rink, penny arcade, coin machines; books orchestras, free attractions.

Oklahoma

Enid—Lake Hellums Park; has two rides, six concession games, pool, rink, penny arcade; books orchestras, acts.

Oklahoma City—Springlake Amusement Park, Roy and Marvin Stator, mgrs.; has 13 rides, 14 concession games, pool, penny arcade, coin machines; books orchestras, free acts occasionally.

Tulsa—Crystal City Park, John C. Mullins, owner; C. E. Mecker, mgr.; has eight rides, 12 concession games, pool, penny arcade; books orchestras; attractions occasionally.

Oregon

Portland—Oaks Amusement Park, United Am. Co., owners; E. H. Bollinger, mgr.; has 13 rides, six concession games, rink, penny arcade; books free attractions.

Portland—Jantzen Beach Park, Hayden Island Amusement Co., owners; Paul H. Huedepohl, mgr.; has 17 rides, 10 concession games, four pools, penny arcade, coin machines; books orchestras, pay and free attractions occasionally.

Pennsylvania

Allentown—Dorney Park, R. L. Flarr, mgr.; has 10 rides, concessions, pool, rink, penny arcade; books orchestras, acts.

Allentown—Central Park, A. G. Nabhan, owner-manager; has 12 rides, 15 concession games, penny arcade, coin machines; books orchestras, pay and free attractions.

Altoona—Lakemont Park, Samuel B. Taylor, mgr.; has 12 rides, 11 concession games, pool, rink, penny arcade; books orchestras, attractions at times.

Barnesville—Lakeside Park, J. Tomat, mgr.; has six rides, eight concession games, lake, rink, penny arcade, coin machines; books orchestras, attractions.

Bellefonte—Hecla Park, A. F. Hockman, owner-mgr.; has one ride, six concession games, pool, rink, penny arcade; books orchestras, free acts.

Bellwood—Rinard's Park, George F. Rinard, owner-mgr.; has six rides, six concession games, rink, penny arcade, coin machines; books pay and free attractions.

Carbondale—Newton Lake Park, F. E. Wagner, owner-mgr.; has six rides, concession games; books orchestras, free attractions.

Chalfont—Forest Park, Richard F. Lusee, owner-mgr.; has 10 rides, eight concession games, pool, penny arcade; books attractions.

Conneaut Lake Park—Conneaut Lake Park, Hotel Conneaut, Inc., owners; T. C. Foley, mgr.; has 15 rides, 14 concession games, rink, penny arcade; books orchestras.

Dallas—Fernbrook Park, Leo Insalaco (Pittston, Pa.), owner-mgr.; has five rides, six concession games, rink, penny arcade, coin machines; books orchestras, acts.

Easton—Willow Park, Shelbo Bros., owners; Paul Shelbo, mgr.; has three rides, four concession games, pool, penny arcade; books attractions.

Elysburg—Knoebel's Groves, H. H. Knoebel, owner; Lawrence L. Knoebel, mgr.; has four rides, five concession games, pool, rink, penny arcade, coin machines; books attractions.

Eric—Waldameer Beach Park, F. W. A. Moeller, owner-mgr.; has 11 rides, nine concession games, penny arcade, coin machines; books orchestras and attractions.

Halifax—Tourist Park, F. E. Dodson, owner-mgr.; has two rides, six concession games, penny arcade, coin machines; books pay attractions.

Hanover—Forest Park, A. Karst, mgr.; has eight rides, 15 concession games, rink, penny arcade; books orchestras, pay and free attractions.

Hazleton—Hazle Park, E. J. Williams, owner; Caleb Williams, mgr.; has five rides, three concession games, rink, penny arcade, coin machines.

Hershey—Hershey Park, Hershey Estates, owner; J. B. Sollenberger, mgr.; has 15 rides, pool, penny arcade, coin machines; books orchestras, free attractions.

Johnstown—Ideal Park, Milan Diklich, owner-mgr.; has two rides, four concession games, pool, rink.

Lake Ariel—Lake Ariel Park, Bert Derby, mgr.; has 12 rides, 10 concession games, beach, penny arcade; books pay and free attractions.

Lancaster—Rocky Springs Park, Joseph Figari, owner; James Figari, mgr.; has seven rides, nine concession games, pool, rink, penny arcade, coin machines; books orchestras, pay attractions.

Lancaster—Maple Grove Park, Ralph W. Cobo, mgr.; has five rides, concessions; pool, rink, penny arcade; books orchestras.

Lemont Furnace, near Uniontown—Shady Grove Park, Tony Renzl, mgr.; has five rides, six concession games, pool, rink, penny arcade, coin machines; books orchestras, free attractions.

Lewistown—Kishacoquillas Park, James E. Moren, mgr.; has four rides, 14 concession games, pool, rink; books orchestras, pay and free attractions.

Ligonier—Idlewild Park, C. C. Macdonald, mgr.; has 14 rides, pool, penny arcade; books free attractions.

Mahanoy City—Lakewood Park, Howard Hobbs, mgr.; has 10 rides, four concession games, pool, rink, two penny arcades, coin machines; books orchestras and attractions.

Mechanicsburg—Williams Grove Park, R. E. Richwine, owner-mgr.; has 12 rides, 30 concession games, pool, penny arcade, coin machines; books attractions.

Mechanicsburg—Willow Mill Park, W. O. Miller & Dale Ettele, owners-mgrs.; has nine rides, five concession games, pool, rink, penny arcade, coin machines; books attractions.

Mount Gretna—Mount Gretna Park, Gene F. Otto, owner-mgr.; has three rides, 14 concession games, lake and beach, rink, penny arcade, coin machines; books free attractions.

New Castle—Cascade Park, owned by city; C. C. Coulthard, mgr.; has two rides, four concessions, pool; books orchestras.

Perkasie—Menlo Park, Henry S. Wilson, owner-mgr.; has three rides, pool, rink, penny arcade; books free attractions.

Philadelphia—Woodside Park, N. S. Alexander, lessee; has 23 rides, two concession games, pool, rink, penny arcade, coin machines.

Pittsburgh—Burke Glen Park, Burke Bros., owners; William Burke, mgr.; has seven rides, four concession games, pool, rink, penny arcade, coin machines.

Pittsburgh—Kennywood Park, A. B. McSwigan, pres.; Frank L. Danahey, mgr.; has rides, concession games, pool, penny arcade; books orchestras, free attractions.

Pittsburgh—West View Park, C. L. Beares Jr., mgr.; has 24 rides, 14 concession games, rink, penny arcade, coin machines; books orchestras, free attractions.

Reading—Carsonia Park, Joseph Sigg, mgr.; has eight rides, concessions, pool, rink, penny arcade; books orchestras, acts.

Seranton—Rocky Glen Park, Benj. Sterling Jr., owner-mgr.; has 17 rides, 15 concession games, pool, penny arcade, coin machines; books orchestras, free attractions.

Shamokin—Edgewood Park, George H. Jones, mgr.; has six rides, six concession games, pool, rink, penny arcade; books free attractions.

Sunbury—Rolling Green Park, R. M. Spangler, owner-mgr.; has 11 rides, 14 concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.

Trevoise—Penn Valley Park, George J. Walsh, mgr.; has 15 rides, four concession games, pool, penny arcade.

Wilkes-Barre—Sans Souci Park, Mrs. L. B. Barr, mgr.; has 10 rides, 11 concession games, pool, rink, penny arcade, coin machines; books pay attractions; orchestras occasionally.

Willow Grove (Philadelphia)—Willow Grove Park, E. E. Fochl, gen. supt.; has 18 rides, eight concession games, rink, penny arcade; books orchestras.

Rhode Island

East Providence—Crescent Park, John T. Clare, mgr.; has 10 rides, 20 concession games, rink, penny arcade, coin machines; books orchestras.

Tennessee

Chattanooga—Lake Winnepesaukee (P. O. Box 403, Rt. 4, Rossville, Ga.), Mrs. Minette Dixon, owner-mgr.; has nine rides, four concession games, pool, rink, penny arcade, coin machines; books free attractions.

Chattanooga—Lincoln Park for Negroes, owned by city; E. E. McDaniel, supt.; has three rides, eight concession games, pool.

Chattanooga—Warner Park, owned by city; E. E. McDaniel, supt.; has 14 rides, including four kiddie rides, 14 concession games, pool, rink; books free acts occasionally.

Knoxville—Chilhowee Park, owned by city; Chas. Jenkins, acting mgr.; has seven rides, 10 concession games, rink.

Memphis—Fairgrounds Amusement Park, Park Commission, operators; John Vesey, chrm.; has 10 rides, pool, penny arcade; books free acts occasionally.

Texas

Corpus Christi—North Beach Amusement Park, North Beach Bath House Co., owners; John S. Mosser, mgr.; has five rides, 10 concession games, pool, rink, penny arcade, coin machines; books acts occasionally.

Dallas—Kidd Springs Park, Carl Steinman, mgr.; has two rides, eight concession games, pool.

Dallas—Fair Park, State Fair of Texas, owners; Roy Rupard, mgr.; has 14 rides, five concession games, pool, rink, penny arcade, coin machines; books attractions.

El Paso—Washington Park, owned by city; G. W. Wilson, mgr.; has eight rides, concessions, pool, rink.

Galveston—Beach Amusement Park, Beach Am. Park, Inc., owners; Sam Serio, mgr.; has seven rides, five concession games, penny arcade, coin machines.

Galveston—Galveston Pier, L. B. Herring Jr., gen. mgr.

Houston—Speer Park, Sim L. Speer, owner-mgr.; has 10 rides, 20 concession games.

Houston—Playland Park, E. M. Fox, mgr.; has 12 rides, 23 concession games, penny arcade, coin machines.

Port Arthur—Pleasure Pier, F. M. McFalls, owner-mgr.; has 10 rides, eight concession games, pool, penny arcade, coin machines; books orchestras, attractions.

San Antonio—Playland Amusement Park, Jimmy Johnson, mgr.; has 12 rides, 18 concession games, pool, penny arcade, coin machines; books attractions.

Utah

Farmington—Lagoon Resort, between Salt Lake City and Ogden, S. L. & Ogden R. R. Co., owners; Julian M. Bamberger, mgr.; has five rides, eight concessions, lake, penny arcade; books free attractions; occasional name band.

Salt Lake City—Saltair Beach, Thomas M. Wheeler, mgr.; has four rides, eight concession games, lake, penny arcade; books orchestras.

Virginia

Buckroe Beach—Buckroe Beach Amusement Park, M. E. Carrier, mgr.; has eight rides, seven concession games, beach, penny arcade.

Norfolk—Ocean View Park, Cecil T. Duffee, mgr.; has 22 rides, 50 concession games, penny arcade, coin machines; books orchestras and free attractions.

Roanoke—Lakeside Park, H. L. Roberts, owner-mgr.; has 10 rides, 16 concession games, pool, rink; books orchestras, pay and free attractions.

Virginia Beach—Seaside Park, Jack L. Green-spoon, mgr.; has 10 rides, 25 concession games, rink, penny arcade, coin machines; books orchestras and attractions.

Virginia Beach—New Casino, 15th & Atlantic Ocean, Frank D. Shean, mgr.; has pool, penny arcade, coin machines; books orchestras, attractions.

Washington

Blaine—Birch Bay Resort, Melvin T. Cook, mgr.; has seven rides, 12 concession games, pool, rink, penny arcade, coin machines.

Redondo—Redondo Beach Park, W. J. Betts, owner-mgr.; has two rides, 10 concession games, rink, penny arcade.

Seattle—Playland Amusement Park, Carl E. Phare, mgr.; has 10 rides, 10 concession games, rink, penny arcade, coin machines.

Spokane—Nataorium Park, Louis Vogel, mgr.; has eight rides, concession games, pool, penny arcade; books orchestras.

West Virginia

Chester—Rock Springs Park, C. C. Macdonald, owner; R. L. Hand, mgr.; has 10 rides, four concession games, pool, rink, penny arcade, coin machines; books orchestras, free attractions.

Huntington—Camden Park, E. G. Via, mgr.; has eight rides, several concession games, pool, rink, penny arcade; books orchestras, attractions at times.

Wisconsin

Appleton—Waverly Beach, Howard Campbell, owner-mgr.; has one ride, five concession games, beach, rink, penny arcade, coin machines; books orchestras.

Chippewa Falls—Wissota Beach, Wissota Beach Co., owners; E. C. Cote, mgr.; has one ride, two concession games; books orchestras, pay and free attractions.

Highcliff—Highcliff Park, Highcliff Park Am. Co., Inc., owners; Lothar Kemp, mgr.; has two rides, three concession games, penny arcade, coin machines; books pay and free attractions.

Milwaukee—Waukesha Beach, Theo. M. Toll, owner-mgr.; has 10 rides, 11 concession games, penny arcade, coin machines; books free attractions.

Milwaukee—State Fair Park, State Fair Park, Inc., owners; C. S. Rose, mgr.; has 15 rides, 12 concession games, penny arcade; books orchestras; free acts occasionally.

Muskego—Muskego Beach, Muskego Beach, Inc., owners; has six rides, 16 concession games, rink, penny arcade, coin machines; books orchestras, free acts.

Canada

Crystal Beach, Ont.—Crystal Beach Amusement Park, J. H. Nagel, mgr.; has 15 rides, 25 concession games, rink, penny arcade; books orchestras, free attractions.

London, Ont.—Springbank Amusement Park, Mrs. A. M. Clark, owner; D. H. Walsh, mgr.; has four rides, two concession games, penny arcade, coin machines.

Montreal, Que.—Belmont Park, Rex D. Billings, mgr.; has 24 rides, 20 concession games, penny arcade; books free attractions.

Port Dalhousie, Ont.—Lakeside Park, Can. Natl. Railways, owners; S. H. Brookson, mgr.; has eight rides, 22 concession games; books free attractions.

Port Stanley, Ont.—Port Stanley Park, owned by city; Albert A. Marck, mgr.; has four rides, six concession games, pool, penny arcade, coin machines; books orchestras, attractions.

Toronto, Ont.—Hanlan's Memorial Park, operated by Transportation Commission for city; D. A. Peters, mgr.; has four rides, 19 concession games, penny arcade, coin machines; books pay attractions.

Toronto, Ont.—Sunnyside Beach, Toronto Harbour Commission, owners-mgrs.; has eight rides, 25 concession games, pool, penny arcade, coin machines; books attractions.

Vancouver, B. C.—Happyland, Hastings Park, Pacific Coast Am. Co., Ltd., owners; Marion M. Ross, mgr.; has 15 rides, 24 concession games, rink, penny arcade, coin machines; books free attractions.

Winnipeg Beach, Man.—Winnipeg Beach, Winnipeg Beach Amusements, Ltd., owners; A. B. Flett, mgr.; has six rides, 12 concession games, penny arcade, coin machines; books pay attractions.

Supplementary List

(The following are not completely equipped amusement parks, but have pools, coin-operated machines, rinks and book orchestras and acts.)

Arizona

Phoenix—Riverside Amusement Park, Harry L. Nace, mgr.; has pool; books orchestras; attractions occasionally.

Arkansas

Hot Springs—Fountain Lake Resort, Dr. H. D. Ferguson, owner-mgr.; has pool, penny arcade; books orchestras at times.

Colorado

Colorado Springs—Buffalo Lodge, A. G. Tubbs, owner-mgr.; has penny arcade, coin machines; books attractions.

Estes Park—Riverside Amusement Park, T. C. Jelsema, owner-mgr.; has six concession games, pool; books orchestras.

Connecticut

Killingly—Wildwood Park, P. J. Sheridan, owner-mgr.; has pool, rink, penny arcade; books orchestras and attractions.
 New London—Ocean Beach Park, owned by city; John W. Sheely, mgr.; has pool, rink, penny arcade, coin machines; books orchestras, free attractions.

Florida

Pensacola—Bayview Park, owned by city; F. G. Wilson, mgr.; has pool; books orchestras, pay and free attractions.
 Pensacola—Pensacola Beach, Pensacola Bridge Corp., owners; H. S. Davis, mgr.; has five concession games; books orchestras, acts.

Georgia

Atlanta—Sunset Casino, V. N. Montgomery, owner; R. Mayes, mgr.; books orchestras, pay attractions.
 Macon—Ragan's Park, W. C. Ragan, mgr.; has two concession games, lake, rink, penny arcade, coin machines.
 Macon—Lakeside Park, Irving Scott, mgr.; has lake, coin machines; books orchestras.
 Savannah—Barbee's Pavilion and Park, Isle of Hope, Will M. Barbee, owner-mgr.; has pool, rink; books orchestras.
 Savannah—Daffin Park, owned by city; John Forsyth, mgr.; has pool, rink.

Illinois

Havana—Riverside Park, L. A. England, mgr.; has five concession games, rink, coin machines; books pay and free attractions.

Indiana

Evansville—Mesker Park & Zoo, Metrey Yarbroudy, mgr.; has four rides, penny arcade.
 Hamilton—Circle Park, H. G. Waterhouse, owner-mgr.; has two rides, beach, rink, penny arcade, coin machines; books attractions.
 Montpelier—Blue Water Park, H. L. Kelley, mgr.; has two concession games, pool, rink.
 Vincennes—Lake Lawrence Beach, Mrs. Minta Meskimen, owner-mgr.; has four concession games; books orchestras.

Iowa

Fort Dodge—Exposition Park, Armstrong Realty Co., owners; Jay Longstaff, mgr.; has pool, rink; books orchestras.
 Ruthven—Electric Park, J. K. Maple, owner-mgr.; has lake, rink; books orchestras, pay attractions.

Kansas

Wichita—Sandy Beach, Norris B. Stauffer, owner-mgr.; has three concession games, pool, penny arcade, coin machines; books orchestras, attractions.

Kentucky

Bowling Green—Beech Bend Park, Charles Garvin, owner; has one ride, four concession games, rink, penny arcade, coin machines; books orchestras, attractions.
 Owensboro—Rube's Pleasure Park, R. R. Sands, owner-mgr.; has five concession games, pool; books free attractions.

Massachusetts

Bellingham—Silver Lake Park, Thomas Carey, mgr.
 Newburyport—Plum Island Beach, J. M. Kelleher, mgr.; has concessions; books orchestras, acts.

Michigan

Benton Harbor—House of David Park, Chic Bell, mgr.; has miniature trains, midget autos, coin machines; books orchestras, attractions.
 Grand Haven—Hyland Gardens, George F. Cain, owner; R. W. Haynes, mgr.; has two concession games, beach, rink, penny arcade, coin machines; books attractions occasionally.

Minnesota

Fairmont—Hand's Park, E. R. Hand, owner-mgr.; has three concession games, lake, coin machines; books orchestras and attractions.
 Sherburne—Fox Lake Park, Kenneth A. Nelson, mgr.; has two concession games, rink; books orchestras; attractions on special occasions.

Missouri

Excelsior Springs—Lake Maurer Amusement park, J. F. and J. H. Maurer, owners-mgrs.; has two rides, pool, rink, penny arcade; books free attractions.
 Hannibal—Indian Mound Park, S. Osterhout, owner; C. P. Hickman, mgr.; has pool, rink.

Nebraska

Beatrice—Riverside Municipal Park, Ed Higginbotham, mgr.; has pool, ice rink; books orchestras and attractions.
 Beaver City—Horton's Park, D. G. Oxford, owner-mgr.; has pool, rink; books orchestras.
 Crete—Tuxedo Park, Harry C. Belka, mgr.; has lake; books orchestras, attractions.

New Hampshire

Dover—Central Park, L. E. Lynde, owner-mgr.; has penny arcade, coin machines; books orchestras, free acts.
 Spofford—Lake Spofford Recreation Park, Wm. R. Manch, owner-mgr.; has two concession games, beach, rink, coin machines; books orchestras.

New Jersey

Burlington—Sylvan Lake Park, Ed Ruth, owner-mgr.; has four concession games, pool, rink; books orchestras; pay and free attractions occasionally.

New York

Genesee—Long Point Park, Harry W. Berry, owner-mgr.; has eight concession games, lake, penny arcade, coin machines; books orchestras; attractions occasionally.
 Irving—Sunset Bay Park, William Burghardt, owner-mgr.; has one ride; penny arcade, coin machines.
 New York (Bronx)—Starlight Park, Tex O'Rourke, mgr.; has pool, rink, books orchestras, pay attractions.
 Richfield Springs—Canadatego Park, Joe Magee, owner-mgr.; has lake, rink; books orchestras, free acts.
 Saratoga Springs—Kaydeross Park, E. A. Walker, owner-mgr.; has one ride, five concession games, beach, rink, penny arcade, coin machines.

Sea Cliff, L. I.—Stevenson's Pavilion, R. C. Stevenson, owner-mgr.; has one ride, two concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Syracuse—Boysen Bay Park, Gerson Rubenstein, mgr.; has concession games, pool, rink.

Wantagh, L. I.—Jones Beach State Park, State of New York, owners; S. J. Polek, general supt.; has pool, rink; books orchestras, pay and free attractions.

North Carolina

Morehead City—Atlantic Beach, Atlantic Beach & Bridge Co., owners; has several concession games, rink; books orchestras, pay attractions.

Ohio

Arcadia—Midway Park, Henry Mareches, owner-mgr.; has four concession games, pool, rink; books free attractions.

Canal Winchester—Edgewater Park, Chas. E. Gerling, owner-mgr.; has five concession games, coin machines.

Cleveland—Cleveland Zoo in Brookside Park, Fletcher A. Reynolds, dir.; books attractions occasionally.

Lake Milton—Milton Gardens, Carl Cowell, mgr.; has pool, rink.

Mentor-on-the-Lake—Mentor Beach Park; has two rides, 10 concession games, rink, penny arcade; books orchestras.

Minerva—Minerva Lake Park, Fred J. Brown, owner; has pool; books attractions.

New Philadelphia—Tuscora Park, owned by city; Harold E. Meese, mgr.; has pool, rink, penny arcade; books attractions.

North Benton—Paradise Park, Earl E. Santee, owner-mgr.; has four concession games, pool, penny arcade, coin machines; books tent shows.

Uhrichsville—Riverside Park, W. G. Maurer, owner; Reese Bradley, mgr.; has rink; books attractions on special occasions.

Venice, Cincinnati—Meadowbrook Amusement Park on Route 27, Venice Beach Country Club, Inc., owners; M. J. Gutman, mgr.; has two rides, pool; books orchestras and acts occasionally.

Oklahoma

Cache—Craterville Park, Frank Rush Jr., mgr.; has one ride, pool, rink; books pay and free attractions.

Tulsa—Riverside Park, L. H. Cline, mgr.

Pennsylvania

Bloomsburg—Columbia Park, Elmira Bankes, mgr.; has one ride, two concession games, pool, rink.

Cannonsburg—Willow Beach Park, Domluick Falconi, owner; Patsy Verona, mgr.; has four concession games, pool, rink; books orchestras and attractions.

Ellwood City—Rocky Point Park, Ray Daellenbach, bus, mgr.; Nauncy Nastas, mgr.; has three concession games, beach; books orchestras, pay and free attractions.

Feasterville—Somerton Springs Park, Robt. M. Platt, owner; Vernon D. Platt, mgr.; has concession games, pool, penny arcade; books orchestras, free attractions.

Hanover—Willow Beach Park, D. M. Wilmer, trustee; Henry Hellman, mgr.; has one concession game, pool, rink; books attractions.

Indiana—Dreamland Park, J. J. Cicero, owner-mgr.; has pool, rink; books orchestras, pay and free attractions.

Northumberland—Sandy Beach, W. D. Mantz, owner; W. D. Yarger, mgr.; has 10 concession games.

Spring Mount—Spring Mount Park, Roy Huler, owner-mgr.; has concession games, rink, penny arcade, coin machines; books attractions.

Union City—Marcesan Beach Park, Emory P. Lee, owner; C. Max Lee, mgr.; has two rides, two concession games, pool, rink, penny arcade, coin machines.

Yorkes—Grand View Park, Grand View Park Co., owners; Jack Fitzcharles, mgr.; has one ride, three concession games, pool, penny arcade; books pay and free attractions.

South Carolina

Charleston—Riverside Beach Park for Negroes, E. A. Hamilton, mgr.; has one ride, concessions, coin machines; books orchestras, acts.

Charleston—Folly Pier, 12 miles from city, Ted Schiadaressi, mgr.; has two rides, 12 concession games, penny arcade; books orchestras.

Tennessee

Columbia—Mid-State Fairgrounds Park, George L. Buchnau, mgr.; has eight concession games, rink, coin machines; books orchestras and attractions.

Memphis—Rainbow Lake Amusement Co., E. Bellanti, mgr.; has pool, rink.

Memphis—East End Park, Harrison Scheuner, owner-mgr.; has pool, rink.

Texas

Cisco—Lake Cisco Park; has one ride, pool, rink; books orchestras, pay and free attractions.

Fort Worth—Casino Park, George T. Smith, mgr.; has coin machines; books orchestras, floor shows.

Fort Worth—Forest Park, owned by city; Harry Adams, supt.; has five rides, pool, concessions, zoo.

Vickery—Vickery Park, Dr. H. T. Huguley, owner; W. H. Anderson, mgr.; has pool, penny arcade; books orchestras.

Utah

Salt Lake City—Sunset Beach, Ira Dern, mgr.; has four concession games, lake, coin machines; books free attractions.

Salt Lake City—Black Rock Beach, James Lates, mgr.; has four concession games, lake, coin machines; books attractions occasionally.

West Virginia

Maldsville—Riverside Park, S. C. Reynolds, owner-mgr.; has three concession games, pool, coin machines; books orchestras, pay and free attractions.

Martinsburg—Hillside Lake Park, H. M. Fritts, owner-mgr.; has pool, rink, coin machines; books free attractions.

New Cumberland—Mineral Springs Park, D. C. Pease, owner-mgr.; has pool, rink, penny arcade, coin machines; books pay and free attractions.

Princeton—Lake Shawnee Park, C. T. Snidow, owner-mgr.; has pool, coin machines; books pay attractions.

Wisconsin

Beloit—Waverly Beach, W. H. Munger, owner-mgr.; has six concession games, rink; books orchestras, pay and free attractions.

Bloomer—The Pines, Herman Johnson, mgr.; has rink, coin machines; books orchestras.

Chippewa Falls—Lake Hallie Park on Route 4, B. F. Stetzer, mgr.; has rink, coin machines; books orchestras, pay and free attractions.

Green Bay—Bay Beach Park, owned by city; Sylvester Esler, mgr.; has two rides, rink, penny arcade, coin machines; books orchestras, free attractions.

Lake Delton—Lake Delton Beach, Martin & Denham, owners-mgrs.; has concession games, rink, penny arcade, coin machines; books pay and free attractions.

Oshkosh—Eweco Park, Chas. Maloney, owner-mgr.; books orchestras, pay attractions.

Racine—Beachland Park, Reg. Freeman, mgr.; has rink, penny arcade; books orchestras.

Wild Rose—Silver Lake Resort, E. E. Parker & Son, owners; C. M. Clarke, mgr.; has beach; books attractions.

Canada

London, Ont.—Wonderland Park, Charles Jones, mgr.; has pool; books orchestras, pay attractions.

Raynes Beach, N. B.—Dominion Park, Bud Tippett, owner-mgr.

Timmins, Ont.—Riverside Park, W. P. Wilson, mgr.; has pool; books orchestras and attractions.



Coming Events

These dates are for a five-week period.

Arizona

Phoenix—Phoenix Rodeo, April 14-16, Elmer H. Ferrall, care Jr. Chamber of Commerce.

Tucson—Dog Show, March 26, Elizabeth M. Strauss, Box 2622.

California

Sacramento—Horse Show, April 28-30, Will Stratton.

Colorado

Denver—Dog Show, March 31-April 1, Fred A. Higel, 650 S. Bryant.

Connecticut

Hartford—Shrine Circus, April 17-22, Henry Read.

District of Columbia

Washington—Shrine Circus, March 27-April 2, Howard P. Foley.

Georgia

Augusta—Fat Cattle Show, April 5, Hillary H. Mangum, Municipal Auditorium.

Illinois

Chicago—International Sportsmen's Show, April 23-30, F. W. Kahler, 127 N. Dearborn St.

Chicago—Olympia Circus at Stadium, April 13-May 17.

Louisiana

Delhi—Northeast La. Livestock Show, April 4-7, C. C. Cutler.



1944 FAIR DATES

Alabama

Attalla—Etowah Co. Fair Assn., Sept. 16-24, F. U. Logsdon.

Birmingham—Alabama State Fair, Week Oct. 2.

Dothan—Houston Co. Fair, Oct. 30-Nov. 4, L. J. Lunsford.

Huntsville—Madison Co. Fair Assn., Sept. 11-16, Marle Dickson.

Arkansas

Blytheville—Mississippi Co. Fair Assn., Sept. 24-Oct. 1, J. Mell Brooks.

El Dorado—Union Co. Livestock Assn., Oct. 2-7, Julius Miller.

Colorado

Pueblo—Colorado State Fair, Aug. 28-Sept. 1, Frank H. Means.

Rocky Ford—Arkansas Valley Fair & Rodeo, Sept. 6-8, Carl Holder.

Sterling—Logan Co. Fair, Aug. —, L. H. Smith.

Delaware

Harrington—Kent & Sussex Co. Fair, July 24-29, Ernest Raughley.

Georgia

Americus—Sumter Co. Fair, Week Oct. 16, O. C. Johnson.

Atlanta—Southeastern World's Fair, Sept. 29-Oct. 8, Mike Benton.

Augusta—Exchange Club Fair, Oct. 30-Nov. 4, J. D. Cheek.

Bainbridge—Decatur Co. Fair, Oct. 16-21, Mrs. R. Rich.

Eastman—Dodge Co. Am. Legion Fair, Oct. 18-21, R. T. Ragan.

Elberton—Elberton Fair, Oct. 9-14, I. V. Hulme.

Macon—Georgia State Fair, Oct. 23-28, E. Ross Jordan.

Manchester—Tri-Co. Fair Assn., Oct. 2-7, Welby Griffith.

Illinois

Albion—Edwards Co. Fair Assn., Sept. 5-8, Loy L. Thread.

Belleville—St. Clair Co. Fair Assn., July 25-29, J. R. Kamper.

New Orleans—Spring Fiesta, April 8-16, Catherine Dillon, Chartres & St. Ann Sts.

Maryland

Chevy Chase—Dog Show, April 29-30, Foley, 2009 Ranstead St., Philadelphia, Pa.

Towson—Dog Show, April 23, Foley, 2009 Ranstead St., Philadelphia, Pa.

Massachusetts

Boston—New England Flower Show, March 13-25, Arno H. Nehrling, 300 Mass. Ave.

Springfield—Dog Show, April 1, Foley, 2009 Ranstead St., Philadelphia, Pa.

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

Minneapolis—Northwest Sportsmen's Show, April 8-16, F. W. Kahler, 805 La Salle St.

Mississippi

Greenwood—Delta Livestock Fair, March 30-April 1, E. H. Blackstone, Box 848.

West Point—N. E. Dist. Livestock Show, March 27-29.

Missouri

Dexter—Spring Celebration, April 10-15, St. Louis—Police Circus, April 16-30.

New Jersey

Atlantic City—Dog Show, April 8-9, Foley, 2009 Ranstead St., Philadelphia, Pa.

Trenton—Dog Show, April 23, Foley, 2009 Ranstead St., Philadelphia, Pa.

New York

Buffalo—Shrine Circus, April 10-15, Rochester—Dog Show, April 23-25, Foley, 2009 Ranstead St., Philadelphia, Pa.

White Plains—Dog Show, April 16, Foley, 2009 Ranstead St., Philadelphia, Pa.

Ohio

Cleveland—American-Canadian Sportsmen's Show, March 13-26, A. W. Newman, 286 Public Aud.

Toledo—Dog Show, April 1, Dr. A. W. Combs, Postoria, O.

Toledo—Dog Show, April 2, Mrs. B. Hofman, 56 Birkhead Place.

Youngstown—Indoor Circus, March 29-April 2, Building Trades Council.

Oklahoma

Enid—Tri-State Band Festival, April 27-29, Milburn E. Carey.

Guthrie—89er Celebration, April 22, Alvin Kindel.

Oklahoma City—4-H and F. A. Livestock Show, March 20-24, G. W. Eller, Stockyards Sta.

Pennsylvania

Pittsburgh—Dog Show, April 15-16, Foley, 2009 Ranstead St., Philadelphia.

Texas

El Paso—S. Western Rodeo & Livestock Expo, March 30-April 2, Rex McMorris, Chamber of Commerce.

Mercedes—Rio Grande Valley Livestock Show, April 13-15, Carl A. Blasig.

Monahans—Pecos Valley Livestock Show, March 24-25, Jack Downs.

Plainview—Panhandle Plains Dairy Show, April 11-14, G. M. Witt, Box 551.

Wisconsin

Madison—Eagles' Indoor Carnival, April 26-28, LeRoy E. Coster.

Canada

Edmonton, Alta.—Livestock Show, April 11-13.

Benton—Franklin Co. Fair, July 31-Aug. 4, Chas. E. Nolen.

Bloomington—McLean Co. Fair, Aug. 15-17, Paul V. Curtis.

Bradford—Stark Co. Agrl. Exhibit & Horse Show, Aug. 31, W. C. Brokaw.

Bridgeport—Lawrence Co. Fair Assn., Aug. 28-Sept. 1, G. C. Gross.

Cambridge—Henry Co. Fair Assn., Aug. 15-18, M. E. Werbach.

Carmi—White Co. Fair Assn., Aug. 15-18, Max Endicott.

Carrollton—Greene Co. Agrl. Fair, July 10-14, Franklin W. March.

Charleston—Coles Co. Fair Assn., July 31-Aug. 5, Robt. R. Blackford.

Du Quoin—Du Quoin State Fair, Sept. 4-9, H. E. Strong.

Fairbury—Fairbury Fair, Aug. 1-4, George H. Decker.

Fairfield—Wayne Co. Fair Assn., Aug. 23

Newton-Jasper Co. Fair. July 10-14. C. G. Batman.
Oblong-Crawford Co. Fair Assn. Sept. 4-6. O. B. Price.
Olney-Rockland Co. Fair Assn. Sept. 12-15. W. H. Shultz.

Indiana

Anderson-Anderson Free Fair Assn. July 3-8. Wm. J. Hutten.
Auburn-Dekalb Co. Fair Assn. Last week in Sept. Fern A. Morr.
Boonville-Boonville Fair Assn. July 31-Aug. 5. Albert C. Derr.

Iowa

Ackley-Four-County Fair. Nov. 27-29. Joe W. Coble.
Alta-Buena Vista Co. Fair. Aug. 29-Sept. 1. G. A. Soderquist.
Audubon-Audubon County Fair. Sept. 11-14. A. B. Jensen.

Webster City-Hamilton Co. Fair. Aug. 29-Sept. 1. L. L. Lyle.
West Liberty-West Liberty Fair. Aug. 21-24. Jay L. Duncan.
West Union-Fayette Co. Fair. Aug. 21-25. Ed Bauder.

Kansas

Abilene-Central Kan. Free Fair Assn. Aug. 21-25. Ivan Roberson.
Belleville-North Central Kan. Free Fair. Aug. 26-Sept. 1. Homer Alkire.
Burlington-Coffey Co. Fair. July 31-Aug. 4. Carl N. Henning.

Kentucky

Alexandria-Alexandria Fair. Sept. 2-4. J. W. Shaw, Newport, Ky.
Harrodsburg-Mercer Co. Fair. July 24-29. John S. Buster.

Louisiana

Shreveport-Louisiana State Fair. Oct. 21-30. W. R. Hirsch.

Maine

Cornish-Cornish Agri. Assn. Sept. 26-30. Leon M. Ayer.
Dover-Foxcroft-Piscataquis Valley Fair. Aug. 26. Frank A. Pierce.

Massachusetts

Blandford-Union Agri. Soc. Sept. 4-5. C. R. Ripley.
Brookton-Brookton Fair. Sept. 10-16. Frank H. Kingman.

Michigan

Adrian-Lenawee Co. Fair. Sept. 18-23. F. A. Bradish.
Allegan-Allegan Co. Agri. Soc. Sept. 11-16. E. W. DeLano.
Caro-Caro Fair. Aug. 21-26. Carl F. Mantley.

Minnesota

Ada-Norman Co. Fair Assn. June 30-July 2. George Landsverk.
Aitkin-Aitkin Co. Agri. Soc. Aug. 21-23. F. C. Kaplan.
Alexandria-Douglas Co. Fair Assn. Aug. 23-26. R. S. Thornton.

Barnum-Carlton Co. Agri. Assn. Aug. 18-20. U. H. Welch.
Baudette-Lake of the Woods Co. Fair Assn. Aug. 3-4. John F. Clark.
Bayport-Washington Co. Agri. Soc. Aug. 4-6. Fred Lammers, Stillwater, Minn.

Grand Rapids-Itasca Co. Agri. Assn. Aug. 17-20. Francis Mullins.
Hullock-Kittson Co. Agri. Soc. July 3-5. Duffie Larson.
Herman-Grant Co. Agri. Assn. Aug. 25-27. G. I. Haney.
Hibbing-St. Louis Co. Fair Assn. Aug. 11-13. J. C. McCann.

Montevideo-Chippewa Co. Fair Assn. Sept. 18-20. Carl Engstrom.
Mora-Kanabec Co. Agri. Soc. Aug. 5-9. Victor Elstrom.
Morris-Stevens Co. Fair. Sept. 1-4. Ernest Grace, Donnelly, Minn.

Wadena-Wadena Co. Agri. Soc. Aug. 14-17. Clyde E. Kelsey.
Warren-Marshall Co. Agri. Assn. July 12-15. O. M. Mattson.
Wheaton-Traverse Co. Agri. Assn. Sept. 7-10. A. W. Vye.
White Bear Lake-Ramsey Co. Fair Assn. Aug. 10-13. Robt. Freeman, 1845 Court House, St. Paul.

Mississippi

Eupora-Webster Co. Fair Assn. Sept. 25-30. A. M. Meek.
Forest-Scott Co. Colored Fair. Oct. 16-21. A. N. Ware.
Jackson-Mississippi State Fair. Oct. 9-14. Terry Hughes.

Missouri

California-Moniteau Co. Agri. Soc. Aug. 29-Sept. 1. Toby Lademann.
Kahoka-Clark Co. Agri. Assn. Aug. 1-4. Lynne Gregory.
Mexico-Audrain Co. Fair Assn. Aug. 15-18. Ross C. Ewing.

Montana

Forsyth-Rosebud Co. Fair. Aug. 29-31. H. L. Dusenberry.

Nebraska

Arlington-Washington Co. Agri. Soc. Aug. 29-31. H. C. McClellan, Arlington.
Aurora-Hamilton Co. Agri. Soc. Aug. 23-31. H. E. Toof.
Bassett-Rock Co. Agri. Soc. Aug. 25-27. Arthur A. Weber.

Deshler-Thayer Co. Agri. Soc. Aug. 15-18. E. J. Grupe, Byron, Neb.
Elwood-Gosper Co. Agri. Soc. Sept. 13-15. M. R. Morgan.
Fairbury-Jefferson Co. Fair. Aug. 22-25. J. M. Nider, Jansen, Neb.
Fullerton-Nance Co. Fair Assn. Aug. 15-17. E. M. Black.

Nevada

Elko-Elko Co. Fair. Sept. 1-4. Hayden Henderson.

New Hampshire

Lancaster-Lancaster Fair Assn. Sept. 2-4. Carroll Stoughton.
Plymouth-Plymouth Fair. Sept. 12-14. W. J. Neal, Meredith, N. H.

New Jersey

Flemington-Flemington Agri. Fair Assn. Aug. 29-Sept. 4. Major E. B. Allen.
Trenton-New Jersey State Fair. Sept. 10-16. H. E. LaBreaque.

New Mexico

Albuquerque-New Mexico State Fair. Sept. 24-Oct. 1. Leon H. Harms.

New York

Afton-Afton Fair. Aug. 15-19. Harry G. Horton.
Altamont-Albany-Schenectady Co. Fair. Sept. 11-16. Roy F. Peugh.
Ballston Spa-Saratoga Co. Agri. Soc. Aug. 29-Sept. 2. Albert M. Garrison.
Balavia-Genesee Co. Agri. Soc. Aug. 14-19. Glen W. Grinnell.

North Carolina

Asheville-Buncombe Co. Dist. Fair. Sept. 4-16. E. W. Pearson.
Durham-Am. Legion Durham Co. Fair. Second week in Oct. Mel. J. Thompson.
Enfield-Firemen's Agri. Fair. Sept. 25-30 or Oct. 2-7. George R. Ivey.

North Dakota

Bottineau-Bottineau Co. Agri. Soc. June 26-28. Hal Stefanson.
Cando-Towner Co. Fair. June 23-July 1. Mont Bacon.
Pessenden-Wells Co. Free Fair. July 11-14. Edw. W. Vancura.

(See LISTS on page 82)

CLASSIFIED RATE
10c a Word
Minimum \$2 Cash With Copy
Forms Close in Cincinnati
(25 Opera Place, Cincinnati 1, O.)
Thursday for Following
Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

ACTS, SONGS & PARODIES

BLACKOUTS! - COMEDY MATERIAL PREPARED for prominent Broadway performers. Complete original collection, \$2.00. Kleinman, 25-31 30th Road, Long Island City 2, N. Y. my13x

FRANKEL'S ENTERTAINERS' BULLETINS - Containing Parodies, Band Novelties, Dramatizations, Monologues, 25c each. Five consecutive issues, \$1.00. Don Frankel, 3623-J Dickens, Chicago.

MUSIC PRINTED, \$7.00 UP; SONGS RECORDED, \$2.50; Melodies, \$8.00; Piano Arrangements, special offers. (Stamp.) Urab-BB, 245 W. 34th, New York 1. aplx

SONGS-LYRICS-ARRANGEMENTS CAREFULLY examined. Honest opinion, advice, no other services. Fee, \$2.00. Tune Doctor, P. O. Box 551, New York 1. aplx

VENTRILOQUIAL DIALOGUES, MONOLOGUES, Story Songs. Lists ready. Tizzard, 104 W. 71st St., New York 23, N. Y.

AGENTS & DISTRIBUTORS

A-1 AGENTS, NOVELTY STORES, NEWS-Stands, Penny Arcades, etc. Easy profits selling our new, funny business novelty Fun Card Sets this season. Samples, prices 10c. National Specialties, Box 301-B, Cincinnati 1, O.

AGENTS - SELL \$1.00 PACKAGE VITAPEP for 75c (or 3 for \$2.00). The great Vitamin Health Builder (no medicine). Dozen, \$2.00; gross, \$18.00; sample, 25c. Veribest Products, 4256 Easton, St. Louis, Mo.

AGENTS - PIN-UP GIRLS, 20 ALLURING, beautiful Girl Photos, 7", 10". Sell on eight. Trial dozen sets, \$3.50; sample set, 50c. I pay postage. Abe Nathanson, 201 Westland St., Hartford, Conn. ap1

BEAD NECKLACES FOR JOBBERS, FAIR Workers, Carnival Men. Particulars free. Sample line, \$1.00. Mission, 2328 W. Pico, Los Angeles 6, Calif. ju17x

FEATHERS, BIRDS, PICTURES - 9x7, \$7.20 dozen; sample, 75c. 8x11, \$12.00 dozen; sample, \$1.00. 10x14, \$21.00 dozen; sample \$2.00. 10x18, \$24.00 dozen; sample, \$2.50. 12x20, \$30.00 dozen; sample, \$3.00. All Natural Wood Frames with Mats. These prices are for jobbers only. Emil J. Krinsky, 2255 S. Central Park Ave., Chicago 23, Ill.

BEAUTIFUL GIFT - FOR EASTER, MOTHER'S Day or Soldier Book of Inspirational Poems. Leather binding, \$1.00; paper binding, 60c postpaid. Elsie Birt Byers, Lincoln Highway East, Fort Wayne, Ind.

DISTRICT MANAGERSHIP, MAGAZINE MEN, Bookmen, Crew Managers, avoid rationing. Write for world's finest proposition. Mark Steele, Claridge Hotel, New York.

GOLDEN MAGIC TRANSFORMS IN "RAISED gold" anything you write, draw, rubber stamp. Whirlwind seller, professional size, \$1.00. Distributors, write Rotex, 216 Degraw, Brooklyn, N. Y.

HARD TO GET NECESSITIES - MILITARY, Patriotic Items. Priced below competition; 102-page wholesale catalog free. Mills Sales, 601 Broadway, New York.

KEY CHECK STAMPING OUTFITS - BIG profits stamping Checks, Name Plates and Social Security Plates. The Art Mfg. Co., 303 Degraw, Brooklyn, N. Y. aplx

LARGE ASSORTMENT DOMESTIC AND IMPORTED Novelties, Cards, Books, Booklets, etc. Send two dollars or five dollars for samples. Big profits. Wholesale price lists with samples only. Blue Moon Specialty Co., Washington at Walnut, Dept. HD, Ravenswood, W. Va.

MAGIC RACES - AT CIGARETTE TOUCH SIX horses are off. Fast seller. Big profits. 40 Races, \$1.00. Quantity prices. Sample free. Burkle, A-1316 Arch, Philadelphia 7, Pa. mh25

MAKE-SELL SENSATIONAL NEW CLEANERS, Polishers, and other fast selling whirlwind demonstrators. Formula literature free. H. Belfort, Engineering Building, Chicago 6, Ill.

MEDICINE MEN - WRITE TODAY FOR FREE sample of our new Medicine Package. Eagle Laboratory, 4014 Lindell Blvd., St. Louis, Mo.

MILITARY SHAWLS, HANDKERCHIEFS, PIL-low Tops, MacArthur Patriotic Post Cards, "Win-the-Warrior"; Anti-Axis humorous documents, novelties. Samples, \$1.00 postpaid. Simms, Warwick, N. Y.

NEW RIOT CARDS - CHINA'S BIRTHDAY Greeting to Hirohito. What To Do With Hitler. Samples, 10c. Theron Fox, 1024 Carolyn, San Jose 10, Calif. ap8

PHOTOS ON STAMPS GOING LIKE WILDFIRE. No investment. \$2.00 seller, excellent profit. Samples, details free. American Merchandising, B-6, Box 1987, Montgomery, Ala.

PITCHMEN'S PARADISE - CLOSING OUT our regular \$5.00 box of High Potency Vitamins for only \$1.00 per box. Get yours while they last. Nu-Vita Vitamin Company, P. O. Box 563, Cincinnati, O. mh25

DITCHMEN, LECTURERS-DEPT. STORE CIR-cus Winner, 1944 Sensational Indian Target Roll Chart, and Egyptian System. Brings Health, Wealth, Prestige. Size 21x35. Lithographed Both Sides; Beautiful, Flashy Colors. Marked \$65.00. Mountains, Falls, Pines, Giant Indian Foreground, Adoration Sunrise. Sample Chart, \$3.00. Lot price, \$2.00. Desert Pyramids, Camels Portrayal holds crowd. Success Ramb, 6330 Ingleside Ave., Chicago, Ill.

SEND \$1.75 FOR 7 LARGE (18x20) SUPERB Reproductions of Famous Artists (retail value, \$1.50-\$2.50 each). Eight colors lithographed on heavy paper for framing. Every home can use two or more. Subjects: "California Giant Redwoods," "South Pacific Jungle," "Sleeping Child Guarded by Her Faithful Dog," "First Lesson in Saving," "St. Cecilia Playing to Angels," "Lady in Furs," "Dreaming Debutante." Prepaid in strong round carton. Send 10c for large illustrated sheet with agents' proposition. Goldshield Products, 350 Greenwich St., B. New York. mh25x

ORDER! FAST SELLERS - \$25.00, \$50.00, \$100.00 or more for assortment Costume Jewelry. Sterling Silver and Rhinestone Pins, Earrings, Spring styles. Make 100% profit. 25% deposit with order, balance C. O. D. Shipping charges paid if you send full amount. Irving Sacks, Inc., Costume Jewelry and Novelty Supply House for Jobbers and Distributors, Dept. M, 284 Fifth Ave., New York. ap15x

PRETTY GIRL PICTURES, COMIC BOOKLETS, Novelties, Jokes, Books, Cartoons, big assortment. \$1.00. Catalog, 10c. Edward Gross, Dept. B, Carnegie, Pa. x

SELL TO STORES! - COMPLETE LINE "Comic Novelties." Rush 50c (refundable) for 7 different samples and distributor's money making deal. Robbins Co., Newsweek Bldg., New York. x

SPRING'S HERE! SELL SOMETHING DIFFER-ent, New, Snappy, Lawn Sign. Pine Tree processed in Green with White Letters "Please Keep Off Grass." 12 ply card 14"x11"x2". By dozen, 15c each. Clifford Spinks, Sign Artist, 502 So. 10th, Lincoln, Neb.

STOCK UP NOW WITH WATERPROOF CRUSH-proof Leis, \$3.00 gross. Victory "V," \$11.00 gross. Samples, 50c stamps. Unger, 567 Harrison, Chicago. ap15x

VERY GOOD SELLER! MY MIRACULOUS Medal Key Chain. Also holds 6 keys. Sample, 15c, stamps. Jobbers, write. Gameiser, 146 Park Row, New York 7, N. Y.

YOUR OWN STEADY REPEAT BUSINESS DIS-tributing laboratory tested "Vita Berles," vitamin-mineral Pop Tonic Tablets. Nationally advertised New virgin field. Over 100% profit for you. Norman N. Bell Co., 2175 Station H, Dept. B, Cleveland, O.

127 WAYS TO MAKE MONEY, IN HOME OR office, business of your own. Full particulars free. Elite, 214 Grand, New York. ap20x

30 ASSORTED MULTI-COLORED GOLD TIN-sel 9x11 Wall Mottos, post paid, \$3.00, guaranteed 25c seller. 1,000 first quality D. E. Razor Blades, pack 20/5 carton, \$10.00. Free wholesale list of many hard to get items. Empire Sales Company, 340 So. Main, Memphis 3, Tenn.

500% PROFIT SELLING MONTHLY PAPER advocating debt free U. S. A. Sample, 5c. F. E. Anderson, 119 W. 5th St., Topeka, Kan.

ANIMALS, BIRDS, REPTILES

ANIMALS AND REPTILES - PLENTY MEXI-can Black Spider Monkeys, \$35.00 each, or \$325.00 dozen; Coati-mundis (Snookum Bears), \$15.00 each, or \$120.00 dozen; Mexican Imperial Boas, 5 footers, \$5.00; dens Harmless Snakes, \$15.00; Mexican Green Rattlesnakes, 5 footers, \$5.00; dens Poisonous Snakes, \$15.00. Wire National Products Company, Laredo, Tex. ap15x

ANIMALS FOR SHOWS - CHIMPANZEES, Monkeys, Camels, Llamas, Lions, Tigers and others; also large White Cockatoos and Emus. Snake King, Brownsville, Tex. ap8

BADGER BARRED OWLS, HAWKS, EAGLES, Crows, Magpies, Persian Cats, Fox Fowls, Pheasants, Pigeons, Scintless Skunks, fine Dogs; Persian Cats, white, orange, \$10.00. Detroit Bird Store, 3120 Grand River, Detroit, Mich.

FOR SALE - STOLIAN 33" MALE DONKEY. Wanted to buy small Ponies, Harness, Saddles, Carts, etc. Lex Watson, Columbia, Tenn.

BREAK GENTLE TWO-HEADED OALE mounted and banner, no picture. Make offer. Prof. Willie Bernard, 2 Holley Square, Boston, Mass.

TWO MIDGET SHETLAND STALLIONS, ALSO other Ponies, all sizes; Pony Mules and fancy Palomino Horses. Describe your wants. Col. Leon Robinson, Dunkirk, O.

BUSINESS OPPORTUNITIES

ARCHERY RANGES - INSTALL BIG PAYING Robin Hood Archery Range now. Four Shooter Range costs \$50.00; 8 Shooter, \$95.00. Stanley Johnson, Salamanca, N. Y. mh25

ARCHERY RANGES - INSTALL BIG PAYING Robin Hood Archery Range. Four Shooter Range costs \$50; Eight Shooter Range, \$95. Stanley Johnson, Salamanca, N. Y.

BUSINESS OPPORTUNITIES - ECONOMICAL Information Guide. Details free. Meeks Publishing Co., Box 792, Weed, Calif. mh25

CHICAGO MAIL ADDRESS, \$1.00 MONTHLY. Mail forwarded promptly. Confidential service. Faultless, 3430 Michigan Ave., Chicago.

DESIRABLE SPACE FOR MINIATURE GOLF Course adjacent to amusement and beach center, Rockaways' Playland, Rockaway Beach, N. Y.

ICE CREAM CANDY - SWELEST EVER. Tremendous hit. No apparatus. Hot, come-back seller. Home manufacturing. Formula, 10c. LaPlant, Menominee, Mich. mh25

IF YOU REALLY WANT TO SELL SOMETHING different ask about Bish-O-Craft, the "aristocrat" of tropic sea-shell costume jewelry. Bish-O-Craft, Box 117-D, Miami 38, Fla. mh25x

RAISE TURKENS - SHORT FIBER MEAT Fowl. None better, large, seven to thirteen pounds. Free folder. Eggs, Stock order early. Grants Pet Shop, 1218 Conn, Lawrence, Kan.

ROAD STAND - MAIN HIGHWAY, ROUTE NO. 1 near Philadelphia. Hamburgers, Refreshments, etc. Clearing over \$100 weekly. Price, \$7,500, includes lot 80 x 165. Established business. No agents. Bellows, 11 Mac Dade, Glenolden, Pa.

"SCHEMER" MAGAZINE, ALLIANCE, OHIO, publishes winning schemes, tips, opportunities, formulas; answers questions; 46th year, \$1.00; trial, three months, 25c. ap22x

SEE MY AD ON SILVER, GOLD ALLOYS, Perfumes in Merchandise Section. "Reward." Leonard Troskin, 67 West 44th Street, New York.

SEVEN LANE REGULATION SOLID MAPLE Bowling Alley with full equipment located in defense city. Well established business with good reputation. Owner selling account of health; \$6,000.00 cash will buy. Might arrange to trade for Portable Hink with tent and equipment. Nelson Rue, Franklin, Tenn.

SIGNS AND SHOWCARDS EASILY AND EX-pertly painted with Letter Patterns. Write for free samples. John Rahn, D1330 Central Ave., Chicago. ap1

11 ACRES ON KANKAKEE RIVER EQUIPPED with miniature Steam Engine and about 1/2 mile 14-Gauge Track, 5 Roller Bearing Coaches. Immediate income from large modern tavern and 3 Cottages. Gas and Electric. Sold as a whole or Miniature Railroad separately. 5 1/2 miles east of Kankakee on paved Highway 17 at river. John Schmidt, care River Rest, R. 2, Kankakee, Ill.

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column.

A-1 CIGARETTE AND CANDY VENDING MA-chines - All makes and models, lowest prices, from operators being drafted. Unedapak Parts in stock. What have you to sell? Mack Postel, 6750 N. Ashland, Chicago. ap22x

ALL KINDS 5c SELECTIVE CANDY BAR MA-chines, LoBoy Scales, 1c Peanut Venders, 10c Aspirin Venders. Adair Company, Box 166, Oak Park, Ill. mh25

ARCADE MACHINES FOR SALE - CANNOT be shipped due to present conditions. Come and get them. Pusher Rotary, \$140.00; Chester Pellard Football, \$85.00; Mills Madame Neville Palm Reader, \$100.00. Exhibit 3 Little Meters, Whotais, and Advice, \$75.00 per set of 3; Cail-o-Scopes, \$25.00 each; Mutoscopes, \$25.00 each; Grandmother Fortuna Teller, \$265.00; Mills Punching Bag, \$100.00; Shipman Select-a-Vue, \$20.00 each; Mills Muscle Developer, \$75.00; Caille Lifter, \$60.00. Joyland Arcade, 10 South Saginaw St., Pontiac, Mich.

BALLY PLAY BALL, \$25.00; MILLS SLOT, 2-4 play, \$20.00. Bill Lee, Johnson, Kan.

COIN COUNTER AND SORTER (SCHWARTZ), electrically operated, counts and separates pen-nies, nickels, dimes, quarters and half dollars. Good condition. Price, \$400.00. K-C Vending Co., 2252 W. Chicago Ave., Chicago 22, Ill.

EXHIBIT - TEST YOUR SPEED BICYCLE, 5c chute, A-1 condition, \$115.00. 1/3 deposit with order, balance C. O. D. Fun Palace, 307 Harrison St., Peoria, Ill. Phone 6090.

FOR SALE - 3 WURLITZER PHONOGRAPHS, 416A, \$92.50; 1 Seeburg Rex, \$125.00; 1 Seeburg Gem, R.C., without selector fingers, \$200.00; 1 Wurlitzer 600, \$250.00; 50 Buckley Boxes, few chrome, \$10.00; 3 Remote Pipe Organ Speakers, \$32.50; 500 ft. 30 Wire Cable, odd lengths, 10c per ft.; 1 Exhibit's Leader, \$30.00; 1 Sunbeam, \$30.00; 1 Speed Ball, \$30.00; 1 Silver Skates, \$30.00. All Pin Balls free play. 3 Chicago Coin Hockey, \$225.00. All equipment in good condition. 1/3 Deposit with order, balance C. O. D. McDaniel-Suggett Music Co., 711 N. Independence, Enid, Okla. mh25x

FOR SALE - LIKE NEW LUCKY STAR PENNY Pitch, Illuminated Score Board, Five Bell Ringing Jack Pots, crated, \$37.50. F. Bradford, 309 Maple Ave., Falmouth, Ky.

FOR SALE - TWO MILLS FIVE-CENT GOLD Chromes in original crates. Make me an offer. Peter Plattes, St. Cloud, Minn.

FOR SALE - 2 LATE MODEL PHOTOMATICS, \$975.00 each; 4 Seeburg Slap the Jar Ray Guns, \$155.00 each; Keeney Air Raider, \$235.00; Keeney Anti-Airraft (brown), \$60.00; Bally Alley (14 feet), \$35.00; Bally Basket Ball, \$95.00; Evans Ten Strike, \$75.00; Rockola World Series, \$85.00; Genco Lucky Strike, \$45.00; Gottlieb Spot Pool, \$55.00; Chicago Coin Bol-a-Way, \$60.00; Gottlieb Drum Major, \$40.00; Baker Doughboy, \$15.00; Keeney Thriller, \$15.00; Genco Big Town, \$25.00; Chicago Coin Roxy, \$20.00; Chicago Coin Topper, \$15.00; Genco Follies, \$25.00; Exhibit Zip, \$15.00; 2 Gottlieb 3-Way Grippers, \$18.00; 2 Viewscopes, \$24.00; 2 Peck Shows, \$27.50; ABT Blue Model "F," \$22.50; ABT Challenger (Stand), \$28.50; Exhibit Vitalizer, \$85.00; 2c Keeney Texas Leaguer, \$45.00; 20 Jennings In-a-Bag Peanut Vendors, \$8.00 each; Shipman Postage Vendor, \$25.00; 3 Watling Tom Thumb Scales, \$90.00 each; Mutoscope Punching Bag, \$225.00; 4 Mutoscope Card Vendors, \$45.00 each; 4 Mutoscope Movie Machines, \$55.00 each. 1/3 down, balance C. O. D. Century Products Co., 520 Austin Ave., Waco, Texas.

FOR SALE - 10 SUPER BELLS, \$235.00 each; 15 Bally Club Bells, \$235.00 each; 15 Mills Jumbo Comb., \$160.00 each; 10 Mills Cash Pay Jumbo, \$125.00 each. All machines very latest model, used only short time. Every machine guaranteed perfect working condition and look like new machines. Make offer for entire lot. Two Spinning Reels, perfect working condition, \$90.00 each. S. M. Harris, P. O. Box 630, Greenwood, Miss.

FOR SALE - SCALES, SMALL KIRK HORO-scopes, Model 51, good condition with Tickets. C. J. Fendrick, 2671 Endora St., Denver 7, Colo.

FOR SALE - 2 ADVANCE SCHOCKERS, \$7.50 each; also 50 gross of Combination Tip and daily Baseball Tickets in flat, seals, everything furnished at \$12.50 gross, Jar Deals, Boards. Write C. L. Shepple, 1625 S. Washington, Koko-mo, Ind.

FOUR CONCERTROPE JUKE BOXES WITHOUT selector, \$300.00; 70 Peanut Vending Machines, \$600.00; 7 Candy Vending Machines, \$40.00, four compartments. 234 W. Lake, Chicago.

I WILL PAY \$350.00 EACH FOR WURLITZER 700's, 800's, 750's, 780's, 750E's 780E's. Ship, wire or write. F. J. Herynek, 508 Gough St., San Francisco, Calif. mh25

LARGE HEAD WATLING 3 SLOT SCALE. Two Caille Modern Scales. Fine condition, \$50.00 each. Heineman, 656 Selden, Detroit, Mich.

NICKEL OR PENNY ALUMINUM COUNTERS, \$1.00, postpaid. Want Coin Counting Ma-chine - Jorgenson; also Rockola Scales. Heineman, 656 Selden, Detroit, Mich.

ONE ROLLAWAY MODEL 24 WURLITZER and 8 Seeburg Selectomatics with interruptor switches, about 150 feet of 30 Wire Cable, as-sorted lengths. This equipment is 100% working condition, ready for installation, \$195.00. Frost Music Co., Risingsun, O.

PHOTOMATICS WANTED - WILL PAY CASH for late model Photomatics. Please describe fully. McGuire, 313 N. Santa Ana St., Bellflower, Calif. ap20x

THREE MILLS BLUE FRONTS, S. J., \$169.50 each; two Jennings One Star Chiefs, 3-5 P. O., \$99.50; one Packard Adapter, \$15.00; one Buckley 24 Adapter, \$12.50; two Slap the Jar conversions, never out of crate, \$155.00; three Merchant Cranes, \$25.00 each; 20 Illumi-nated Buckley Boxes, \$19.50 each, like new; one Casino, \$249.50, very clean. Terms, one-third down, balance C. O. D. Century Music Co., 3307 Chestnut Ave., Baltimore, Md.

THREE SLOT MACHINES, \$500.00 CASH. One 10c, one 5c, one 25c. Just came off location. CLUB OASIS, L. Fleming, Pine Bluff, Ark.

TOTALIZERS, GENCO HOOPS, KICKER Catchers, Kill the Jap, Spiffire, Poison This Rat, Pike's Peaks, Zoom, Skill Shots, Model F Targets, 3-Way Grips, Superior Pool, Casino, Zeta, Counter Basketball, Oomph with Base, Wizard Fortune. Herb Everscher, 167 S. 17th, Colum-bus, O.

WANT 1,000 SET MILLS LATE STYLE STOP Levers, 5c Vest Pockets; Wurlitzer 616A's. We repair clocks. Coleman Novelty, Rockford, Ill.

WANTED - KEENEY ANTI-AIRCRAFT, ANY amount, black or brown; old Exhibit Phoballs, any condition, just so complete. Advice quantity and price. Gilles Candy Co., 608 Main St., Osage, Iowa. mh25x

WILL SELL TO THE HIGHEST OFFER F.O.D. Great Falls, Mont., 41 used Northwestern De Luxe 1 and 5 Cent Slot Peanut Machines in run-ning order. Two Northwestern Tri Selectors with Stands. C. H. Swanson, Route 1, West Great Falls, Mont.

WILL TRADE - MILLS THREE AND FOUR Bells; also Buckley Track Odds Daily Double for late model Wurlitzer or Seeburg Phonographs. If interested, write or wire giving your best offer. Northwestern Music Co., Box 453, Sterling, Ill. (Phone 405.) ap13

2 BAKER DEFENSE, \$25.00; 1 ALL-AMERI-can, \$49.50; 1 Gold Star, \$29.00; 1 Informa-tion, \$35.00; 1 Cadillac, \$15.00; 1 Band Wagon, \$30.00; 2 Big Show, \$15.00; 1 Pan American, \$35.00; 1 School Day, \$35.00; 1 Drum Major, \$20.00; 1 All-Over, \$19.50; 1 Score Card, \$19.50; 1 Dude Ranch, \$25.00; 1 Leader, \$39.50; 1 Commodore, \$29.00; 1 Wurlitzer Model 71 with Original Stand, 5-10-25c Slot, \$175.00. One-third deposit, balance C. O. D. Stepha Brothers, P. O. 101, Chesler, Penna.

COSTUMES, UNIFORMS, WARDROBES

A BUY! CHORUS BRAS AND G-STRINGS, 75c Strip and Chorus Net Panties, \$1.00. Lace \$1.50. Rhinestone Center Bras, \$1.50. Rhine-stone G-Strings, \$7.50. Beaded Fringe, Rhine-stone Trimming, Loose Rhinestones and Settings. Feathers, Flowers, Silver Spangles, Braids, etc. For Sale, 3,000 odd Costumes. No list. Stat-wants. C. Guyette, 346 West 45th St., New York.

ATTRACTIVE EVENING GOWNS, CHORI/ Sets, Various Band, Orchestra Coats. Stag Costumes, lowest prices. Accessories, etc. Comedy 308 W. 47th, New York.

BEAUTIFUL RED VELVET AND EGGSHELL Satin Argentine Costumes in assorted sizes. Practically new. James Rosenberg, 945 Burton Ave., Cincinnati 29, O.

CHORUS COSTUME CLEARANCE - ONE DOL-lar, perfect condition; Principals, three dollar Men's Wardrobe. Guttenberg, 9 W. 18th St., New York City. ap8

VELVET CURTAIN (PINK), 17x10 1/2, \$25.00 Ten Orange Velvet Curtains (10x5 1/2), each \$10.00. Red Band Coats, Caps, Cellophan Hulas, Ballyhoo Capes, Orchestra Coats, Tu-edges, Spanish, Hindoo, Chinese, Striptease Ori-ental Costumes. Wallace, 2416 No. Halsted, Chi-cago.

FORMULAS & PLANS

ARCHERY PLANS FOR SHOOTING GALLER-ies, carnivals, parks and fairs. Big money making concession for war times. Robin Hood Archery. Stanley Johnson, Salamanca, N. Y.

IMITATION GOLD, CASTING COINS, TOKENS Rare Perfumes, Alcohol. See my "ad" in Me-chandise Section. Leonard Troskin, 67 West 44th Street, New York.

FORMULAS ARE WANTED EVERY DAY Money back guarantee. B. E. F., third year 10 Robbiss Bldg., Springfield, Ohio. Get Formula now.

PITCHMAN'S NEW 924 PAGE MONEY making Bible, containing 10,000 Formula Recipes for easily making fast sellers and big profits. \$2.00 postpaid or C. O. D. Adair Browns Company, Chestnut Hill 67, Mass. right

FOR SALE SECOND-HAND GOODS

ALL KINDS - POPCORN MACHINES, ALL-electric Burch, Star, Cretor, Kingery, Caramel-con, Vending Machines, Burners, Tanks, Lowest prices. Northside Sales Co., Indianapolis, Iowa. ap1x

ALL AVAILABLE MAKES POPPERS. FIFTY All-Electric Machines cheap. Burch, Advance, Cretor, Dunbar, Kingery, Peerless, others. If you want any special type machine we possibly can supply you. Get our prices on best seasoning made. Also will buy any quantity of French Fry Machines, Caramel Corn Equipment, 120 S. Halsted, Chicago 6. ap29x

AUTOMATIC DOUGHNUT MACHINE - ALL electric, \$500.00. Thomas Carvel, W. C. Kaus Shows, New Bern, N. C.

FOR SALE - 12 POOL TABLES WITH CUES, Balls, etc. Will sacrifice for quick sale. Write for price. Box C-16, Billboard, Cincinnati 1, O.

NAME-IN-HEADLINES PRINTING OUTFIT, complete with 2,700 Papers and Display Stand; Mutoscope Reel Machines, Photo Background, etc. Marks Photo, 3167 Madison, Chicago.

"SMACK THE AXIS" DART GAME CONCESSION. A sure money getter on any midway. Send for circular. Frank Welch, 785 E. Main Street, Rochester 5, N. Y.

110-20 VOLT-250 WATT ROTARY MOTOR Converters. Changes DC to AC current, \$35. R. Jones, Mt. Holly Springs, Pa.

FOR SALE - SECOND-HAND SHOW PROPERTY

ATTENTION SHOWMEN AND CIRCUS OWNERS - The following are iron fronts and iron cage sections, suitable for use in constructing cages, or being used as complete set-up cages in themselves: 2 pieces 8 feet high, 28" wide, of heavy steel mesh on a steel frame. These had been used between lion cages to prevent their paws from reaching across. 12 pieces 6 feet high, 1 foot wide, with rounded ends. Steel mesh on steel frame, used for the same purpose as indicated above. 2 pieces 5 feet high, 28" wide, of same construction, and for the same purpose. 5 pieces 8 feet high and 4 feet wide, steel bar construction, welded to steel frame. They have doors in two of the pieces, measuring 3x5 feet. 5 pieces 6 feet high, 3 feet 9 inches wide, of the same construction. 10 pieces 5 feet high, 7 1/2 feet wide, with door 25 inches by 25 inches. 10 pieces 4 1/2 feet high, 5 feet wide. These, plus the 10 pieces shown above, will make up 5 complete steel cages, without tops or floors, but with the four sides. 4 pieces 6 feet high, 5 feet wide, with opening door of 24x18 inches. 1 piece 6 feet by 6 feet, with sliding door 24x18 inches. 3 pieces 4 feet 10 inches wide, 6 feet high, with small door opening inward. 6 fronts 10 feet long, 6 feet high, with doors opening inward, measuring 24x36 inches. All the pieces offered are sound, well made, and had housed large cats. They require painting, but are not impaired in any way. They represent a wonderful buy. Henry Trafflich, 215 Fulton Street, New York 7, N. Y.

BARGAIN - FOR SALE OR TRADE. SINGLE Loop-o-Plane, good condition, Fence, Booth, 5-Horsepower Motor, Donati, 1364 Candia Road, Manchester, N. H.

BEAUTIFUL SPANISH COSTUMES, NEW, \$15.00; Velvet Curtains, Chorus Costumes, Wigs, Magicians' Capes, Chinese Mandarin, Minstrels, Hulas. Wallace, 2416 No. Halsted, Chicago.

CANVAS - VARIOUS WIDTHS AND WEIGHTS. Tarpsaulins, Waterproof Covers, 9x12 ft., \$8.10; 12x14 ft., \$11.75; 15x20 ft., \$20.25. Imitation Leather, Paints, Enamels and many other items. Michigan Salvage Co., 609 W. Jefferson, Detroit 26, Mich. ap22x

COMEDY BREAKAWAY REVOLVING LADDER Act complete, with Wardrobe, Routine and Cuts. Also used Clown Wardrobe and Trunk. Wm. Groth, Harlan, Iowa.

COOKHOUSE COMPLETE, 20x30, EQUIPPED with Bottled Gas. Also Dodge Semi-Trailer for same. Price quoted to those interested. Ray McWorthy, Box 385, Sarasota, Fla.

FOR QUICK SALE - COMPLETE BOOTH Equipment for two 500 seat theatres. Bargain. Movie Supply Co., 1318 S. Wabash Ave., Chicago. mh25

FOR SALE - COPPER WIRE, RUBBER covered, stranded single, No. 4 to 4.0, 35¢ per lb.; lengths 75 ft. and up. Switch Boxes, 60 amp. to 600, one-half price. Blowers for air conditioned tents and theaters. C. & H. Electric Co., 436 W. Juniper Ave., Milwaukee 3, Wis. ap8

FOR SALE - ADULTS 24-SEAT CHAIR PLANE complete. LeRoi Engine, Fence, Ticket Booth. Calvin Gruner, Piquetteville, Ill.

FOR SALE - FEW 35MM. S.O.F. FILMS cheap to clean out. S. O. Film Amplifiers for sale. Also built-to-order Amplifiers of all types. Radio Exchange, Box 249, Gainesville, Fla.

FOR SALE - BEST RUNNING 8-CAR WHIP IN the Southwest. Box C-12, Billboard, Cincinnati 1, O.

ONE BANNER 8x12 CIRCUS SIDE SHOW ENTERTAINERS; other four are 8x10, never used, like new. Made by Manuel Snake, Mme. La Grecia; Midge, Dolly Doll; Colored Aristocracy Entertainers; Fat Lady, Jolly Eve, \$75.00. 10 K.W. Light Plant, same as new, \$600.00. 5 K.W. Light Plant, A-1 shape, \$300.00. Four hundred feet Ground Cable, \$100.00. 6x8 Frame Tent, Four-Way Awnings, same as new, and Snow-ball outfit complete, \$200.00. 52x110 Big Top, complete. Four Centers, 9-Foot Wall, \$800.00. Public Address Outfit, two Speakers, one Mike, \$150.00. G. W. Gaines, 439 Josephine, Columbus, Ohio.

OVER 100 FEATURES, WESTERNS, ACTION, Dramas, 35mm. only. Also Shorts. Powers Projectors, Amplifiers, Motors, Turntables. Ecco Pictures, Haddam, Kan.

RIFLE GALLERY, SIXTEEN BY EIGHT FEET, Motor, Side Walls, Five Moving Units, complete, \$350.00. Peterson, 726 Seminary St., Rockford, Ill.

STANDARD SIZE LIBERTY ROOT BEER BARrels. New, reconditioned. Also Anchor Khaki Tons. All High Striker Equipment. Jennings, 574 West 131st Street, New York.

TENTS - 12x12 TO 40x200. ALL PUSH POLE. Complete list, \$1.00. Hand roped, good as new, rented couple weeks. Sidewalk Poles, Stakes, Sledges, etc. Describe fully. Send stamp. Smith Tents, Auburn, N. Y. ap8x

TRIPLE HORIZONTAL BAR RIGGING FOR sale. Completely rigged up for circus or stage. Johnnie Schmidt, 318 No. 26th, Waco, Tex.

TWELVE-PASSENGER KIDDIE AERO RIDE for quick sale. Two Hundred Dollars. Also want to buy Scooter Ride. Wm. J. Coffelt, Kramer Rd., R. R. 5, Springfield, O.

UNBREAKABLE SLUM, AMERICAN MADE, \$1.00 per gross, 9 kinds. Samples, 10c. None free. W. Wooley, 405 Howett Street, Peoria 6, Ill.

8-16MM. SOUND AND SILENT PROJECTORS, Films and Equipment, bought, sold and exchanged. UTK Exhibition Service, 7 Amy Ave., Utica 4, N. Y.

36 FT. TWO-ABREAST MERRY-GO-ROUND, needs repairs, \$800.00; Lindy Loop, good condition, \$750.00; large Mix-Up, \$350.00; others. Freed, 2360 S. Hydraulic, Wichita, Kan. ap1

50x100 KHAKI TENT, 8-FOOT WALLS. 14x18 Marquee, Chairs. Lot 12-Foot Sidewalk, Slage, Piano, Proscenium, Wiring, Poles, Scenery, Loud Speaker, Corn Popper, Girl Costumes, Blues, Maskings. LUDWIG, Carroll, Iowa.

HELP WANTED

BALROOM MANAGER - PROMOTER FOR national chain. Big opportunity. Unusual proposition. Box 577, care The Billboard, 1564 Broadway, New York 19.

DANCE MUSICIANS - PIANO, TROMBONE. First Trumpet and all other instruments. Must read, be union and sober. Steady work. Contact me at once. Ace Brigade, Windsor Hotel, 3005 Main St., Kansas City, Mo. mh25

FERRIS WHEEL FOREMAN AND HELPERS for all rides, operating in Detroit starting April 2. Top wages. F. L. Flack, Coldwater, Mich. mh25

LADY - 40 TO 60 YEARS, YEAR AROUND work. Tell first letter. Shill's Show, 143 1/2 1/2 Ave., Dayton 7, O.

LEAD TRUMPET, LEAD TENOR, BASS FOR commercial band. All good hotel locations. Good salary. Only commercially minded musicians apply. Other instruments contact. State draft, previous experience, permanent address. Box C-10, Billboard, Cincinnati 1, O. ap1

PIANO MAN - MUST READ AND FARE. Good pay. Investigate. Brass men also contact Jerry Salome, Chelsea Hotel, Louisville, Ky.

PIANO PLAYER FOR CARNIVAL GIRL SHOW with Al Wagner's Cavalcade of Amusements. State all first letter. Address J. Sciortino, Box 69, East St. Louis, Ill.

STRING BASS PLAYER FOR PERMANENT Job with cocktail unit. Draft exempt, age to forty, good reader, fater. Write Yates, St. Charles Hotel, New Orleans, La.

TONY GORDON WANTS YOUNG COUPLES for Penny Pitches with best route. Address Tony Gordon, Strates Shows, Mullins, S. C.

TROMBONE AND FOURTH TENOR - ALL work location; top salary. Must have good references. Contact Joe Cappo, Music Box, Omaha, Neb. ap8

VIOLINIST - EXPERIENCED FOR COCKTAIL unit playing dance and show. Must know old tunes. Permanent job. Write Box C-17, Billboard, Cincinnati 1, O.

WANT DANCE MUSICIANS - ALL INSTRUMENTS, location work for duration. State draft rating. Harry Collins, Grand Island, Neb. ap1

WANTED - EXPERIENCED PHONOGRAPH and Amplifier Mechanic, with tools; 6 days a week, \$250.00 per month and commissions. Write Dan Arias, P. O. Box 4152, Tampa 7, Fla. mh25x

WANTED - MIDGET CITY, DRIVER FOR Semi-Trailer to Sell Tickets. Good proposition. Must be sober. Capt. Elton Denham, Box 133, Sheffield, Ala.

WANTED - MAN WITH TRUCK THAT IS A Performer. Must be sober and reliable. A good proposition to offer. Three-day stands. Wright's Dog Circus, Bradford, New Hampshire.

WANTED - MECHANIC AND ROUTE MAN - We are in position to offer a very attractive proposition to capable man. Do not apply unless you can deliver by conscientious work, with a past record to prove it. Answer c/o The Billboard, J. T. G., Cincinnati 1, O.

WANTED - MUSICIANS (UNION) UNIT PLAYING four southern theaters. Season's work for those who qualify. Wire, phone, write, International Theatrical Productions, Inc. Phone Franklin 8065, 203 North Wabash, Chicago, Ill.

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.

WANTED - RADIO AND PHONOGRAPH SERVICE man. Must be good on radios. Salary in keeping with the times. Ft. Myers Music Co., Ft. Myers, Fla.

WANTED - MUSICIANS, ALL INSTRUMENTS, male or female. Pianists, Hammond Organists, Teams, Units, Bands. Bernie Marr Agency, Orphanum Bldg., Sioux City, Iowa.

WORKMEN FOR TENT SHOW - HIGHEST salaries. Novelty acts of all kinds that can change for week. Tent show musicians and actors. L. Verne Slout, Vermontville, Mich.

INSTRUCTIONS BOOKS & CARTOONS

ARCHERY INSTRUCTION BOOKLET FOR USE with Robin Hood Archery Ranges. Free with every order. Easy game to learn. Big money maker. Stanley Johnson, Salamanca, N. Y.

BOOKS AT 2 1/2c UP FOR HEALTH, MAGIC, Crime, Narcotic, Astrology, Boxing, Wrestling, Jiu Jitsu, Minstrel, Fun, Snake and other shows. Stock and special editions. Write your requirements; 30 different samples, \$1.00 postpaid. Stein Publishing House, 521 S. State St., Chicago, Ill.

MAKE MONEY WITH HOBBIES! NEW BOOK reveals many money-making plans for hobbyists! Only \$1. M. Hahn, 645 Bergen, Jersey City 4, N. J.

LEARN METASCIENCE - REMARKABLE drugless healing. No manipulation. No apparatus. Unbelievable simplicity and results. Inexpensive correspondence course. Metascience, De Land, Fla. ap8x

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog, 10¢. Balda Art Service, Oshkosh, Wis. ap1x

MAGICAL APPARATUS

A NEW CATALOGUE OF MINDREADING, Mentalism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 161-page illustrated catalogue, 30¢. Write Nelson Enterprises, 338 S. High St., Columbus, O. ap8x

ANSWER QUESTIONS, CALL NAMES, BIRTH-dates. Professional Master Mindreading Act (no assistant). Self contained, use anywhere, \$1.00. Magical Enterprises, Roseville, Mich. ap15

ATTRACTIVE 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, etc., 25¢. Kanter's (Magicians' Headquarters), B-1311 Walnut, Philadelphia, Pa. mh25x

DO PROFESSIONAL MINDREADING - COPY-righted instructions, dollar bill. Carnivals, Fairs, Clubs. Premier, Box 1608, Hollywood, Calif.

EIGHTY MYSTIFYING MAGIC STUNTS FULLY explained in large illustrated 64 page book, only 50¢. Dozen, \$3.00. Bargain Book free. Ellico, 438 N. Wells, Chicago. mh25x

LARGE PROFESSIONAL MAGIC CATALOGUE, 25¢. Max Holden, 220 W. 42d St., New York City, N. Y. ap1x

MAGICAL APPARATUS ILLUSIONS, NEW and Used. Catalog, second hand list, 10¢. MAC'S MAGIC SHOP, 506-B Main, Ft. Worth 2, Tex. ap8

MAGICAL LIST - MINDREADING, ESCAPE, Publicity Stunts, Books, Illusions, Chemical. Also illustrated catalogue, 30¢. Genoves, Gen. P. O. Box 217B, New York 1. ap15

QUALITY MAGIC SINCE 1907 - SEND 25¢ for catalog. Thayers, Box 1785, Willshire LaBrea Station, Los Angeles, Calif. ap8

SPIRIT PUMP, TALKING SKULL, SPIRIT Cabinet, Haunted House. Anything operated from a distance or thru wall without connection by wireless. Better than magic, good as spirit. Baughman, Wireless Expert, Ashtabula, O.

15 ILLUSION PLANS, \$1. NEW DIE BOX, \$7.50. Astral Rising Cards, \$2.50. New Levitation, \$18.00. Anti-Gravico, \$1.00; 5 Professional Secrets, \$1.00. Send 15¢ for 90 Scaled Mysteries and Latest Lists. Zanto's, Waverly, O.

MISCELLANEOUS

FOR SALE - NAMEPLATE TAPE, 100 POUNDS. Used in Roovers Nameplate Machine, at \$2.00 per pound. 1/3 deposit. George Paterson, 6 West 190th Street, Bronx, New York.

NEED A LAXATIVE? CONSTIPATED? WRITE for free sample Geiger's Herb Tea. Use as directed. B. Geiger, 6125 North Kilpatrick, Chicago, Ill.

OVER 2,000 SWAPS IN TRADERS' BULLETIN, 20¢ copy. Ads, 5¢ word. Destructive book in Swapping, \$1.00. Traders, 234 W. Lake, Chicago.

PARTNERS WANTED

PARTNER WANTED - BLACKFACE COMEDIAN or Straight for 2 Men Blackface Act. No drinker. This is standard blackface act. Former partner unable to travel. Jack Bell, Drexel Hotel, Denver 2, Colo.

PERSONALS

COMEDY PREPARED FOR NIGHT CLUB, Ventriloquist, Minstrel, Burlesque and Vaudeville Performers! Free details. Kleinman, 25-31-F 30th Road, Long Island City 2, New York. ap22

8x10 PHOTOS, 5¢ EACH IN QUANTITY. PHOTO Post Cards. See our ad in Night Clubs-Vaudeville department. Mulsion Studio, Bridgeport 8, Conn.

PHOTO SUPPLIES DEVELOPING-PRINTING

ATTENTION - WE ORIGINATED THE SMALL Leatherette Folders for 1 1/2x2 which swept the country. Here is a new hot item. Sweetheart Photo and Locket Key Chain. Holds 2 small pictures with nickel silver chain to hold 6 keys. Unbreakable. Any branch service insignia can be placed in with one picture. Insignias furnished free. Everybody in your town will go for these lockets; 25¢ stamps for sample with full particulars. Double your money back if not satisfied. Plenty of velvet. C. Gameiser, 146 Park Row, New York 7. mh25x

CASH FOR YOUR PHOTO EQUIPMENT - WHAT have you? Give details. P. D. Q. Camera Co., 111 E. 35th St., Chicago, Ill. mh25

DIME PHOTO OUTFITS CHEAP - ALL SIZES. Better drop in and see them. All the latest improvements. Real bargains. P. D. Q. Camera Co., 111 E. 35th St., Chicago. mh25x

DIRECT POSITIVE OPERATORS - WRITE for catalog today. Glass frames in all sizes, assorted and patriotic; Folders, Chemicals, Oil Painted Backgrounds, Comic Foregrounds, Rubber Gloves at 90¢ per pair; Rubber Finger Tips, set of 3, 15¢; General Electric No. 1 and 2 Photo Floods for immediate delivery; Eastman Direct Positive Paper, all sizes. Everything for Direct Positive Operator. Take care of all your needs with one shipment. Hanley Photo Company, 1207 Holmes St., Kansas City, Mo. ap8x

E.D.P.P., LATE 1944 DATING - 1 1/2", \$6.00 per roll; 2 1/2", \$0.75 per roll; 3 1/2", \$11.50 per roll; 5x7, \$7.00 per gross. One-third deposit, balance C. O. D. George Ponsler Co., 763 S. 18th, Newark, N. J.

E.D.P.P., LATE DATE, UNBROKEN BOXES, 10 Rolls of 2 1/2x250. Make offer. Bert's Photos, R. D. 2, Jonestown, Pa.

EASTMAN DIRECT POSITIVE - DECEMBER, 1944, dating. Prices: 1 1/2"x250" @ \$5.51; 2"x250", \$7.11; 2 1/2"x250" @ \$8.66; 3"x250", \$10.11; 3 1/2"x250" @ \$11.04; 3 3/4"x250", \$11.79. 25¢ deposit required on all orders. Albany Camera Shop, Inc., 204 Washington Ave., Albany, N. Y. mh25x

EASTMAN D.P.P. 5 ROLLS, 2 1/2"x250", EXPIRES June, 1944. \$0.75 Roll. 1/3 deposit. M. Ohlinger, 51 Georgia Avenue, Long Beach, N. Y.

EASTMAN D.P.P. - 1945 DATING, 1 1/2", \$4.00; 2", \$6.00; 2 1/2", \$7.50; 3", \$8.25; 3 1/2", \$10.00; 3 3/4", \$11.75; 4", \$16.00; 5", \$19.00. Third deposit. Reliable Photo Service, 3430 S. Michigan, Chicago, Ill.

EASTMAN DIRECT POSITIVE PAPER, LATEST Dating! 50 Rolls, 1 1/2" at \$5.00 per; 48 Rolls, 2 1/2", at \$8.00 per; 48 Rolls, 3", at \$10.00 per; 10 Rolls, 3 1/2", at \$11.00 per; 10 Rolls, 3 3/4", at \$13.00 per; 20 gross, 5x7, at \$5.00 per, 1/3 deposit. George Paterson, 6 West 190th Street, Bronx, N. Y.

EASTMAN DIRECT POSITIVE PAPER, LATEST dating. 100 Rolls, 1 1/2"x250", for \$398.00, or \$4.50 per roll. 1/3 deposit. George Paterson, 6 West 190th Street, Bronx, N. Y.

FIRST TIME OFFERED TO PUBLIC - PRE-VUE, new, sensational. Direct Positive Camera Portable, assembled in 15 minutes. Attractive leatherette covered. Precision built, 4 1/2 inches wide. Over 10,000,000 pictures taken in defense plants of America with our cameras. Introductory price, \$400.00. Direct Positive Camera Co., 637 Albany Ave., Hartford, Conn. mh25

FOLDERS - PATRIOTIC AND REGULAR Designs. Prices per 100. For 1 1/2x2 Photos, \$1.75; for 2x3, \$1.85; for 3x4, \$2.75; for 3x5, \$2.85; for 4x6, \$4.00; for 5x7, \$4.25. Flat Mounts assorted for 1 1/2x2, 60¢; for 2x3, 75¢. Comic Post Cards for 1 1/2x2 Photos, \$2.00 per 100. Immediate shipments. Miller Supplies, 1535 Franklin Ave., St. Louis, Mo. mh25x

FOR SALE - EASTMAN DIRECT POSITIVE Paper. Late 1944 dating. 25 rolls 1 1/2"x250, \$5.45 each; 15 rolls 2"x250, \$7.45 each; 20 rolls 2 1/2"x250, \$8.00 each; 8 gross 5x7, 1945 dating, \$7.95 per gross; one gross 8x10, 1945 dating, \$13.60. 1/3 deposit required with order, balance C. O. D. McFarland Photo Studio, 1624 South St., Philadelphia 46, Pa. mh25x

FOR SALE - HASSON PHOTO MACHINE takes 1 1/2 and 2 1/4" Pictures. F4-5 Ilex Lens. First-class condition. Enlarger included. Price, \$300.00. Mrs. Ermine Lambert, Lock Box 284, Madison, Ind.

MADE TO ORDER - COMPLETE DIRECT POSITIVE 1 1/2" Camera, Lens and Portable Booth, 8x6x3, heavy lumber, \$375.00. Eastman D.P.P. and Cullifma prices quoted. Box 45, Sta. A, Brooklyn, N. Y. mh25

MILLMAN'S BIG MONEY MAKER - GENUINE All Leather 2 Picture Folder for 1 1/2x2 Photos, assorted colors, price, \$20.00 per 100; \$150.00 per 1,000. Terms: 1/3 P. O. order, balance C. O. D. Sample, 25 cents. D. P. Camera made to order. Herman Millman, 17 W. 20th St., New York 11. mh25

NATURAL WOOD FRAMES WITH GLASS, 5x7, \$18.00 per 100; 8x10, \$20.00 per 100. Samples, \$1.00. One-quarter cash with order, balance C. O. D. Photo Service Co., Jasper, Ala. ap15

NEW MARFOL AND EASTMAN DIRECT POSITIVE Paper - All sizes in sheets and rolls. Send us a trial order on the New 1944 Marfol Emulsion. It's tops. Marks & Fuller, Inc., Dept. B1, 66-72 Scio St., Rochester 4, N. Y. mh25x

P. D. Q. CAMERA - 2 1/2"x3 1/2" SIZE COMPLETE, used twice, \$100.00. Wm. Meyers, 224 Piquette, Detroit, Mich.

PHOTO MOUNTS FOR DIRECT POSITIVE studios. Ensel and book types. For best prices and quick deliveries write to International Sales Co., 3902 Garrison Blvd., Baltimore, Md. ap8x

WANT 4 COMPLETE DIRECT POSITIVE Photo Machines, each with Two Units, using 1 1/2 inch and 2 1/2 inch Paper. Lens and Shutters must be in perfect condition. State all in first letter. W. E. Smith, 4-12 Broad St., Pawtucket, R. I. x

PRINTING

A BIG PACKET OF COMIC CARDS, 25¢; 100 Letterheads, 100 Envelopes, postpaid, \$1.00. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. ap15

LET US SAVE \$ \$ \$ FOR YOU THIS SEASON. Flashy Designs, 14x22 Non-Bending Window Cards, \$4.50 per hundred. Tribune Press, Fowler, Ind.

WINDOW CARDS - FLASHY DESIGNS, CAR-nivals, Shows, Magicians, etc.; 14x22 \$3.50 hundred. Other printing. Book early; same spot; Phone, 55. Hubbard Sho-Print, Mountain Grove, Missouri.

100 8 1/2x11 LETTERHEADS, 100 ENVELOPES, \$1.00; Plateless Engraved, \$1.50 postpaid. General printing. Yankee Printing Co., 4701 Sheridan, Chicago, Ill.

SALESMEN WANTED

BARGAIN CATALOG FREE - FLAVORING EX-tracts, Cosmetics, Toilettries, Polishes, Barber Supplies, Medicines, Specialties. Private labels. LAPURA PRODUCTS, 799 Summit, Toledo, O.

ORANGE CONCENTRATE DIRECT FROM OUR Florida grove. One quart bottle makes six quarts delicious natural Orange Drink simply by mixing with five parts cold water. Grocery stores, food marts, hospitals, roadstands, soda fountains, resorts, camps, farmers, big buyers. No investment. Protected territory. Salesmen earn \$100.00 to \$200.00 repeat commission per week. Sunset Valley Orange Co., 3357 Clifton, Chicago.

SCENERY AND BANNERS

BEST CARNIVAL AND CIRCUS BANNERS - Positively no disappointment. Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. mh25

TATTOOING SUPPLIES

GENERAL ELECTRIC TRANSFORMER, 2 Tat-tooning Machines, \$10.00; latest designs, colors, needles. Charlie Wagner, 11 Chatham Square, New York City.

TATTOO NEEDLES, MACHINES, SUPPLIES.
Hunting and Pocket Knives wanted. Curios, Oddities wanted. Antiques bought. Miller, 433 Main, Norfolk, Va.

TATTOOING OUTFITS AND SUPPLIES —
Send for illustrated literature. Also Diamond Equipped Engraving Outfits for concessionaires. Moore, 651 S. State, Chicago. mh25x

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MACHINES. Will pay \$15.00 for Blondie, Powerhouse, Formation. Mac Postel, 6750 N. Ashland Ave., Chicago, Ill. ap1

ELECTRIC CUSTARD MACHINE, DIME PHOTO MACHINE; Karmeleorn, Gasoline Burner, Electric Driven; Doughnut Machine. Joe E. Kaus, Box 822, New Bern, N. C.

I WILL BUY OR TRADE STAGE MELODRAMA Posters, Handbills of the Gay Nineties, Lincoln J. Carter's, Owen Davis, others. Ray Hibbler, 2157 N. Avers, Chicago 47, Ill.

DUCK PIN ALLEYS, COMPLETE, GOOD CONDITION. Also Roller Skates, Movie Equipment, Pool Tables. F. Shafer, Odon, Ind.

SHIPMAN POSTAGE STAMP MACHINES. State style, quantity and condition. Stamp Folders for sale. Stewart Specialty Company, 1771 Washington, Denver 5, Colo.

WANT TO BUY ANYTHING PERTAINING TO Jungle Folks, Cannibals, Headhunters; also Freaks, Mummies, Curiosities. Write Tate's Curiosity Shop, Safford, Ariz. ap8

WANT TO BUY—TRAILER SUITABLE TO rebuild for Custard Machine. For sale: Double Cretor Cabinet Pop Corn Machine, Gas, \$350.00; Electric National Bungalow, \$150.00; Rotary, \$25.00. Box 1, Dupont, O.

WANT TO BUY OR LEASE FOR SEASON THE following equipment: Tent, 100x200 ft.; Rink Floor, 50x90 ft.; Portable or Chair Seats for 2,000. Full details and lowest price first letter. Nelson B. Rue, Franklin, Tenn.

WANTED—TEN 16MM. CONTINUOUS RE-wind Motion Picture Machines. Must be A-1 condition. State make and price. C. A. Kirkpatrick, Waynesville, Mo.

WANTED TO BUY — CANDY, ONE OR TWO pound boxes. Also good summer seller, five cent bars. W. H. Adcock, Chatsworth, Ga. mh25

WANTED—PHONOGRAPH ROUTE IN OR near Chicago. Box C-13, Billboard, Cincinnati 1, O.

WE PAY YOU WELL FOR "ANYTHING" YOU wish to sell: Diamonds, Jewelry, Instruments, Tools, Merchandise, Justice Jobbers, Box 150, Chicago. mh25x

WILL PAY \$5.00 EACH FOR AIRSHIPS WORK-ers; also will buy Balloons of all kinds. Write, stating quantity and price. H. S. Nettles, The Billboard, Cincinnati 1, O. mh25

100 PAIR CHICAGO OR RICHARDSON Skates in good condition. Sizes eight, nine and tens. BUCHINAU AMUSEMENT CORP., Columbia, Tenn.

At Liberty Advertisements

5c a Word.
Minimum \$1. Cash With Copy.

AT LIBERTY BANDS AND ORCHESTRAS

VERSATILE FIVE PIECE BAND—CUT SHOWS. Four vocalists, all 4-F's, very neat, good habits. Available April first. Want Chicago connections or Midwest. Mickey Finnegan, 1124 Hamilton, Grand Rapids, Mich. mh25

AT LIBERTY CIRCUS AND CARNIVAL

HAL GRIFFIN, MAGICIAN, JUGGLING CLOWN Parks, fairs, circuses, carnivals, celebrations. General clowning. 1316 Mississippi Ave., St. Louis, Mo.

RAY EARLINE—FEMALE IMPERSONATOR, Hula Dancer, for Side Show. 615 Locust St., Evansville, Ind.

AT LIBERTY MAGICIANS

"LA-MAR," THE MAGICIAN—LADY ASSIST-ant. One-hour show. For clubs, floor shows, lodges, entertainments. Myers, 519 Wheeling Ave., Cambridge, O.

AT LIBERTY MUSICIANS

BASSMAN AND DRUMMER—PREFER WORK-ing together; 4-F's, 19 and 21. Solid beat. Prefer location. Union, show experience. Bass man also Vocalist. Write or wire Carlos Fuerst, 2407 N. Twelfth, Sheboygan, Wis.

CLARINETIST—EXPERIENCED ALL LINES. Circus, municipal bands, etc. Clarinetist, Box C-11, Billboard, Cincinnati 1, O.

DRUMMER—DANCE, SHOW, RADIO, FINE appearance, Draft 4F. Now available, minimum \$75 or equivalent. Phone, wire, write, Jerry K. Hummel, East Liverpool, O. ap1

DRUMMER — UNION, SIGHT READER, vaudeville experience. References. L. A. Cook, 728 Payne St., Flint 4, Mich.

EXPERIENCED DRUMMER — 4-F, UNION, single, reliable. Flashy set drums. State top war time salary. "Hob" H. Rankin, care Richard Theatre, Ahsoskie, N. C. mh25

HAMMOND ORGANIST — OWN ORGAN, CON-cert Model E (floor space 5'x4'), DXR 20 tone cabinet. Background: Conservatory, radio, theatre, vaudeville, hotel dining rooms, cocktail lounges. Draft exempt. Minimum \$150.00. Available March 23. Fifty mile radius Times Square, Box 573, Billboard, 1564 Broadway, New York 19. mh25

HAMMOND ORGANIST—RADIO, NITE CLUB experience. Good rhythm. Write, giving details with your top salary. G. L. Dingle, Box 425, Laverne, Minn.

LEAD TENOR, BIG TONE, WIDE VIBRATO, 4F, have car, can play 2d or 3d. Box C-15, Billboard, Cincinnati 1, O.

LEAD TENOR, 4F, BIG TONE, WILL CON-sider 2d or 3d arranger. Have car; available at once. Jimmy Overend, c/o Billy Bishop's Orchestra, Plaza Hotel, Indianapolis, Ind.

SINGER, PIANIST — 4-F, BOTH WORKING; would like change. Do ballads, swing, foreign, etc. Cal Callender, 1511 Esplanade, New Orleans, La. mh25

TALENTED MUSICIAN, YEARS OF BACK-ground and experience. Violinist, doubling Bass, specializing in cocktail and dance units. Walter W. Franklin, care Milner Hotel, Macon, Ga.

VOCALIST, BARITONE, PLAYS TROMBONE. Age 19. 4F. Invites offers. William Waymire, 214 1/2 East Third Street, Marion, Ind.

AT LIBERTY PARKS AND FAIRS

DASHINGTON'S ANIMAL CIRCUS—DOGS AND Cats for Fairs, Celebrations, Theaters, Night Clubs or any road show. 1413 Euclid St., Philadelphia 21, Pa.

HULBURDS PERFORMING BEARS — TWO well trained bears, real novelty, booking fairs, parks, celebrations, carnival free act. Go anywhere, North, East. Post Office, Nashville 7, Tenn.

AT LIBERTY PIANO PLAYERS

PIANIST AND ARRANGER—READ, FAKE, transpose and takeoff. Well experienced. Single, 4-F, union. Want name band or semi-name band work only. Transportation. Write or wire Anthony Ruoppolo, 248 Wooster St., New Haven, Conn.

PIANIST—PLAYING ENTERTAINING MUSIC alone. Location preferred. Experienced; appearance. Draft exempt; no orchestras. Write, don't wire. Maurice Luckett, Eddyville, Ky.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—TEAM, MAN AND WIFE, FAST stepping Blackface. Doubles, Novelties, Bits and Acts. Put them on to make them go. Man: Boss Canvas Man. Wife: Tickets, five years with Bradley Kincaid. Radio tent units, rep or med show. Change for week or longer. State what you will pay. Have car and trailer. Would double with good med lecturer. L. Salisbury, Renfro Valley, Ky.

NEXT WEEK—SOERBAYA
(Continued from page 43)

I was there. It was different from the time that I started with it to the time that I finished to come to America. I can't predict any great changes, but there will be some, I know. We can't predict many changes right here in our own country. We know they will be forthcoming. What they will be, no one knows.

"I look for shows in the Pacific to be on a grander scale. While we catered mostly to fighters in our stadium and high divers and regular carnival free acts with our shows, these policies fitted in nicely. I will say there will be more demand for free acts in the Orient. I also think that acts that failed to draw much attention in that area in the past will come into their own because of the American influence exerted by our fighting men.

"Of course, Mrs. Tait and I will be back there. Stewart and Mae will again be with us. We will take up our show and amusement operations where we left off," Tait revealed with a touch of optimism in his voice.

The Tait's agree there will be plenty of work to be done in getting back into show business. This time it will post-war show business. Edwin Tait will go back and be happy in the association with his brother. They will operate as they did before—conservatively and cautiously—letting experience again teach them. For American showmen who want to play that area, Tait offers one closing remark:

"They will have to learn, as we did, by experience."

MARCH 25, 1944
25 Cents

The Billboard



IN THIS ISSUE *7th Annual Outdoor Attractions Section*

RATION POINTS

For Subscribers

1. Get copy of EVERY issue
2. Mailed DIRECT to you
3. Delivered ON TIME
4. At CUT-RATE PRICES
5. No SALES TAX to pay
6. SAVE \$5.50 a year over Single Copy Cost

SUBSCRIPTION ORDER FORM

The Billboard,
25 Opera Place,
Cincinnati 1, Ohio

Please enter my subscription to The Billboard for ONE YEAR (52 consecutive issues) for which I inclose \$7.50.

NameNew.....

AddressRenew.....

CityZone.....State.....

Occupation

Subscriptions mailed to PERMANENT ADDRESS ONLY.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place Cincinnati 7, Ohio

Parcel Post

Langen, Wm., 11c Moulton, Mrs. V. L., 10c
Maynard, Philip, 7c

ADAMS, Geo. Corvill, James D.
AINSWORTH, Robt. Lee Costello, Larry Jan
ALLEN, Billie (1722) Warren
Allen, Rex L. Coulston, Donald
ALLEN, Wm. Cox, Edgar L.
Cox, Frank A.
COX, John Wm.
Crandell, Dick
CRAWFORD, Calvin E.
CRAWFORD, Eugene C.
CREECH, Titus
CRISLIP, Ernest
Dolan
Anderson, Harry J. Crompton, Ella B.
Anderson, John Cross, Valores M.
Andreano, Frank CROUCH, Wm.
Andrews, Paul Crowley, G. C.
AQUINO, Pvt. Ralph CUFF, John Jos.
A.
Arbogast, Geo. Cyr, James
A. Zudek, John
Arnett, James Edw. DAIL, Edw.
AYCOCK, Douglas DAKOFF, Mike
BAILEY, John DAMON, Ernest
B. DANIEL, Norman
BAKER, Carl Darge, John H.
Baker, Thomas Davis, Eddie
Baldwin, Geo. Davis, Mary
Bard, Giles Hess DAVIS, Oscar
BARMAN, William
Leah W.
BARNES, Wm. Davis, Richard
Dawson, Clifford
A.
Baxter, J. A. DeLion, Nellie M.
Bellinger, Eva DePinto, Jim
BEMORE, Willard Dell, Myrna
Hall Delmar, Mrs. Betty
Bennett, Dorothy DeLmont, Frenchy
Bennett, Frank DICKERSON, Verne Wm.
Bentley, Maude Dillan, Ellwood
Bernstein, Mrs. Dillman, Mrs.
Barbara Norman W.
Biddle, Caroline Dion, Jos.
Billups, Sammy Leo Dixie Tent Theatre
Bistany, Mrs. V. Dixon, Curley
DOEN, Kitty B.
BLAKELY, Wm. Doebber, H. M.
Blankenship, Gertrude
BLEDSOE, Robt. (Duko)
DOWELL, Clarence
E.
Bloem, Mrs. J. Drouin, Wilfred
Drouin, Ervin
Drukemiller, Ervin
Leroy
Blue, Ben Eagle-Eye Jr., Geo.
BOISENEAU, Chas. B.
EBARDT, Norman
Boswell, Mrs. Albert
BOSWELL, Wm. Edwards, Bert
Edwards, Wilfred
B.
Bowling, Emile J. Elliot, Jack
BOWDEN, Jos. Elliott, Myrtle
EMMETT, Robt.
ENGLAND, Harold Lee
BOYD, Chas. R. Erdman, Leo
Evans, L. W.
BOYD, Elder Evans, Carole Jean
EYSTEAD, Bevi
BRADLEY, Earl R. Alfred
BRANDON, Joe Fackett, Geo. M.
Fagan, Sgt. Chas. A.
Cophus
BRAY, Garland FAIRCLOTH, James Robt.
BREMER, James Fairly, Noble C.
Raymond Fallon, Margo
FAULCONER, Grandville D.
Fenstermaker, Robt.
W.
Breuner, Eddie Fenstermaker, Robt.
Briggen, Gerald Finley, Homer
Finley, Leo
BROOKS, Geo. H. FINN, Leo
BROUDY, Paul FIZZELL, Francis
A.
Brown, Kenneth F. Flanagan, Frank
FOSTER, Jack
A.
BROWNNE, Derwood A.
Foster, Mitchell
Brunelle, Jos. Russell
FOSTER, Jack
Bryant, G. Hodges, Mitchell
Bryant, James H. Fox, Bennie
Fox, Mrs. Pearl L.
Bryant, Paul B. Francis, Ray O.
Buck, Stephen B. Frederico, Don
BURGESS, Earl Frederick, James B.
FREP, Wm. Byrd
Burk, Earl & Gladys
PRIEBMAN, Lawrence
Burke, Prof. Harry J. FREEMAN, Morris
FULKNER, Robt.
Wm.
Burns, Robt. Fuller, Howard
Chas.
Bush, Mrs. Dolly Dixon
BUSH, Robt. Wm. Fureb, Geo.
Galazier, Barney
BUTLER, Jos. Edw. GALLIGHER, Orville L.
Gardner, Ed M.
BYRD, Wm. Edgar GARLAND, Albert O.
Garron, Niles
Sammie Lee
CALDWELL, Gillepie, Elbert
Dobson
Cathoun, Jimmie GILLISPIE, Girtus
Golden, Geo.
Whitey
CAMERON, Isaac Goll, Bill
Gonzales, Jerry
Gordon, John R.
Gould, Max
(Cookhouse)
GRANT, Clard
Grant, Harry
Gray, Gary
Great Southern Shows
Carey, Al Green, Al
Caroy, Tommy Green, Albert E.
GREEN, Clifford
Carland, Buck GREEN, Gilbert A.
Greer, Jack P.
GWARA, Felix P.
Hall, J. C.
Hall, L. D., Mgr.
HALL, Philip L.
Hanson, John
Harden, Geo.
Eugene
Cicich, Geo. COLLINS, Harvey
Reid
Condon, Mike CONNOR, Billy
Conor, Billy COOKE, Welby
COOPER, Leonard
COOPER, Quey
COOPER, Richard
COORNEN, Bernard Jos. Hamilton

Harris, Sailor
Richard
Harrison, Richard
Hart, Roy Oro
HART, Wayne
Harthan, Henry
Hartley, Chas.
Hathaway, C. P.
Hayes, Oats
"Chuck Adams"
HAYES, Kay
Haynes, James
Bernard
Headrick, Maclean
Hebert, Lawrence
HECK, Wm.
Hedgar, Irene
HEGGINS, Pat
HEINTZE, Earl
A.
Hemphill, Willie
HENDRICKSON, Tauno
HENDRIX, Eugene Webb
Hendrix, Weldon
Henley, A. P.
HENNESSY, Katzy
Frank Wm.
Herrman, Albert J.
HIER, James F.
Hileman, Alfred G.
HILL, Wilbur Jos.
HIXON, Edw. James



Letter List

Because of the serious paper shortage, letters, etc., will be advertised in this list only one time. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

Notice, Selective Servicemen! The names of men in this list who have Selective Service mail at any office of The Billboard are set in capital letters.

ADAMS, Geo. Corvill, James D.
AINSWORTH, Robt. Lee Costello, Larry Jan
ALLEN, Billie (1722) Warren
Allen, Rex L. Coulston, Donald
ALLEN, Wm. Cox, Edgar L.
Cox, Frank A.
COX, John Wm.
Crandell, Dick
CRAWFORD, Calvin E.
CRAWFORD, Eugene C.
CREECH, Titus
CRISLIP, Ernest
Dolan
Anderson, Harry J. Crompton, Ella B.
Anderson, John Cross, Valores M.
Andreano, Frank CROUCH, Wm.
Andrews, Paul Crowley, G. C.
AQUINO, Pvt. Ralph CUFF, John Jos.
A.
Arbogast, Geo. Cyr, James
A. Zudek, John
Arnett, James Edw. DAIL, Edw.
AYCOCK, Douglas DAKOFF, Mike
BAILEY, John DAMON, Ernest
B. DANIEL, Norman
BAKER, Carl Darge, John H.
Baker, Thomas Davis, Eddie
Baldwin, Geo. Davis, Mary
Bard, Giles Hess DAVIS, Oscar
BARMAN, William
Leah W.
BARNES, Wm. Davis, Richard
Dawson, Clifford
A.
Baxter, J. A. DeLion, Nellie M.
Bellinger, Eva DePinto, Jim
BEMORE, Willard Dell, Myrna
Hall Delmar, Mrs. Betty
Bennett, Dorothy DeLmont, Frenchy
Bennett, Frank DICKERSON, Verne Wm.
Bentley, Maude Dillan, Ellwood
Bernstein, Mrs. Dillman, Mrs.
Barbara Norman W.
Biddle, Caroline Dion, Jos.
Billups, Sammy Leo Dixie Tent Theatre
Bistany, Mrs. V. Dixon, Curley
DOEN, Kitty B.
BLAKELY, Wm. Doebber, H. M.
Blankenship, Gertrude
BLEDSOE, Robt. (Duko)
DOWELL, Clarence
E.
Bloem, Mrs. J. Drouin, Wilfred
Drouin, Ervin
Drukemiller, Ervin
Leroy
Blue, Ben Eagle-Eye Jr., Geo.
BOISENEAU, Chas. B.
EBARDT, Norman
Boswell, Mrs. Albert
BOSWELL, Wm. Edwards, Bert
Edwards, Wilfred
B.
Bowling, Emile J. Elliot, Jack
BOWDEN, Jos. Elliott, Myrtle
EMMETT, Robt.
ENGLAND, Harold Lee
BOYD, Chas. R. Erdman, Leo
Evans, L. W.
BOYD, Elder Evans, Carole Jean
EYSTEAD, Bevi
BRADLEY, Earl R. Alfred
BRANDON, Joe Fackett, Geo. M.
Fagan, Sgt. Chas. A.
Cophus
BRAY, Garland FAIRCLOTH, James Robt.
BREMER, James Fairly, Noble C.
Raymond Fallon, Margo
FAULCONER, Grandville D.
Fenstermaker, Robt.
W.
Breuner, Eddie Fenstermaker, Robt.
Briggen, Gerald Finley, Homer
Finley, Leo
BROOKS, Geo. H. FINN, Leo
BROUDY, Paul FIZZELL, Francis
A.
Brown, Kenneth F. Flanagan, Frank
FOSTER, Jack
A.
BROWNNE, Derwood A.
Foster, Mitchell
Brunelle, Jos. Russell
FOSTER, Jack
Bryant, G. Hodges, Mitchell
Bryant, James H. Fox, Bennie
Fox, Mrs. Pearl L.
Bryant, Paul B. Francis, Ray O.
Buck, Stephen B. Frederico, Don
BURGESS, Earl Frederick, James B.
FREP, Wm. Byrd
Burk, Earl & Gladys
PRIEBMAN, Lawrence
Burke, Prof. Harry J. FREEMAN, Morris
FULKNER, Robt.
Wm.
Burns, Robt. Fuller, Howard
Chas.
Bush, Mrs. Dolly Dixon
BUSH, Robt. Wm. Fureb, Geo.
Galazier, Barney
BUTLER, Jos. Edw. GALLIGHER, Orville L.
Gardner, Ed M.
BYRD, Wm. Edgar GARLAND, Albert O.
Garron, Niles
Sammie Lee
CALDWELL, Gillepie, Elbert
Dobson
Cathoun, Jimmie GILLISPIE, Girtus
Golden, Geo.
Whitey
CAMERON, Isaac Goll, Bill
Gonzales, Jerry
Gordon, John R.
Gould, Max
(Cookhouse)
GRANT, Clard
Grant, Harry
Gray, Gary
Great Southern Shows
Carey, Al Green, Al
Caroy, Tommy Green, Albert E.
GREEN, Clifford
Carland, Buck GREEN, Gilbert A.
Greer, Jack P.
GWARA, Felix P.
Hall, J. C.
Hall, L. D., Mgr.
HALL, Philip L.
Hanson, John
Harden, Geo.
Eugene
Cicich, Geo. COLLINS, Harvey
Reid
Condon, Mike CONNOR, Billy
Conor, Billy COOKE, Welby
COOPER, Leonard
COOPER, Quey
COOPER, Richard
COORNEN, Bernard Jos. Hamilton

LORD, Jack Delbert
LOVITT, Manley Eligh
LUDLOW, Melvin Richard
LUNDGREN, Howard M.
Lyons, Jas. Robt.
McAtee, Ellsworth
McCAHEM, Frank
McCallister, C. H.
McClain, O. C.
McComb, Ernest
McCORRERY, Claude M.
McDanies, Elmer
McDonald, Catherine
McDONALD, Reid LeRoy
McDOWELL, Karl Ernest
McFarland, Jack
McFarling, W. L.
McGarry, Floyd S.
McGIRE, Richmond
McHENRY, Gilbert
McKESSON, John
McKinney, Thos. E.
McKnight, C. W.
McRae, M. W.
McRae, Patricia
McROBERTS, Robt. Chas.
McSHAIN, Eugene Edw.
Mackey, Roy
Madden, Mrs. Ruby
MAHAY, Charles Victor
Males, J. G.
MALLERY, Richard
Manmiller, Lawrence
MARION, Sidney Ray
Marro, James
MARSHALL, Sam
MARTIN, Carolyn
Martin, Mrs. Lydia
Porter, Wilson
POUNDERS, Andrew
Powell, Mrs. Helen
PRESTON, Jas.
Pringle, Prescott
Pugh, Danny
PUTEGNAT, Jesse Edw.
Pyne, R. S.
QUINTANA, Jos. Donald
Radriguez, Mrs.
Ragaisis, Jos.
RAGLAND, Phillips Thos.
Ramey, J. S.
Rankin, Russell
Reaves Jr., Frances B.
Reed, Chick L.
REESE, Elmer Calvin
Reeves, Mrs. Daisy
REEVES, Jas. Leland
REID, Albert Junior
Reid, Ezra Matthew
Remy, Archie
Remo, Thos. A.
REYNOLDS, Clarence Ward
Rhus, John Wayne
RICHARDS, James R.
RICHARDSON, Cal Eugene
RICHARDSON, Joe O.
RICHARDSON, Raymond Jas.
Richter, Louise
Rielly, Hugh
Riley, Daniel
RILEY, Mark Jackson
RILEY, Wm. Allen
Rillo, Lee Arthur
Rinehart, Ollie
Roberts, Chas. Red
ROBERTSON JR., Barton B.
ROBINSON, Fred D.
ROBINSON, Ralph James
ROCK, Randall
Rockwell, Sidney W.
RODEN, Thos. Russell
Rogers, Carrol
ROGERS, Jas. Edw.
ROGERS, Robt. E. Rohweder, Mrs. Erna

ROSE, Harold Maurice
ROSE, Wesley
Ross, Geraldine
ROWE, Manley
ROYAL EXPO. Show
Rudy's Elephant. Capt.
Rudynoff, Rudy
RUEL, Milton B.
RUPP, Frank L.
Rusher, Al
RUSSELL, Jos. Henry
Rutons Dog Act
RYAN, Patrick
SAKOBIE, Geo. Shirli
Salsbury, Saul
SAMUELSON, Chas. Elmo
Sandlin, Ralph E.
Saunders, Mrs. Virginia
Seaulon, Wm. J.
Scarborough, Richard F.
SCHMIDT, Daniel H.
Schultz, Francis
Schwanz, Mrs. Richard
SCOFFIELD, Clifford Marion
Scott, Mrs. Giles
SCOTT, Harry Leroy
Scott, Wm. E.
SCREBNEFF, Wm.
Seruggs, Troy
Sellers, Jackie
SHAW, Wm. Milton
SHEA, Wm. Walter
Sheppard, Jack
Shipman, Cecil
SHOEMAKER, Jos. Marion
Short, J. E.
Shull, Stanley John
Singares, Danny John
Skatting Vanities
SKEGGS, Martin
SKEHAM, Jas. Jos.
Slay, Howard
Sleet, Chas. Yellow
SLOAN, Midge
Sloan, Muri Carrow
Smith, David
Smith, Frank Carl

Taylor, Howard Ray
Terhan, Max
THOMAS, Arney Geo.
Thomas, L. Louise
Thompson, Herbert
THOMAS, Willie
THOMPSON, Quinton
Thompson, Tommy
Thorn, Mrs. Mary
Thrush, Paul Eugene
Thrush, Wm.
TIPTON, Fred James
Tirsch, Jos. Napoleon
Tisdal, Mrs. Jean
Tom, Mrs. Rosie Leo
Tom, Walter
TRIMMER, Paul Ed
Trueblood, Mrs. C.
TRUSTEE, Lou Lord
Turner, Jack & Evelyn
Tyree, Earl
Tyski, Walter
UNDERHILL, Andrew Daniel
UNDERWOOD, Ralph Neal
Vallance, Walter
VALLEGO, Tony
Van, H.
VAN CAMP, Arthur John
Van, Ernie
VARECKA, John Jos.
Vasielka, Frank
VAUGHN, Edgar
VAUGHN, Hamp
Venos, Bunny
WAGMAN, Geo. Frank
WALKER, George
WALKER, Loranzo
WALKER, Martin
Wallace, Albert
Wallace, Mrs. C. B.
Walsh Jr., James
WALTER, Tom
WARD, Clyde C.
WARD, Kenneth Wade
Ward, Vernon Arthur
Warner, George Edward
WASSO, Bob
WASSO, Ralph
Watkins, Mrs. Dorothy
WEAVER, Geo. Carol
Webb, Mary
Webb, Wm.
WEBER, Frederick
WEHREWEIN, Robt. Eugene
Weinke, August Ernst
Weinmann, Geo. Lawrence
Weiss, Whitey
Wells, Geo. Spot
WELLS, Joe Samuel
West, Cal & Bonnie
Weyls, Ed
WHARTON, Leo
Wheeler, Elma
Whitley, O. W.
WILKE, Thomas Joseph
WILKERSON, George
Williams, Harry G.
Williams, O. H.
WILLIAMS, Robert
Williams, Mrs. Ruth

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway, New York 19, N. Y.
Alberts, Albert
All, Charles
Andre, John
Bailey, Stiles
Beverlirma
Boneberg, Albert
BOSTWICK, Edw. Jefferson
Covey, Bill
Crane, Cloise A.
DeLacha, Paul
Earle, Beatrice
BYANS, Lew
Fenwick, Charles
Hammond, Bill
Harris, Kay
Hebron, Lillian
Honey, Loren
Howard, K. W.
Ingier, William
Jeffcott, Thomas J.
Jones, Billy
Kelsey, Billie
Kennedy, Katherine
Keywood, Stewart
LaClair, Mareau
Lavan, Jerry
Lazarus, Doc Ben
Mulemans, Charles

MAIL ON HAND AT CHICAGO OFFICE

12th Floor Ashland Bldg.
155 No. Clark St.
Chicago 1, Ill.
ADAMS, Richard
BERNSTEIN, Nathan
Blaine, Mr. C.
Bonnell, Nadine
Carland, Buck
Creager, Betty Jo
Davis, Richard L.
Ford, Lee
Goldberg, Jack
Grubbs, Mrs. Bertha
HOLT JR., Theodore
Lee, June
Lindley, L. P.
Lux, Bert
Moran, Jimmie
NICHOLSON, Clyde Archie
SELLERS, William Harry
SIMS, Leonard
Marrin
STEVENS, George
William
Vaughan, George F.
Washburn, Evelyn
Watson, Frank B.
Weber, Donald
YOUNT, Wade
Dusne

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.
St. Louis 1, Mo.
Beardsley, Clarence
Carland, Buck
Francis, Jean
Green, Victoria
HARRIS, Ralph L.
HICE, Ellsworth
Hood, Hollis F.
HOUSE, Lee
Lime, J. H.
Malbin, Ed
Mansur, Shady
MONTGOMERY, Paul
Morgan, Pfc. Louis
R.
Pfand, Mrs. Robert
ROBERTS, Maxwell Aldria
Robinson, J. W.
STANLEY, Sam
Tyree, Tom
VEASEY, Russell
Conwell
WILLIAMS, Herbert

BEST ST. PAUL BOW

(Continued from page 46)
\$1.50. All include tax.
Program in order: Osman Temple band, directed by G. W. Lloyd Plette, in the overture, followed by circus tournament. Terrell Jacobs and his lions and tigers open the actual bill, followed by the Hollywood Aerial Ballet, two in a high-pole swing act. Across the stage in high trapeze are the Hodgsons and the Dyer Duo. They are followed by Rudy Rudynoff Jr. and his trained horses. Next is Bert Dearo, contortionist, and Hanneford Duo, balance act. Hanneford's boxing horses are followed by four high aerial acts presented by Bert Dearo, Mickey King, bar spins; five Antaleks and three Webb girls.
Two animal acts were next, with Tonelli's Circus, dogs and ponies, in one ring, and Cole ponies in the other. Low bar comedy acts were presented by the Iwanows, three, and Donahue and LaSalle. A horse display featuring Silver Cloud followed, after which Emil Pallenberg's trained bears took the spotlight. La Tosca, low loose bounding rope, was followed by the George Hanneford family of riders. The Jim Wong Troupe, five Chinese acrobats, gave way to Con Coliccano, low-wire act. Next are Rudy Rudynoff and his menage horses. Following are Jean Allen's five elephants.
Double attraction brings on the Antaleks in a high perch and the Cannastrells in balancing ladders. John Smith presents his Liberty horses, after which the four Aerial Ortons and their swing pole take over. Wind-up is by the Romas, flying trapeze. As an added attraction, for which an admission is charged, the Rose midget troupe puts on a presenta-

tion. On opening day the troupe drew well.

WON, HORSE & UPP

(Continued from page 46)
continue in the ring barn. The deadline arrived, and so did a deputy with an eviction order. The show was hastily loaded and we drove out of town. At sundown we camped in a pasture 10 miles out.
Wondering what had happened to their adjuster and to the \$200, the bosses returned to the county seat. There they found our man again in custody of the county, but merely as a boarder, because some townier had heard how easy the bosses had been taken and had rebashed our legal counselor, which left him without funds. This also proved that some adjusters can't even adjust for themselves.
Last Friday Co-Owner Gate, of the Gate & Banner Shows, who kept his mid-way in a barn last season, drove by our camp and stopped to visit. After hearing of our plight, he advised that he had just been down country to send 10 flat-cars, which he had leased to a steel company and were no longer needed, to the shows' quarters at Six Arrows, Ind. Then the bosses made a deal whereby the 10 cars would be stopped at a near-by siding. The wagons and stock were to be loaded and, by paying half the cost of the move, we would ride north. The cars were loaded upon their arrival, an extra stock car and a coach were added and, as this is being written, we are headed for Peru, Ind., where the show will unload. And there is always a chance of finding suitable quarters in that town.
MAJOR PRIVILEGE

PHOTOGRAPHIC NOVELTIES

An Editorial Summary of Future Market Possibilities

The outdoor season means that millions of camera fans will be spending more money on their hobby. Specialty merchandise firms expect the photographic specialty field to prove of much greater profit after the war than ever before, and even now are beginning to lay the foundation for post-war sales with a variety of items. New products in the way of photo equipment and accessories promise that the market for merchandise in this field will take in millions rather than the thousands of amateur photographers of today. New and entirely different ways of mounting snapshots, showing them thru small inexpensive viewers or projectors, preserving them on wood or linoleum blocks, and even printing them on fabric or paper will appeal to people who up to now took cameras along on outings, had their films developed, and then more or less forgot about them after the first showing.

The biggest boost to public interest in photography after the war springs from developments made in the manufacture of camera lenses by American firms. Up until 1939 German hand craftsmanship was acknowledged to be the world's best in the lens field, and the various optical and glass companies here had done extensive research work, it was more economical then to import the highly ground and polished bits of glass. When the flow of German imports declined, the United States Army and Navy started American firms on the complicated job of manufacturing optical glass for precision sighting instruments, and by now Yankee ingenuity has made it possible to turn out lenses and equipment of equal or higher quality and in volume production. New devices developed during this war period will have almost unlimited applications in photography, and manufacturers have already announced that mass production methods will bring down the cost of camera equipment, so that what has been considered a rather expensive hobby will be within the recreational budget of the man on the street. The application of mass production technique to old hand craftsmanship methods definitely promises that even the most inexpensive cameras will be equipped with lenses, shutters and other devices that were previously part of only the higher-priced models. Besides lenses, American machines are now turning out prisms which are used for spectroscopy work, in projectors, viewing devices, and movie and still cameras.

A reliable indication of booming interest in photography was recently given in government action by the Office of Price Administration to set price ceilings on various kinds of used cameras and projectors. In the long run, the price-control order will probably work to the advantage

of the specialty merchandise field in that greater numbers of people will find it possible now to buy equipment for a hobby they've long wanted to enjoy but felt out of bounds for their pocketbooks.

New Specialty Items

Even with present restrictions on the manufacture of such specialty civilian goods, aggressive firms are introducing new photographic novelties. During the recent Toy Show in New York at least three interesting items were announced. One such novelty which will retail for a little over a dollar harks back to the old magic lantern. It's a wood and fiber projector, used over an electric table or floor lamp, which will throw enlargements on a wall or any flat surface. No glass slides are needed, for any picture, clipping, snapshot or comic strip can be used for "film" and will be reproduced in the exact colors of the original. Another hobby item of special appeal to kids and grown-ups interested in photography is a kit of materials to print snapshots from the negative film on ties, handkerchiefs, purses, scarfs, stationery, greeting cards, or what have you. The process is said not to harm the negative.

These are two photographic specialties whose wide appeal will not be diminished by the current film stock situation. True, more film is available now than in past months, and manufacturers say that the situation is steadily improving, but the supply is still not sufficient to fill the huge demands from service men and women and the general public. But with a variety of items to heighten possibilities and attractiveness of snapshots already taken, people can still enjoy a favorite hobby without losing interest during these lean days of material shortages.

Stereoscopes are another old-fashioned parlor plaything now coming out in modern dress. A set of stereo and camera, already on the market, is finding ready sale. The camera in this set is of special design with two lenses to focus on the object of the snapshot so that two prints which fit the stereoscope are obtained.

Another new pastime for photography fans and one which does not involve the time, money or closet space of home developing processes, is the mounting of snapshots on wood or linoleum blocks. A plastic derivative which coats the surface of such mounted snaps preserves them indefinitely.

Photo Accessories Good

The long list of photographic accessories are items which fit into the specialty and novelty merchandise field. As public interest in things pictorial, fed by the very popular picture magazines, grows, the mar-

ket for all kinds of gadgets promises to boom.

Devices to display amateur snapshots, such as viewers, projectors for movie and slide films, screens and stereoscopes have a wide appeal. Specially designed bags, boxes or cabinets to carry or store these items are becoming more and more prominent in the ads, too. Materials and supplies for coloring films, mounting and framing them can hardly be kept in stock, while all kinds of photo albums and books or pamphlets of instruction for the camera fan march right off dealers' shelves these days.

Sets of pictures in various sizes are proving profitable to dealers, too. While these can be used "as is," they are good accessory items for various kinds of projectors, viewers or stereoscopes. One firm, well known in the merchandise field, is bringing out a set of educational pictures which have special appeal to children of school age.

Gadgets to improve the amateur's skill at taking snapshots have always been good sellers. Since the candid snap fad caught on some years ago, such devices as exposure meters have become almost standard equipment for anyone owning a camera. The gadgets are becoming simpler to use all the time, and since the onset of the film shortage, the demand has increased. Rolls of film have been just enough of a prize to track down so that lucky purchasers are fearful of spoiling a single exposure by doubt of distance from the object or intensity of light. The various fast-action and color films have made it more desirable to know, rather than to guess at, the factors which make up a good snapshot. In fact, rationing and restrictions have brought home to the extravagant American people just how wasteful a nation of individuals we normally are, and it could be that the saving and careful habits of these war years will carry over for a long time. In that event the various items in the photographic field which help to improve the quality of snapshots will continue to be good sellers.

While it will probably always be true that present amateur photographers will patronize the regular photographic supply stores, the millions of camera owners who take pictures for the fun of it will create the real market for millions of dollars' worth of specialty items and novelties which will be produced as fast as the material situation permits. Present trends seem to indicate that among the first civilian goods to be produced when war restrictions are eased, will be all kinds of novelty items. Public interest in camera equipment and accessories certainly is great enough to make it worth while for the merchandise trade to handle a great many items in this field.

IN STOCK

Immediate Shipment

14" Fur Scoffies—Sheep Dogs, \$24
Well Made Lamb's Wool

Large Plush 20"

SCOTTY DOG

Black, Brown Spec. \$30 Doz.

Premium & Salesboard Operators—Special!!

Large Mirror Musical Piano, 10" wide, 9" Long — OPEN THE COVER IT PLAYS! \$60 Doz.

!!FLASH!!

New Items

- | | |
|------------------------------------|---------|
| | DOZ. |
| Musical Powder Box, Large Size | \$48.00 |
| Metal Compacts Spec. | 6.75 |
| Wallets, All Leather | 7.20 |
| Frames, Lucite, 5x7 | 12.00 |
| Frames (Double), Lucite, 5x7 | 21.00 |
| Frames, Lucite, 8x10 | 18.00 |
| Perfume Sets, 5 Pc., Boxed | 15.00 |
| Frames, 5x7, Maple or Mahog. | 7.80 |
| Frames, 8x10, Maple or Mahog. | 10.80 |
| Dresser Sets, 3 Pc., Metal, Boxed | 24.00 |
| My Service Diary, 94 Pg., 2 Covers | 7.20 |
| Fountain Pen, Stratford | 10.80 |
| Travelling Kits, 8 Pc., Zipper | 24.00 |
| Figures, Balloon, Men & Women | 12.00 |

Sold in Doz. Lots Only.

1/2 Deposit, Balance C. O. D.

Please do not write for catalog

WORLD TRADING CORP.

37 W. 23rd Street, New York, N. Y.

Boston and Denver Shows Report Good Attendance, Sales

CHICAGO, March 18.—Echoes from the gift shows held in Boston and Denver indicate that good regional shows were scored in each city. The trade here was interested to know if any new trends would be revealed in the two widely separated cities. Regional shows up to the present have shown similar merchandise trends in practically all sections of the country.

Exhibits were shown at two hotels in Boston, and the final one closed March 14. Due to recent and current merchandise shows in New York, exhibitors here felt that the Boston shows were somewhat overshadowed and this would account for a smaller attendance of buyers. The registration showed that buyers came from nearly all parts of the country but exhibitors had hoped for a larger number.

Buyer interest at the Boston shows was reported brisk in pottery and glass lines, while new buyers seemed to show most interest in jewelry and leather items. Small buyers were present in greater numbers than usual.

The Denver show closed March 17 and full reports had not been received as yet. This was the first gift show for Denver and was being watched with interest. Over 100 exhibitors had items at the show when it opened.

NUDIE!



A 7-inch doll that doesn't talk—but says so much! Actually seems alive because of her flexible, pliable, lifelike, soft but firm plastic composition. Fast seller for Novelty Stores, Gift Shops, SALESBOARD OPERATORS and Night Club Concessioners. Retail for \$2.50. The business gift item you often want for special occasions. A standout for remembrance value! Redhead, Blonde or Brunette—and each a tonic for the Blues! Ind. packed. Send \$12.00 for one dozen assorted Nudies, or \$3.00 for three. One sample \$1.25.

EXCELLENT OFFER FOR JOBBERS.
AMERICAN ART PRODUCTS
2087 Broadway New York, N. Y.
(Were you ever in Paris? Yes, this is it!)

OUTSTANDING PLASTER ITEMS

Plaster Dog & Chair, Gr.	\$12.00
6" Plaster Terrier Head Plaques, Gr.	12.00
Plaster Baby Face Plaques, Boxed, Gr.	18.00
4" Plaster Pigs, Gr.	12.00
5c Assorted Plaster, Gr.	1.25
10c Assorted Plaster, Gr.	2.50
Plaster Angel Child, Gr.	12.00
Plaster Novelty Picture Frames, Pr.	.25
15c Plaster Figures, Gr.	7.20

Immediate Delivery.
25% Deposit, Balance C. O. D.

JERRY GOTTLIEB, INC.
303 FOURTH AVENUE
NEW YORK 10, N. Y.

FUR COATS JACKETS—CHUBBIES

LARGE assortment of NEW 1944 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

S. ANGELL & CO. Manufacturing Furrier
286 W. 27th St. (Dept. b-3), New York 1, N. Y.

ALL METAL PIN BACKS

No shrinkage from broken pins. High luster finish. One inch only. \$2.00 per gross. \$1.75 in hundred gross lots. No C. O. D.'s. Cash with order.

M. AND M. SALES CO.
319 West 48th St.
New York 19, N. Y.

CASH IN NOW...

On The Sweeping Popularity Of The MISTIC OUIJA BOARD

\$1.49 Retailer

Individually Boxed With Operating Instructions



Actual Size 19 1/2" x 12 1/2"

The MYSTIC GAME That Answers Questions in a Weirdly, Mysterious Way.

The natural, human desire to probe the mysteries of the future... now greatly enhanced by the uncertainties that lie ahead in these wartime days... is the basic force that's creating the sweeping popularity of the mystic OUIJA BOARD. Here is a thrilling, fascinating game that appeals to everyone—men, women, girls and boys alike—a game that weirdly, mysteriously answers any and all questions—about the war, politics, love, romance and personal problem questions. JOBBERS, CHAIN DRUG STORES, CHAINS, DEPARTMENT AND RETAIL STORES, DISTRIBUTORS, PREMIUM USERS—stock up now on this fast selling, sturdily built and attractively surfaced OUIJA BOARD. It's a red hot merchandising item—with big gift appeal. A real "hit" with service men and service women.

\$9.00 PER DOZ.
ORDER NOW—25% Deposit With Order

Wire or mail your order for prompt delivery. Enclose 25% deposit with order—balance C.O.D., F.O.B. Chicago. SHIPPING CHARGES PAID IF YOU SEND FULL AMOUNT WITH ORDER.

Manufactured by
LEE INDUSTRIES
236 N. Clark St., Dept. B-3-25, Chicago, Illinois

NOVELTY PANTS



PRINT ANY NAME OF CAMP OR CITY

VERY LATEST NOVELTY GOING LIKE WILDFIRE

Made of extra fine quality rayon in assorted colors with lace edges. FAST 50¢ retailer. Send 25¢ for sample—lots of 100 or more, \$15.00 per hundred. 25% required on all orders, balance C. O. D. PREPAID TO YOUR CITY.

MILT WILLIAMS NOVELTY CO.
1033-1035 Mission St., San Francisco 3, Calif.

BINGO SUPPLIES

Plastic Balls
Plastic Markers
Midgets 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.

5000 ITEMS At Factory Prices

Bobby Pins, Needles, Salesboards, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Dry Goods, Specialty Merchandise and many other items. Send 3¢ stamp for price list.

BLAKE SUPPLY COMPANY
219 E. Markham LITTLE ROCK, ARK.

JEWELRY ENGRAVERS

20,000 Sterling Silver Friendship Bracelet Links, \$4.00 PER 100. Ten-Link Bracelets, all assembled with heavy Sterling, sister hook catch, \$15.00 PER DOZ.

P. MURPHY
15 N. BROADWAY ST. LOUIS, MO.

LAST YEAR'S BIGGEST SELLER PROVEN NUMBER

ASSORTED MILITARY PENNANTS, 12x30 IN. ARMY, NAVY, MARINES, AIR FORCE, COAST GUARD, MERCHANT MARINE, SEABEES.

GOOD FOR ANY GIVE-AWAY CONCESSION. ALSO CAN MAKE UP SPECIAL PENNANTS FOR PARKS, BEACHES, ETC.

SEND \$1.00 FOR SAMPLES OF PENNANTS

Have Full Line of Buttons, Military Jewelry, Plastic Novelty Pins, Spanish Hats, Mexican Hats and Leis.

KIM & CIOFFI
916 ARCH STREET PHILADELPHIA 7, PA.

FOX TAILS IN STOCK!

Pitchmen, Carnival and Fair Workers, here at last are the well-known HMJ Fox Tails you've been waiting to grab up! Cash in this season with these largest, bushiest, genuine fur fox tails while they last. Tails come with two strong cords (with or without "comic saying" cards) to tie to autos, motorcycles, bicycles, canes, etc. Send for free price list, or send \$1.00 for the samples of 5 various sizes. Stock going fast... better rush your order for immediate shipments!

H. M. J. FUR CO., 150 W. 28th St., New York City 1

SMOKERS' FUN SHOP



SMOKERS' FUN SHOP

IT'S NEW!!! IT'S DIFFERENT!!! The Money-Maker with Flash 3-Color Display Card. Contains 53 popular Fun-Makers, as follows: 15 Books Explosive Matches, 4 Pkg. Stinx, 4 Pkg. Bitter Cigarettes, 6 Pkg. Medium and 18 Pkg. Loud Cigarette Loads, 6 Books Snake Matches.

Special Price
\$1.75 PER CARD
Shipped by Express Only
STUART NOVELTY CO.
166 E. Jefferson Ave.
Detroit 26, Mich.

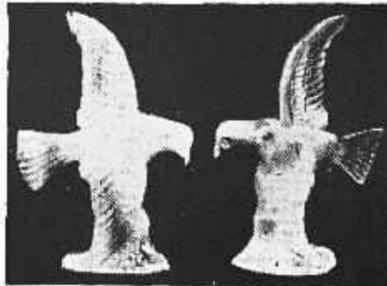
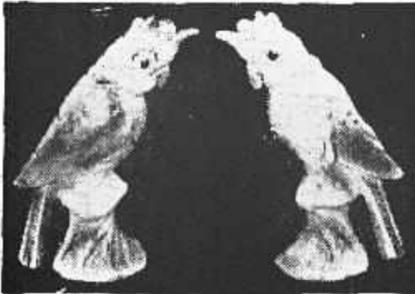
#4106K—THREE BEAUTIFULLY COLORED PORCELAIN BIRDS

Equal in quality of material and exquisite coloring to European merchandise at prices less than antebellum European prices.

From 5 3/4 to 7 3/4 inches high, six different designs, each in a different color. Weight—12 lbs. per dozen.

\$16.50 Per Doz. Pieces

Packed 1 dozen in shipping carton, each carton containing one of each bird and two of each color.



We carry a tremendous line of Gift Goods, ranging in price from \$1.80 to \$90.00 per doz. Complete set K of illustrated price lists mailed to any re-seller on application.

LEO KAUL IMPORTING AGENCY, Inc.

115-119 K South Market St. Chicago 6, Ill.

CONCESSIONAIRES

If you are with a Carnival, Park or Circus it will interest you to know that we are in a position to help you solve your Merchandise Needs. We have items suitable for all Concessions—Plaster Novelties, Blankets, Textile Goods, Slum, Glassware, Canes, Novelty Hats, Cosmetic Articles, Dresser Sets, Dolls and Stuffed Toys, Glasbake and Fire King Cooking Utensils, Billfolds, Notions and all leading items for a Bingo Stand. Our New 1944 Price List listing hundreds of different items is now ready—write for one today.

WIS. DELUXE CO.

1902 No. Third Street

Milwaukee 12, Wis.

Pin-Ups

12 GORGEOUS GLAMOUR GIRLS



GORGEOUS! GLAMOROUS!
WITH SALES APPEAL, PLUS!

12 glamour girl pin-ups! Each one lovelier and livelier than the last! 12 full-color prints—reproductions of the original Elvgron paintings. Prints are bound in portfolio, but tear out with clean edge for framing. Each in convenient self-mailer that will go anywhere. B31L52—Per Dozen Portfolios, \$3.60. Send 25% Dep. with Order, Bal. C.O.D.

Hagn JOSEPH HAGN COMPANY
WHOLESALE DISTRIBUTORS SINCE 1911
217-223 WEST MADISON ST., CHICAGO 6

Popular Items

Gloom Chasers

An old item but always a good one are the glove dolls which perform according to the whims of the wearer's fingers. Kids and grownups alike get a kick out of working them and watching others. I. B. Wolfset, New York, has some new characters made of new materials with easy-to-operate composition heads specially designed to fit all sized fingers.

Flatware

Formerly not easy to find are the specials Joseph Hagn Company is offering. There's a line of teaspoons, soup-spoons and forks, silver or chrome-plated on steel base, and two sizes of spoons, forks and dinner knives in solid stainless steel. In time for April Fool's Day the firm has some imported rubber jackknives too.

New Ration Holders

Pockets for the plastic ration tokens are a new feature of the ration-book holders put out by Essway Manufacturing

SPECIAL VALUE

Glass Coasters, 4 in. round... **2 1/4 ea.**

(Gro. \$3.24. Ship. Wt. 34 Lbs. No Less Sold.)

Other Big Values in Our New Lists of
GLASSWARE
U. S. SLUM
CHINA NOVELTIES

BALL GAME SUPPLIES
BINGO MERCHANDISE

Ask for lists by name and state line of business. C. O. D. orders shipped same day if accompanied by 25% deposit.

LEVIN BROTHERS

TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders



31 AMERICAN LEIS, Gross \$3.25.

32 AMERICAN LEIS (large), Gross \$6.50

We carry a complete line of Plastic Slum, Glassware, Metal Slum, Buttons. All slum from \$1.25 Gr. up. Canes, Batons, Swaggers, Hat Bands, Baseballs, Felt Hats, Wallets, Fountain Pens, Beacon Blankets, Stuffed Animals, Dolls and a complete line of Bingo and Carnival Merchandise.

NO CATALOG THIS SEASON

M. GERBER, INC.

Underselling Streetmen's Supply House
505 Market St., Philadelphia, Pa.

'LUCKY HORSESHOE RING'

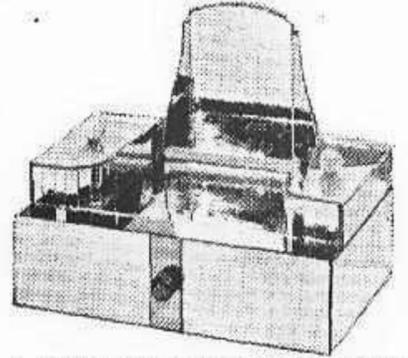


Made from highly polished Monel Metal.
*Hand made.
*Hand engraved.
Limited Supply—Place Order Now. High Quality—Low Price.
SAMPLE, \$2.50.
DOZEN, \$24.00.

CLIFF WILSON DISTR. CO.
231 D Street LAWTON, OKLAHOMA

VANITY CHESTS

NEW!!! DIFFERENT!!!



A quality product—complete with Swivel Back Mirror, 2 Top Compartments and large Drawer. Sturdily constructed.

#200—MAHOGANY GRAIN VANITY
\$29.95 Per Dozen
\$28.20 Per Dozen

In 3 Dozen Lots; Minimum Order 6.
#300—BLUE AND SILVER VANITY
\$27.80 Per Dozen
\$26.80 Per Dozen

In 3 Dozen Lots; Minimum Order 6.
10% Discount on Gross Lots If Full Amount Is Sent With Order

CEDAR CHESTS

Beautiful design, rounded top, with etched mirror inside lid. Packed with chocolates.

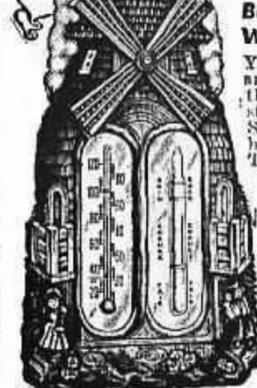
\$2.00 Each in Gross Lots
1/2 Gross, \$2.15 Ea.; 3 to 6 Dozen, \$2.25 Ea.; 1 to 3 Doz., \$2.35 Ea.; Sample \$2.50.

Write for Circular and Price List on Empty Chests and Other Models.

Prices F.O.B. Detroit. No Orders Sent Without 25% Deposit, Balance C. O. D.

NOVELTY CHEST AND SALES CO.
3750 Rochester St. DETROIT 6, MICH.

Now! You Can Tell The Weather 24 Hours in Advance



Be Your Own Weather Man **50c**

Your customers are sure to want this item. Handsome carved-style Barwood 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

ILLINOIS MERCHANDISE MART
Dept. AL-7, 500 N. Dearborn St., Chicago 10, Ill.

NEW GIVEOUT ITEM

For all games, \$11.00 Gr. Samples, 50c (stamps). Water and Crushproof Lois, \$3.00 Gross. Canes and Slum.

UNGER SUPPLY CO.

567 Harrison St. CHICAGO 7, ILL.

KNITTING BAGS SELLS FOR \$2.98



Tapestry, Brocade, Beau Designs. Size 12x19. Samples \$2—plus postage. SHOPPING BAGS
Linen, Cretonne, Size 14x20. Sells for \$1.98. Samples \$1.85—plus postage.

ART BAG CO. 200 E. 82
NEW YORK 28, N. Y.

METAL PIN BACKS REDUCED



Minimum order one gross, \$2.00 per gross; 10 gross lots, \$1.75 per gross, 1 inch only. No C. O. D. or sample.

H. MALINA
81 E. Market St., Wilkes-Barre, Pa.

Spring Specials for EASTER BUSINESS



LUMINOUS RELIGIOUS FIGURES, FLOWERS & NOVELTIES

By Nite Glow.



- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| Large Ass't. Saints & Figures, 12" . \$2.25 Ea. | Mother Cabrini, 7 1/2 x 3 1/2" . . . \$6.50 Doz. |
| Bust of Ecce Homo & Mater Dolorosa in fitted cut-out boxes 8.50 Doz. | Holy Mother & Child 4.75 Doz. |
| Statues of St. Theresa, Lady of Grace, Lady of Lourdes, Infant of Prague, Sacred Heart, St. Joseph, St. Anthony, 8" 6.50 Doz. | Crucifix in Plaque with hanging hook, 6" x 3 3/4" 4.25 Doz. |
| Above Statues in 6 1/2" height 4.50 Doz. | Ass't. Large Animals 4.00 Doz. |
| Above Statues in 5" height 3.60 Doz. | Ass't. Small Animals 3.60 Doz. |
| Crucifix in Relief, 9" 6.50 Doz. | Dancing Girl 3.60 Doz. |
| Large Bust of Christ, 7 1/2" x 4" 6.50 Doz. | Bust of Gen. MacArthur 3.60 Doz. |
| Crucifix & Ass't. Saints in Altars, 5 3/4" x 4 1/2" 6.50 Doz. | Infant on Cross (Christ) 3.60 Doz. |
| Statue of Nativity, 4 1/2" x 3 1/4" 6.50 Doz. | Small Nativity, 3" 3.60 Doz. |
| Sitting Madonna & Child, 6" x 3 1/4" 6.50 Doz. | Replica of Pope Pius XII 3.25 Doz. |
| | Small Crucifix, 4" x 2 1/2", with hanging hook 2.75 Doz. |

★ ★ ★ ★ ★

- | | |
|-------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| Large Gardenia with Bud \$3.60 Doz. | Velvet Hair Bow on Comb with Luminous Gardenia \$3.75 Doz. |
| Acetate Hair Bow on Comb with Luminous Gardenia 4.25 Doz. | Velvet Ruffle Hair Bow on Comb with Luminous Gardenia 4.25 Doz. |
| Novelty Silk Hair Bow, with Gardenia, All Colors 3.25 Doz. | Double Velvet Hair Bow on Comb with two Luminous Gardenias 5.00 Doz. |
| Silk Ruffle Hair Bow on Comb with Luminous Gardenia 4.00 Doz. | Luminous Roses 3.60 Doz. |
| | Luminous Boutonnieres 12.00 Gr. |

1/3 Deposit, Balance C. O. D., F. O. B. New York. Immediate Delivery Guaranteed.

NITE GLOW PROD. CO. 105 W. 47th STREET, NEW YORK 19, N. Y. MEDALLION 3-5794

Company. Two styles are offered in red, blue, brown or green genuine leather. Even if their old holders aren't worn out, housewives want to keep their books and token-change together now.

Carnival Goods

Jerry Gottlieb, Inc., New York, has a complete line of merchandise for carnival and park sales, ranging from stuffed toys, jewelry, figurines, blankets, dresser sets, glass kitchenware, carving sets, and what will you have, mister. Immediate delivery is promised.

Insignia Guide

King, Larson & McMahon have a fast seller in their insignia "encyclopedia," a circular chart which tells at a glance every rank of every branch of our armed services. No more of this "What kind of a sergeant is he," with one of these!

New Pull Toy

Air-minded youngsters will go for the addition to the Woodette line. It's a wood helicopter, precision built, and as the toy is pulled along the floor the propeller blades spin.

WOOD JEWELRY

Lapel Badges • Pendants • Pins • Photo Lockets • Gold Wire Mother Hearts

Send \$10.00 For Sample Assortment Or Write for No. 43 New Catalogue

Charles Demec WOOD PRODUCTS

PHONE 116 E. WALNUT ST. LOCUST 1913 MILWAUKEE, WIS.

JUST OUT! BRAND NEW CATALOG

Full of Jewelry, Earrings, Engraving Jewelry, Carnival Merchandise, Tricks, Jokes, Gifts and complete General Merchandise.

Write for your copy at once while stocks are complete

SCHREIBER MERCHANDISE CO.
1001-3 Broadway Kansas City 6, Mo.

GENUINE AROMATIC CEDARWOOD HEART AND PENGUIN JEWELRY

SEND \$10.00 FOR 40 ASSORTED Ready for Engraving Mailed Immediately

JIFFY

189 1/2 W. 4th St., Waterloo, Iowa

BINGO MARKERS FOR SALE

Heavy Paper, Limited Supply, Minimum Order, 100 lbs., 50¢ pd., F.O.B. Ocean Park, Calif. Fifty Per Cent Deposit Required With Order.

Samples on Request. Write

EMPIRE AMUSEMENT CO.
BOX "C," OCEAN PARK, CALIF.

VERD-A-RAY

ARE YOU FAMILIAR WITH THE NEW INCANDESCENT LAMP? WRITE FOR DATA

SAVE ELECTRIC CORP., Toledo 5, Ohio

CONCESSIONAIRES! NOVELTY STORES! HEART LOCKETS are in demand!

Easter

No. 613 - 1/20 10 Karat Gold Filled Sterling Silver Large Heart Locket with white Pearl Center and Wire Work

Fob. \$33.00 Doz.

No. 622 - 1/20 10 karat gold filled, hand engraved locket with gold plated sterling silver Neck Chain.

\$36.00 Doz.

No. 620 - 1/20 10 Karat Gold Filled Sterling Silver Locket and Gold Plated Sterling Silver Neck Chain. Mother of Pearl Center.

\$32.50 Doz.

MURRAY SIMON

109 S. 5th St., Brooklyn, N.Y.

1/3 DEP., BAL. C. O. D. F. O. B. BROOKLYN

SOLD FOR RESALE ONLY!

SEND FOR COMPLETE CATALOG!

Cellophane Covered

CAMPAIGN RIBBONS for ARMY & NAVY MEN

Sterling Silver Brooch
packed individually boxed, \$4.25 Doz.

1/4 Deposit, Balance C. O. D. Send for Complete Folder.

MANHATTAN GLOVE & NOTION CO. 27 Orchard St. NEW YORK CITY

WHOLESALE DISTRIBUTORS OF Belts - Chevrons Sterling Silver Novelties

ARMY and NAVY CAMPAIGN

Ribbon Bars, Single Double and Triple Official Insignias Of U. S. Navy and U. S. Army

All Styles of Official Aviation Wings

Sweetheart Pin
Sterling Silver, safety catch,
\$1.10 Each

WOMEN WANT ...

Florita WALLETS

MEET THE DEMAND—CARRY FLORITA

It's fast-selling and profitable! Florita's the new style concept:

- Gay colors in authentic Aztec.
- Snap button change purse.
- Ample room for tokens, photos and passes.
- Neat and compact—with snap button closure.

Individually boxed in assorted feminine colors \$1.50 Each . . . \$16.50 Doz. 1/3 Deposit—Balance C. O. D.

ORDER TODAY!

FASHION FADS · 1265 BROADWAY, NEW YORK 1, N.Y. DEPT. B-B

Merchandise Trends . .

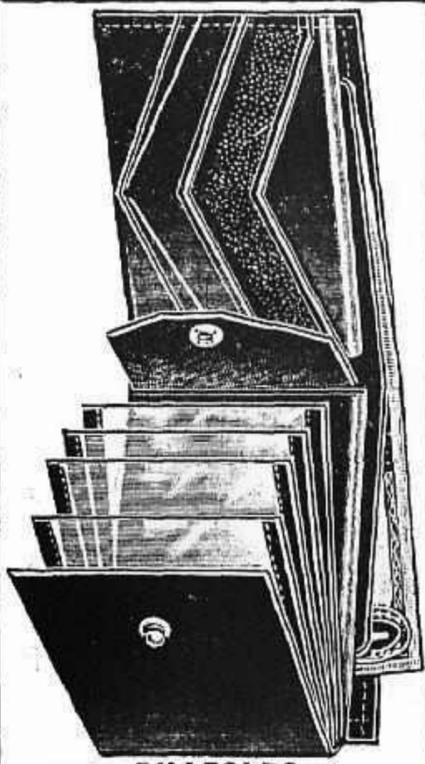
By CAROLINE ASPRAY

CHICAGO, March 18.—American small business, concerned about the effects of war and its ability to weather the duration, are interested in the way British shops have managed to hang on under more severe conditions. A recent canvass of English retailers covering department stores, chains and small independent shops revealed that, sometimes to their own surprise, merchants are not doing so badly. Four and a half years of war has seen a loss of personnel and inventories, but there has been only a 7 per cent decrease in the number of stores operating. With staffs and stock about half the pre-war level, the stores find that the quick market, reduced overhead expense and cutting down of service to customers are seeing them thru to the time, perhaps years after peace, when labor and material limitations are lifted. When it appears that small business here is being neglected merchants can look eastward and then go to work again to prove that we can take it too.

NEW GAME RAGE.—A good many signs point to the revival of cribbage as the new card game fad. It's been a long time since gin rummy took over, and the public is about due for another game. A New York distributor is ready for the demand with a patented cribbage board to assure easy and accurate scoring.

WATCH IMPORTS.—Reports are that the Swiss National Bank, with governmental approval, will double its release of francs against dollars for watch manufacturers. This means that transportation difficulties, rather than Swiss export restrictions, will be the key factor to bringing in as many watches as were imported last year. Up to this writing statistics on the volume of Swiss watch imports have not been released by the Department of Commerce. . . . A survey recently showed that a majority of retail jewelers found army PX watch sales did not threaten their business; most dealers said shortages are the chief reason.

HOME JUKES.—One Philadelphia store expects the phonograph with automatic record changer to boom after the war and is exhibiting a recreation room for the home with phono records as a chief decorative motif. The records, thumb-tacked to the wall with glass push pins, are framed by cutouts of thin



BILLFOLDS

Genuine Calf Leather Billfolds with double compartment for bills, cardcase and four window pass holders with snap buttons. Comes in black or brown individually boxed. Sample \$3.25
10 for \$30.00



MUSICAL POWDER BOX

Plastic composition comes in assorted tunes. Beautiful colors gold trimmed with medallion top. Sample \$3.50; 10 for \$33.00.

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. BB103 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.

ROHDE-SPENCER CO.
223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS

HAND BOOKS

On Sports, Tricks, Magic, Self-Taught Languages, Fortune-Telling, Judo, Chess, Checkers, etc.

Hundreds of different titles

Write for Complete List No. 10.

PADELL BOOK & MAGAZINE CO.
830 Broadway
New York 3, N. Y.

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-R, Spencer, Ind.



IT'S A KNOCK-OUT!

This handsome Horse-Shoe Ring, band made, hand engraved, is a **KNOCK-OUT!** Shoe and shank

of everlasting Monel Metal is **GUARANTEED 20 YEARS.** Inlaid with simulated pearl. Price only \$24.00 per dozen. Sample \$2.20, excise tax included. Jobbers—write for full details.

UNITED JEWELRY CO.
BOX 388 WHEELING, W. VA.

BINGO

SUPPLIES—CARDS—PLASTIC MARKERS

Write for Bulletin

AMUSEMENT INDUSTRIES, Box 7, DAYTON 1, OHIO

Continental

Write for these items

- GLASS**
#3893—Glass Coaster Ash Tray \$3.50 Gr.
#7889—Sq. Glass Ash Tray 3.80 Gr.
#3871—Footed Glass Nappy. 4.32 Gr.
- SLUM**
#2300—Plaster Animals \$1.50 Gr.
#1698—Comlo Hat Bands 1.75 C
16.00 M
- NOVELTIES**
#2771—50 Ligne Comlo Buttons \$22.50 M
#2768—70 Ligne Comlo Buttons 4.50 O
40.00 M
#1897—Comlo Felt Yodler Hats with Feathers 12.00 Gr.
#8600—Felt Robin Hood Hats with Feathers 12.50 Gr.
#1827—Felt Spanish Hats 27.00 Gr.
#1875—Pin Wheels 9.50 Gr.
390—Hawellian Lels (10 Gr. Lots, \$3.50 Gr.) 3.75 Gr.
- LAMPS**
#6864—Crystal Boudoir Lamp with Shade \$1.85 Ea.

Continental
Distributing Co.
822 N. THIRD ST.
MILWAUKEE 3, WIS.

GREETINGS

FROM

GOLD SEAL NOVELTY

Recognized Headquarters the Best Buys in
MIRRORED CEDAR CHESTS
MIRRORED VANITIES
and Special Deals in High-Grade
CHOCOLATE ASSORTMENTS.
Always Glad To Hear From Old Friends.

GOLD SEAL NOVELTY

809 W. MADISON ST. CHICAGO 7

HERE'S A HOT ITEM!

FOR JEWELRY STORES, ENGRAVERS, CONCESSIONAIRES, PX STORES, NOVELTY & SOUVENIR STORES. Retail at \$3.98.

Smash

LIMITED QUANTITY

Beautifully Engraved GOLD PLATED LOCKETS With Chain



Each in Velvet Pad Box and Cellophaned, Space Inside for 2 Photos
First Come—First Served

ACTUAL SIZE

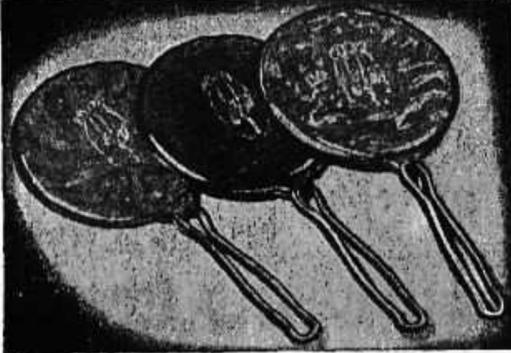
\$10.80 PER DOZ.

PHONE—WRITE—WIRE

25% DEPOSIT, BALANCE C. O. D. SAMPLE PREPAID \$1.00.

ADELE, INC.
1554 Broadway
NEW YORK 19, N. Y.

ALSO A LIMITED QUANTITY OF GOLD PLATED LOCKETS HEART SHAPED \$12 PER DOZ. While They Last



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

IMMEDIATE DELIVERY GUARANTEED!

WE ARE UNUSUALLY WELL STOCKED AND ABLE TO SERVICE YOU IN ANY QUANTITY WITHOUT DELAY.



5-100 SWEETHEART Diamond Ring Sets

10-K. Gold Mounting

- 8-100 1-Diamond Engagement Ring, 3-Diamond Wedding Ring \$4.50
- 8-200 3-Diamond Engagement Ring, 3-Diamond Wedding Ring 6.00
- 8-300 3-Diamond Engagement Ring, 5-Diamond Wedding Ring 8.25

Beautiful Box, specially designed for the above Sets, can be furnished upon request for an additional charge of 40¢ per set.



D400—3-Diamond Dinner Ring, selected crystal Diamonds \$5.25

SUPER JEWELRY MFG. CO.
45 Astor Pl. New York 3, N. Y.

fiber board or heavy cardboard. There are plenty of musical novelties and phono accessories the merchandise trade has to offer to be used in such a home music room.

FAIR TRADE BILL.—The New York State Senate passed the "fair trade" bill, but there are no reports of further action; the governor might veto the bill if it gets to his desk. There are now 45 States with so-called trade laws, which have been used chiefly to permit producers of trade-marked goods to set resale prices by contract with retailers. The anti-trust division of the Department of Justice has been fighting these price-maintenance aspects of State laws for years.

CHINAWARE AT WAR.—The WPB reported that 37 per cent of 1943 china shipments went to war orders, which explains why distributors have to wait so long for deliveries. Shipments to institutions were about 30 per cent higher during the last quarter of '43 than during the first and second periods. Manufacturers hope to maintain their rate of supply on preferred orders.

POST-WAR APPLIANCE SALES.—Westinghouse's planning committee estimates that in the first five years after government restrictions are lifted, there will be an increase of 78 per cent in appliance sales. Percentages range from 818 per cent for electric dishwashers to 66 per cent for miscellaneous appliances and 48 per cent for refrigerators. All of which makes very cheerful reading, but what happens after that first five years? The planning committee decided upon a policy of fewer dealers in the post-war period and a determined effort to end courtesy discounts.

QUICK WORK!—The high-fashion magazines that simply dote, my dear, on being a year ahead of the styles said only a few months ago that lighter lacier costume jewelry was a new trend. And already at least two volume jewelry manufacturers have brought out lines of pins, clips and other gew-wags as fine and airy as the old pieces were heavy and bulky. In time for the Easter trade, too.

HUP! HUP!—Marching orders from Washington include another interpretation of L-219 on consumers' goods inventories in which the following are listed as consumers' goods: Cameras, picture frames, roll films, stationery used in printing to customers' order, binoculars, sunglasses, custom-made fur coats, leather (See Merchandise Trends on page 73)

PREPARE FOR MOTHER'S DAY NOW

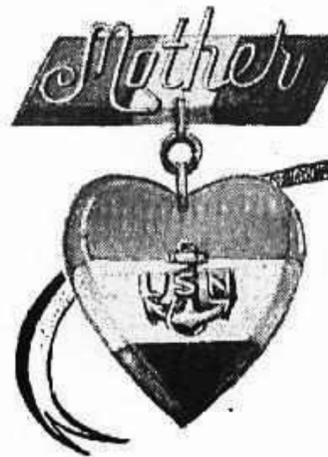
with these 1944

TREND CREATORS!



No. 491—Genuine Mother of Pearl Heart with wire work of Rolled Gold Plate on Sterling Silver Base. Carded, \$4.20 Doz.

No. 819—1/20 10 Karat Gold Filled Sterling Silver Hand Engraved Heart Locket with Wire Work Fob. \$33.00 Doz.



No. 503—Red, White and Blue Plastic Bar and Heart with hand-made lettering of Rolled Gold Plate wire on Sterling Silver base. \$9.00 Doz.

1/3 DEP., BAL. C. O. D.

SEND FOR CATALOG!

TREND CREATORS

1265 BROADWAY

NEW YORK, N. Y.

SALESBOARD OPERATORS CHOCOLATE CANDY DEAL

Deal Consists of 16 Beautiful 1 Lb. Boxes. 12 Attractive Stationery Desk Folders, Including Stationery and Envelopes. Beautiful Cedar Chest Packed With 2 Lb. Stuffed Glazed Fruit. Price Per Deal . . . \$21.50 10 Deals or More, \$20.50 Each This Includes 1,000-Hole Board. TOTAL PROFIT, \$29.50 PER DEAL.



DELICIOUS 1 LB. PACKAGE OF GLAZED FRUIT. Cellophane-Wrapped, \$7.80 Per Doz. 2-Lb. Packages \$15.00 Per Dozen.

CEDAR CHESTS

Packed With 2-Lb. Glazed Fruit, Minimum Shipment 1 Dozen, \$2.65 Each.

25% Deposit With Orders, Balance C. O. D. All Prices F. O. B. Detroit.

G & K SALES CO.

1911 TAYLOR AVE. DETROIT 16, MICH.

USA



CHEVRON PINS

Each on Jewelers' Tissue Card marked 14 Kt. Gold Plated. Available in all ranks—P.F.C., Crp., Sgt., T4, T5, Staff, Tech. & Master Sgt., 1st Sgt., 1st & 2d Lieut., Capt., Major, Lt. Colonel; also Navy and Marine Ratings.

One dozen of a number to a package.

\$45 Per Gross

\$3.90 Per Doz. 1133 Broadway

- #182 Sterling Silver Gold Plated Anklets. 6 to a display card. \$ 7.20 Dz.
- #183 Gold Filled Anklets as above. \$ 9.60 Dz.
- P825 Round GENUINE Mother of Pearl Locket w/18" neck chain, boxed. \$10.80 Dz.
- P825NF Same as above w/Mother, Sister, Sweetheart name. \$12.00 Dz.
- G825 Round Gold Plated Locket & Chain. \$ 9.60 Dz.
- G825NF Round Gold Plated Locket w/name fob. \$10.80 Dz.
- #112 Heavy Sterling Ident. Bracelet. .075 stock. \$ 4.00 Ea.
- Plastic Ear-Back Rhinestone Earrings. 50 Gross. Closeout. \$12.00 Gr.
- #322 Sterling Gold Plated Engraved Heart Locket. Lg. Size. \$36.00 Dz.
- #320 Small Size as above. \$33.00 Dz.
- #P826 Brass Gold Plated Heart Locket, Genuine Mother of Pearl Top. \$18.00 Dz.
- #30 Sterling Silver Gold Plated Baby Book Locket w/Mother of Pearl Top. \$18.00 Dz.
- #P812 Gold Filled 1/20th 12 Kt. Pearl Heart Locket. \$36.00 Dz.

25% deposit with order, balance C. O. D. unless rated.

ORDER BY NUMBER—IMMEDIATE DELIVERY

Special Deal for Listed Jobbers

SYD GOLDFARB

New York 10, N. Y.

RIGHT NOW

As Always

Your Dependable Source of Supplies for—

BINGO - GRIND STORE - BALL GAME - STOCK STORE MERCHANDISE

If It Can Be Had . . . We've Got It! Tell Us Your Needs. Catalog Later.

CASEY

1132 S. WABASH AVE.

CHICAGO 5, ILL.

When in Baltimore Stop In and See KRAVITZ & ROTHBARD

1149 E. Baltimore St.

Complete Line of Plaster, American-Made Leis, Slum, Novelties, Jewelry

WE WILL HAVE A COMPLETE NEW PREMIUM CATALOG FOR 1944

READY ABOUT MAY 1

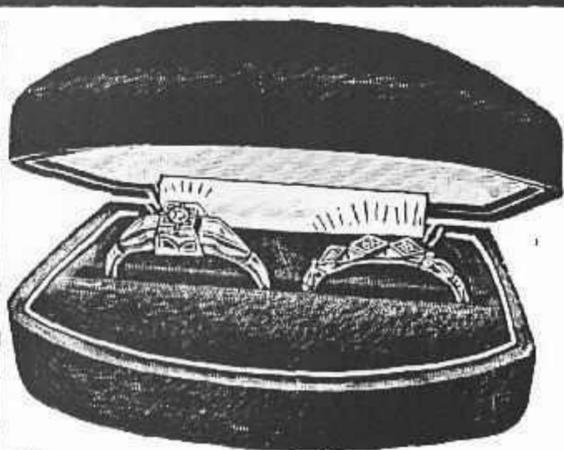
In the meantime send us a list of your requirements and we will answer at once. Thank you. (We Buy Used Cork Guns, Pocket Knives, Clocks, Lamps—Pay Top Prices.)

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.



Mother

Gold Plated on Sterling Silver



BEAUTIFUL PEARL PENDANT. Boxed, with Mother, Sweetheart or Sister wirework. Insignia for all branches of service. M1263—Per Doz. \$6.00.

10K GOLD 4-DIAMOND SET. Beautifully boxed. M1518—Set, \$4.90. Per Doz. Sets, \$57.00.



LADIES' 10K GOLD RINGS. Six assorted stone colors. Two diamonds. M1562—Ea. \$7.00 Same in 14K, no diamonds. M1563—Ea. \$5.50



MEN'S 10K GOLD RINGS. Six assorted stone colors. M1217—Ea. \$6.25. Per. Doz. \$72.00. Same as above, with two diamonds. M1218—Ea. \$9.00.



MEN'S 4-JEWEL PIN LEVER WATCHES M5501—9¾ and 10½ Ligne. Ea. \$7.26

LADIES' 4-JEWEL PIN LEVER WATCHES M5502—6x8 and 5¼ Ligne. Ea. \$8.06

Terms: 70% Deposit, Balance C. O. D. 10% Excise Taxes will be applied unless a listed merchant.

TUCKER-LOWENTHAL

5 SOUTH WABASH CHICAGO 3, ILLINOIS

More Imports of Swiss Watches Depend on Ships

WASHINGTON, March 18.—The State Department had something to say on the subject of Swiss watches recently when officials conferred with agents of the Swiss government on the matter of imports. It was said the Swiss National Bank may soon announce that it will double its release of francs against dollars for watch importers and manufacturers.

The effect of this will be to ease Swiss export restrictions to such an extent that importers here may receive as many watches from Switzerland as were imported last year if transportation facilities are not disrupted.

The Swiss ship Mount Etna docked at Baltimore on February 17 with 32 gross tons of watches and watch movements, the first shipment to arrive since 1943. At that time it was announced that another vessel with a shipment should arrive in mid-March. But the plans for invasion of Europe may upset shipments at any time.

Meanwhile, financial papers report that American manufacturers increasingly fear the loss of post-war markets to the Swiss trade.

Small Users Considered In New Paperboard Order

WASHINGTON, March 18.—Firms that use two and one-half tons or less of container board per quarter will be exempt from the amended terms of WPB order M-290, the order having been made stricter because of critical shortages of paperboard.

The amended order gives WPB complete control over the distribution of paperboard packaging materials by allocating the supplies. All users of the board, above the exempted minimum, must apply for quarterly authorization to get supplies. Firms must indicate how much they have been using, what they need and how it will be used.

The WPB will allot available supplies to users according to the amounts of paperboard in sight. The shipment of supplies to the armed forces continues to make heavy demands on the supplies of paperboard.

Lumber has also been placed on an allocation system by recent order, but small users are also exempt from filling applications.

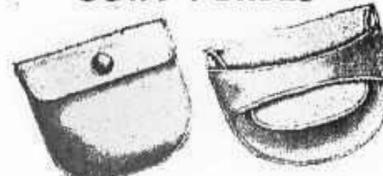
3" BEST SELLERS"

GENUINE LEATHER IDENTIFICATION TAGS



Come in assorted colors: Black, Brown, and Beige. 12 tags are mounted on a two color display card.

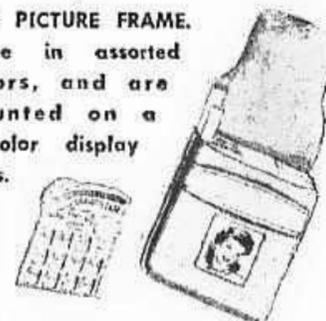
GENUINE LEATHER COIN PURSES



Will be in great demand for ration tokens. They come in assorted colors.

GENUINE LEATHER CIGARETTE CASES

with PICTURE FRAME. Come in assorted colors, and are mounted on a 2 color display cards.



R. A. GUTHMAN & CO.
600 W. JACKSON BLVD. CHICAGO 6, ILL.

SALESBOARD OPERATORS ATTENTION

1 Lb. Fruit and Nut Easter Eggs in Boxes, \$11.40 Per Dozen. 1 ¼ Lb. Easter Boxes of Candy, \$14.00 Per Dozen. Candy Bars and Gum. Deposit 25%. Write

HORTON SALES CO.
146 Thornton Ave., Youngstown, Ohio

CARNIVAL AND PARK SPECIALS

Our buyers have scoured the markets for merchandise
CARNIVAL SPECIALS U. S. MADE SLUM

	Per Gross		Per Gross
Hawaiian Leis	\$ 3.25	Paper Flag Bows	\$.90
Hawaiian Leis, Med. Size	3.75	Felt Wiscrack Pennants	.95
Hawaiian Leis, Lge. Size	6.75	Comic Paper Masks	1.00
Bamboo Canes	13.50	Engraved Wedding Rings	1.15
Jr. Chesterfield Canes	12.00	Shoe Laces	1.15
Straight Heavy Maple Canes	24.00	Muslin Flags on Sticks	1.15
Medium Size Plaster Dogs, Etc.	6.50	Plaster Dogs, Ducks, Etc.	1.25
Straight Wood Canes, Per 100	6.50	Plastic Thimbles	1.35
Animal Shaped Class Liquor Bottles, Per Case (36)	9.00	Cloth Flag Bows	1.35
U. S. Weighted Darts, Doz.	1.20	Lead Pencils	1.85
4 to 7 Inch Hoop-La Hoops, Doz.	.55	Humorous Mirror Folders	2.95
8 Inch Hoop-La Hoops, Doz.	.65	Whiskey Glasses	3.00
Shooting Corks, Per 1000	2.25	Class Tumblers	4.00
BINGO SPECIALS		Class Ash Trays	4.50
Lunch Kits, Each	\$.85	Mirror Memo Books	4.50
8 Pc. Fire King Cooking Set, Each	.85	Jitter Beans, Per Box (240)	1.70
7 Pc. Whiskey Set, Each	1.25	Puzzle Pictures, Per Bale (250)	1.50
Class Coffee Maker, Each	1.50	Comic Buttons, Per 100	2.25
Straw Horse and Rider, Doz.	6.75	Motto Buttons, Per 100	1.25
3 Pc. Fire King Mixing Bowl Set, Each	.40	Powder Puffs	3.00

Order from this ad. All prices F. O. B. Indianapolis. No order shipped C. O. D. without 25% deposit.

KIPP BROS., 117-119 S. Meridian Street, Indianapolis 4, Ind.

BOXED CHOCOLATES

In Connection With 1000 Hole Sales Board
18 POUNDS OF FRESH HIGH QUALITY CANDY

And one Constance Bennett Cosmetic Set—15 pc. Displayed in beautiful silk-lined box. This flashy item is used for the last punch prize and is the HOTTEST premium we have ever used. Board takes in \$50.00—Complete Deal Costs \$22.00—10 Deals or More \$21.50—F.O.B. Portland, Ore. 1/3 Deposit With Order—Balance C. O. D.

PACIFIC DISTRIBUTORS 132 SECURITY BUILDING PORTLAND 4, ORE.

STREET PHOTOGRAPHERS—IT'S NOT A SECRET

Remember those knock-out mounts the other man was using? THEY WERE KEYSTONE MOUNTS. Remember that HE was getting the customers and YOU were "at ease"? DO YOU want to be busy at your next "doing"? Then be stocked up with KEYSTONE MOUNTS. The sayings, designs and assortment we send you GUARANTEES to make every day a "big day." NO SHORTAGE OF STOCK AT THE KEYSTONE. Orders are filled promptly and correctly. Blackbacks, mounts and folders for the One Minute Men; mounts and folders for the 4 for a Dime. Let's all pull together and watch the results. How about it, buddy?

KEYSTONE FERROTYPE CO. 734 SOUTH ST. PHILADELPHIA, PA.

ANNOUNCING OUR 1944 LINE OF MUSICAL BOXES



We have a selection of Fancy Wood Musical Boxes priced at \$4.00 to \$10.00 each.

Write for circular and price list.

DECATUR INDUSTRIES
Decatur, Indiana



Heart Shape PILLOW TOPS

Made of Rayon Satin and Rayon Taffeta. Width 18", Length 17".

Made in effective, contrasting colors in any of the following verses: Mother, Sweetheart, Sister, Wife, Mother and Dad, Friendship, Forget Me Not, Remember Me, God Bless Our Home and for every branch of the service.

SAMPLES \$1.00

Write for Quantity Prices. Circular sent on request of items from \$4.00 dozen up.

Lerock Products Corp.
55 E. 11th Street, New York 3, N. Y.

Natural WIGS

FOR EVERY PURPOSE

HAND MADE STREET WEAR WIGS \$800 UP

MOHAIR WIGS \$125 UP

All Supplies for Kewpies, Dolls, Novelties.

write for FREE catalogue

SATISFACTION GUARANTEED OR MONEY REFUNDED

GRAND WIG and NOVELTY CO.

139 5th Ave., N.Y.C. - Aig. 4-1117



IDENTIFICATION BRACELETS

COSTUME JEWELRY

Demonstrators! Pitchmen! Engraving Jewelry, Signet Pins, Rings, Lockets, Military Insignia Jewelry. Immediate delivery. Samples \$10.00.

JACK ROSEMAN CO.
307 Fifth Ave. N. Y. C.



NOTICE

NITE-GLOW PRODUCTS CO.

has expanded by purchasing the business of the J. K. Novelty Co., 108 West 48th Street. Both businesses will be conducted under the name of

NITE-GLOW PRODUCTS CO.

AT
105 WEST 47TH STREET
MEDallion 3-5794 NEW YORK, N. Y.

FUNNY BUSINESS

NOVELTY FUN CARDS

Bigger and better sellers with big profits in Trick Stores, Newsstands, Penny Arcades, Park Stands, etc. Sample package and prices 10¢. Write today.

NATIONAL SPECIALTY SUPPLY CO.
Box 301, Cincinnati, O.

LADIES' FULL FASHION HOSE!

42 & 39 Gauge Sheers, Rayon Silk Hose. "Thirda." They run beautiful, latest shades, sizes 8 1/2 to 10 1/2. 1/2 dozen packing. \$3.25 per dozen pair. For sample dozen add .25¢ postage. Cash with order.

FALLS CITY MERC. CO.
BOX 305 NEW ALBANY, IND.

STAR-GLOW ANNOUNCES

OUR NEW SPRING FLOWERS AND HAIR-DOS

We Are Not Only Luminous Sprayers But Direct Manufacturers of Flowers. We Are Able Thus To Present Variations, Quality and Quantity in the Lowest Prices, Barring None.

LUMINOUS FLOWERS

No. 1—Medium Gardenias.....	Doz. \$2.75	No. 11—Victory Orchid.....	Doz. \$3.85
No. 2. Large Gardenias With Separate Buds, two colors.....	3.75	No. 12. Continental Orchid.....	4.50
No. 3. Royal Large Gardenias, pre-war rubber stem, fine quality, 2 colors.....	4.25	No. 13. Orchid of Paris, made of the finest color changing silk taffeta.....	4.75
No. 4. Imperial Gardenias, the finest in flower history.....	6.00	No. 14. Imperial Orchid, the finest in flower industry.....	6.00
No. 5. Corsage of Two Gardenias, 2 colors.....	5.00	No. 31. Corsage of Waterlilies.....	\$6.00
No. 21. Butterfly in velvet or in multi-colored material.....	\$2.75	No. 32. Corsage of Roses.....	5.00
No. 22. Hair-Bow, variegated colors, with glowing flower.....	3.00	No. 33. Corsage of Daffodills.....	5.25
No. 23. Corsage of Three Daisies.....	3.25		

Complete Samples of Above Numbers.....\$6.00

No. 41. Velvet Hair-Bands in many colors with two luminous flowers.....6.00 Doz.

Write for more information about our Hair-Band numbers. Any of the above flower numbers built on a comb, 75¢ extra per doz. Can also supply flowers un-luminated in any quantity.

No. 51. Assorted 5" Religious Figures.....\$3.50 Doz.

No. 52. Assorted 8" Religious Figures.....6.25 Doz.

No. 53. Assorted Animals and Novelties.....2.75 Doz.

We must apologize if there has been any delay in delivering orders
Through the enlargement of manufacturing facilities we are now able to make better and more prompt shipments.

STAR-GLOW MANUFACTURING CO. 1183 Sixth Ave., N. Y. 19, N. Y.

MILITARY PILLOW TOPS

20"x20" with fringe. Army, Navy, Marines, Air Corps, Signal Corps, WAC Insignias. Mother, Sister, Sweetheart, Friendship, Mother and Dad Inscriptions.

SPECIAL PILLOW TOP DESIGNS MADE TO ORDER!

AMERICAN & UNITED NATIONS FLAGS

ALL SIZES IN STOCK—WRITE FOR CIRCULAR

AAA FLAG & BANNER CO.

247 W. 34th Street New York, N. Y.



\$5.00 Doz.

Free mailing envelopes. Camp Name supplied free with orders for 2 gross or more. 1/3 Deposit, Balance C.O.D., F.O.B. N. Y.

"Personal Leather"

CHICAGO, March 18.—At a recent meeting of manufacturers of leather items here, it was decided to use the term "personal leather goods" in advertising, sales manuals and other trade literature instead of the former term "small leather goods."

The new descriptive term will refer to such items as billfolds, wallets, key cases, cigarette cases, utility kits and a number of other small leather pieces. Members of the industry at the meeting discussed the idea fully and decided that the new term would be more suitable and also more descriptive of the type of goods covered.

MERCHANDISE TRENDS

(Continued from page 71)

straps, metal bands, bracelets and attachments to hold a watch on the wrist, watch movements and cases, and mountings and unset stones. . . . The present quiet situation on the OPA front would seem to indicate that the agency is working like mad on the new price-control regulation based on stores' historical mark-ups which is to be discussed at the retail council meeting the latter part of this month. By the time merchants have made adjustments caused by the new excise taxes, they'll probably have to start in making changes again to conform to the new order. . . . WPB last week said any manufacturer experimenting in development of new products for future civilian markets could have priorities for regular "laboratory" work. A preference rating of P-43 was assigned for firms applying for materials to be used in experimental work. . . . Simplification of paper controls but no easing of restrictions is shaping up, WPB officials report. . . . The Federal Trade Commission on March 9 ordered that Exhibit Sales Company cease and desist from supplying salesboards to dealers, jobbers or retailers for use in the sale or disposal of merchandise. . . . Donald Nelson, WPB head, said last week that reconversion policies should not permit allocation of materials to new firms until established companies in the field are in a position to resume production.

Bang! A Hit!! "YANK BANK"

IDEAL GIFT FOR OLD AND YOUNG.

Ornamental Useful Coin Bank or Paperweight. Sized Like Baseball.



Can be emptied and refilled again. Army and Navy Stores want them. Attractive Red, White and Blue Decorations.

TWO-DAY DELIVERY—Packed in Cartons of 72

Individual Boxes of Red, White and Blue—Choice of Champion NEW YORK Yankees or St. Louis Cardinals.

Special Atlantic City, N. Y. Yankee Design—a sure HIT!

\$8.00 Doz.—\$43.20 for 72 in Carton

25% down, balance C. O. D., F. O. B. Asbury Park, N. J.

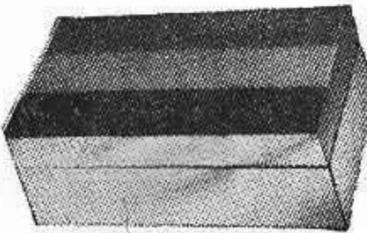
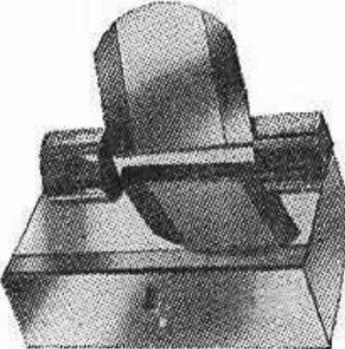
INDIVIDUAL BOXES Red, White & Blue

YANKEE PRODUCTS CO.
ASBURY PARK, N. J.

NEW! MIRROR BOXES with RED-WHITE-BLUE GLASS TOPS

All outsides mirror, with full sized mirror inside of cover which opens on metal hinges; has silken stop cord. Inside white with colored edges. Size 10 1/2 x 7 x 3 1/4 outside. Style #5.

Either Style \$27.00 Per Dozen FOB Chicago

NEW! ADJUSTABLE MIRROR BACK VANITY CHESTS

All exposed surfaces covered with mirror, trimmed in blue mirror. Has drawer 9x6x2 1/4. Chest is 10x7 outside and 8" high to top of adjustable back. Style #12. Write for complete catalogue.

H. CADY & COMPANY
2810 Lincoln Ave. Chicago 13

TIMELY EASTER NOVELTIES

CONSISTING OF EIGHT FIGURES

#101 Sacred Heart of Jesus	#105 Lady of Lourdes
102 St. Anthony	106 St. Joseph
103 Lady of Grace	107 Nativity
104 Little Flower	108 Infant of Prague

each individually boxed.

\$12 per doz.—1/3 dep., bal. C.O.D. F.O.B. N. Y.

NATIONAL NOVELTY MANUFACTURING COMPANY

155 West 46th St. New York 19



Glass dome 8 1/2" high.

SPOTLIGHT ON METAL TOYS

Toy Fair Adds Ray of Hope to Metal Outlook

Shift in war needs cuts use of paper—gives small increase in steel

NEW YORK, March 18.—Buyers attending the American Toy Fair at the Fifth Avenue Building and the Hotel McAlpin

here didn't say, "Hello, how are you," this trip—they said, "How's chances for metal toys?" Chief topic of discussion metal restrictions on the toy industry might be lifted in time to provide better toys for holiday selling this year.

Recent announcements that the War Production Board is considering allowing the use of metal in the toy industry again was a factor in more selective buying. If metal toys will be produced later in the year, stores want to reserve a good part of their budget allotments to absorb purchases of electric trains, bicycles, doll buggies and other kinds of play things which parents scoured the market for last Christmas. Opinion at the fair was that the report on possible use of steel for toys had created more optimism than the facts warrant. The meeting of the toy industry advisory committee with WPB officials just a week before the fair opened in New York certainly did not indicate that a return to metal production would supply any great

amount of iron and steel goods. Many of the metal toy manufacturers are now heavily engaged in war production and would not have the facilities available to resume output of their former lines, even tho the industry does not have the labor problems of a good many other fields. In the toy trade skilled labor is among manufacturers, representatives and store buyers was whether or not needed only in the tool shops, and older persons, women and high-school students can be employed for most of the working force.

WPB's discussion of allowing some metal to the toy industry was based on the current lumber and paperboard shortage, it was reported. Since the use of metal in toy production was stopped, manufacturers have shown great ingenuity and skill in supplying games and playthings made of plastics, fiber or paperboard and wood, and now these substitute materials are classed as critical materials while many types of iron and steel stocks are piling up. A member of WPB's steel division reported at the committee meeting that while the situation in these metals was encouraging at the present time, it is impossible to predict far in advance what will be available for civilian goods. Military demands can change the picture entirely, and to allow metal toy production now and then stop material allocations later would create more confusion in the industry than the present restrictions and use of substitutes has.

With so many toys, ranging from construction sets to pull toys, being made of paperboard the seriousness of the shortage of this material threatens the industry seriously now. With paperboard supply running about 20 per cent below demand, so that further restrictions on the use will probably become necessary, toy men are especially hopeful of allocations of iron and steel.

400 Exhibitors

Displays at the Toy Fair emphasized the fact that metal, rubber and even some plastic items have not been manufactured for over two years. Lines shown by about 400 firms featured wood, paper and composition toys. About 1,400 registrations were reported for the initial day, which is equal to first-day attendance of the 1943 fair. In spite of the tight supply situation and the fact that a majority of manufacturers were taking orders on an allotment based on last year's purchases, buyers were cautious, reporting that certain items made of

substitutes had given them plenty of grief and they didn't want to stock up on victory models. Even the faint possibility that metal sufficient only for strengthening of certain parts of toys, such as axles, wheels, etc., caused merchants to go easy on purchases of current models.

The toy industry estimated that unless permission is granted for production of some metal items, volume of 1944 output will drop about one-quarter under last year's figure of some \$200,000,000 at retail. It certainly looks as if Santa Claus stands a good chance of losing his rep with the younger generation next Christmas.

CLOSE-OUTS JOB LOTS Big Profits—Fast Sellers

Key Cases, leather, \$2.00 per 100; Sling Shots, \$2.00 per 100; Indian Beads in flashy envelopes, \$5.00 per 100; Calendars with Mirror, \$4.50 per 100; Convex Glass Pictures, \$2.50 per doz.; Religious Pictures, 16x20, \$10.00 per 100; Colored Man Religious Pictures, 16x20, \$10.00 per 100; 8 Pc. Glass Perfume Set, \$2.00 set; 7 Pc. Glass Council Set, \$1.00 set; Ash Tray Set, \$2.50 doz.; Plaster Book Ends, 60¢ pair; Shaving Mirrors, 60¢ each; Mirror Vanity Boxes, \$2.50 each. Photo Frames, glass: 8x10, \$3.00 & \$5.00 doz.; 5x7, \$2.25 & \$4.00 doz.; 4x8, \$1.50 & \$2.50 doz.; 2x3, \$1.20 doz. Double Frames, leatherette, 8x10, \$9.50 doz.; 5x7, \$7.80 doz. 5000 Ladies' Straw Hats, price on request. New job lots every week.

25% With Order, Balance C. O. D.

SMITH'S JOBBING HOUSE
1841 CHICAGO AVE. CHICAGO 22

SEA SHELL NECKLACES

Zebra Shell with multi-colors, solid string, 28 in. long, \$0.00 per dozen. \$6.00 for Bracelets. Pointers, 1 in. long, spiral shaped, in pastel colors, with plastic chain or silk cord 30 in. long, \$6.00 per dozen. Bracelets \$4.00.

MRS. S. MILLS
625 N. W. 8th Street MIAMI, FLA.

COMIC CARDS

Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 25¢ for sample cards and folder.

M & M CARD CO.
1033-1035 Mission St., San Francisco 3, Calif.

METAL SOCIAL SECURITY PLATES

Red, White and Blue colors, Eagle design. Limited quantities. Send 15¢ for Sample and Price List.

CHARMS & CAIN

Wholesale Dept.
407 South Dearborn St. CHICAGO 5, ILL.

ASSORTED BRACELETS AND ANKLETS

Sterling and Gold
Sample Dozen, \$5.22
CEDARWOOD JEWELRY
Animals, Birds, Hearts, Etc.
Sample Assortment, \$10.00.

MILLER CREATIONS

6628 Kenwood Ave. CHICAGO 37, ILL.

102 MAGIC TRICKS ONLY 15¢ DISTRIBUTORS WANTED

This new MAGIC book is a sensational seller! Tells how to do 102 different startling tricks. Fully illustrated. Big profit distributing to cigar, book, notion, novelty stores. Rush 15¢ for sample copy & distributor's price.

D. ROBBINS & CO., Newsweek Bldg., N. Y. C.

"Chip-Diamond" Rings In 10K and 14K Gold Mountings Unlimited Quantities



No. 3B56
10K Gold

No. 3B60
10K Gold



No. 3B201—10K Gold
No. 3B206—14K Gold

One chip diamond solitaire. "3" chip diamond wedding ring. 10K and 14K gold mountings. Individually or in sets. Other styles available.
(State your business)

HARRY PAKULA & CO.
5 N. Wabash Ave. Chicago 2, Ill.

10K GOLD
No. 3B60 Solitaire \$2.25 each Bulk
No. 3B56 Wed. Ring \$2.25 ea. Bk.
No. 3B201 Bridal Set \$4.50 ea. Box.
14K GOLD
No. 3B206 Bridal Set \$5.25 ea. Box.
Sizes 5-7

BEACON HAS THE GOODS!

★ RAPID NEEDLE THREADER

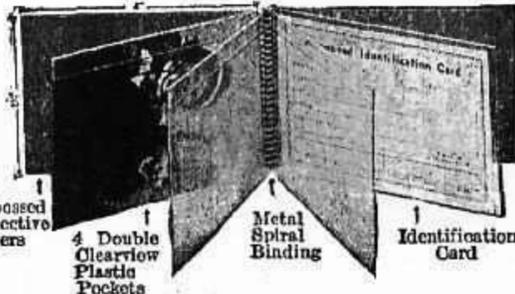


Beacon's newest Merchandising Marvel is a "PITCHMAN'S BONANZA." The Rapid Needle Threader (even the blind can use it) is made of finest cutlery steel. Packed in individual folders; sells nationally at 25¢ each; sell 10¢ for sample today! PRICE \$8.50 per hundred, which means YOU TRIPLE YOUR MONEY on this sure-fire, fast-selling item.

for IMMEDIATE DELIVERY

★ CLEARVIEW IDENTO-CASE

Easy sales with Beacon IDENTO-CASE; holds and protects 8 identification, social security cards, etc. Ideal Service Man's Gift; will sell at every Post Exchange, war plant, store, garage, home. Fits in pocket of blouse, vest, billfold or lady's purse. Fast easy seller. Double your money quickly.



Embossed Protective Covers
4 Double Clearview Plastic Pockets
Metal Spiral Binding
Identification Card

Sample 50c
Dozen \$3.50
Gross \$36.00

Cash With Order Will Prepay Your Delivery Charge.
25% Deposit on C. O. D.'s Shipped F. O. B. Chicago.

BEACON Sales Corp., Dept. B, 27 S. Wabash Ave., Chicago 3

Sterling Silver ANKLETS

OVAL PLACQUE — CURB CHAIN

\$6.25 DOZ. ★ \$72.00 GROSS

PACKED IN BULK

1/3 Deposit; Bal. C. O. D., F. O. B. Brooklyn

MURRAY SIMON 109 So. 5th Street
Brooklyn, N. Y.

INTRODUCTORY LISTINGS Covering All Items NOW READY

IF YOU ARE A SHOWMAN, PREMIUM USER, SPECIALTY MAN OR NOVELTY OPERATOR, WE WILL HAVE LIMITED STOCKS OF POPULAR NUMBERS.

ACME PREMIUM SUPPLY CORP.
3333 LINDELL BLVD., ST. LOUIS 3, MO.

LUMINOUS FLOWERS—EAR RINGS—
CRUCIFIX—PICTURES—Etc.

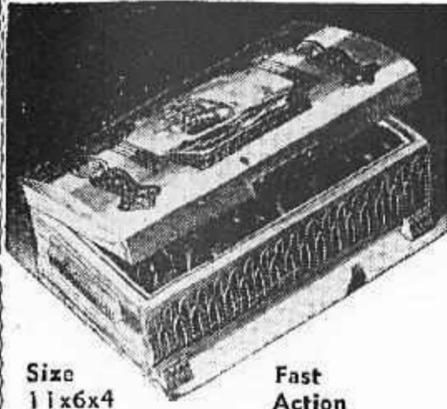
GLOW-BRITE IN THE DARK. NEW PROCESS.
SENSATIONAL SELLERS—WRITE TODAY.

GLOW-BRITE

1904 B PATTERSON AVE.

CHICAGO 13, ILL.

**Salesboard Operators
STUFFED FRUIT DEAL**



Size 11x6x4
Fast Action
31 Attractive Awards

Board has 10 sections . . . last punch in each section receives 1 lb. box of delicious STUFFED FRUIT. Last punch on board receives 2 lbs. of Stuffed Fruit in beautiful solid CEDAR CHEST—colored gloss finish paneled in center of ornately carved lid; full size decorated mirror when lid is opened. 1000-hole board takes in \$50.00. Cost of deal complete \$25.00.

CEDAR CHESTS, as described above, each with 2 lbs. of Stuffed Fruit . . . \$31.50 per doz. In 3 doz. lots . . . \$31.00 per doz. In 6 doz. lots . . . \$30.50 per doz. In gross lots . . . \$30.00 per doz. Sample Chest \$3.50 in full with order.

Delicious 2 Lb. Packages of Stuffed Fruit . . . \$15.00 per doz. 1 Lb. Packages of Same . . . \$7.75 per doz.
All Prices F.O.B. Chicago.
25% With Order, Balance C.O.D.

Earl Products Company
3650 W. Lexington St.
Chicago 24, Ill.

**Commerce Article
Calls Trade Press
Future Guidepost**

WASHINGTON, March 18.—In a current bulletin of the Department of Commerce, Corrie Cloyes, of the publication unit, summarizes the influence that earnings of workers are likely to have on the future markets for merchandise. The report concludes that people will want better goods in the future and that wholesalers and retailers will have to go after markets if they expect to keep pace with competition. Jobbers who sit back and wait for the post-war buying rush won't be in the market, it is asserted.

According to the report, "sales of the post-war period must be obtained by the various suppliers thru stimulating a demand. And they'll have to do a better job of it than ever before.

"But how can the business man well-nigh submerged in the daily act of business procedure prepare himself? For the majority there is little time, if any, for elaborate individual planning. Rather they must rely on others to draw up the blueprints and interpret them in practical advice.

Trade Papers a Guidepost

"A source that is becoming increasingly effective in spelling out possible improvements in post-war operations is the trade journal. Plans and suggestions for the future have become the No. 1 topic with these magazines. Their editors are studying all angles of the problem and culling out the best ideas on production, distribution, management and all the phases of stimulating demand thru better merchandising.

"Wise is the business man who takes time out to read his trade journal and any other material he can find on the subject with a view to applying suggested improvements to his own operations. Thus can he lay the foundation, in his mind at least, of being prepared for the difficult reconversion period."

**SALESBOARD
ITEM!**

We have available for the trade over 10,000 1 lb. Chocolate Covered Cream Loaves—all fresh stock! Packed 6 loaves to the carton.
Sample Dozen . . . \$5.00
12 Dozen Lots or More . . . 4.50 Doz.
36 Dozen Lots or More . . . 4.00 Doz.
If Desired in Individual Cartons, as Pictured, \$1.00 Extra Per Dozen.
Can Be Used in Conjunction With a 1000 Hole Salesboard!
Full Payment With Order. No. C.O.D.'s
RAKE COIN MACHINE EXCHANGE
2014 Market Street, Philadelphia 3, Pa.



**HANDMADE
LEATHER NOVELTIES**

Smart Looking—Sell on Sight
LEATHER COSTUME PINS available in 12 popular subjects: Horse Body, Horse Head, Scotty, Twin Dog Heads, Elephant, Deer, Sailor, Bunny, Bambi, Love Birds, Goose, Strawberries, \$6.75 Per Dozen.
FANCY COMB CASE, handmade leather pocket case with comb in shape of Boot or Glove. \$3.75 Per Dozen.
COMPLETE SAMPLE SET, \$8.00
All Prices F.O.B. New York. 25% Deposit Required on All C. O. D. Orders.

REX NOVELTY COMPANY
Room 1200 Temple Bar Building
44 Court Street Brooklyn, N. Y.

IT STARTS YOU IN BUSINESS—SELL TIES

Send 25% deposit, Balance C.O.D. Write for FREE wholesale catalog featuring complete line of ties and novelties.
Custom Made Ties, Sample Tie 25¢ . . . Doz. \$2.40
Hand Tailored Ties, Sample 40¢ . . . Doz. 4.20
Slide-on-Ties, Sample 40¢ . . . Doz. 4.20
DeLuxe Ties, Sample 80¢ . . . Doz. 7.00
Superb Ties, Sample 80¢ . . . Doz. 9.00
PHILIP'S NECKWEAR
20 West 22nd St., Dept. B-46, New York 10, N. Y.

FINE WATCHES

And Novelty Jewelry. Wholesale Only.
MARLENE SALES
105 N. Clark St. Chicago 2, Ill.



**WE DELIVER!
Introducing
JUMBO
BEAR**

ALL PLUSH!

Special for

**Carnival—Salesboard—Premium—Bingo
A Real Flash— NOTE THESE FEATURES:**

- ABOUT 26" HIGH, 20" WIDE
- ARMS & LEGS MADE OUT OF HIGH PILE BROWN MOHAIR WOOL PLUSH
- CHEST IN ASSORTED WHITE, BLUE, RED & TAN PLUSH
- SEWN-IN LEATHER NOSE

PRICE: \$48.00 PER DOZ. 5% Discount in Gross Lots

ALSO IN STOCK—IMMEDIATE DELIVERY:

◁ **ALL NEW LAMBSKIN ANIMALS** ▷

- No. 315—GLASSINE WRAPPED CHIKEE, 9"x7" . . . \$1.40 Each
- No. 316—STANDING SQUIRREL, 10½"x7½" . . . 2.50
- No. 310—STANDING DOG, 14"x10" . . . 2.75
- No. 311—SENIOR DOG, 16"x13" . . . 3.00
- No. 311A—JUMBO DOG, 17"x14" . . . 3.75

25% Deposit, Balance C. O. D., F. O. B. New York City

EAGLE TOY CO. MANUFACTURERS REPRESENTATIVES
246 FIFTH AVE. NEW YORK 1, N. Y.

**LARGEST 10c PACKAGE OUT!
MacARTHUR
CANDY and TOY**

Here it is! The General Douglas MacArthur 10c Package of confections and novelty. It's the largest package out today—3½"x5½"—beautifully done up in red, white, blue and gold. All confections in the box are individually wrapped and novelties are assorted to the case. Mail, Wire, Phone Your Order NOW! Immediate delivery.

One case, 100 boxes (sample order) . . . \$7.25
5 case lots . . . 7.00 per case
1/3 Dep., Bal. Sight Draft Bill of Lading Attached. F. O. B. Brooklyn, New York
JOBBERS, GET SPECIAL DEAL!
PIONEER SPECIALTY COMPANY
38 CROSBY AVENUE, BROOKLYN 7, N. Y.



Phone: Applegate 7-2640

Creators of Colorful, Comical

- GREETING CARDS
- JOKE CARDS
- JOKE NOVELTIES, BOOKS and BOXES Since 1935

Creators of "You Can't Take It With You," "Advice on Health," "To a Deserving One" and dozens of others. Write for details. Please use Business Letterhead.



MARCY MFG. CO., INC. 138 W. 17th St., New York

**Finest Assembled
MARMOT**

Mink dyed striped, with embossed fancy flowered lining. 25% with Unbeatable order, balance C.O.D. Very fast since F.O.B. seller. Big money maker. N. Y.
Also have complete line of other fur garments at lowest factory prices. Write for Complete Information and FREE PRICE LIST.

COHEN BROS. & SONS
145 W. 28th St. New York City, N. Y.

PLASTER

Due to scarcity of labor and materials our 1944 plaster will be an assortment of dolls, dogs, horses, etc., at 25 cents each. We shall not make any small or tiny plaster. O.D.T. says we cannot make deliveries, so COME AND GET IT. Always open.

COSIMINI CO.
Rafelgh 4856 Method, North Carolina.

CARNATIONS—FOR MOTHERS' DAY

No. 51—Carnation, Red, White, Pink, \$32.50 per 1000; \$3.50 per 100.
Prepared Green Foliage for Carnations, Per Lb. 50c.
Two Lbs. Foliage Required for 100 Carnations.
Send for Price List of All Flowers and Novelties.
50% Deposit, Balance C. O. D.

FRANK GALLO
Importer and Manufacturer

1429 LOCUST STREET ST. LOUIS 3, MO.



America's Latest Craze
ONE CUSTOMER ALONE SOLD OVER
\$80,000.00

Worth of our jewelry last year. Gift Shops, Novelty Workers, Beach and Park Operators, Camp Workers, get wise to those fast-selling

KILLER DILLERS

Sea Shell Necklaces, Per Dozen, \$2.40, \$3.00, \$3.60, \$4.50, \$6.00, \$9.00, \$11.40, \$18.00.

Sea Shell Bracelets, Per Dozen, \$1.50, \$1.80, \$6.00.

Sea Shell Earrings, Per Dozen, \$1.00, \$1.25, \$1.65, \$2.64, \$2.75, \$3.00.

Sea Shell Brooches, Per Dozen, 80c, \$1.00, \$1.25, \$1.65, \$2.75, \$3.00, \$4.20.

Sea Shell Ash Trays, Per Dozen, \$2.40, \$3.00, \$3.60, \$4.20.

FINDINGS

- 01 Jewelers' Brooch Pins, Per Gross\$3.00
- 02 Crystal Plastic Chain, Per Foot10
- 03 Crystal Plastic Clasp, Per Gross 1.50
- 04 Plastic Earring Clips, Per Gross 1.70
- 06 Printed Brooch or Earring Cards, per gr. 60; per 1000 4.00
- 07 Anilene Dye, per oz., Any Color60
- 08 Plastic Cement, per large tube, ea. 20c; per doz. 2.40
- 300 Plastic Disks for Earring foundation, gross.... 1.44
- 450 Plastic Disks for Brooch foundation, gr. 1 1/2 in. 3.00
- 451 Plastic Disks for Brooch foundation, gr. 1 7/8 in. 5.00
- 09 Crystal Plastic Screw Earring & Backs, gr... 3.00
- 002 DeLuxe, Double Crystal Plastic Chain, Ft.... .14

CLOSE OUT

ARMY AIR CORPS PILLOW TOPS, SATIN FRONT AND BACK
\$6.75 Value
200 Dozen Only
\$1.80 Per Dozen

Samples of Our Best Sellers, \$15 Returnable, 50% Cash With All Orders, Balance C. O. D. All Merchandise Sold With Money-Back Guarantee. Complete Price List On Request.

J. A. WHYTE & SON
 LITTLE RIVER, MIAMI, FLA.

DEALS
 A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By **BEN SMITH**

A deal operation is primarily local in character. It is therefore important that the operator post himself on local ordinances and on the attitude of the officials in town and the men and women who live there. Doing this he will seldom, if ever, get into trouble. Of course, when an operator pulls something which is definitely out of line—like misrepresenting merchandise offered, switching merchandise when cards are completed, forgetting to compensate the worker of the card or forgetting to deliver awards after collecting the take—he will and should wind up in the arms of John Law. That type does not belong in business

and the sooner he is run out the better. When an operator sets his deal properly he can make money anywhere, in towns where population is fairly limited and in cities where population figures run into the hundreds of thousands. When merchandise is awarded have consumer appeal and deals are pulled as soon as turnover shows signs of tapering off, the operator can always be sure of his share of the long green.

According to reports, mllady and her boy friend have been particularly receptive in recent weeks to the shorter fur garments—the fur jacket and bolero. Which is not at all surprising with warmer weather just around the corner.

We are willing to do our share in spreading the word on new merchandise if the manufacturer will co-operate by dropping us a line when he has something to offer. Each item illustrated on a salescard receives excellent publicity. And it doesn't cost the manufacturer a cent.

HAPPY LANDING.

PIPES
FOR PITCHMEN by BILL BAKER

Communications to 25 Opera Place, Cincinnati 1, Ohio

EDDIE DIEBOLD ... stopped at the desk to give out with the fact that he just concluded six weeks in Dayton, O., with one of the best—Ansel E. (Buck) Waltrip, promoter and press man for Polack Bros.' Circus, which showed there for a week. Eddie handled program and tickets to good takes. He added that he cut up jackpots with Doc and Ruth Livingston in Cincinnati. Eddie is now with an advertising deal tie-up with Station WKRC, Cincinnati, that should be good for nine months. Eddie asks for pipes from Doc Noid, Eddie Gillespie, Jimmie Billups, Eddie Meyers, Eddie Salem, Harry Rutherford and Walter Meuse.

TRY A LITTLE cheerfulness in your endeavors and you will find smooth takes.

LEE GRAHAM ... is now with peelers in a Cleveland 5 and 10-cent store and getting geedus. He also infos that he ran into Rafferty, "square-shooting" paper man in Canton, O., recently and that he mentioned being stuck up in a washroom of a pub there, losing only a bar of soap. Rafferty prides himself on his resemblance to Buffalo Bill and may join a show again, Lee adds.

DON'T GO AHEAD until you are set.

CY WALKER ... old-time pitchman, is back in circulation after his discharge from the army.

BIG AL WILSON ... cards that he will take his astrology to Boston in April and work Kresge's.

ARE YOU DISPLAYING the little Red Cross sign you received for your donation?

DEWITT SHANKS (KING JOY) ... cards from Bistol, Tenn., that he has been out of the game for a couple of years while working for the L. N. Berry

Company. He recently saw Chief Thunder Cloud at Morristown, Tenn., and reports that he was getting the gelt. The chief was headed for Detroit. Eddie Gone, med man, was at Knoxville recently, Shanks adds.

THOUGHTS WITHOUT ACTION are wasted energy.

T. O. (SENATOR) ROCKWELL ... is on the way to Los Angeles from San Francisco following a winter in Seattle. His blades have been put away for a while and it is possible that a circus will soon list him in its roster.

ALFREEDA ... is reported to be opening a night club in St. Paul about May 1. It will be known as the Sport Club.

THE REAL GOODS always pay dividends and the tip will come back for more.

MRS. ROBERT NOELL ... of Noell's Ark Show, Bedford, Va., asks for pipes from E. J. Franklin and family, Doc Ragget, Chappy Chapman and Morris Kahntroff. Bob Noell may be in the service as you read this.

START EARLIER and make more.

BUSTER DOSS ... has been discharged from the navy and will be back when the grass is green, he infos from Oklahoma City. His brother, Benny, is in the army.

WRITE THOSE PIPES now so our armed friends may know that you are keeping your profession active.

MADALINE E. RAGAN ... cards from Chicago that she is having carton and coupon address changes made to include her new post-office box number. (See PIPES on page 78)

SALESCARDS

You can get any style, size, type or shape of Salescard from us. We are the largest Salescard MANUFACTURERS and carry the biggest stock in the world.

You can get fine cards, fast service and lowest prices from us always. And you can also get special cards made to your own special design. Just tell us what.

FUND-RAISING TYPE DIE-CUT CARDS NOW AVAILABLE

Special: 600-Hole Big Display Push Cards with 6 Colored Sections only 1¢. You save plenty by using them instead of boards during paper shortage.

Get our free catalog listing hundreds of cards. Get it today. Write right now to

W. H. BRADY COMPANY
 Manufacturers

EAU CLAIRE, WISCONSIN

Salecards, Push Cards, Jackpot Cards, Bookboards

BUY WAR BONDS AND HELP SPEED VICTORY

GENUINE DIAMOND RING

Set in **SOLID STERLING SILVER**



\$27.00

Per Dozen Sample \$2.50 each

Other Unusual Offers:

FIVE SIMULATED DIAMONDS consisting of 1 Large Center Stone having a spread of about 3/4 Kt. diamond; also two stones on either side. \$18.00 Per Dozen. Sample Ring, \$1.75 Each.

THREE STONE SIMULATED DIAMOND consisting of 1 large center stone and one stone on either side, \$16.00 Per Dozen. Sample Ring, \$1.50 Each.

SOLITAIRE (1) SIMULATED DIAMOND, Large, Spread, \$15.00 Per Dozen. Sample Ring, \$1.40 Each.

Samples of these and other **HARD TO GET** numbers in **STERLING SILVER MOUNTINGS** —ALL FOR \$8.00.

Velvetized Single Ring Boxes, \$7.20 Per Gross. 25% Deposit On All C.O.D. Orders.

FIFTH AVE. JEWEL COMPANY

645 Fifth Ave., Dept. B.R. 4, New York 17, NY

Genuine Calfskin PASS CASE BILLFOLDS 67c
 All Leather—Brand New

CLOSE-OUT!

Supply Limited!

Order Now



This Great BARGAIN

Offered You by **AMERICA'S FOREMOST BILLFOLD MART**

Dozen Lots, \$8.40 a Doz. (70c Each)
 Gross Lots, \$8.00 a Doz. (67c Each)

Through a fortunate purchase we can offer just 50 gross of these highest quality, genuine Calfskin **ALL LEATHER BILLFOLDS** for as low as only 67c each. Each Billfold is equipped with 4 celluloid pass leaves. Closes with a metal snap fastener as shown. Place for identification in front—extra side pocket at other end. Beautifully sewn and cleanly trimmed. Finest workmanship throughout. Leather has good weight and thickness. All are of uniform high quality, assorted brown and black calfskin. You can't go wrong with these fine Billfolds at our low prices. Worth considerably more. We own Billfolds outright and are closing them out for quick sale. 50 Gross is all we have—they'll go fast—so rush your order. Send 25% deposit, balance C. O. D., plus postage.

ILLINOIS MERCHANDISE MART, Dept. AL-6
 500 N. Dearborn St. CHICAGO 10, ILLINOIS

Last Will and Testament of Adolph Hitler

(Copyright 1942)
 Printed in 2 colors with seal, 8 3/4"x11". Funniest thing you ever read. A terrific seller. . . . big profit. 100, \$2.00; 500, \$7.50. 6 Samples, 25¢. Full cash with order. Satisfaction guaranteed. We pay postage.

TRIAL ORDERS, 35 COPIES, \$1.00.
JAY-JAY CO.
 1603 SURF AVE. BROOKLYN 24, N. Y.

MEDICINE MEN

Write today for prices on our quality Tonics, Liniments, Salves, Tablets, Soaps, Herbs, anything and everything you need at lower prices.

The HOUSE OF DEPENDABILITY

If you buy from us your goods will always be shipped promptly. **PRODUCTS LIABILITY INSURANCE CARRIED**

BUY WAR BONDS
CELTONSA MEDICINE CO.
 CINCINNATI, O.

MEDICINE MEN

Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.) **GENERAL PRODUCTS LABORATORIES** Manufacturing Pharmacists
 137 E. Spring St. Columbus, Ohio
BUY WAR BONDS FOR VICTORY

PITCHDOM'S PLACE IN POST-WAR WORLD

By MADALINE E. RAGAN

THIS world is changing with streamlined rapidity and it can never go back to the crude days of the dark and recent past. Pitchmen, too, in order to succeed or even survive in the new world to be, must keep pace with this streamline advancement. The old order passeth, and all the king's horses and all the king's men cannot bring it together again.

There was a time when a pitchman was regarded as a menace to organized society, when he was socially avoided and when the pitchman, himself, thought of his kind as an unwanted element in the community. To a certain extent, that feeling is passing. But there is much to be done yet before the pitchman can truly say that he is respected as a useful member of society. Only the pitchman can bring about this welcome state of affairs. What I mean by that shall be made clear.

Pitchdom Likes Showbiz

As a pitchman (and I use that word to include women because both sexes are well represented) I have spent 20 years of my short existence traveling from one end of the country to the other. I have engaged in almost every phase of activity that can be included in the field of Pitchdom. At times I have participated, with much success, in the show business, which is really next door to the pitching game. A pitchman is really a combination of actor and salesman. Yes, he is much more than that. He is truly a one-man show. First, he must use mob psychology, and, thru his practical knowledge of human nature, gather his crowd together by what is known to pitchmen as the bally. The methods used range all the way from the handling of snakes, guinea pigs, monkeys and gila monsters to the more conventional means of the black-board lightning calculation. After the bally the pitchman must present a sufficiently coherent and logical and scientific mass of information to retain the hearer's undivided attention. Then the pitchman must close with a legal and inoffensive sales talk which we call the turn. Finally he must collect the money for his goods and pack up his working paraphernalia to be used for the following day. This, of course, does not include the fixing of the spot, and the preparation of the transportation to the field of operations. In the past the need for versatility was not so great, altho the head of the pitch show usually had to be versatile so that he could fill in any vacancy caused by sickness

or indisposition on the part of any member of the medicine show.

Stiff Sales License

Twenty years ago there was a sensational swing to health books. Hundreds of pitchmen all over the country gave book talks and sold millions of health books. Then came the sex talks

WHEN jackpots are cut up it's a pretty safe bet that Madaline E. Ragan will be mentioned. Her acquaintance in Pitchdom is as wide as the shore and border lines of the country.

Madaline Ragan admits to 16 years in the business. She will jump the green light whenever she senses the opportunity for big takes in any city in the land.

Early experience in vaudeville with her twin sister, Mary, gave her the incentive to carry on before the public. Her love for the crowds that she now holds spell-bound with her pitch can be attributed to her early stage experience.

Often sought out for advice and consolation by pitchfolk, she gives them authoritative information and comfort. Her foresight gives her the right to represent her profession in a forecast of her chosen lifework in post-war days.

In theaters, with the sale of pamphlets at the conclusion of the performance or lecture. A few years later, the cycle of interest swung to psyllium seeds. Pitch stores sprang up all over the country. The pitchman abused the situation, not only in pitch stores but on street corners and the markets and the medical authorities urged legal restrictions on all pitch activities. Thus was born the stiff sales license fees which made pitching in many places prohibitive, except for a few prosperous pitchmen who could afford the extra heavy fees. In many places pitching was forbidden altogether. Then came the department store and 5 and 10-cent store demonstrations, and practically every stationery pitchman (40-milers) were forced to become demonstrators, compelled to change their methods of handling crowds and products or else quit the business and confess failure as a pitchman. Even this new avenue of survival was becoming restricted when, lo and behold, the terrible war threw the world into a panic and caused many changes in the industrial life of the nation.

Many in War Plants

The places of young men drafted into the armed services had to be filled by those remaining behind. Men who had never been known to hold a job more than a few weeks were now frozen to their occupations. The appeal to help fill the places left vacant by the war was heeded by all classes of people. And, naturally, pitchmen also heeded the call of the national emergency. During the past two years of America's participation in the World War I have traveled back and forth, covering almost every State in the Union, and I found that the war has depleted the names in Pitchdom to a great degree. Many pitchmen are today in the armed forces of our country. A good many, I have found, are working in defense plants or in occupations essential to the war industry. However, I did find a small number of pitchmen who couldn't get into war work, especially in the



MADALINE E. RAGAN

Horse—BB400
Toys measure 10 inches in height and 11 inches in length. The toys look good and are good—just put them on display and their appearance will bring an immediate desire by everyone to obtain them. **Order by Number**

Elephant—BB401

Dog—BB402

ATTENTION: CONCESSIONAIRES, PARK, CARNIVAL, BALL GAME, SCALE AND BINGO OPERATORS, JOBBERS, RETAIL MERCHANTS
These toys, newly designed, have been a sensation wherever shown. They are brightly painted in 3 colors and finished with a beautiful gloss. Construction is sturdy and each toy is mounted on wheels with a pull string attached.

PRICE PER DOZEN \$12.00
Sample of Any Toy, \$1.00. Samples of All Three, \$3.00.
Terms: 1/3 Deposit, Balance C.O.D., F.O.B. Chicago.

ROYAL PRODUCTS CO.
1216 So. Michigan Chicago, Ill.

Wood Jewelry
PITCHMEN • DEMONSTRATORS
STORE WORKERS • ENGRAVERS
12 large, beautiful numbers, \$1.60 per doz.
Send \$1.50 for sample line of 12 Numbers.

ROYAL PRODUCTS CO.
1216 SO. MICHIGAN CHICAGO, ILL.

ENGRAVERS! DEMONSTRATORS!

We still have a limited quantity of high quality Engraving Jewelry—Bracelets, Lockets, Signet Rings, Anklets, etc. These popular items are carefully selected by us and put up in assortments that will give your display a real flash at a moderate price of \$50.00 each assortment. We advise ordering one assortment now. If you are not completely satisfied we will cheerfully refund your money. Do it now before they are all sold out. No catalogs.

AMERICAN JEWELRY MFG. CO.
19 WASHINGTON ST. PLAINVILLE, MASS.

FAMOUS ELECTRIC ENGRAVING PENCIL

Favorite of 5 and 10's, pitchmen, libraries, industries. Great money maker for you wherever crowds appear. "So easy to handle, does such beautiful work." Sold on 5-day approval, guaranteed one year. "Just with a twist of the wrist," engraves fine, medium or big lettering in gold, silver, colors on almost any material. We originated the practical electric pencil in 1931. Our pencils are used in stores of Kresge, Kress, Grant, Newberry, Murphy, Green, Woolworth (St. Louis district, 200 stores) and thousands of others. Famous professional model No. 3, switch on 7-foot safety asbestos insulated resistance cord with exclusive aluminum heat dissipater assuring safe, comfortable, profitable, continuous use all day long, \$7.25, including 6 rolls, 1 inch by 400 inches, superior first quality gold foil. Postpaid Cash with Order. No. 2, precisely same as above, but with 5-foot cord, without switch, \$6.25. Extra rolls gold, silver, black, blue, white, red, green, etc. 6 rolls, \$2.50; 12 rolls, \$4.80 postpaid. Cash with order. **ORDER NOW BEFORE TOO LATE!**

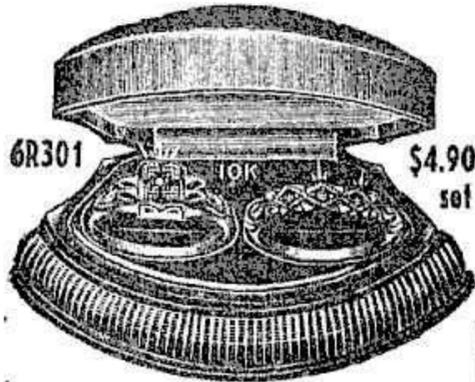
R. E. STAFFORD
2434 N. MERIDIAN ST. INDIANAPOLIS 8, IND.

LUMINOUS JEWELRY "Glow in the Dark!"

EARRINGS, 15 Styles, Plastic or Shell, \$4.80 Doz. Pr.
NECKLACES, 3 Styles, Shell, 2-Strand 9.00 Dozen
BRACELETS, 3 Styles, Shell, 2-Strand 6.00 Dozen
PINS, 12 Styles, Shell, \$6.00 and \$9.00 Per Dozen

GROSS LOT DISCOUNTS: 25% Discount on All Earrings. 20% Discount on All Pins, Necklaces or Bracelets. Send for Sample Assortment. Sorry, No. C.O.D. Immediate Shipments, Prepaid. Money Back Guarantee.

GIFTHOUSE
BOX 4550-B2 CORAL GABLES, FLA.



DIAMOND RING SETS
10K Gold Mountings

6R301—1 Diamond Engagement Ring and 3 Diamond Wedding RingSet \$4.90
6R305—3 Diamond Engagement Ring and 3 Diamond Wedding RingSet 6.40
6R302—3 Diamond Engagement Ring and 5 Diamond Wedding RingSet 8.65

WRITE FOR NEW CATALOG FEATURING MILITARY JEWELRY & DIAMOND RINGS.

BIELER-LEVINE
37 South Wabash CHICAGO 3

FOR VICTORY BUY UNITED STATES WAR BONDS AND STAMPS

AFTER VICTORY

OAK-HYTEX TOY BALLOONS

WELL BE SELLING YOU

The **OAK RUBBER Co.**
RAVENNA, OHIO

FAST SELLING JEWELRY
FOR ENGRAVERS, FAIRS, MILITARY STORES, RESORTS, PROMOTIONS, etc. **FAST SERVICE!**
Latest styles of Lockets, Identification Bracelets, Anklets, Signet Rings, Scotty Pins, etc., etc.
Send \$10.00 or \$20.00 for Samples.

MAJESTIC BEAD & NOV. CO.
307 Fifth Avenue NEW YORK 16, N. Y.

THE BECKER LINE IS BETTER

Write for price list on Finer Soaps, Tonics, Lipoiments, Tablets and Salves. We also carry fastest selling Herb Package on the market, formula attached. Prices right; plenty margin for you.

BECKER CHEMICAL CO.
(Established 1890)
235 MAIN STREET CINCINNATI, O.

CHewing GUM SORRY!

No new Agents' Territory open for Duration. FOR VICTORY BUY U. S. WAR BONDS AND SAVING STAMPS.

AMERICAN CHEWING PRODUCTS CORP.
4th and Mt. Pleasant Ave. NEWARK 4, N. J.

MASTER HAND CHART
A Complete Guide to Modern Hand Reading

By Joseph Banald, famous Hand Analyst. Complete in 24 profusely illustrated sections. Published to sell for \$1.00; our price (while they last) \$10.00 per 100 postpaid in the U. S. Send 25¢ coin or stamps for sample. **None Free!**

P. LEWIS & CO.
128 E. 23rd St. NEW YORK 10

RUN MENDERS—54 gauge rubber handle, gross \$2.75; 1,000 \$16.00. 54 gauge wood handle, gross \$4.00; 1,000 \$25.00. 50 gauge chiffon, gross \$8.64; 1,000 \$50.00. With wood handles, gross \$9.50; 1,000 \$55.00. Shortest latch, finest needle made, rubber handle, 50 or more, 10¢ each; gross \$8.64. New medium long hook, rubber handle, 50 or more, 10¢ each; gross 0¢ each; 500 8¢ each; 1,000 7½¢ each. Directions furnished. Deposit required. 5 samples 50¢. Please state your business.

RUN MENDER WORKS, Dept. C-1, Waukesha, Wis.

large cities, who are still pitching in markets, on lots, in department stores and on fairgrounds. Most of these pitchmen are sort of hibernating for the duration. Of course, the gas and tire rationing has helped to enforce this need for marking time in these confined sections.

Respect From Merchants

Everywhere, the pitchmen I meet and those with whom I correspond feel that a new day is coming with the advent of the post-war world. Above all, the pitchman believes that in the days to come business men will regard the pitchman as a sort of group salesman, not differing greatly from the radio announcer, who specializes in commercials. The difference is not in kind, but in degree, not in quality, but in extent of influence. The pitchman's field may be more limited, yet it will advocate the same principles of sales publicity.

At the beginning of this article I said that the pitchman alone can change the attitude of the public, authorities and business world toward him and his work. There are two things the pitchman can do to prepare for his welcome into the legitimate and normal sphere of life when this horrible sacrifice of blood and tears and taxes is ended. First of all, the pitchman must get over his inferiority complex. The average pitchman will resent this statement vehemently. He will tell you that he is not inferior to any one, that he looks down upon most people as mooches, suckers and marks. In fact, he will be glad to tell you that he is illegitimate and that he likes the larceny in his soul, without which, he claims, no one can succeed. Well, friends, if this isn't the best sign of an inferior complex, then I have forgotten my basic lessons in psychoanalysis. I have been taught that the person with an inferiority complex shows hostility toward all except his own kind, blusters and pretends to be more important than he is, and even tries to outsmart others thru the fear that he may be found out for what he really is.

In plain English, the pitchman has got to stop feeling like a gyp artist. He must show the world that he is as good, not better, than other people. He must stop putting on grand airs as a sort of defensive mechanism, because he fears people will not like him for what he really is. When a pitchman sells a product, the only difference between him and the druggist or department store management is in the medium of advertising, and not in the product itself. The fact that department stores today welcome demonstrations of an infinite variety of items proves that this attitude of pitchman who feel inferior to the conventional merchant is due merely to false training and past contact with the wrong people.

Should Be Organized

The most important point in my entire article is the fact that the pitchman must realize that he is just another human being, perhaps with family responsibilities, who must get along in his work with a measure of security and peace. Otherwise his existence is bound to be that of a despised outcast or a feared outlaw. The actor found out not long ago the thing the pitchman must now learn, that is, the lesson of organization. For years, actors were treated worse than pitchmen. But when they organized and demanded that the world respect them, altho it took many years and much suffering, they finally gained their objective. Now even presidents cater to actors, and in this war, where morale is as important as ammunition, they are decorated for their efforts in entertaining the armed forces, which rejoice at the uplift to their spirit.

Lone Wolf Will Fail

I have heard pitchmen accuse a member of their craft of fingering another pitchman, thus driving him from his means of livelihood. I have known pitchmen who deliberately give other pitchmen false steers, and then laugh heartily over their dirty work. I have seen pitchmen fail to give a helping hand

to a distressed brother and then gloat privately at the misery of this pitchman. No, I won't say this of the majority of pitchmen. But there are many who are guilty of these unsocial tactics. As long as a pitchman will regard himself as a lone wolf he must fail to gain the respect of the world and even of his own brother pitchmen. Organization will compel authorities to deal with pitchmen the same as any other group of merchants or artists. In this world to come, when peace has settled upon the earth once more, the pitchman must take his place with the rest of mankind, his head erect, and proud of his contribution to the happiness of a restored civilization. Let us start now to make these ideas a reality.

PIPES

(Continued from page 76)

ber. "Lots of store dems here, and my hubby, Ray Hebers, is working Sta-Clear to fair takes."

WARREN E. RICE . . . asks for pipes from Pvt. Charles Keef and adds that everything is fixed okay at Stillwater, Minn.

ABILITY TO HOLD your head in emergencies shows a successful worker.

DOC AND ETHEL JESTER . . . are in Iceland with a USO unit, entertaining the boys with their mental act. They went there from England and Scotland and will soon move on to Greenland. They ask for pipes from their pitch-folk pals.

Pitchdom Five Years Ago

"Hot-Shot" Austin opened to bad biz in Ashdown, Ark., due to sleet and cold. He drove to Douglasville, Tex., for sales day and had good takes. . . . Doc Jay Ross and Doc Jerry Coates were working herbs to good takes near Wilmington, Del. . . . Stanley Naldrett opened in St. Louis at the St. Regis spot. . . . Jack Hubbel trekked to Memphis, and Buster (Mickey Mouse) Robertson, to Charleston, W. Va. . . . Big Al Ross pitching laxatives in Cleveland food show, with Marie Brennan in charge of the booth. . . . Kid Carrigan in Columbus, O. . . . Waxo, mechanical man, booked by Al Ross, was playing theaters with Maytag Company. . . . The Brownsville Kid reported a blank in Plant City, Fla. . . . James O'Brien reported that the 40-miler wild life in Canton, O., had a personnel that included Mr. and Mrs. Obie O'Brien, George P. Jones, Jack Hullett, Jack Silver, Carl Van Arnold and Harold Haynes. . . . Wrangler and Virginia Rambo were with razors, and observing their second anniversary in Overland, Mich. . . . Art Robinson clicked with waffle irons in Cincinnati and moved on to Wheeling, W. Va. . . . John Sullivan and George Yerdan were holding down a storeroom in Lansing, Mich., with wild life. . . . Harry (Silm) Garwood watched Johnny Weissmuller making Tarzan pic in Silver Springs, Fla. . . . Glen Hall was making scoff on needles and canvas in Pineville, Ky., and was booked as talker on J. J. Page Shows to go April 1. . . . Melville McBride and Maurice Logan were with glass knives and peelers thru Southern States. . . . Eugene Fredette reported biz with magic so good he planned to stay in Oakland, Calif., for some time. . . . Pob Posey in-focd that cold weather had driven door sitters indoors in Lansing, Mich. . . . That's all.

Good Books

By E. F. HANNAN

The pitchman who happens to live long and keep busy plays many parts. The very items he shies away from when he breaks into the business may become his sheet-anchor later in life. I have a friend who, during his sales life of over 40 years, has handled all the common articles that city workers sell and is winding up life with Bibles, religious books and tracts. He says: "There was a time when I would no more have handled this line than I would have tried to sell diamonds to cow punchers, and now it is my old heart's desire." Every spring he loads a small truck with such goods and works four South-western States. His trade ranges from

the dime that the individual pays him for a simple religious tract to a \$25 sale of Bibles to country hotel keepers. He finds it is not hard to trade his good books for gas, and in six seasons, while traveling, he has ever paid cash for a haircut, being always able to trade his literature.

I have met him in Florida in winter-time on four occasions and the car he then traveled in was without stock. He was idly touring, and looked like he could afford it.

TRADE SERVICE FEATURE

Events for Two Weeks

- March 20-25
- ARIZ.—Tucson. Dog Show, 26.
 - MASS.—Boston. Flower Show, 18-25.
 - MICH.—Lansing. Hospitaler Circus, 21-26.
 - Saginaw. School Circus, 24-25.
 - MISS.—Forest. Livestock Show, 23-25.
 - Hattiesburg. Livestock Show, 20-22.
 - O.—Cleveland. Sportsmen's Show, 18-26.
 - OKLA.—Oklahoma City. Livestock Show, 20-25.
 - S. C.—Florence. Fat Stock Show, 21-22.
 - TEX.—Monahans. Livestock Show, 24-25.
- March 27-April 1
- COLO.—Denver. Dog Show, 31-April 1.
 - D. C.—Washington. Shrine Circus, 27-April 2.
 - MASS.—Springfield. Dog Show, 1.
 - MISS.—Greenwood. Livestock Fair, 30-April 1.
 - West Point. Livestock Show, 27-29.
 - O.—Toledo. Dog Show, 1-2.
 - Youngstown. Indoor Circus, 29-April 2.
 - TEX.—El Paso. Livestock Expo.-Rodeo, 30-April 2.

SLUM

\$2.88 Per Gross
F. O. B. Miami, Fla.
Individual Shell Pack With Descriptive Literature.
1 Doz. Samples, 50c P. P.

Military Sea Shell Brooch
A Good Selling Brooch
1 Doz. Brooches \$ 1.20
1 Gross 14.00
1 Sample25

F. O. B. Miami, Fla.
50% Deposit With Order

WM. RUSS RENAUD
NOVELTY
7956 N. E. 2d Ave.
Miami 38, Fla.

REWARD

Only those people who are interested in capitalizing in some of the world's greatest trade secrets and formulas read further. Letter writers, stop here. I offer a complete indexed text book on the following:

FORMULAS You Can Manufacture

Gold Alloys	Brandies
Imitation Gold	Hard Cider
Platinum	Plastics
Silver	Cosmetics
Perfumes	Artificial Gems
Jewelers' Formulas	Artificial Rubber
Veterinary Formulas	Photography Secrets
Diamond Tests	Beer & Ale
Medicinal Remedies	Artificial Butter
Alcohol Distillation	Rum
Tire Preserving	Beverages
Paint	Chroming
Explosives	Casting Tokens
Wines & Liquors	
Cordials	

hundreds upon hundreds of other domestic and foreign reknown secrets you can capitalize on with only a small investment. Some start with less than \$1.00. Any one of the above worth more than the asking price of this costly **TREASURE BOOK**.

START NOW — THANK ME LATER
Price \$5.00; Foreign, Add 25 Cents.
Very, Very Limited Edition.
Sent by Insured MAIL ONLY Upon Receipt of Money Order, Prepaid.

LEONARD TROSKIN
87 West 44th Street. New York City

"SPRING SPECIALS"

RAZOR BLADES—5 in a Package
DOUBLE EDGE BLADES. Per 1000. \$7.95

COMBS—1 Dozen on a Display Card
POCKET COMBS. Per dozen. 58c

EAR RINGS
Latest Styles — Plastic — 1 Pair on Card.
Earrings, assorted styles, per gross pair \$8.95
25% deposit with order.

OPTICAN BROTHERS
300 BBW Ninth St., Kansas City, Mo.

Ambitious Plans For Chi Coliseum

CHICAGO, March 18.—The Coliseum, recently taken over by Leo Seltzer and associates, is being made ready to house trade shows, ice shows, circuses, rodeos and all kinds of special events. Considerable work has been done on the building and more will be done as materials become available, Seltzer said. Reseating must await termination of the war, as seating materials cannot now be ob-

tained, but a number of improvements are to be made at once and the building will house a number of attractions this season. One trade show has already been signed up on a three-year basis.

It is the plan of the owners to so arrange the house that it will have great flexibility in seating arrangements, enabling any sort of show to be accommodated. Seltzer and his associates bought the main building and the south hall. There is a possibility that they may acquire the north hall, owned by the Chicago Motor Club.

Seltzer's Roller Derby opened at the Coliseum Friday (17) and will run for 17 nights. In addition to the regular members of the two squads, a number of old-timers have signed up. Among them are Betty Cloonan, Gene Gammon, Joe Carter, Wes Aronson, Ivy King, Billy Bogash, Bertie Scholl, Grace Fried and Kitty Nehls. In preparation for booking events into the Coliseum, Seltzer and Al Borde have formed the Coliseum Attractions Booking Office, thru which shows and special events will be booked.

SLA

(Continued from page 44)
soon. Award donated by Mrs. Ann Belden went to L. M. Brunleve at the last meeting. Sick list includes Mrs. Al Miller, Edna Burrows, Clara Harker and Billie Bunyard. President Carsky welcomed Past President Brown and Viola Blake to the meeting after serious operations. A number of members attended Polack Bros.' Circus performances here. Past Presidents Evelyn Hock and Mrs. Edward A. Hock donated a crocheted courdret bag, and Mrs. Belden, past president, will be chairman of books. Members on the road are asked to forward new addresses to Secretary Miller. Social March 16 in the Sherman was to have President Carsky and Agnes Barnes Sentinal as hostesses.

NSA

(Continued from page 44)
death of member John B. Daverin. On the sick list are Morris Levi at his home; Frank Schlizzi, Veterans' Hospital, Bronx; Louis Candee at home; Doc Kelley, Lawrence Memorial Hospital, New London, Conn.; Irving Udowitz, Welfare Island, N. Y.; William Judkins Hewitt, Metropolitan Hospital, Welfare Island, N. Y., and Victor Weinberg at home in New Haven, Conn. Ross Manning, chairman of the house committee, purchased some attractive new chairs for the assembly room.

Ladies' Auxiliary

There was a large attendance March 8, Jane McKee, Agnes Burke, Madge Bloch and Frances Simmons, who recently re-

turned from several weeks in Florida, being present. Other members who had not attended in some time were Rose Hicks, Hannah Kreisler, Palmina Fantino, Bella Brengk and Marietta Ware. It was decided to serve a buffet supper of the smorgasbord type at the Auxiliary party March 17 when awards were made of \$500 worth of War Bonds and three \$25 War Bonds, proceeds going to the iron lung fund.

Second reading of the by-laws was started and later members were summoned to meet with the NSA for a joint session. During the joint meeting NSA members contributed over \$300 toward the iron lung, and plans were made to assist the men in the barn dance the following Friday night, and it was the most successful one to date. The three past presidents of the Auxiliary donated prizes to be given to the three best-costumed participants and they went to Past President Dorothy Packtman, Past Secretary Anna Halpin and President Edna Lasures. Mrs. Bess Hamid won a prize which had been presented by the president. Sick committee reported Vice-President Dolly McCormack still on the sick list. Rose Lange nominated June Bassinet for membership.

PCSA

(Continued from page 44)
\$20, he said. Showmen's League of America sent a check and letter regarding a photograph pertaining to its first meeting, when William F. Cody (Buffalo Bill) was president.

Edward W. Coe, second vice-president, gave a talk before leaving with Arthur Bros.' Circus for the season as manager. Jack Burslem and Dr. H. F. Haas were initiated by Sam Dolman and J. Ed Brown. Haas was formerly with shows in Texas. Paul Dwyer, of the Kaus Shows, and Edward Vallette, Cleveland, were introduced. Jimmie Gallagher was congratulated on his 75th birthday. Penny parade was led by Joe Krug, chairman of the Christmas dinner, who reported that \$139.82 had been placed in the lion's head this year.

MSA

(Continued from page 44)
transferred to Fort Wayne, Detroit, and is an almost nightly visitor. Home from Alaska for the first time in over two years, Sergeant Hamilton spent the week-end here before leaving for Fort Lewis, Washington, to await assignment to an air cadet school.

Sick and relief committee was presented with a hand-made quilt by members' wives, Mrs. Gallagher, Mrs. La Rue, Mrs. Lundquist, Mrs. Pence and Mrs. Stahl, who also have a second one under way. Chairman Herb Pence announced it would be awarded at the St. Patrick's Day party, proceeds going to the committee. Back from Miami are Harry Modele, Oscar Margolls and Frank Hamilton with glowing reports of the new Miami Showmen's Association. A. Magid and A. J. Sugarman, Cleveland, were visitors.

A-WINNER

Looking for a SOLID Number? STOP HERE. Every account sold repeated two and three times in one week.



THE COWGIRL

Price \$6.00 Doz. \$70.00 Gross. Sample \$1.00 Ea. Refund on First Order. Packed dozen boxes — prepaid delivery. Assorted colors.

CHECK WITH ORDER

Jobbers, write for quantity price.

Sweetie-Pie Novelty Co.

235 West 42 St. NEW YORK CITY

WE ARE STILL AT IT

Hope It Will Soon Be Over

EDW. H. MORSE & CO.

94 COUNTY ST. ATTLEBORO, MASS.

WE LEAD—OTHERS FOLLOW

YOU NEED SOCKS, SOCKS, SOCKS!

Silk "Men's Socks" Cotton
Good Factory Seconds PAIR PREPAID
Expensive Hose 10¢

Case 100 Dozen, \$88.00. 1/2 Case, \$50.00. Sample Dozen, \$1.20 Prepaid. No Less Sold.

Buy Several Dozen for Yourself. "Socks Are Getting Scarce and High."

Or if you ever sold anything here is a great chance to make fast money. Every man a prospect. "Sell 'Em by the Dozen." For only one dozen put a dollar bill and 20¢ stamps. For more send money order. Order from this ad.

WESTERN MILLS CO.

Dept. B BEN LOMOND, CALIF.

THE BIGGEST 5 GO-GETTERS!!!

HELPS FOR SERVICE MEN in and out of ranks — 27th YEAR. Snappy breathing illustrations. Wit and Humor. Sell at sight. One man sells 4,000 per month at \$600 profit. One crew sells 40,000 monthly. Samples 10¢. Full protecting laws free. Lawyers everywhere.

AMERICAN CITIZEN devoted exclusively to service men's help. Subscriptions on 35 per cent basis. Get aboard summer boom.

Service Men's Magazine

169 Duane Street N. Y. 13, N. Y.

J. J. PAGE SHOWS

Opens Saturday, April 22, in Downtown Johnson City, Tenn. (One of the Best Spots in the South)

CAN PLACE ALL LEGITIMATE CONCESSIONS EXCEPT COOK HOUSE AND CORN GAME. Want Ride Help for all Rides. Also FOREMAN FOR RIDE-O. WILL FURNISH COMPLETE OUTFIT FOR GIRL SHOW TO RESPONSIBLE PARTY. Good opening for Grind Shows with or without own outfits. Reasonable percentage. Bud Valler, answer. Jack King wants Working Acts for Side Show. WANT MUSICIANS AND PERFORMERS FOR COLORED MINSTREL SHOW. All those with us before, write. Can place useful Carnival People in all lines. Will pay cash for Octopuses in first-class shape. Would like to buy Semis and Tractors, in good condition. San Housner wants Grind Store Agents and Cook House Help. Everybody address: J. J. PAGE SHOWS, BOX 705, JOHNSON CITY, TENN. P.S.: Want High Aerial Free Act.

R AND S AMUSEMENTS

Wilmington, Week March 27; Camp Davis, Holly Ridge, N. C., Week April 3. Can place any legitimate Concession. Want Ride Help for Loop-o-Plane, Merry-Go-Round, Chairplane and Kiddie Rides. Want Showmen for newly-framed Shows. Eddie Lewis wants Concession Agents for Stock Stores. All address JAS. M. RAFFERTY, Box 1047, Wilmington, N. C.

CALL

OPENING APRIL 3 ROCKINGHAM, N. C. SOLDIERS' PAYDAYS

CALL

WANT Snake Show, Fun House, Octopus, Roll-o-Plane, Girls for Posing Show, Second Men for all Rides. Good pay, long season. Col. Sykes wants to hear from all men he contacted. Want Arcade Studio and all 10c Concessions.

Lawrence Greater Shows

P. O. BOX 317

SANFORD, N. C.

New!

GLOWS in the DARK



GLO-ART LUMINOUS PICTURES

A NEW SENSATIONAL SELLER. Beautiful reproductions of religious subjects, florals, etc., that glow in the dark with fascinating, breath-taking beauty. Equally attractive under light. Exquisite, colorful, glass frames which harmonize with the beautiful colors of each picture. Size 10"x12". Fitted for hanging. Packed 1/2 dozen to the box. Patent Pending.

\$7.80 PER DOZEN

No Order Less Than Two Dozen

5 ASSORTED SAMPLES.....\$5.00

1/3 Dep. With Order—Bal. C.O.D.—F.O.B. New York City. DETAILS OF OTHER MADISON PRODUCTS UPON REQUEST.

Manufactured Solely by MADISON MILLS, 303 Fourth Ave., New York 10, N. Y.

Established 1913

4 FOR 15c PHOTOGRAPHERS



Place your orders NOW for PHOTO-MIRRORS, GLASS FRAMES and PHOTOGRAPHIC PAPER. Sizes 1 1/2"x2 to 8x10 while stock is available. We ship same day order is received.

SEND FOR CIRCULAR.

AUTOMATIC MIRROR CO., 133 Mercer St., New York City

COHEN LAUDS SURVEY

(Continued from page 36)

these needs produced and then in obtaining them for the industry. We want the industry to keep going in spite of all the wartime difficulties it must overcome, and it will be the association's purpose to aid the industry in getting, so far as possible, the material needed for this purpose.

Info Is Urgent

It is therefore urgent for ALL to come forward and state their needs. If the needs of the industry are not sufficiently known, the required items cannot be produced and hence will not be available. It is therefore urgent that this information be promptly made available in order that the production of needed items can be started at the earliest possible date.

This is not a matter that can be passed off lightly with an attitude of letting the other fellow do it. It is a matter which is most urgent. It involves everyone in the industry, large and small, organized show and independent operator. It includes all departments, including shows, rides, concessions and office, together with all who supply the industry. It affects member and non-member of the association alike.

State Needs Now

If the individuals and collective groups in the industry do not come forward and state their needs, so that the association can fully present the industry's requirements to the Office of Civilian Requirements there will be no one to blame if later the industry cannot obtain the material which it needs to continue operations.

The association proposes to extend every possible aid in procuring priorities for such needed material. In this endeavor we have been promised and feel certain that we shall have the full cooperation of George W. McMurphey, chief, and Harry A. Ackley, consultant, of the Recreation Section of the Office of Civilian Requirements in the War Production Board.

**Copy of ACA Questionnaire for WPB
Nationwide Carnival Industry Survey**

A COPY of a questionnaire prepared under the ACA survey plans and directed to all operators in the carnival field, large and small and organized and independent and whether or not ACA members, is presented herewith. If operators desire to clip and use this form, it should be sent to the offices of the American Carnivals Association, Inc., as requested.

Confidential Information for Nationwide Carnival Industry Survey at the request of:

RECREATION SECTION, OFFICE OF CIVILIAN REQUIREMENTS,
WAR PRODUCTION BOARD
Conducted by AMERICAN CARNIVALS ASSOCIATION, INC.
(Public Relations Fund)

- I
1. Is your show more than two (2) years old?
2. What is the value of your show property and equipment? \$
3. What is the extent of your transport equipment?
3a. What is its value? \$
4. How many people have your shows entertained per year or season over a five-year average?
4a. During the year 1943?
5. How much does the average patron spend for:
5a. Rides and entertainment (shows)?
5b. For food and merchandise?
5c. At concessions?

II

What kind, quantity and type of the following will your shows or attraction need:
(Item) —to complete the —for the year
1944 seasons? 1945?

1. Canvas
2. Rope
a. Manila
b. Sisal
c. Hemp
3. Lumber
4. Public-address systems
5. Floodlights—spotlights
6. Electric light bulbs
7. Electric wire
8. Weatherproof cable
9. Porcelain fixtures—fuses—sockets
10. Neon tubing
11. Stage drapery materials
12. Nails—bolts—builders' hardware
13. Uniforms
14. Paints
15. Gears—cast iron and cast steel
16. Mechanical repair parts
17. Steel plates
18. Wire netting
19. Any other items? If so, list below.
a.
b.
c.
d.

(Individual reports are confidential—only combined totals will be made public)

III

1. What priority certificates, if any, do you hold at present?
2. What items are most urgently needed during the next 90 days?
(Please supplement answers to above questions by letter or on additional sheets attached to this form)

Date: _____ Name of Show or Individual Reporting: _____
(Signature not necessary)
Mail Address: _____

Send this sheet promptly to: Max Cohen, General Counsel,
American Carnivals Association, Inc.,
Fourth Floor, Central Trust Bldg.,
Rochester 4, N. Y.

ACA CONDUCTS SURVEY

(Continued from page 36)

vital to their operation which we may have omitted.

"At the present time we are apt to be called upon by the War Production Board to furnish an estimate of these requirements so that the total may be considered in setting up manufacturing schedules in the various fields. Operators should bear in mind that stocks of goods which existed when this country entered the war and which have seemed to be sufficient up to this time are now pretty well depleted and that future supplies must come from new manufacturing and must be included in manufacturing schedules, and if they are not so included there simply will be no provision for supplies and material for this industry. This office does not desire to have the figures of any individual show as to its requirements or business and we would prefer to have your organization, which represents the industry, to assemble the facts and figures and to furnish us with the over-all total.

Questioned on Industry

"We are sometimes questioned as to the importance and evaluation of the carnival business as such and we would be in a much stronger position if we had some reasonably accurate figures to cover the following points:

- "1. Number of organizations more than two years old.
- "2. Value of property and equipment.
- "3. Value and extent of transport equipment.
- "4. Number of people entertained per year or season.
- "5. Average spending per capita for rides and entertainment.
- "6. Average spending per capita for food and merchandise.
- "7. Needs for the remainder of 1944 and all of 1945 in canvas; rope, Manila, sisal and jute; public-address systems, floodlights and spotlights, light bulbs, electric wire and weather-proof cable, porcelain fixtures, fuses and sockets, neon tubing, stage drapery materials, nails, bolts and builders' hardware, uniforms, paints, gears and cast iron and cast steel, mechanical repair parts, steel plates, wire netting.

"If it would be possible for you to assemble this data we will be in a much stronger position to serve the industry when we appear before the various governmental agencies in presenting their claims for consideration for materials and supplies."

Cohen Gives Co-Operation

Replying March 6, 1944, Cohen said: "We have your letter of March 4, 1944, relative to our association undertaking a survey for your office, and wish to assure you that we shall be delighted to co-operate in every way possible in securing the information which you request.

"It will probably take me a week or 10 days to set up the method of operation in securing this information, but I want to assure you that I will proceed with it as expeditiously as possible under the circumstances.

"Thank you for writing me. You may rest assured that from time to time I will write you in connection with developments in this activity."



CHAIRS
Many Styles
PROMPT SHIPMENT
We Can Still Ship, But Don't Delay.
ADIRONDACK CHAIR CO.
1140 Broadway NEW YORK, N. Y.
Dept. 5 Corner 26th St.

7 Months' Work in Permanent Location
MEN WANTED
Foreman and Second Man wanted for Scooter, Ridee-O, Merry-Go-Round, Ferris Wheel and Hey-Day; also Agent for Concessions. 7 months' steady work in permanent location—no tear-down or set-up. Good pay for right people. Apply
MAX GOODMAN
P. O. Box 21, Little Rock, Ark.
Telephone 3-6406

WANTED
Help for Loop-o-Plane and Concession Agents. Want to hear from Jack and Jerry, Dickie Davis, J. T. and wife and Cowboy.
H. R. MARTENEY
CAPELL BROS.' SHOWS, Haskell, Okla.
WANTED
Free Act, Sound Car, clean Shows for 20x40 and 30x60 Top. Also clean Concession Agents. Show plays excellent territory.
HYALITE MIDWAY
Bonham, Tex., till March 25th; then Coalgate, Okla.

LAST CALL AMERICAN LEGION FAIR LAST CALL
APRIL 1 TO 8, GRENADA, MISS.
CAMP McCAIN—70,000 SOLDIERS—PAY-DAY WEEK
BEST SPRING DATE FOR CONCESSIONS IN MISSISSIPPI
RIDES—Can use Octopus, Help on Little Beauty Swing, Wheel, Tilt-a-Whirl, Chairplane.
CONCESSIONS—Can place Scales, Cork Gallery, Fish Pond, Cotton Candy, Duck Pond, String Game, Coca-Cola, Stock Bowling Alley, Bumper, Balloon Darts, Ball Games or any 10c Stock Concession.
SHOWS—Want Geek Show, Act and Freaks for Side Show; Musician and Performer for Minstrel. Salary out of office. Write to James L. Reed, Girls and Entertainer for Girl Shows. Write Dick Hyland. Ticket Sellers, Talkers, Grinder. Show People in all lines write Wallace Bros.
CAN PLACE AT ONCE—Lot Man, Special Agent; must have car and post. Want Agent for Ball Game, Grind Stores. Joe that worked Pop Corn last season, can place you.
WALLACE BROS.' SHOW
Box 1184, Jackson, Miss.; Grenada, Miss., March 28 to April 8.

GERARD'S GREATER SHOWS
OPENING EARLY IN APRIL IN NEW YORK CITY
RIDE FOREMEN WANTED ON MERRY-GO-ROUND, FERRIS WHEEL, WHIP, LINDY LOOP AND RIDE-O. SALARY \$60 PER WEEK, WITH BONUS AT END OF SEASON. NO TRUCK DRIVING. TEAR DOWN ONCE EVERY TWO WEEKS. CAN ALSO USE SECOND MEN ON ALL RIDES. JOHNNY O'REAR WANTS HELP FOR POP CORN AND BALL GAMES. LONG SEASON. WRITE OR WIRE: 558 N. E. 82ND TERRACE, MIAMI, FLORIDA.
ALL RIDE HELP, WRITE OR WIRE TO
CHARLES GERARD
900 GRAND CONCOURSE BRONX, NEW YORK CITY

FOR SALE
20 CAR SCOOTER
Ready to Operate.
Good Top. Rides in Fair Condition.
Address: **M. G. DODSON**
P. O. Box 216, Beaumont, Texas

WANTED
Star Amusement Co.
Opening April 1st, Monticello, Ark.
Want Show People in all lines. Good opening for Bingo, Popcorn, Cigarette Shooting Gallery, Pitch Tilt You Win, Stock Stores, Ball Games, Ride Help, Athletic Show Men, Concession Agents. Roy Rindles, Bulldog Henry, Dutch Kruse and Kid Tuby, contact me.
KID BURNS, Mgr., Monticello, Ark.

FOR SALE
15 Tandem type Lasse Skooter Cars, new paint, good condition, new upholstery, \$100.00 each. 85 used Steel Plates, like new—make offer.
GEORGE BERTOLI
Willow Grove Park WILLOW GROVE, PA.

CRAIG IN BROWNWOOD

(Continued from page 36)

Maxwell, superintendent electrical department; G. H. Lahm, chief of police; Mrs. Beatrice Craig, War Bonds and official greeter; "Bucky" Craig, mascot.

Shows include Madame Faye and her educated domestic and wild animals, Capt. John Wright featured; L. Swenson, front; Jacky Mueller, Kittle Jahnske, "Toy Tom," Stella Labernske; Zente, snakes, and Sol Darden; Albert Smith's Miss Victory, featuring Petite Faye, Lollah Bookh and Jessie; Johnny and Babe Martin, with Babe as Miss America, supported by Loretta and Jeanne LaDeaux, Sylvia Swain and Constance Darden; Madame Celita's Far East, with Celita, Satania, Floressa, Gwendolyn, Ernestine, Tiny, Nellie and Gussie; McDonald's Mystery of Life, with Helene, supported by Mabel Closson, Callie Beard, Dorothy Darden, Max Wenhelm, Johann Turbelle and Hortense White; Mrs. Daniels, lecturer; George Darden, front; Sam and Abe Marsky, tickets; Look at Life, Clyde Eyster, manager, with Lou-Louette,

Bobby Bobette, Little Joe, Pewee Davis, Al Smith and Fanny Mae; Roy Roberts, front; Old Plantation (not here for opening), E. P. James, manager; Johnny Williams and company.

Rides are Big Ellis, Clifton Curtis, foreman; Bob Wilson, Hank Dean; Tilt, Jack Howard, Robert Cartwright; Merry-Go-Round, William Smith, Raymond Glenn; Ski-Ride, Raymond Courtney, Dick Jenks; Auto Scooter, Charley Ellis, Cotton Blake; Streamlined Train, Buck Craig, Jerald Joiner; Pony Ride.

Concessions include Craig's dining emporium, J. H. Kelly, manager; Harry Crock, steward; Bill Brennan, cashier-auditor; Billy Deane, headwaiter; John and Ted Wilkerson, Ned Reys, Jenny Tollos, Hank Harvis, counters; Craig's corn game, Martin Purdy, manager; Paul Moore, caller; Henrietta Glenn, Harriett Horner, Anette Gilbertson, Marion Mayes, Stella Ray; popcorn, Boone Brown; pea pool, M. L. Scheutte; basket ball, J. T. Duett; grinds, Bill Patuck, Jimmy Allen, 1, Guy Robinson, Jack Harris, 1; roll-down, 1, Ben Stewart, Johnny Woods, Carl Gresham, Joe Stewart; ball game, Lorrain Howard, 1; bottle, Mrs. Grady Ford, 1; Tony (Antoinette) Catherwood, 1; games, headed by Charley Vanderford, 1; W. O. Russell, 1; Joe Kirkman, 1; archer, R. F. Ward; pan, Al Tignor, hoop-la, Helen Moore; skillo, Bob Boone; penny pitch, A. G. Helms, Cleona Curtis; cigarette pitch, Mrs. E. P. James; clothes-pin, A. Beard; nails, Chuck Moss, Sam Catherwood; swingers, Grady Ford, Robert Skaggs.

Cashiers are: Gate No. 1, Rubye Robinson; No. 2, Elfrieda Moore; No. 3, Jean LaDeaux; wheels, Pearl Robinson; Tilt, Kay Helman; Merry-Go-Round, Bill Helman; Scooter, Callie Beard; train, Mabel Closson; Ski-Ride, Leanne Jahnske; ponies, Mabel Twirthwaite; checker, Mabel Murphy. Visitors have included C. P. Goree, Sunflower State Shows; Max Linderman, World of Mirth Shows; Izzy Firestone; Lillian Crawford, concessionaire; Roy and Bess Gray, Grand Union Shows; C. D. Scott, Scott's Exposition Shows; Herman Bantly, Bantly's Shows; Roland and Mrs. Smith, San Antonio; T. J. Tidwell, Tidwell Shows; B. Davenport, Dailey Bros.' Circus; Verne Williams, Cole Bros.' Circus.

SPILLMAN ENGINEERING CORPORATION

When war-time needs have ceased and Victory is won, we will be in a position to build far superior equipment than we have in the past.

- NEW STREAMLINED CATERPILLAR
- NEW SILVER STREAK
- NEW KIDDIE RIDE
- NEW FUN HOUSE
- LAKE PLACID BOBSLED
- MERRY-GO-ROUNDS
- LIGHT TOWERS

SPILLMAN ENGINEERING CORP.

NORTH TONAWANDA, N. Y.

World's Largest Builders of Amusement Rides

FINAL CALL.... SUPPLY LIMITED

SNOKO ICE SHAVERS

Famous at Parks and Beaches over 16 years—big profits—takes place of ice cream cones—ideal for fountain or concession spots.

A few of each model type left—seniors and juniors—get one while you can. Price Fifty Dollars F. O. B. here, one-fourth with order, balance C. O. D.

SNOKO MFG. CO. Santa Cruz, Calif.

POPCORN

BAGS — SALT — CARTONS — CONES — PAPER CUPS — SKEWERS — RED COLOR — SEASONING — POPPING OIL

C. R. FRANK, Distributor

4310 DELMAR BLVD.

ST. LOUIS, MO.

LEE UNITED SHOWS

One of Michigan's Best

Want for the Coming Season: SHOWS OF ALL KINDS.

With own equipment. Will furnish transportation, beautiful top, banners and pit to right party with Pit Attraction. Also have 20x30 Top, Banners and Banner Line for small Animal Show, or what have you? Will book Tilt, Spit Fire, Roll-o-Plane or any non-conflicting Ride with own trucks. Can place Bingo, Arcade, Scales, legitimate Concessions of all kinds. Good opening for small Cook House or Sit Down Grab. Can place sober and reliable Ride Men. Top salary and good treatments. Show opens April 7th, Detroit International District. Address all mail:

P. O. BOX 175, BAY CITY, MICHIGAN.

CHARLES H. LEE, Owner

HARRY G. TAYLOR, Gen. Mgr.

CRESCENT AMUSEMENT COMPANY

NOTICE—Change of Opening Date—NOTICE

Will open Gaffney, S. C., Monday, April 3rd, instead of March 27th. All contracted acknowledged this call. Will play Hamlet April 10th. Regardless what others claim, we have the permits and lots for Concord and Kannapolis, inside city limits. CONCESSIONS—Custard, Photos, Cigarette Gallery, Devil's Bowling Alley, String Game. Agents for Ball Games, Cookhouse Help, RIDE HELP for Merry-Go-Round, Twin Ferris Wheels, Octopus. Will book one more Ride—Loop-o-Plane, Roll-o-Plane, Tilt or Whip. WILL BUY Mirrors for Glass House; book Shows that don't conflict. Colored Performers and Musicians, salaries paid from office. No cash advanced. Will send tickets to those we know. Come on. Good treatment and salaries. Sparky Jones, Pat Kelly, wire. L. C. McHENRY, Mgr., Gastonia, N. C. FOR SALE—40 K.W. Diesel Light Plant, \$2500.00 cash.

J. F. SPARKS SHOWS

WANT

Frozen Custard and legitimate Concessions of all kinds. Ferris Wheel Foreman and Ride Help that drive. Performers and Musicians for Minstrel. Especially hot Trumpet and Trombone. \$25.00 weekly. Harper and Wright, answer this ad.

J. F. SPARKS SHOWS, Forest, Miss., this week; Meridian, Miss., to follow.

OPENING—GARDEN STATE SHOWS—OPENING

Opening April 29, Coplay, Pa., Heart of Town Location.

Want Grind Stores of all kinds, Custard, Scales, Age. Due to disappointment can place Cook House or Grab. Want Shows of all kinds with or without outfits. Can place two Girl Shows. Lowest percentages possible. Can place Fun House, Glass House, Motordrome and Arcade. Want Foremen for Wheel and Tilt. Second Men and Helpers, Semi Drivers and Carvasmen. Will place any Rides not conflicting with the six we have. What have you? Address: R. H. MINER JR., 161 Chamber St., Phillipsburg, N. J., until April 1; then Winter Quarters, New Holland, Pa.

FAY'S SILVER DERBY SHOWS

CORDELE, GA., THIS WEEK; AMERICUS NEXT

Wanted Rides—Octopus and Tilt. Will buy for cash #5 Eli with or without transportation. Concessions—Popcorn, Candied Apples, Sno Cones, Fish Pond, Clothes Pin Pitch, Bumper, Hi Striker, Guess Age and Weight, String Game or any Grind Store not conflicting. SHOWS—Snake, Monkey, 5-in-1, Minstrel. Join the show that gives you a long and prosperous season. We carry one of the best Free Acts in the country, THE KETTEL SISTERS. E. J. FAY, OWNER.

FOR SALE

- Spillman Standard Portable 40 Ft. 3 Abreast Merry-Go-Round \$2000.00
- Eli Ferris Wheel #10 1500.00
- Smith and Smith Circling Wave, flat ride, large capacity, loads on 1 1/2 ton truck 1500.00
- 5 Smith and Smith Airplane Cars, equipped with 1/4 H.P. motors, complete to hang on your ride. Each 25.00

FRED ALLEN

107 Oberst St. SYRACUSE, N. Y. Phone 25332

DAVE (BUTCH) COHEN

Will buy active Partnership in CONCESSIONS

PARK, BEACH OR CARNIVAL

Must be organized and booked for season. Airmail details and proposition to:

755 E. MULBERRY STREET, SAN ANTONIO, TEX.

FRANK ORGAN SERVICE

Biz Terrif

Had to enlarge quarters. Have Organs and Rolls for sale. What do you need?

4948 Waveland Ave., Chicago 41, Ill.

HALL BROS.' SHOWS

WANT

Ride Foremen for Wheel and Chair-o-Plane. Shows with own outfits, 25%. Concessions all open. Small Cookhouse (privilege in tickets). Popcorn and Photos open. Owing to disappointment will book Merry-Go-Round. Babe Emswoll, 1 wired you; answer.

Address: KOSCIUSKO, MISS.

LAST CALL

JOHN MCKEE SHOWS

OPENING APRIL 1 TO 8, GIDEON, MO.

(2 Saturdays—Plant Working Day and Night.) WANT RIDE HELP THAT DRIVE SEMI TRUCKS. Good salary. Good treatment. Those under contract, report at once. CAN USE A FEW SMALL CONCESSIONS THAT DO NOT CONFLICT. On account of draft, can place a clean Show for children. Have a nice string of Fairs and Celebrations. Address: JOHN MCKEE, BOX 82, FISK, MO.

At Liberty Now—Rides

Ferris Wheel and Chair-o-Plane on account of disappointment. Prefer park or city lots.

H. Hunting

6864 Broadway CLEVELAND 5, OHIO

STEPHEN'S SHOWS WANT

Eli Wheel Foreman, also Glider Foreman, good salary. Also Second Men for Rides. Can use more Shows, Pony Ride or Kid Ride. Opening May 20th near here. Write or wire STEPHEN'S SHOWS, Queen City, Mo. P.S.: Chuck, answer.

ROGERS & POWELL

WANT

Custard, Bingo, Stock Concessions and Minstrel Show, Baby Rides, Flat Rides. Al Hermann wants Agents, Wicksburg, Miss., week of March 20th; Brookhaven following.

SHOWFOLK LEAVE LOS

(Continued from page 36)

Tom Bailey, Louis Baker, Mr. and Mrs. Eric Van der Wall, Mr. and Mrs. Orlo Wachs, Monte Stephens, Lou Johnston and Benny Fox.

With Bowen's Joyland Shows in suburban districts of Los Angeles: Eddie Harris, Mr. and Mrs. Virgil Grovenburg, Mr. and Mrs. Chester Barker, Mr. and Mrs. Joseph Blash Jr., Joseph Blash Sr., Emma Blash, Sammy Coomas, Mr. and Mrs. Calvin Enfield, Harry McClellan, Dan Dix, Louis Pittenari, Carl Cox, Clarence Moore, John Taylor, Ernest Ackerman, Thomas McClendon, Mr. and Mrs. Hugh Bowen and Walton de Pellaton. With Groff's Greater Shows: Bill Groff, Ruth Gross, Ed Bozarth and Ed Smithson. The departures will leave a void but the many home guards remaining will continue social activities at the clubs throughout summer, with many novel events planned.

BOWEN'S BEATS RAIN

(Continued from page 36)

their studios in San Diego. The spacious office, reception room, bathroom and bedroom, newly decorated and furnished, has living accommodations reserved for use of the Bowens during their visits. Among visitors were Helen Brainerd and Fred Smith, Glenn Henry, Conchita Escalante, Mr. and Mrs. Max Craig, Tod and Maxine Henry, Cliff and Donna Henry, John and Carmen Cardwell, Lucille King, Jean and Frank Yagla, Candy Moore, Pvt. Charles Marshall, Mr. and Mrs. Harry Warran, Birdie Harris and Cecelia Kanthe.

Mrs. Emma Blash, who arrived from her home in the East to join her son, Joseph Jr., will operate a concession owned by him. Jack Morris took over one of the concessions operated by Sammy Coomas and Mr. and Mrs. H. Pilcher added a high striker. Calvin Enfield added a concession which will be operated by relatives who came from the Middle West. Popcorn and peanut concession, operated by Harry McClelland, sold out three Sundays in a row and he reports best business in years. Mr. and Mrs. Chester Barker purchased a new house trailer, as did Mr. and Mrs. Virgil Grovenburg. Members of the Crafts Shows and Golden Gate Shows visited while en route. Location here is at Del Mar and Garvey and the show may remain a second week if weather prevents moving.

Bantly's Units Join in Opener At Charleston

CHARLESTON, S. C., March 18.—Bantly's All-American Shows opened here March 10 after a two-week layover. A 20-cent gate did not prevent a record turnout and gave an increase over grosses of previous openings. A half-hour blackout was caused in the district when the midway drew a larger electrical load than was anticipated. Many visitors and local officials participated in the opening, when a floral horseshoe was presented to Mr. and Mrs. Herman Bantly.

loads of equipment were shipped from quarters in Reynoldsville, Pa., and an eight-ride unit that had been playing Savannah, Ga., was brought in. Harry Copping, former owner of the Copping Shows, is here in an advisory capacity to help organize. Many 24-sheet panels were used as well as exploitation thru newspapers and radio. Inmates of Stark Hospital will be entertained and orphans will be given an afternoon on Senator Wallace Day, as he is the sponsor.

Show personnel: Herman Bantly, owner-manager; Mrs. Herman Bantly, treasurer; L. C. (Ted) Miller, general agent-publicity director; Harry Copping, advisory; Nick Stepp, general secretary; Mrs. Frank Sheppard, secretary to Mrs. Bantly; Harry Faith, general superintendent-traffic manager; Joe Payne, business manager; Frank Sheppard, manager electric department and lot man; Paul Lane, concession manager.

Strates Loads For Washington

MULLINS, S. C., March 18.—Equipment of the James E. Strates Shows is about loaded and awaiting its first movement of the season to Washington. Train will leave quarters here March 29 for the opening there April 5 for a 10-day showing. Fronts built in quarters include those for the Illusion Show, Midget Show, Fat Show, Vanities and Harlem Revue. Gay Hawaiian Show was remodeled. All riding devices were reconditioned and repainted. Purchasing Agent Keith Buckingham was successful in securing materials to keep all departments functioning.

Attractions will include Penny Arcade, C. A. Stephens; Illusion Show and Circus Side Show, Al Tomaini; Glass House, William Purchase; Monkey Show, Leo Carrell; Funhouse, B. Delhegerman; Vanities, R. Seehofer; Harlem Revue, Leonard Duncan; French Casino, Bobby Mansfield; Hawaiian Nights, Ed Ferer; Midget Mother and Baby, Ed Shaffer; Fat Show, Porter Family; Unborn, Duke Jeannette; Snake Show, Congo Wild Life, James Leonard; Lion Motordrome, Walter Marks, riding devices, office-owned and operated; Merry-Go-Round, Kiddie Auto, Hey-Dey, Scooter, Spitfire, Octopus, four Ferris Wheels. Loop-o-Plane, Anne Yotas; Roll-o-Plane, Fly-o-Plane, J. C. Weer; Rocket, Earl Traux; Kiddie Swings and Miniature Train, Bill Hegerman.

William C. (Bill) Fleming reported fairs contracted in Cortland, Batavia and Hamburg, N. Y.; Bloomsburg and York, Pa.; Danville, Va.; Greenville, Spartanburg, Orangeburg, Anderson and Charleston, S. C. Willis Johnson, on advance publicity, and Eddie Jackson, press agent, are in Washington.

Staff: James E. Strates, general manager; William C. Fleming, general agent; Dick O'Brien, assistant manager; Nick Bozinas, treasurer; F. Percy Morency, secretary; Keith Buckingham, purchasing agent; Eddie Jackson, press agent; Willis Johnson, billposter; James Yotas, general superintendent; Mike Olsen, trainmaster; Wayne Kingsley, chief electrician; Chester Cavanaugh, Diesel engines.

LISTS

(Continued from page 61)

Minot—North Dakota State Fair. July 3-8. H. L. Finke.

Oklahoma

Anadarko—Caddo Co. Fair Assn. Sept. 13-16. Thos. M. Moran.
Hydro—Hydro District Fair. Sept. 7-9. Grace R. Felton.
Oklahoma City—Oklahoma State Fair & Expo. Sept. 23-30. Ralph T. Hemphill.
Pauls Valley—Garvin Co. Free Fair. First or second week in Sept. Russell Pierson.

Ohio

Ashland—Ashland Co. Agrl. Soc. Sept. 20-23. James S. Atterholt.
Ashley—Ashley Fair. July 19-22. Harry S. Wigton.
Athens—Athens Co. Agrl. Assn. Aug. 22-23. F. S. Caldwell, R. 1, Frost, O.
Attica—Attica Fair. Sept. 26-29. Carl B. Carpenter.
Barlow—Barlow Agrl. Assn. Sept. 21-22. C. E. Lawton.
Bellefontaine—Logan Co. Agrl. Soc. Sept. 19-22. Carl C. Kirk.
Bellville—Bellville Ind. Agrl. Soc. Sept. 13-16. E. O. Kochheiser.
Berea—Cuyahoga Co. Agrl. Soc. Aug. 17-20. Wm. K. Kroesen.
Burton—Geauga Co. Agrl. Soc. Sept. 1-4. Chas. A. Riley.
Cadiz—Harrison Co. Agrl. Assn. Sept. 14-16. Lance H. Barger.
Caldwell—Noble Co. Agrl. Soc. Sept. 13-15. J. K. Walkenshaw.
Canfield—Mahoning Co. Agrl. Soc. Sept. 1-4. E. R. Zieger, Central Tower, Youngstown.
Canton—Stark Co. Agrl. Soc. Sept. 4-7. Ed S. Wilson.
Carrollton—Carroll Co. Agrl. Soc. Sept. 27-30. Leonard George, Harlem Springs, O.
Carthage—Cincinnati—Hamilton Co. Agrl. Soc. Sept. 13-16. D. R. Van Atta, Courthouse, Cincinnati.
Celina—Mercer Co. Agrl. Soc. Aug. 13-18. W. F. Archer.
Circleville—Pickaway Co. Agrl. Soc. Oct. 18-21. Mack D. Parrett.
Columbus Grove—Putnam-Allen Co. Ind. Agrl. Soc. Dec. 20-22. Amos L. Goodwin.
Coshocton—Coshocton Co. Agrl. Soc. Oct. 3-7. C. V. Gray, Dresden, O.
Croton—Hartford Ind. Agrl. Soc. Sept. 6-9. Clell H. Sinkey, Centerburg, O.
Dayton—Montgomery Co. Fair. Sept. 4-7. R. O. Haines.

Delaware—Delaware Co. Agrl. Soc. Sept. 13-22. John Wagner.
Delphos—Allen Co. Agrl. Soc. Aug. 22-26. Art O. Wulffhorst.
Dover—Tuscarawas Co. Agrl. Soc. Sept. 20-23. S. O. Mase.
Eaton—Preston Co. Agrl. Soc. Aug. 29-Sept. 1. Wm. B. Pryor.
Findlay—Hancock Co. Agrl. Soc. Sept. 20-23. Orvell Crates, Jenera, O.
Fremont—Sandusky Co. Agrl. Soc. Sept. 5-8. Russell S. Hull.
Georgetown—Brown Co. Fair. Oct. 4-6. Wm. M. Warner.
Greenville—Darke Co. Fair. Aug. 20-25. Frank Hiestand, Rossburg, O.
Hamilton—Butler Co. Agrl. Soc. Sept. 24-30. John W. Cochran, Seven Mile, O.
Hicksville—Defiance Co. Agrl. Soc. Aug. 22-25. E. Mentzer.
Hilliards—Franklin Co. Agrl. Soc. Aug. 15-17. Arch A. Alder.
Jefferson—Ashtabula Co. Agrl. Soc. Aug. 15-18. E. W. Lampson.
Kenton—Hardin Co. Agrl. Soc. Sept. 6-9. D. B. Robinson.
Lancaster—Fairfield Co. Agrl. Soc. Oct. 11-14. Russell W. Alt, R. R. 1, Baltimore, O.
Lebanon—Warren Co. Fair. Sept. 18-22. John T. Gorman.
Lisbon—Columbiana Co. Agrl. Soc. Sept. 14-18. J. H. Sinclair, Hanoverton, O.
Logan—Hocking Co. Agrl. Soc. Sept. 14-16. James R. Smoot.
London—Madison Co. Agrl. Soc. Aug. 20-24. Fred M. Guy, Irwin, O.
Loudonville—Loudonville Agrl. Soc. Oct. 3-5. Chas. Bernhard Jr.
Lucasville—Scioto Co. Agrl. Soc. Aug. 2-5. A. S. Moulton.
McConnelsville—Morgan Co. Agrl. Soc. Sept. 7-9. Ray G. Smith, Route 2.
Mansfield—Richland Co. Agrl. Soc. Sept. 1-2. R. D. Hale.
Marietta—Washington Co. Agrl. Assn. Sept. 4-6. L. E. Appie.
Marion—Marion Co. Agrl. Soc. Aug. 28-Sept. 2. Paul D. Michel.
Marysville—Union Co. Agrl. Soc. Sept. 27-30. H. A. Taylor.
Medina—Medina Co. Agrl. Soc. Sept. 7-9. Paul M. Jones.
Middleport—Meigs Co. Agrl. Soc. Aug. 30-Sept. 1. Chas. Radford Jr., Minersville, O.
Millersburg—Holmes Co. Agrl. Soc. Sept. 5-7. H. C. Logsdon.
Montpelier—Williams Co. Agrl. Soc. Sept. 11-16. E. B. Thompson.
Mount Gilead—Morrow Co. Agrl. Soc. Sept. 7-9. A. A. Brollier.
Mount Vernon—Knox Co. Agrl. Soc. Sept. 27-30. Henry G. Richards.
Napoleon—Henry Co. Agrl. Soc. Sept. 1-4. James D. Murray.
Newark—Licking Co. Agrl. Soc. Aug. 31-Sept. 2. S. G. Colburn, R. 1, Granville, O.
Norwalk—Huron Co. Agrl. Soc. Aug. 29-Sept. 1. Mrs. Elfreda Crayton.
Old Washington—Guernsey Co. Agrl. Soc. Sept. 27-29. Dr. Marvin E. Hartley, Cambridge, O.
Ottawa—Putnam Co. Agrl. Soc. Oct. 3-7. Jos. L. Brickner.
Owensville—Clermont Co. Agrl. Soc. Aug. 15-18. J. W. Evans.
Painesville—Lake Co. Agrl. Soc. Aug. 22-25. Mrs. Eva S. Merrill.
Paudling—Paudling Co. Agrl. Soc. Sept. 13-23. Carl Laukhuf.
Piketon—Pike Co. Agrl. Soc. Aug. 10-12. Frank B. Cooper.
Plain City—Plain City Ind. Agrl. Soc. Aug. 2-3. H. S. Foust.
Proctorville—Lawrence Co. Agrl. Assn. Aug. 16-18. D. E. Lewis, Ironton, O.
Randolph—Randolph Ind. Agrl. Soc. Sept. 15-16. R. P. Hamilton.
Richwood—Richwood Ind. Agrl. Soc. July 26-29. Dana D. Lowe, R. 3, Marysville, O.
St. Clairsville—Belmont Co. Agrl. Soc. Sept. 7-9. Wm. R. Butcher Jr.
Sidney—Shelby Co. Agrl. Soc. Sept. 12-15. Ben O. Hurman, Anna, O.
Smithfield—Jefferson Co. Fair. Sept. 20-22. W. E. Rose, R. D. 1, Rayland, O.
Smyrna—Tri-Co. Ind. Agrl. Soc. Sept. 28-30. H. M. Fitch, Moorefield, O.
Tiffin—Seneca Co. Agrl. Soc. Aug. 22-25. C. B. Baker.
Toledo—Lucas Co. Agrl. Soc. Sept. 14-17. Chas. Glann, 411 Michigan St.
Troy—Miami Co. Agrl. Soc. Aug. 15-18. E. O. Ritter.
Upper Sandusky—Wyandot Co. Agrl. Soc. Sept. 12-15. Ross A. Winter.
Urbana—Champaign Co. Agrl. Soc. Aug. 7-11. John W. Yoder.
Van Wert—Van Wert Co. Agrl. Soc. Sept. 4-8. N. E. Stuckey.
Wapakoneta—Auglaize Co. Agrl. Soc. Aug. 27-Sept. 1. Harry Kahn.
Warren—Trumbull Co. Agrl. Soc. Aug. 8-11. Donald R. Baker.
Washington C. H.—Fayette Co. Agrl. Soc. July 25-29. Frank E. Ellis.
Wauseon—Fulton Co. Agrl. Soc. Sept. 4-7. H. E. Schwall.
Wellington—Lorain Co. Agrl. Soc. Aug. 22-24. Clair L. Hill.
Wilmington—Clinton Co. Agrl. Soc. Aug. 9-12. Gertrude Hanks.
Woodfield—Monroe Co. Agrl. Soc. Aug. 30-Sept. 1. Ralph Schumacher.
Wooster—Wayne Co. Agrl. Soc. Sept. 12-15. W. J. Buss.
Xenia—Greene Co. Agrl. Soc. Aug. 1-4. Mrs. J. Robt. Bryson.
Zanesville—Muskingum Co. Agrl. Soc. Aug. 15-18. Perl D. Elliott, New Concord, O.

Oregon

Gresham—Multnomah Co. Fair Assn. Aug. 21-27. A. H. Lea.
Hillsboro—Washington Co. Fair. Aug. 31-Sept. 2. Mrs. Leon S. Davis.
North Portland—Junior Fat Stock Show-Girls 4-H Clubs. Oct. 11-13. O. M. Plummer, Portland.
(Continued next week)

Last Call Last Call Last Call

Open April 1, Petersburg, Va., Downtown Location

WANT—Grind Shows of merit.

WANT—Young Attractive Girls with or without experience for Paradise Revue and Posing Attraction.

WANT—Can place a limited number of Workingmen in all departments. Winter quarters now open.

BEN CHEEK, PLEASE ANSWER THIS ADVERTISEMENT.

WANT—Roll-o-Plane, Octopus, Whip, Fly-o-Plane or Spitfire with own transportation.

WANT—Silodrome account disappointment.

WANT—Fun House. Harry Thompson, please answer.

WANT—Can place all legitimate Merchandise Concessions; no coupons or wheels wanted.

All Address

CETLIN & WILSON SHOWS

P. O. BOX 787, PETERSBURG, VA.

SCOTT EXPOSITION SHOWS

OPENING MONDAY, MARCH 27

BOULEVARD AND IRVING STREETS, ATLANTA, GA.

Want Shows with or without outfits. Musicians and Performers for Colored Minstrel, top salary from office. Legitimate Concessions. Concession Agents, come on. Foreman for Smith & Smith Chair Plane, Tilt-a-Whirl, Ride Help on all Rides that drive Semis; also Ride Help for Rides stationed in Lakewood Park, Atlanta. Foreman and Help for Tilt-a-Whirl, Loop-o-Plane, Chair Plane and Loop the Loop. Have ten car Kiddie Auto Ride for sale, \$250.00.

Address: C. D. SCOTT, Winter Quarters, Southeastern Fair Grounds, P. O. Box 1562, Atlanta, Ga. Phone: Jackson 6996

JOHN R. WARD SHOWS WANT

Musicians, Trumpet and Sax; Comedy Team, Blues Singer. Top office salary. Want Dancing Girl Show and Monkey Circus. Will buy Monkeys. Can place Stock Concessions, High Striker, Mitt Camp, Ball Games. Want Ride Foreman for Wheel, Chair-o-Plane, Kiddie Rides. Second Men for all Rides. Want Electrician for G. M. Diesel Light Plants. Special Agent that can put up paper. Baton Rouge, La., till April 1st.

BRIGHT LIGHTS EXPOSITION SHOWS

OPENS APRIL 15

Can place Shows—Unborn, Wild Life, War, Illusion, Midget, Fat People, Motor Drome, Penny Arcade, Freaks and Working Acts for 10-in-1. Will buy specimens for Unborn Show. Concessions not conflicting with Cook House, Bingo, Pop Corn, Photos, Mitt Camp, French Fries, Penny Pitches. Ride Help on Octopus, Roll-o-Plane, Second Man for Wheel and Plane. Ben Herman wants Dealers and Agents. Place High Free Act. Write or wire

JOHN GECOMA, Gen. Mgr., or L. C. HECK, Aest. Mgr., Box 152, Buchanan, Va.

WANTED FOR BARKOOT BROS.' SHOW

Three high-class Shows and Tilt-a-Whirl, Octopus or Dual Loop-o-Plane. Can place Merchandise Concessions of all kinds. Want Mechanic for trucks. Can place General Foreman for all Rides. Can place Ride Help for all Rides that can drive trucks. Can place Secretary, Ball Game Agents. Bob Ayles Cockie, write Betts. Open here April 15, 1944. Address: BARKOOT BROS.' SHOWS, 463½ Fourth Street, Toledo, Ohio

LAST CALL!

LAST CALL!

LONE STAR SHOWS

Opening March 30, 5400 W. Washington St., Indianapolis, Ind.
Can use few more legitimate Concessions. Want to book or buy Ferris Wheel with or without transportation. Also Kiddie Rides. Want Shows of all kinds. Can place Ride Help on all Rides. Playing defense towns until July 1. Then 15 fairs in Illinois. Address all mail and wires to LONE STAR SHOWS, General Delivery, Indianapolis, Ind.

UNDER THE MARQUEE
(Continued from page 47)

riders, have taken over management of Raymond's Market in Sarasota. "Indian Joe" Johnson is the new ring-stock boss on the Big One.

EARLY-DAY man-power shortage copy: "Many of the students in working departments have been attracted by the offers of farmers for harvest hands."

THE TWO Polack Bros.' elephants leased to Camp Campbell, Ky., will play a number of camp shows before being returned to the circus. With the three Power bulls recently purchased by Polack, the show will now have five elephants.

C. A. WRIGHT'S Dog Circus, in quarters at Bradford, N. H., will open about May 4 and play three-day stands in that State, Vermont and Maine. It will be

the 34th year the show has been on road. Some new canvas has been added and equipment built. Wright still carries the old Barnum organ.

REMEMBER the old alibi, when setting up, some native would remark, "Look at the holes in the tent," and we told 'em they were caused by a shooting act?

HOWARD MARSHMAN, who was rejected March 11 at Camp Blanding, Fla., for the armed forces, had twice volunteered, but was turned down. Marshman, who had been with Peaches Sky Revue the last three seasons, may go on the road as rigger for an act.

DOUG MORRIS, who handled lighting on the Ringling show early last season and later on Spangles, is now handling the same job on the ice show *Ice-Capades*. He received a wire last week asking him to return to the Ringling show this year, but he's contracted with *Ice-Capades* for the season.

BOB STEVENS, manager of Bailey Bros. Circus, states that he has signed contract with a soft-drink company, which will furnish all concession tents on the midway. Tents will be made by O. Henry Tent Company. They will be blue, trimmed in red. There will be all new banners for the side show.

JAKE J. DISCH reports that Al Sigbee, former circus agent, is working in a Milwaukee factory, and that Joe Greer has a horse act on tour. Disch has been in show business many years. He was listed in the first issue of *Billboard Advertising* under Wisconsin Billposters' Association. A copy of that issue was reprinted in the 40th anniversary edition of *The Billboard*.

ALTHO chased away from his first circus, the First-of-May who makes good 10 years later is always reminded by the manager of the first show that he gave him his start.

JIM GALLAGHER, formerly boss canvasman on the side show of the P. T. Barnum Circus and later with other circuses, was given a surprise birthday party by his friends in Los Angeles. He did the honors of cutting a birthday cake on which the numeral 75 appeared in icing. Remembrances were received from Jim Dunn, Mrs. Louise Engles, Mrs. Nora Rainier and Jennie Riegal, all members of the Pacific Coast Showmen's Association and its Ladies' Auxillary.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo Expo.: Cuero, Tex.
- All-American Expo.: Jacksonville, Fla., 20-April 1.
- Arcade: Mercedes, Tex.; Rio Grande City 27-April 7.
- Bandy's All-American: Charleston, S. C.; Columbia 28-April 8.
- Baysinger, Al: Poplar Bluff, Mo., 20-30.
- Berryhill's United: Crawfordville, Ga.
- Bistany Greater: Belle Glade, Fla.
- Blue Ribbon: Columbus, Ga., 25-April 1.
- Bowen's Joyland: Monterey Park, Calif., 20-28.
- Buckeye State: North Little Rock, Ark., 23-April 1.
- Burke, Frank: El Paso, Tex., 20-April 1.
- Byers Bros.: Texarkana, Ark., 23-April 1.
- Capell Bros.: Haskell, Okla., 25-April 1.
- Chatham Am. Co.: Bamberg, S. C.
- Crafts 20 Big: San Diego, Calif., 22-April 2.
- Craig, Harry: Breckenridge, Tex.
- Crescent Am. Co.: Gaffney, S. C., 27-April 1.
- Dumont: Florence, S. C.
- Fay's Silver Derby: Cordele, Ga.; Americus 27-April 1.
- Fidler United: (Belt & Easton Sts.) St. Louis, Mo., 20-April 1.
- Gentsch & Sparks: Columbia, Miss.
- Greater United: Del Rio, Tex.
- Groves Greater: Okdale, La.
- Hall Bros.: West, Miss.
- Hennies Bros.: Birmingham, Ala.
- Heth, L. J.: Birmingham, Ala.
- Hottle, Buff: New Orleans, La.
- Hyalite Midway: Bonham, Tex.; Coalgate, Okla., 27-April 1.
- Jones, Johnny J., Expo.: Augusta, Ga., 25-April 1.
- Keystone Expo.: St. George, S. C., 25-April 1.
- Lake State: (Vandevanter & Washington) St. Louis, Mo., 20-April 1.
- Maher's Midway: (Broadway & Hickory) St. Louis, Mo.
- Mound City: (Kingshighway & Bircher) St. Louis, Mo.
- Park Am. Co.: Alexandria, La.
- Pike Am.: Glenwood, Ark.
- Playland Am.: Columbus, Ga.
- R. & S. Am.: Southport, N. C.; Wilmington 27-April 1.
- Rogers Greater: Huntingdon, Tenn.; Paris 27-April 1.
- Rogers & Powell: Vicksburg, Miss.; Brookhaven 27-April 1.
- Scott Expo.: Atlanta, Ga., 27-April 1.
- Shoesley Midway: Tallahassee, Fla.
- Siebrand: Tucson, Ariz.
- Sparks, J. F.: Forest, Miss.

- Stebler's Greater: Laurens, S. C.
- Texas: Lyford, Tex.
- Tower Am. Co.: Greenwood, S. C.
- Ward, John R.: Baton Rouge, La., 20-April 1.
- Weer, J. C.: Norfolk, Va., 25-April 1.
- West Coast Victory: Emeryville, Calif., 20-22; San Jose 25-April 2.
- West's World's Wonder: Jacksonville, Fla.
- Wolfe Am.: Toccoa, Ga.
- World of Today: Oklahoma City, Okla., 25-April 1.
- Zacchini: Batesburg, S. C., 25-April 1.

CIRCUS

- Arthur Bros.: Anaheim, Calif., 21; Long Beach 22-26; Santa Monica 27; Glendale 28; Taft 29-30; Bakersfield 31-April 1; Delano 2.
- Davenport, Orrin: Lansing, Mich., 21-26.
- Hamid-Morton: Washington, D. C., 27-April 2.
- Polack Bros.: Dayton, O., 23-April 1.

MISCELLANEOUS

- Harrett, Roy (Hospitaler Circus) Lansing, Mich., 21-26.
- Basile, Joe, Band (Shrine Circus) Washington 27-April 1.
- Birch: Brady, Tex., 27; San Saba 28; Hamilton 29; Hillsboro 30; Arlington 31.
- Campbell, Loring: Annandale, Minn., 22; New London 23; Hancock 24; Osakis 27; Long Prairie 28; Wadena 29; Crosby 30.
- Couden, Doug & Lola: School Assemblies, Puyallup, Wash.
- Long, Leon: Waycross, Ga., 20-24; Brunswick 25-27; Savannah 28-29; Georgetown, S. C., 30-31.
- Lynn, Herbie (400 Club) St. Louis 20-23.
- Nichols, Les (Vienna Grill) Montreal, Can., 21-26.
- Ricton's Dogs: Fayetteville, Tenn., 20-25.
- Romas, Flying (Hospitaler Circus) Lansing, Mich., 20-25.
- Texas Cattle King, George M. Bragg's: Comfert, N. C., 20-25; Maysville 27-April 8.



INSURANCE

CHAS. A. LENZ

"The Showman's Insurance Man"

A1338 INSURANCE EXCHANGE
CHICAGO, ILL.

ACTS WANTED

Suitable for Indoor Circuses and Fairs.

ERNE YOUNG AGENCY

155 N. CLARK ST. CHICAGO 1, ILL.

FOR SALE

Dion's Freak and Wild Animal Show—2 Horses with 8 feet, wear 8 shoes each; mother and daughter. Mountain Goats with horn and 8 legs, one Black Bear, 2 Canadian Wolves, 1 pair Rhesus Monkeys and some small Animals. Military Band Organ on wheels, in good condition; Banner Fronts with 5 banners, Tents. Outfit in good condition for sale or to book with carnival company. Address: **JOSEPH DION**, 236 Collin St., St. Johns, P. Que.

PLASTER NOVELTIES

Highly finished to flash your Concession. Also Plaster Slum. Orders shipped the same day they are received.

Send for price list

Florentine Art Statuary Co.

414-16-18 East 15th St., Kansas City, Mo.

Phone: GR 8692

NORTH STATE SHOWS
FINAL CALL

Opening Saturday, April 1st, Asheboro, N. C., with Concord, Kannapolis, Thomasville, High Point and four camp, sights immediately following. Sell exclusive on Cook House, Grab, Photos, Popcorn, Diggers, Custard, Arcade, Novelties. Want Shows with or without equipment. Want Octopus, Roll-o-Plane. Help for all Rides and in all departments. Sensational Free Act, also Secretary. Legitimate Concessions of all kinds; no racket. Address: **NORTH STATE SHOWS**, 4316 Princeton Ave., Greensboro, N. C.

PHONE MEN
WANTED

Experienced Ticket and Program Salesmen to join at once. This is a big deal. Akron and Pittsburgh to follow. Write or wire

TOM HASSON

No. 2 Fire Department, Raleigh, N. C.

FRANCIS KELLY WANTS

Pan Game Dealer who can stand prosperity, married preferred, whose wife can work. Guarantee big season. Will buy large Red and Black Wheel, 6 or 10-numbered Jumbo Wheel or Tub. Will book any legitimate Concession not conflicting with Popcorn, Candy Apples, Grab Joint, Pitch-It-U-Win, Penny Pitch and Ball Games. Will buy 1000 ft. 00 Cable, also 200 Amp. Switch Box. James Seaman, please contact. No Rides wanted.

FRANCIS J. KELLY

24 Ashmun St. New Haven 11, Conn.
Tel. 7-2042

BOSWELL'S AMUSEMENTS, opening May 1st, Mathews, Va. Want to hear from the following people: Cecil Purvis, George Carter, Mike Lane, Joe Bernard, Mom and Pop, Lloyd Thomas. Have Kiddie Ride, Snake Show and War Show, will turn over to capable parties at 50% of gross. Want Working-man to take care of main entrance and 5 Concessions. Can use Ride Help, 25% of gross. Slum Store Agents, one-third of gross. Sound Truck and Free Act with Concessions, Shows and Rides with transportation, 25%. Legitimate Concessions only. What have you? **THOMAS H. BOSWELL**, 5124 Chestnut Street, Philadelphia, Pa.

DYER'S GREATER SHOWS

Want Foremen on Big Ell, Octopus, Roll-o-Plane, salary or percentage. Now booking Shows and legitimate Concessions. Concession Agents, write C. V. Moore. Show opens here for 9 days, sponsored by V.F.W., catching Air Base pay March 30th. Wire or write **BOX 197**, Greenwood, Miss. For Sale—1/2-Ton Ford Panel and Sound Outfit, \$345.00.

WANTED

Man who has had experience around Rides, capable of looking after Merry-Go-Round, Ferris Wheel and Chairplane. Also must be Electrician to attend to same. Will pay top salary. Good opportunity. All mail and telegram treated confidential. Cecil Shipman, wire. **WANT** American Palmistry and Grind Stores. Opening Gloucester, N. J., April 20.

MIKE ZEIGLER

Hotel Milnor, Philadelphia, Pa.

FRESH FRUIT DRINKS

FOR STILL WATER BEVERAGES. NO SUGAR NEEDED IN THESE DRINKS.

ORANGE • GRAPE • RASPBERRY
CHERRY • PINEAPPLE

One Gallon Makes Six Gallons of Ready to Serve Drinks. Price: \$2.00 Per Gallon. Sample Order, \$2.50 Per Gallon.

Also: **ZESTY COLA SYRUP AND BITTER SWEET CHOCOLATE**

Price: \$1.50 Per Gallon. Sample Order, \$2.00 Per Gallon. All Prices F.O.B. New York City. Packed 4 Gallons to the Case. 1/3 Deposit On All Orders. Sample Order Full Amount.

HELCO ENTERPRISES, INC.

111-113 HUDSON ST., NEW YORK CITY
Walker 5-5251

ROYAL AMUSEMENT COMPANY

NEW TITLE BUT UNDER EXPERIENCED, WELL KNOWN, SUCCESSFUL

EASTERN SHOWMAN'S MANAGEMENT AND BACKING

Want Shows with or without equipment and transportation. Attractive proposition to Monkey Show, have beautiful, complete outfit except Monkeys; will finance reliable showman. Can use Ten-in-One and Funhouse or Glasshouse or any other Grind Shows. Can place Ball Games, American Mitt Camp, Photo Gallery, Balloons, Hooplas, Pitch-Till-You-Win, Shooting Gallery and any other Grind Stores. Good opening for Sound Man with own outfit. Want Ride Help in all departments. All address:

PATRICK J. FINNERTY, WINDSOR, NORTH CAROLINA

HINESVILLE, GA., SPRING OPENING

2 SATURDAYS 2 — APRIL 8 TO 15

MAD CODY FLEMING SHOWS

Want Merry-Go-Round Foreman, Second Help that drive trucks on Swing Comet, Elf Kid and Chairplane. Dave Davidson wants Concession Agents. Geo. White wants Chef and Counter Help for a 30-week season, including some very good fairs.

MAD CODY FLEMING, HICKOX, GA.

BUFFALO SHOWS

Will play one of the greatest routes of any show of its size in America. Midway limited in size to play downtown lots. Opening in the Ohio Valley the last of April. Want Stock Concessions. No Percentage Games. Will book Rides with transportation. Want Ride Men and other Workmen. No age limit.

HOWARD POTTER, Buffalo Shows, Zone 14, Buffalo, N. Y.

LAST CALL—LAST CALL
KAUS EXPOSITION SHOWS

SHOW OPENS NEW BERN, MARCH 27TH. BIG MARINE PAY DAY.

All people report at once. Want legitimate Concessions and Arcade. We play Jacksonville, Goldsboro, Thomasville, Concord, Roxboro, High Point and thirty other weeks in defense towns. Want Girl Shows and Shows with own equipment. Louis Augustina, get in touch with Dick Harris; good proposition. Can place Ferris Wheel Foreman and Second Men in all departments who can drive Semi. Best of salaries and good treatment; bonus end of season. Have for sale—Tangley Calliope and Blower, two 100 KVA Transformers. Wire **A. J. KAUS, MGR., BOX 1107, NEW BERN, N. C.**

TRUCK AND AUTO RIDE OWNERS

Protect your tires with our Tire Armor. Stops leaks and punctures. Mike Doolan, Chicago ride owner, says: "I find your Tire Armor all you claimed for it. Am using it in my tractor and trailer tires, also kid auto tires." **DON'T WAIT. Protect Your Tires Now!**

Price \$10 Per Gallon. Five Gallons for \$40.

CHARLES WATSON

6033 S. KEDZIE AVENUE

CHICAGO 29, ILL.

1944-GREETINGS FOR SEASON-1944

T. J. TIDWELL SHOWS

SEASON OPENS SWEETWATER, TEXAS, MARCH 25

"NEW DEAL" FOR ALL RIDE MEN

Top salaries paid to all help. Foreman to take complete charge. BONUS GUARANTEED AT END OF SEASON.

\$150.00 for Foreman, \$100.00 for Help. All Ride Men will have contracts. Will book Arcade and Stock Concessions. Want Man for Monkey Show. Want Man for Pit Show. Want Man for Snake Show. Want Organized Minstrel Show. Salary or percentage. Have complete frame-ups for these. Will book any Show or Stock Concession that does not conflict with what we have. Address all communications to

T. J. TIDWELL, Owner and Manager, Sweetwater, Texas.

WANT-EXPOSITION-AT-HOME-SHOWS-WANT

OPEN APRIL 15-29, ELKTON, MD.

WANT CONCESSIONS—Candy Floss, Potato Chips, Pitch-Till-U-Win, Hoop-La, High Striker, Balloon Darts, String Game, Fish Pond, Duck Pond, Devil's Bowling Alley, Photo Gallery, American Palmistry, Penny Arcade. Book or buy Frozen Custard.

WANT SHOWS — With or without outfits. John McIntyre and Bull Martin want Freaks and Midgets for Ten-In-One; also Girls for Girl Show.

WANT RIDES — Rollo-Plane, Octopus, 7-Car Tilt, Kiddie Auto Ride. Will book or buy.

WANT RIDE HELP—Also Semi-Truck Drivers. Want Billposter.

WILL BOOK Bingo, Bobby Sims, contact me.

WANT good Advance Agent. Hymie Jacobs and Bill Owens, get in touch with me at once.

All address ROX GATTO, Manager, 300 Huntley Rd., Upper Darby, Pa.

LAST CALL FOR
BARNEY TASSELL UNIT SHOW

Opening in Kenbridge, Virginia, six miles from Blackstone, April 8th—Two Saturdays. Will book Pea Pool, Pan Game, Rat Game or any other. Have good territory for Candy Apples, Guess Your Age, Scales or any other Ten Cent Store that works for stock. Want Agents for Ball Games, Pitch Till You Win and Slum Blower. Write or wire

Winter Quarters, BARNEY TASSELL, Box 275, Kenbridge, Virginia.

P.S.: Fred Helm, Bob Hill, James Wallace and Fred Duplisea, contact John Hayes, same address. Also would like to buy Devil's Bowling Alley and small Range.

LAST CALL! LAST CALL!

WONDER CITY SHOWS

Gretna, La., March 20-26; Kenner, La., March 27-April 2, Across River From New Orleans, Defense Towns, Plenty Money; Ponchatoula, La., Strawberry Festival, April 3 to 16.

Want Stock Concessions. Will sell X on Popcorn, Photos, Hit or Miss, Ball Games, Fish Pond, Cigarette Gallery, Mitt Camps. Will book one of the following: Roll Down, Slum Skillo, Clothes Pin, one Wheel. Want Shows with own equipment; have frame up for Girl Show. Want Ride Help for No. 12 Wheel, Merry-Go-Round. Will pay cash for Smith & Smith Chair-o-Plane. Write or wire JOE KARR as per route.

P.S.: Jump to Alabama after Ponchatoula, La.

J. C. WEER SHOWS

HAVE THE FOLLOWING SHOWS TO PRESENT FOR THE 1944 SEASON: Slim Kelley's Side Show and Snake Show, Monkey Show, Wild Life Show, Fun House, Minstrel Show, Vanities and Follies Shows and Hawaiian Show. CAN PLACE GLASS HOUSE AND FAT SHOW. ALSO PENNY ARCADE. CAN PLACE SCOOTER AND OCTOPUS RIDES. WANT RIDE HELP AND TRAIN HELP. Russell Judy can place Girls and Musicians for Follies and Vanities.

OPENING NORFOLK, VA., APRIL 3

J. C. WEER CASH WILTSE
General Manager Business Manager
ADDRESS, CARE OF MONTICELLO HOTEL, NORFOLK 10, VA.

'HELLER'S ACME SHOWS

OPEN APRIL 21ST

Want Show People. Will furnish complete outfits for following Shows: Side Show, Girl Show, Athletic Show, Snake, Wild Life, Unborn or any good Grind Show, Fun or Glass House. Want Concessions—Diggers, Photos, Bingo, Pitch and Skill Games. American Palmist or any 10c Grind Stores. No Cans or Coupons. Want Help on all Rides. Foremen for Spitfire, Merry-Go-Round, Chair-o-Plane, Ferris Wheel, Whip, Kiddie Rides, Loop-o-Plane. Want Carnival Mechanic, Electrician, Bill Poster and Canvasman, Talkers. Frank Canoe, Jess Trout, Cliff Carter, Cliff Lane, John Benedige, write. Winter quarters open. Help, come on. Top salaries, pleasant working conditions. Long season south. All address:

Winter Quarters, Franklin Ave., Camogaw, New Jersey. Phone: Wycoff 752-W.

GOLD MEDAL SHOWS

OPENING THURSDAY, APRIL 6

WANT SECOND MEN THAT DRIVE SEMIS FOR THE FOLLOWING RIDES: Merry-Go-Round, Tilt-a-Whirl, Ferris Wheel, Roll-o-Plane, Octopus and Spitfire. CAN PLACE LEGITIMATE MERCHANDISE CONCESSIONS. CAN PLACE ONE MORE GRIND SHOW. WANT COOK-HOUSE COUNTER AND GRIDDLE MAN.

Address OSCAR BLOOM, Mgr., P. O. Box 32, Columbus, Miss.

Sunbrock, Big Top, Inc., Sued
On Alleged WPB Order Violation

NEW YORK, March 18.—Assistant United States Attorney General Tom C. Clark, of the New York War Frauds Office, Thursday brought suit in United States District Court against Larry Sunbrock and Big Top, Inc., charging them with criminal violations of the War Production Board's orders prohibiting use of restricted materials in construction of the Big Top circus arena here.

Roy Dann, chief of Clark's staff, said the circus arena, a semi-permanent structure of concrete and steel with a canvas top, had been constructed in defiance of specific and repeated orders from the War Production Board to cease construction. Possible penalty for the offense charged is two years' imprisonment and/or being fined up to \$20,000 for a

person, while a corporation may be fined up to \$20,000.

Big Top, Inc., a New York corporation, has officers listed as Larry Sunbrock, president; Marion Sunbrock, vice-president; Lloyd Copas, treasurer; David Lodge, secretary. The Big Top circus ran only a few days, and June 30, 1943, Big Top, Inc., filed a voluntary petition in bankruptcy, listing liabilities of \$136,108 and assets of \$43,500. Sunbrock was listed as creditor for \$35,000.

SOUND EQUIPMENT

60 Watt custom-built Amplifier, 4 Microphones, 1 Pre-Amplifier, 2 Phono Inputs, Head Phone Monitor Jack, 4-8-12 500 Ohm Output, 2 26" new Aluminum Horns with 2 12" new 25-Watt Cinchagraph P.M. Speakers with 2 50-foot Cables; 1 630C Electro-Voice Microphone with 25-foot Cable and Floor Stand, new; Amplifier, used one season. In A-1 condition.

20 Watt Amplifier with 2 Microphones and 1 Phono Input, 4-8-12 500 Ohm Output, 2 12" 25-Watt Cinchagraph P.M. Speakers mounted in diagonal leatherette case with 2 50' Cables, 1 V-1 Electro-Voice Microphone with 25' Cable and Floor Stand. Brand new.

12 Watt Amplifier with 1 Microphone and 1 Phono Input, 4-8-12 500 Ohm Output, 2 8" Jensen new 12 Watt P.M. Speakers mounted in diagonal leatherette case with 2 50' Cables, 1 612G Electro-Voice Microphone, 25' Cable and Floor Stand. Used part of one season.

8 50 Watt heavy Duty Base Reflex Baffles for 12" Speakers.

3 20 Watt Base Reflex Baffles for 12" Speakers.

1 20 Watt Reflex Baffles for 12" Speakers with shutters for inside.

3 50 Watt Reflex Baffles for 12" Speakers for inside.

2 36" long 30" Bell Composition Horns.

1 New Phono Player in Steel Case.

All in first-class condition—can make up any combination to suit. Bargain price for quick sale. This is equipment used by Voice of clarity.

H. W. STEWART

20052 Stratford Road DETROIT 21, MICH.

RB Press Staff
On Job in N. Y.

NEW YORK, March 18.—Hal Olver, Allen Lester and Bernie Head are assisting Roland Butler, general press representative of the Ringling circus, on publicity here. Office contact man for the press is Don McCloud. F. Beverly Kelley is in charge of radio tie-ups, and Arthur Hopper is handling outdoor advertising.

The Big Show opens at Madison Square Garden April 5 and closes with the night show May 21. Boston Garden engagement opens May 23 and runs thru June 4. Following the Boston run, the show starts the road tour at Philadelphia.

The circus will be heavy in production and girls. Robert Ringling will be in charge of presentation. Rumors that other producers, aside from John Murray Anderson, are said to be unfounded. Pat Valdo remains as general director of personnel.

F. R. Conklin Lines
Up Calif. Attractions

MONROVIA, Calif., March 18.—Frank R. Conklin, of the Conklin Shows, who has been in California eight weeks lining up attractions for this season, left yesterday for Chicago and said that he would soon announce some new acquisitions for the show's '44 Canadian tour. He expected to be in Chicago several days before returning to Brantford (Ont.) quarters.

He declared that in the 25 years in which he has been coming to California conditions were never so good as at present, especially at the beaches, which are doing tremendous business. He said that to him San Diego "looked as tho there was a world's fair going on all the time."

During his stay here he looked over San Diego, Mission Beach, Crafts Shows in San Bernardino and quarters of the Arthur Bros., Russell Bros. and Cronin circuses, praising the managements for the excellent condition of all equipment.

OPENING APRIL 1 TIVOLI EXPOSITION SHOWS OPENING APRIL 1

WANT RIDE HELP FOR ALL RIDES. MUST DRIVE SEMI TRAILERS. CONCESSIONS: WILL BOOK ANY LEGITIMATE CONCESSIONS. PHOTO MACHINE, NOVELTIES AND SNOW CONE OPEN. WANT CORN GAME HELP. Write or Wire:

J. O. GREENE, MGR., P. O. BOX 742, JOPLIN, MO.

ART D. HANSEN WANTS

Concession Agents—Lady and Men Agents for Milk Bottles and Punks, Agents for 10c Slum Stores; straight grind, nothing flat. Can use Counter Man for Bingo. Must be sober, reliable and get your own Concessions up and down. C. D. Miller, Roy Hammit, Jack Threat and others who have been with me, get in touch. Open New Bern, N. C., March 27; Jacksonville, N. C., week April 3.

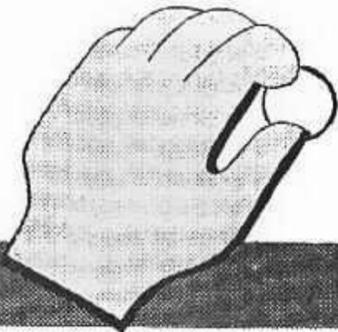
ART D. HANSEN, care Kaus Exposition Shows.

WANT FOR HIGHEST CLASS SIDE SHOW ON THE ROAD

Playing Only Proven Money Spots, the Best of Still Dates and Outstanding Fairs. ACCOUNT OF DISAPPOINTMENT, WANT A HIGH-CLASS MENTAL ACT. FOLLOWING PEOPLE CONTACT ME AT ONCE: BEN ALI, LEONA HALLIGAN, HARRISON KING AND ODI. ALSO TATTOOER WHO CAN GET MONEY WITH PLENTY CLEAN FLASH AND KEEP IT THAT WAY. GOOD MUSICAL NOVELTY ACT AND SWORD SWALLOWER (Lady or Man).

Wire—Don't Write:

RAY CRAMER, DODSON'S WORLD'S FAIR SHOWS
BEAUMONT, TEXAS, UNTIL MARCH 28TH; THEN ALEXANDRIA, LA.



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

Post-War Planning—10

INDUSTRY COMMITTEES

One of the urgent factors in post-war planning programs at the present time is the importance that government agencies will probably give to industry advisory committees. It appears that the coin machine industry is not fully represented by such committees, and for that reason special attention should be given to the idea.

In converting to civilian production again the War Production Board will be the most important government agency unless there are rather complete political upsets during the current year. The War Production Board almost from the beginning adopted a policy of appointing industry advisory committees to meet with WPB officials, make suggestions and discuss fully and confidentially the many angles to problems of materials and production. This program has been followed quietly, and yet it promises to be one of the most important records of the war, showing how business and government can actually work together to accomplish desired results. So much has already been accomplished in boosting war production that it seems logical the same industry committees will play a big part in advising on plans for converting to civilian production again.

The Baruch report, which has received so much attention recently, is said to stress the importance of all these industry committees as the real key to getting industry back into civilian production. This means that the present trend of thinking among government agencies is to use all the industry committees wherever possible to advise on the problems of civilian production just as they are used in advising on turning to war production. Before counting too much on the Baruch report, however, it must be kept in mind that this report is the subject of one of the most bitter political fights in the nation at the present time. Back of the scenes it involves the bitter struggle between the legislative and executive branches of the government. Congress wants to control the return of industry to civilian production for well-known political reasons. The executive branch of the government, which includes the President, WPB and all the existing agencies, also wants to control the return of our factories to civilian production.

If present plans continue, the coin machine indus-

try is assured of full consideration by the WPB. Since the beginning of the war this agency has fully considered the industry in its plans, and recent news announcements indicate that it will continue to do so. This is due to the fact that representatives of the industry have co-operated fully with WPB officials, and the factories have established an excellent record for war production. Even before the war began, representatives of the coin machine trade attended a meeting in Washington in September, 1941, to discuss the questions of materials and of turning the factories to war production. At that meeting, representatives of the trade and government officials together made a total attendance of 60 or 70 persons. The discussions were interesting and gave the leaders of the manufacturing industry their first introduction to what war conditions might mean. Government officials also got acquainted with leaders in the industry. There have been many conferences between representatives of the manufacturing industry and government officials since that time. The general result has been full co-operation on the part of the industry.

Industry committees to co-operate with WPB represent in some cases what will be considered as smaller divisions of the trade. For example, the advisory committee representing manufacturers of sanitary napkin vendors has had many conferences with WPB officials. The record of this committee indicates that the industry might well be represented by as many as a dozen advisory committees in the reconversion period.

The War Production Board issues a regular news bulletin which gives reports of the meetings of industry advisory committees and also announces the appointment of new committees. Firms that are not on the mailing list for this bulletin would be wise to get it regularly during the post-war planning period. WPB also issues special reports on industry committee meetings and recommendations which may be obtained by members of the industry or trade concerned.

Each passing week from now on is likely to see increased activity by industry advisory committees working with WPB officials on plans for getting back to civilian production. Unless the fortunes of war go decidedly against us, this is an important development to watch during the months to come.

FIRMS MAY "DEVELOP" MODELS

WPB Authorizes Priorities For Experimental Material

Small firms placed in strong competitive position for development of post-war equipment—WPB simplifies procedure to obtain experimental materials

CHICAGO, March 18.—Authorizing the use of regular "laboratory" priorities to any manufacturer experimenting in development of new products for future civilian markets, the War Production Board has opened the door for coin machine manufacturers to proceed with limited experimental work on post-war equipment, it is believed here.

In an action which is certain to increase the scope of new durable goods experimentation and development, WPB authorized manufacturers to use preference rating order P-43 in applying for materials for developing new products.

"Priority ratings assigned by the order may be used to get materials for development of products designed primarily for future civilian markets," WPB said, "but only if such activities will be carried on without diverting any man power, technical skill or facilities from war work. Laboratories that have been assigned serial numbers by WPB may not use their AA-1 preference ratings for activities connected with future civilian markets."

Favors Small Firms

This new order places the smaller firms without recognized laboratories on the same basis as the larger manufacturers who have had laboratories for many years.

The definition of "laboratory" now specifies that any person who carries on scientific or technological investigation, testing development or experimentation in his business is considered to operate a laboratory in buying materials for these purposes, even tho he does not have a separate department or organization in his company or institution for such activities.

This new action will benefit greatly many manufacturers, officials said, particularly those who already have obtained or asked for supplies of aluminum for experimental work.

Aluminum has been approved for work in development of a long list of products, including the following:

Cooking utensils and other containers; kitchen ranges; furniture of various kinds; ladders, lawnmowers; kitchen cabinets; electrical equipment; engraved cups and plates; aluminum paint; tiles for bathroom and other uses.

The New Provisions

Under the amended order are the following new provisions:

Restrictions on the quantity of aluminum that may be obtained are removed.

Hand tools and safety equipment bought by a laboratory for resale to its employees for use in the laboratory's activities may be obtained under the order.

Procedure for obtaining controlled materials has been simplified, and the allotment number V-9 is used in place of MRO-P-43.

WPB to Help Operators Solve Service Problems

WASHINGTON, March 18.—Problems connected with wartime operation of various service organizations, many of them excellent coin machine locations, have been brought to the attention of recently appointed regional representatives of the office of civilian requirements, the War Production Board has announced.

These representatives will work in all WPB regional offices. As part of their duties they will assist in maintaining essential services thruout the country, and will be on hand to advise operators of various service establishments as to possible solutions to their problems.

The service trades with which the division is particularly concerned include: Hotels, office buildings, restaurants, theaters, professional sports and commercial recreation and plumbing and heating repair shops.

Honor Hammergren



M. G. HAMMERGREN

CHICAGO, March 18.—M. G. Hammergren, sales manager of the North Tona-wanda Division, Rudolph Wurlitzer Company, was elected a vice-president of the company this week at a meeting of the board of directors. Making the announcement, President R. C. Roling said: "Hammergren has served the company efficiently and faithfully for nearly 20 years, and this advancement to a vice-president is in recognition of his valuable services."

General Novelty to Handle Route of Operator in Navy

MILWAUKEE, March 18.—Ed Tarman, operator, who is home on furlough from the navy, reports that he is turning his business over to General Novelty Company. Otto Hadrian, of General Novelty, will operate the added business in con-

Juke on U.S. Cruiser Still Jives After Eight Battles

Officials of the Rudolph Wurlitzer Company are proud of the secondhand juke box which has been through eight naval battles aboard a United States warship, and is still playing.

Following is the letter received by the firm from a naval officer:

"The Rudolph Wurlitzer Company: "Immediately after the Pearl Harbor attack in which the battleship West Virginia was sunk, I shipped aboard a cruiser which was in Pearl Harbor. We returned to San Francisco for repairs, whereupon the ship's service fund bought an old secondhand Wurlitzer juke box. Since that time that machine has gone through everything imaginable aboard ship and it still plays. You can't imagine the satisfaction the crew got out of that old baby. We cut out the slot and make it play gratis.

Mumps Cramp Political Style of Arcade Owner

DES MOINES, March 18.—Kenneth Sonderleiter, operator of a penny arcade, is seeking election as city safety commissioner. Sonderleiter is one of 14 candidates that filed nomination papers for the post.

In the past, Sonderleiter has gained considerable publicity for his arcade with the addition of a free zoo, selling horse-meat sandwiches, and even offering monkey meat.

He started a good-natured campaign this time, but he talked of "opening up" on the police department which he wasn't able to do. He came down with the mumps and instead of attending political meetings is reported as wearing ice packs on his ears, and hot packs on his throat.

Distributor "Field" Repair Service Aids Wartime Ops

Repairing machines at the location helps operators who have lost servicemen—"loaner" machines keep collections coming if unit requires major repairs

CHICAGO, March 18.—The role played by coin machine distributors in helping operators maintain equipment in operation during wartime shortages of skilled servicemen and replacement parts is the subject of frequent and favorable comment by operators. Manufacturers, too, knowing the importance of making machines last until new models can be produced, have frequently praised the cooperation of distributors. This week reports from Milwaukee reveal that a distributor now offers operators a "go-anywhere" repair service. It operates something like the automobile club plan.

Operators without capable servicemen can place their whole repair problem in the lap of this distributor. Or they can call on this distributor for emergency repairs when their regular serviceman is not available.

Practically all of the repair work is done right on location, thus cutting non-earning time to a minimum. If the repair is of such nature that the work cannot be done at the location, this distributor leaves a "loaner" machine and the faulty unit is brought back to the repair shop.

Klein Novelty Company, of Milwaukee, is the organization providing this type of repair service for operators. Two mechanics have been added to their staff for handling this work, it is reported.

Hand Soap Reduces Record Wear, Cuts Down on "Scratch"

A valuable "kink" for music operators is submitted by operator K. G. Kline, of

Rosiclare, Ill., which he declares has reduced scratch, record wear and breakage, and prolonged the life of phonograph needles. Kline writes as follows:

"For years I have carried with me a bar of some good hand soap and rub this soap on phonograph records. I notice that other operators in this area have also adopted the practice. Rubbing soap on the records has cut down on record wear and breakage, and has also minimized surface noise or 'scratch.' This practice has also prolonged the life of needles. I'm sure other phonograph operators will find that this soap treatment of records will pay if they will try it."

Before Placing Padlocks on Cash Boxes, Read This

Operators who have suffered from breakage and theft in isolated or factory locations, and who have considered the idea of padlocking the cash boxes in larger vending units, will be interested in the experience of Dispensers, Incorporated, of Baltimore.

Some time ago, according to Victor Rubin, manager, the organization was plagued with vandals who broke open the machines and robbed the cash boxes. Heavy padlocks were then installed on the cash boxes in their beverage dispensers.

But when burglars found they were denied easy access to the cash boxes, they resorted to more force, ripping out the cash boxes and leaving badly damaged doors and mechanisms. Not only did the operator lose cash, but damage to machines represented an even greater loss.

Arrangements were then made to collect each afternoon from machines in the most troublesome locations. After-hour thieves soon became discouraged with empty cash boxes and trouble was ended.

Know Any "Kinks"?

Maintenance is the big problem today for operators. If you have discovered valuable "kinks" or methods that will help fellow-operators, send them along. The Billboard will pay \$5 for each one printed.—THE EDITOR.

"H. L. E. M. 3-C,
"San Francisco."

INDUSTRY MENTIONS

Kings Crash Kleigland

How Morrie and Frank King (Kozlinsky) used the coin machine business as a stepping stone to their present activity of producing suspense movies which are bulging theater box offices is told by Pete Martin in this week's issue of *The Saturday Evening Post*. Calling the brothers "Hollywood's fabulous independent producers," the author said their methods of making movies without the traditional waste of time and money are amazing the cinema industry. The article stated that these partners started out in 1931 with a second-hand slot machine and a borrowed \$300. By 1937 they had 19,000 slots and juke boxes and paid an income tax of \$87,000. They got into the picture field thru their interest in coin-operated movie machines which waned when competitors included Jimmy Roosevelt.

"So I ask myself, have I got to compete against the President, too?" Frank said, and from there the boys decided to make feature pictures more or less as a defiant gesture when Cecil B. De Mille wouldn't consider using Bing Crosby for movie-machine films. Now they send De Mille an announcement for every one of their big pictures. More power to you, boys.

Life Visits Arcade

A photographer for *Life*, popular weekly magazine, visited Wonderland, a Kansas City (Mo.) arcade, and came back with 21 pictures of various machines and players. The first double-page spread featured penny peep shows which, *Life* stated, "employ provocative facades, 'Have a look in the Sultan's Harem,' and turn out to be mild tableaux featuring wax figurines and a corny sort of humor." Succeeding pictures showed a line-up at the 25 pinball machines, servicemen in the shooting gallery, at the love meters and in the coin-operated photograph machine booths. It was stated that the carnival atmosphere draws itinerant soldiers, sailors and marines who like to spend time between trains having fun for less than the price of a movie. Strikes us, now that catering to servicemen is one of the greatest satisfactions for civilians these days, that arcade men must be happy citizens. Any arguments?

Pinball Dance

Inspiration for one of dancer Eleanor Powell's numbers in her new movie, *Sensations of 1944* was a pinball machine. One Hollywood columnist we caught in *The Chicago Daily News* said she and electrician Phil Braun dreamed up the novel idea and worked on the setting for six weeks. Every time Eleanor (she's the ball) gracefully hits one of the "pins," it lights up. Yeah, but who tilts the table?

Fortune Scales

Public interest in what the future holds is reflected in the comic strips lately. A surprising number of them feature fortune telling scales, which depend for their punch line on the prediction of that little card. Two *Polly Phippen* strips by Hugh Chenoweth used the "weight and fortune" theme; when Mr. Phippen put in a slug by mistake, his card read: "You just put in a bum penny, sir. Ace Detective Agency," and another time his little daughter dug her daddy for a penny because she didn't like the scales in the bathroom at home—she wanted the ones that give her "a little card that

says I'll have a rich husband some day!" They appeared in *The St. Louis Globe Democrat* February 17 and *The Milwaukee Journal* December 14.

In *Freckles and His Friends*, an NEA syndicate feature we saw in *The Chicago Sun* February 27, Freckles spent more than two hours shaking a scale which accepted his penny but wouldn't give. When the card finally came out, he was too weak to read it so the cop on the beat told him it said: "You give up too easily. Your slogan should be: Never Say Die!"

Juke Box History

An article in the May issue of *Everybody's Digest* is titled "Why the Juke Box?" But it deals more with telephone music, the juke which for a nickel connect the patron with a central studio that pipes the recorded music to various locations within a limited radius. The article begins by saying that a San Pedro, Calif., radio engineer named Robert Gomez was the originator and builder of the first wired juke box which was the foundation for a new thriving industry. Following the usual line of publicity about telephone music, about half of the story was devoted to the interesting incidents the girls who operate the turntables run into, and the number of proposals they get from patrons. Almost sounds as if the machines were taking over the Lonely Hearts Clubs' function.

Coin Chute for Tax Advice?

No, it's still a pipe dream—you can't drop in a nickel and get your income tax form filled out, but the idea was suggested by a picture in the February 28th issue of *Newsweek* magazine. A store window labeled "Coin-Operated Vending Machines" carried a sign advertising that income tax returns were prepared by expert—low fee.

Oldies Okay

Evidence that perhaps the shortage of new recordings is provoking happy home memories for servicemen was given in a cartoon by George Clark published in *The Memphis Commercial Appeal* February 21. Two very young sailors leaning on a juke box made up the sketch, and the caption was: "Boy, those old songs take me way back to when I was a kid. That one's at least a year old!"

Operator Appeals Free-Play Ruling

BOISE, Idaho, March 18.—An operator here recently appealed to the State Supreme Court from a District Court decision that was unfavorable to free-play pinball games. Police officials had attempted to remove games from five locations and the operator went to court about it. The District Court ruled that the games involved were gambling devices and therefore illegal under State law.

The original action had been pending since the original petition was filed September 26, 1942. The machines had been operated during the time of litigation. The games involved in the present case are said to be novelty five-ball games with a simple free-play feature.

The appeal to the State Supreme Court will find precedent in a decision rendered by the same court August 18, 1942, which was unfavorable to the games involved at that time. In the earlier case it is understood that the games had been used to make payouts in cash and hence were declared illegal under the State law. In the earlier decision by the high court, the written opinion quoted at length from an edict handed down from the Special Sessions Court of New York in January, 1942. The New York court opinion was generally unfavorable to all types of pinball games and was made a part of the Idaho court decision. In 1943 the Idaho Legislature considered an interesting bill for licensing coin machines of various types in the State, but the bill did not pass. The proposal was somewhat like the State law in the neighboring State of Washington, which licenses slot machines, pinball games and other devices on a percentage basis. The Idaho proposal would have licensed slot machines but would not have legalized them.

British Coinmen Carry On, Writes Sampson Novelty

EDITOR'S NOTE: A letter from J. H. Holloway, managing director of Sampson Novelty Company, Ltd., London, is reproduced this week. Holloway is optimistic regarding the progress of the war. He tells how British coinmen are carrying on.

To the Editor:

We understand that inquiries have recently been made with regard to our activities in the coin machine business during the last few years.

We, too, are wishing to have news of our American friends and, although quite a few have visited us during their stay in this country, it would be pleasing to hear from any of our old friends in America who are unable to make the trip during the present period.

Occasionally we have correspondence from our esteemed friends the Roovers Brothers, also that likeable chap, Bill Rabkin of New York, but letters from over the pond during the present period have not been overwhelming. We can only put this down to the fact that you, like ourselves, are extremely short staffed and, of course, helping the war effort in some way or another.

Although experiencing some difficulties we, and many of the old machine people,

are still able to carry on, altho having to offer reconditioned equipment, in view of the fact that new machines are unobtainable now.

In spite of this, we are kept extremely busy and making headway. We are looking forward to the cessation of hostilities so that we can again start business with new machines, where we left off. We feel optimistic enough to say "it won't be long now."

Many of your coin machine men who visit us find the same happy smiles waiting their arrival, and we assure you of a hearty welcome to any coin machine men who care to drop in at our temporary premises.

The liquor is very scarce these days but if "near beer" will act as a substitute for a toast and a hearty greeting, it will be a pleasure to extend this small hospitality.

If you will convey, thru your columns the good wishes of coin machine men in this country to the industry and staff in America, it will be appreciated.

We are quite happy on this side.
J. H. HOLLOWAY,
Sampson Novelty Co., Ltd.

WANTED!
BALLY KING PINS
State Condition, Quantity and Price!

F. MARCUS
299 E. 46th St., Brooklyn, N. Y.
Phone: Slocum 6-8429

ATTENTION DIRECT POSITIVE OPERATORS



KODAK

Direct Positive Paper, Super-Speed

THIS dependably fine paper is now available from your regular source of supply in standard rolls or cut sheets.

The temporary shortage was due to the pressing needs of our government and armed forces for this particular paper stock. That situation has now been largely relieved:

Your regular dealer can again supply you with Kodak Direct Positive Paper. Order now.

EASTMAN KODAK COMPANY, Rochester, N. Y.

ANOTHER WEEK NEARER VICTORY!

— HELP BRING IT CLOSER—BUY MORE WAR BONDS

Wm Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION

Penny Arcade Headquarters Since 1895.
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.
44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK

SLOTS

5c Mills Brown Fronts	\$175.00
10c Mills Brown Fronts	195.00
5c Blue Fronts	149.50
10c Blue Fronts	175.00
5c Cherry Bell, 3-5 Pay	185.00
10c Pace Deluxe	85.00
5c Pace Blue Fronts, 3-5 Pay	89.50
5c Chiefs	74.50
Baker's Pacers, D.D.	249.50
10c Blue O.T., Late Serial	89.50
7 Slot Caille, 5c Play	49.50
5c War Eagle, 2-4 Pay	69.50
Double Safes	49.50
Single Safes	29.50
Penny Coin Counter	35.00
Yalo & Towne Key Duplicator	35.00
1/3 Deposit, Balance C. O. D.	
Wholesaling for Resale Only.	

KY. GUM CO. Valley Station, Ky.

WANTED

MECHANIC for MUSIC ROUTE and MECHANIC for ARCADE. SUBMIT REFERENCES IN FIRST LETTER. Salary \$75.00 to \$100.00.

BOX D-192, The Billboard, Cincinnati 1, O.

SLOT MACHINES AND CONSOLES

SLOTS
RECONDITIONED LIKE NEW
REBUFFED AND REPAINTED

3 5c Mills Blue Front, Double J. P. Ea.	\$185.00
3 10c Mills Blue Front, Double J. P. Ea.	225.00
2 5c Mills Dragon Head	100.00
1 25c Mills War Eagle, 2-4 P. O.	150.00
1 5c Mills War Eagle, 2-4 P. O.	100.00
1 10c Mills War Eagle	125.00
2 10c Mills Skyscraper, 2-4 P. O., Ea.	100.00
1 5c Mills Skyscraper, 2-4 P. O.	75.00
2 50c Mills Liberty Bell, J. P., Ea.	100.00
1 25c Jennings Club Special	250.00
2 10c Jennings Big Chief, Ea.	165.00
1 25c Pace Cherry Bell	175.00
1 10c Pace All Star Comet	75.00
1 25c Caille	100.00
1 5c Caille	50.00

CONSOLES

5c Jennings Fast Time	\$ 85.00
5c Lucky Star	85.00
5c Bally Royal Flush	50.00
5c Jungle Camp	65.00
5c Exhibit Races—7 coin Head	75.00
Triple Entry	135.00

TERMS: 1/3 Deposit, Balance C. O. D.
Phone 4-1109 between 12 M. and 1 P.M.

AUTOMATIC COIN MACHINE CORP.
338 Chestnut St. SPRINGFIELD, MASS.

21 Per Cent of War Workers To Remain in Factory Cities

PORTLAND, Ore., March 18.—Coin machine operators in war-boom cities who wonder what will happen to migrant war workers when the shooting is over will find a scientific answer in results of a survey undertaken here by 300 trained questioners. On the basis of this poll of war workers, 21 per cent of those who came from other areas to find work in war plants intend to remain in the big city.

Following is the story of the survey by Anne Reed Burns:

There seems little chance that war-boom cities will be able to say good-bye to their new populations when peace comes.

Twenty-one per cent of Portland's migrant workers intend to stay here, even if it means the park bench. If the survey that turned up that conclusion applies to other war industry cities, the Iowa grocery clerk who went to a welder's job in another State likes things where he is; so does the Oklahoma share-cropper family that piled into a flivver labeled "San Diego or Bust."

Their intentions mean one of two things: If post-war jobs are plentiful, the Portland weather vane indicates that war-boom cities can count on a labor pool about three-fourths as large as it is now; if post-war jobs are lacking, those same cities will have to plan on ladling soup to over a fifth of their present migrant workers.

Survey Was Extensive

The first extensive survey of these transplanted workers' post-war plans, made here with the approval of the United States Maritime Commission, shows that only 24 per cent of the men and women questioned intend to back-track.

The survey required 300 trained questioners and personal interviews with nearly 100,000 workers in Henry J. Kaiser's three war-born shipyards in Portland and Vancouver, Wash. About 60 per cent of the yards' working forces are migrants—ex-housewives, ditch diggers, skilled laborers and professors—one with a Ph. D. in ancient languages. Their answers probably are fairly indicative of what's going to happen in San Diego, Chattanooga, Norfolk and all the other towns jerked into a whirligig of assembly lines, bloated pay rolls, swingshift dances and grocery shelves stocked with champagne.

Here are the post-war plans of the migrants as shown in the survey: Thirty-

one per cent will remain if they have a job; 24 per cent haven't made up their minds, and presumably will hop to whichever side of the fence promises the best job opportunity; 21 per cent are going to stick, whether or no.

"What Savings?" Said Some

One of the prime questions was: "What do you think will be the first thing you will spend your savings on?" Six per cent of the tin-hatters retorted, "What savings?" A large group—38 per cent—said they would buy a new home, a house and lot, or a farm; 19 per cent also had definitely earmarked bank balances to be used for refrigerators, automobiles or odd items like getting a divorce and teaching husband good table manners.

For hard-headed industrialists and city planners, the survey was the first concrete basis for deciding how much new enterprise and how many public works must be set up to avoid an unemployment gap. Already-laid plans, formulated chiefly for returning veterans, probably could absorb many migrants. Portland's \$75,000,000 public works program, developed by Robert Moses, New York city park commissioner, would—if approved by city fathers—employ 20,000 over a two-year period.

Detroit

DETROIT, March 18.—Ben Rosen, manager of Confection Cabinet, attended the magic soiree given at the Detroit Institute of Arts by the famous Ovette last week. His 13-year-old son is a budding magician, and induced his dad to bring the family to the event.

Allied Music & Sales Company, headed by Max Lipin, is now established in larger quarters below the Majestic Ballroom at 3112 Woodward Avenue.

Harry Stahl, of the Stahl Specialty Company, East Detroit, is back from a business trip to Chicago.

DuGrenier Firm Visualizes Improved Vending Machines

HAVERHILL, Mass., March 18.—Like so many other civilian manufacturing plants thruout the nation, Arthur H. DuGrenier, Inc., makers of cigarette and candy bar machines, heeded the call of Uncle Sam and converted its facilities to war production.

It is really remarkable to think that most of the same equipment that produced candy and cigarette venders before Pearl Harbor is now turning out articles for combat that will lead to the defeat of the Axis.

Glimpse of Tomorrow

A series of discussions devoted to post-war planning in the coin machine industry.

Before Pearl Harbor, DuGrenier was equipped to do press work, assembly, small machine work, plating and spraying. However, after the purchase of additional equipment such as turret lathes, grinders, milling machines, screw machines, precision checking equipment, shapers and drill presses, the company found itself ready and able to produce a large variety of precision parts and assemblies, including ordnance work, marine work, small arms parts, small arms ammunition tools and aircraft instruments.

Frank DuGrenier heads the engineering department and Blanche Buchard is the administrative head, while "Bip" Glasgold acts as the firm's war work co-ordinator.

Conversion a Big Job

All that has been said here takes but

a few words; but to accomplish it took months of planning, "sweat and tears." DuGrenier had to institute a method of schooling and apprenticeship of machine shop personnel; and, because of labor conditions and a man-power shortage, undertook the training of female personnel to work on precision equipment.

By and large, DuGrenier has accomplished big job for Uncle Sam, and the industry can take pride in the fact that another one of its members is producing admirably in these times of national stress.

"Look for Changes"

The future is more or less nebulous. DuGrenier is devoting all its efforts to the task at hand. However, the thoughts it has now for future cigarette and candy vending machines assure vast changes in appearance, operation and serviceability.

"We're producing for war—and, in so doing, we have acquired manufacturing facilities that, in peacetime, will permit us the widest latitude in the manufacture of cigarette and candy venders. Look for changes," DuGrenier stated, "because they're coming. The engineering developments perfected during this war will certainly be reflected in our future peacetime endeavors."

PANORAM CONVERSION UNITS

The most sensible unit built today. One speaker is mounted directly beneath viewer and is protected by metal mesh screen and speaker cloth. Disconnect all other speakers, thus allowing use of Panoram's side by side without interference. Ample baffle for speaker through use of heavy panel front gives excellent tone. New type of diffuser screen and frame support furnished with unit permits use of projection lamps as low as 200 watt, giving greater brilliancy to film subjects. Front panel display adds glamour to Panoram and pulls in the dimes. Price for complete unit \$39.50.

ARCADE DISTRIBUTORS

968 S. W. BROADWAY

PORTLAND 5, OREGON

Coinmen's Resort Will Become Navy Hospital

LOS ANGELES, March 18.—Arrowhead Springs Hotel, located about 65 miles from here and the peacetime spa for many coin machine men, is to be converted to a naval convalescent hospital. Section appealed to the coin men because of the climate and its location near Lake Arrowhead, which affords boating and fresh water fishing.

Former Theater Manager Joins Vending Company

PHILADELPHIA, March 18.—Luke Gring, former theater manager, has joined the Berlo Vending Company, operating candy vending machines thruout the country. He will become manager of the Richmond, Va., branch of the Berlo company.

Des Moines

DES MOINES, March 18.—Mr. and Mrs. C. Audrey Gibson, operators of the Gibson distributing company in Des Moines, have returned from an extended visit in California.

Coin machine operators were well represented in the Des Moines city election with Johnny Critelli and Kenneth Sonderleiter among the 14 candidates seeking the safety commissioner post. Critelli is a former coin machine operator and Sonderleiter operates a Penny Arcade.

The ranks of Des Moines operators was further depleted with Jack Woods and Tommy J. Ligouri entering the armed services. Woods was inducted into the navy and Ligouri took his physical examination.

Bruno Cerretti, head of the service department for the Mayflower distributing company in Des Moines, has entered army service, according to Irving Sandler, manager. Chick Devore, formerly with the Mayflower, visited with friends in Des Moines while home on a furlough.

FREE \$2.00 SET OF PEANUT PARTS
with each
Silver King Ball Gum Machine

At the regular price of \$7.95. Only 100 left. Complete line of Silver King Parts and Coin Counters.

Tice Manufacturing Co.
New York St. Rd. Aurora, Illinois

ALL MACHINES TOPNOTCH SHAPE THRUOUT

- | | |
|-----------------------------|----------|
| 1 Turf Champ Victorious '43 | \$120.00 |
| 1 Sporty | 20.00 |
| 1 Topic | 75.00 |
| 1 Big Chief | 80.00 |
| 1 Super Bell, F.P. & C.P.O. | 225.00 |
| 1 Blonde | 25.00 |
| 1 Triumph | 20.00 |
| 1 Mills Q.T., 1¢ Jackpot | 40.00 |

W. L. KRIEGER

709 Sherman Street JOHNSTOWN, PA.
Phone 26-303

SEE PAGE 51

An unusual opportunity to buy
KENTUCKY DERBY
INTERNATIONAL MUTOSCOPE CORPORATION

Wanted To Buy:

NON-COIN OPERATED MARVELS
New and Used

ACME NOVELTY COMPANY
1124 Hennepin Ave., Minneapolis 3, Minnesota

MECHANICS WANTED

Thoroughly experienced on Phonograph, Pin Balls, Consoles, Vest Pockets.

BLAND & WHITEHURST MUSIC CO.
215 South Queen Street
Kinston, N. C.

WANTED

Phonograph, Marble Table and Slot Mechanics, also Record Route Men, for Fort Worth, Tex., Operator. Address:
BOX D195, care Billboard, Cincinnati 1, O.

FOR GUARANTEED MILLS EQUIPMENT
BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

COINMEN YOU KNOW

Here in Chicago

New Arcade To Bossom in Chicago's Loop District

A seven-year lease, at a figure expected to rate news on Chicago financial pages, has been obtained in the Chicago loop district for a de luxe arcade. Ted Kruse, of Des Plaines, formerly operating music equipment, is readying the site for its April 1 debut.

Located at the entrance to the Illinois Central station at Michigan avenue and Randolph Street, the new arcade will invite patronage from pedestrian traffic clocked at 100,000 daily. A 60-foot soda fountain and lunch counter, bird's-eye maple paneling, mosaic floors and fluorescent lighting are features of the location.

Herb Jones, Sans Tonsils, Is Back on Job This Week

Herb Jones, of Bally, is back at his desk this week following a short siege of exploratory hospitalization at Passavant Hospital which ended with deletion of his tonsils. It was three weeks ago that Herb and Ray Moloney decided to find out what was causing a seriously lame shoulder. Herb now is not too sure that Ray didn't ask the doc to prolong the observation a bit in order to give Bally's restless assistant to the general manager a chance to rest and relax.

Bally, or Lion Manufacturing Corporation, is weeks ahead of their war production schedule, despite construction work on their new addition and despite delays occasioned by a fire in their main plant.

Sam May, of Texas, Hangs Up Shingle in Chicago

Here in Chicago, and here to stay, is Sam May, now owner of Sam May Industries, 2300 Armitage Avenue. Sam boxed up everything that was portable at his San Antonio headquarters and

shipped it to Chicago—for the purpose of re-building Mills 4-Bell machines. According to Sam, he takes these models apart, puts them back together again, and tho he has parts left over, he planned it that way. Look for the full story from Sam in an early issue.

Marquees Blaze as Firms Produce "Variety" Shows

Mills Varieties of 1944, billed as "the greatest war workers' show of World War II," with a cast of 50 "frenzied girls and boys," was booked at Our Lady of Grace School Hall March 23.

The second Seeburg Variety Show will be held two days later at the Lane Tech Auditorium, featuring the Ra-Darlings, Seeburg beauty queens, a minstrel show and myriads of stars and satellites.

Producers of coin machines, producers of war goods, and now, producers, PERIOD.

WPB Relaxes Machinery Ban

WASHINGTON, March 18.—Production of beverage, ice cream, brewery and winery machinery will be permitted for the first time since June, 1943, WPB has decided.

Actual percentages of permitted production of the machinery, based on the average annual tonnage of controlled materials used by manufacturers during the pre-war years, 1939 thru 1941, will be small. Approximately \$80,000,000 worth of food and beverage processing machinery will be manufactured under the new 12-month quotas, it was estimated.

Bottling line equipment, such as bottle fillers, has been given a 25 per cent allocation. The schedule does not include refrigeration machinery and equipment.

Ice-cream making machinery is also permitted a 25 per cent allocation, based on the average annual number of units produced by each manufacturer during the three-year base period. Special authorization must be obtained from WPB for purchase of these items of machinery and equipment.

In the same ruling farmers, hotels and restaurants, retail stores, hospitals and other institutions are now permitted to sell their used food processing and canning equipment without restriction. Restrictions on dealers in these articles are also loosened to allow processors to buy \$500 worth, instead of \$250, of new food-handling machinery under existing regulations, provided the purchases are for replacement only.

Vitamin Producers Slash Prices; May Find New Markets

CHICAGO, March 18.—Vitamin re-enforced candies came one step nearer realization this week with the slashing of vitamin prices, in some cases by as much as 75 per cent.

B2 tablets tumbled from \$3.25 to \$1.39 per hundred and B1 tablets were cut from \$2.49 to \$1.43 for the same quantity. Use of vitamin pills has increased greatly every year since their introduction. In 1943 health-minded citizens swallowed more than \$200,000,000 worth of the pills.

OPA is claiming credit for the reduced prices, but manufacturers say they voluntarily cut them. Last November OPA threatened vitamin manufacturers with an order that would cut retail vitamin prices 15 per cent. Producers said there was no inflationary element in their prices; that the OPA order was illegal and was profit control rather than price control.

No order was ever formally issued by OPA but the industry sought a court injunction against the possibility. The injunction was denied, so the industry filed an appeal. The case was still in the courts when the price cuts began.

Altho candy manufacturers have shown interest in vitamin re-enforced confections, few have actually undertaken their production. One company is to introduce a new vitamin bar this month. With such drastic cuts in the prices of vitamins, more manufacturers may be interested in making candies of this type.

DELUXE "MIDGET SKEE BALL"

A Sensational Money Maker In
PARKS - BEACHES - RESORTS - ARCADES
BOWLING ALLEYS - NEAR ARMY CAMPS
IN DEFENSE AREAS

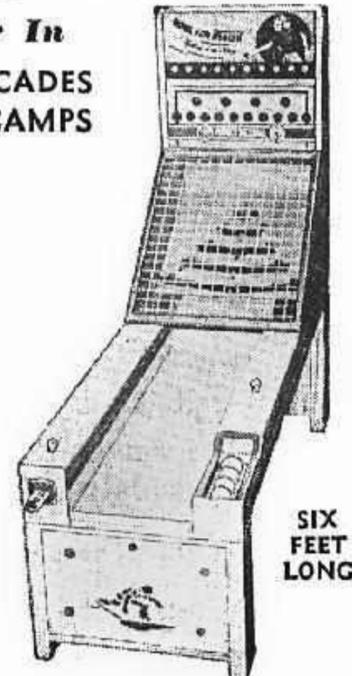
Adjustable Playing Field
Simple Mechanism
Easy Servicing
Colorful Backboard and Playing Field
Large Cash Box Entirely Separate From Mechanism

Ball Counter
Cabinet Sturdily Constructed of Hard Wood, Blond Maple Finish
Legs Very Easily Removed To Facilitate Transportation
Fits Any Location Anywhere
Legal—Opens Closed Territory!

\$249.50 ^{1/3} Certified Deposit.
Balance C.O.D., F.O.B. N. Y.

Rush Your Order Today—
Immediate Delivery!

AMUSEMENT SPECIALTIES, Inc.
593 10th Avenue, New York, N. Y.
Longacre 3-4820



SIX FEET LONG

MINIATURE BULBS FOR GAMES AND WALL BOXES

Lamp No.	Volts	C.P. or Amp.	Base	Price 10	Price 100
40	6-8	.15 amp.	screw	\$.50	\$ 4.25
44	6-8	.25 amp.	Bay	.50	4.25
46	6-8	.25 amp.	Screw	.50	4.25
47	6-8	.15 amp.	Bay	.50	4.25
50**	6-8	1 c. p.	screw	.50	4.50
51**	6-8	1 c. p.	bay	.45	3.25
55**	6-8	1.5 c. p.	bay	.45	3.25
63	6-8	3 c. p.	S. C.	.45	3.25
(Lamp No. 63 Can Be Used In Place of #81)					
99	8-9	.30 amp.	screw	.75	6.50
1453	12	.25 amp.	screw	.55	4.50
1454	14	.25 amp.	screw	.55	4.50
1455	18	.25 amp.	screw	.50	4.50
1457	20	.25 amp.	screw	.75	6.50
87	6-8	15 c. p.	S. C.	.90	6.50
88	6-8	15 c. p.	D. C.	1.00	6.50
1129	6-8	21 c. p.	S. C.	1.25	11.85
1130	6-8	21 c. p.	D. C.	1.50	14.25
1133	6-8	32 c. p.	bay	1.35	12.00
1503	6-8	50 c. p.	bay	2.50	

ALSO FULL LINE OF KEN RAD LAMPS AND TUBES
TERMS: 1/3 Deposit With Order, Balance C. O. D.
WRITE FOR PRICE LIST OF PARTS, SUPPLIES, TUBES, FUSES, WIRE, ETC., ETC.

ECONOMY SUPPLY COMPANY

615 TENTH AVE., NEW YORK CITY (Phone BRyant 9-3295)

READY FOR LOCATION—IN A-1 CONDITION!

5 Wurlitzer 600 Keyboards, Each... \$310.00	1 Seeburg Rex RC Celler Job... \$160.00
1 Wurlitzer Victory Model '42 600... 495.00	10 Seeburg Select-O-Matic Boxes, Ea... 9.50
1 Wurlitzer Victory Model '42 500... 525.00	1 Seeburg Casino, Acme Remodeled... 275.00
1 Wurlitzer 750E... 595.00	1 Seeburg Casino, Plain... 220.00
1 Wurlitzer 61 Counter Model... 74.50	1 Mills Panoram... 350.00
1 Wurlitzer 800... 575.00	1 Keeney Air Raider... 199.50
1 Wurlitzer 850... 625.00	3 Watling Tom Thumbs, Each... 62.50
1 Wurlitzer 24... 195.00	1 Drivemobile... 325.00
1 Wurlitzer 24, RC... 235.00	1 Western Baseball, '39... 69.50
1 Rock-Ola Commando, Like New... 565.00	1 Chicago Coin Hockey... 199.50
3 Seeburg 8800 and 9800 ES HI Tone, Each... 499.50	1 Texas League Deluxe... 39.50
3 Seeburg Classics, Each... 310.00	1 Western Lib. Recorder... 250.00
	2 Wurlitzer 145 Steppers, Each... 27.50

1/3 deposit, balance C. O. D., F. O. B. New York.
Wholesale Only
DAVE LOWY 594 10th Avenue, New York City. Longacre 5-9495
"Let's Trade Together, Even If It's Ideas"

GIVE ME YOUR BEST OFFER

All Equipment Just Off Location—Not Rebuilt Junk.

2 Bally Club Bells Comb.	1 Wurl. P12, No Ampl., Ill. Grill	1 Rockola Col. Speaker
1 Bally Hi Hand Comb.	1 Nat. 930 White Cig. Mach.	2 Mills 5¢ Bonus Bells, #458024-#423013
1 Jenn. Bobtail Totalizer, F.P.	1 Uneda Pack, 7 Col., with Changers	1 Mills 5¢ Cherry Bell, Rebuilt, #455896
2 Baker's Pacers, D.D., Ck. or Cash	10 Rowo Aristocrats, 15 or 20¢	1 New Stoner 3 Up, F.P.
1 1941 Lucky Lucro, 5-5¢	1 Rockola Playboy with 3 New Wall Boxes & New Speaker	1 Track Meet, Like Track Odds
1 Keeney Super Track Time	8 New 120 Wurlitzer Wall Boxes, 5¢	1 Mills 4 Bell, Lato Head, #2900
1 Keeney Track Time, '35	1 New Wurlitzer Wall Box, 5-10-25¢	1 Mills 4 Bell, Old Head, #2200
1 Jumbo Parade, Cash		
1 Tanforan		
1 Liberty, Slant Top		
1 Long Champ, Large		
1 Rockola Imp 20		

JOHN D. SANTO, 98 15th St., Wheeling, W. Va., Phone 4222

HARRY BERGER—the Operator's Friend!

TRADE WITH ME!
Available For Immediate Delivery!
HITONES — 700 — 750E — 750 — 850
Write for Details!
HARRY BERGER 442 W. 42ND ST., NEW YORK, N. Y.
Phone: MEdillon 3-1334

IMMEDIATE DELIVERY!

3 DIRECT POSITIVE HAND-OPERATED CAMERAS
Photomaton Mechanism. Photos Size 1 1/2x2. Handsome Booths. F 2 Lens.
BOX 578, Care The Billboard, 1564 Broadway, New York

No Quibbling!
WE PAY
HIGH CASH PRICES
FOR YOUR IDLE
PHONOGRAPHS
Any Make or Model!

Turn your idle Phonographs into useful CASH or WAR BONDS!

★

Our 15 year old reputation as phonograph distributors is your assurance of fair dealing!

Send Detailed List Today!

ROYAL DISTRIBUTORS
409 No. Broad Street, Elizabeth, N. J.

FOR SALE
3 RO-LO MACHINES
(New Type Bowling Game)
With Large Inventory and Equipment.
Ready To Operate.
Good Location—Coney Island
OWNER IN U. S. ARMY
Box 579, Care The Billboard,
1564 Broadway, N. Y., 19

FOR SALE
Just Off Location

1 Mills Four Bells, 4-5¢ Chutes, Late	\$600.00
2 Turf Champs, Check Separator, Each	75.00
4 Bally Fair Grounds, Check Separator, Ea.	50.00
2 Ray's Track, Check Separator, Each	75.00
1 Exhibit Claw Machine, Dome Top	75.00

Machines Guaranteed in A-1 Working Condition.
Ready for Location. Write or Phone
JOHN F. ROBERTS, Odenton, Md.
Orsin 624-J or 625-J4

WHAT TUNES FOR WAR PLANTS?

War Workers Like Popular Music Best, Survey Shows

Patriotic, marches, waltzes, Hawaiian tunes rank high in RCA-Victor survey of industrial music choices; preferences vary widely in regions studied

CHICAGO, March 18.—War workers in New England, the Middle Atlantic and Middle Western States prefer "hit parade" music while they work, whereas those in the South vote patriotic music their favorite. This is shown in a survey conducted among 40 plant broadcasting directors, in 14 States, by RCA-Victor.

Since these workers probably like the same types of music during their leisure time, operators of juke boxes should find the results of the survey helpful in stocking their own machines.

Hillbilly music, so popular in some sections, ranks 10th in the national picture, with Western music 11th. Highest regional score for hillbilly stuff was in the South, where it ranked eighth.

Average type preferences were obtained for each region in 16 different categories. The averages for each region were then ranked from the most to the least preferred.

Most striking of all regional differences was obtained for sacred music, which occupies fourth position in the South, eighth in the Middle Atlantic, ninth in the Middle West and 11th in New England.

Blues had almost as wide a difference, ranging from fifth choice in the South to ninth in the Middle Atlantic States. New Englanders chose waltzes for second place, but these occupy sixth place in the South. Polkas rate higher in New England and the Midwest than in the Middle Atlantic States, and are tied with semi-classical music for ninth place in the South. Semi-classical and classical music rates more highly in the Middle Atlantic and New England States than in the Midwest or South.

Hawaiian Music Liked

Western music seems to be more popular in New England and the Middle Atlantic than in the other two regions. Hawaiian music is well liked in all regions, securing fifth place in the Middle Atlantic States, sixth in the Midwest and seventh in both New England and the South.

Data from the Pacific Coast is still insufficient to include in the regional listings. The survey has been under way for more than a year, and additional reports will be made.

It was pointed out that average preferences vary considerably between factory groups within a given region, as well as between regions. The effects of urbanization, age, sex, race, nationality and similar factors upon average music preference are also being studied.

Below is a chart showing the preferences for the four regions studied, as well as the national averages.

TABLE OF REGIONAL PREFERENCES

Type Music	New England	Middle Atlantic	Mid-West	South	Average for Four Regions
Hit Parade	1	1	1	2	1
Patriotic	3	2	2	1	2
Marches	4	4	4	3	3
Waltzes	2	3	3	6	4
Hawaiian	7	5	6	7	5
Polkas	5	7	5	9.5	6
Semi-Classical	6	6	8	9.5	7.5 (tie)
Blues	8.5	9	7	5	7.5 (tie)
Sacred	11	8	9	4	9
Hillbilly	8.5	10.5	10	8	10
Western	10	10.5	12	11	11
Fast Dances	13	13	11	13	12
Classical	12	12	15	14	13
Negro Spirituals	16	14	13	12	14
Square Dances	14	15	14	15	15
Humor-Novelties	15	16	16	16	16
No. States	2	4	3	2	11
No. Plants	3	21	6	3	33

Spector Buys Music Route

PHILADELPHIA, March 18.—Michael Spector, whose Fair Deal Amusement Company was set up last year to handle a jobbing and distribution business in music machines and coin-operated vending devices, has taken over the Hy-Tone Music Company. Spector had a half interest in the Hy-Tone firm and is now the complete owner of the operation, registering the company in his own name and in that of his wife. Hy-Tone's quarters at 824 North Broad Street will be continued, location being next door to Spector's Fair Deal firm. Before going in business for himself, Spector was associated with Harry Engle in the Automatic Amusement Company, distributor of Seeburg phonographs. Engle took over the Seeburg distributing firm on his own, changing the trade name to the Automatic Equipment Company.

Gripes at Buying 20-Play Records From Chain Store

MILWAUKEE, March 18.—Makus Sales, phonograph operators, have a few suggestions on the record situation today. The source of supply for the average operator has curtailed the quantity of records available to such an extent that, in some instances, the firm has to purchase records at retail prices.

"When you go out and buy a record in great demand, you pay 53 cents. This record stands up for 20 plays, or less if the record is not a good one. These 20 plays take in \$1 on a location. The location gets 50 per cent and the operator gets 50 per cent. Result? A net loss of 3 cents for the record—plus \$2 per location for a serviceman's wages and car expense—not mentioning depreciation, interest on the investment—and last but certainly not least, a profit.

"Multiply this by the number of records on a machine and figure a net

Home Jukes Set Motif for Post-War Play Rooms

PHILADELPHIA, March 18.—Pointing to the post-war period, when "home jukes," automatic record changers, will be made available for the homes, the local department stores are already adopting the phonograph record as a decorative motif for recreation and play rooms in the homes. While the library of classical recordings would remain in the living room, it is suggested that the "hot platters" and more sprightly tunes should be more appropriately segregated to the part of the house that has space for dancing.

Strawbridge and Clothier department store is the first to set up one of these post-war recreation rooms to receive the post-war "home juke." As displayed at the store, old phonograph records grace the walls of the recreation room, the records thumb-tacked to the wall with glass push-pins, framed by cutouts of thin fiberboard or heavy cardboard. On the floor of the room, designs of phonograph records are painted in a true-to-life way against a background of bright tan. Benches like window-seats are made to hold record albums and finished off with padded tops and backs for further usefulness as extra seating space.

Another wall of the room is shown with a series of shelves for the rest of the record collection and to house the post-war "home juke." A refreshment bar and game tables are suggested for the other walls.

loss of 3 cents or more on each record. Where does the operator make any profit?

Take Out Cost in Advance

"One way of combating this would be for the operator to require the location to take 53 cents out of the cash box for the cost of the record before putting the new record on the machine. This procedure would also tend to cut down on the constant demand on the part of the location for new records. This practice of taking the 53 cents out of the cashbox should be done before giving the location their usual split. In this way, the operator would be covered, not only on the cost of the record, but the location would not be so fast about continually asking for new records, as soon as there was a little surface noise. The location would be more inclined to get by for a while with a record with a bit of surface noise, if he knew he was going to have to pay for the new records out of the cashbox—and before his split—and before new records were placed on the machine.

Chain Stores Get Disks

"Another thing—the operators are responsible for putting the record companies back on their feet. Not many years back there was no record business at all. With the advent of music machines the record business skyrocketed—and is still doing the same—but do the record manufacturers come through with a supply of records for the operators during these difficult times? With cheap records, yes—but even those are allotted to the operator. He can't get the required quantity of records to keep in business.

"Why do the record manufacturers continue filling large orders for the chain stores, which have hundreds of other things to sell in addition to records? Why is the operator left out on a limb? Why don't the manufacturers sell

Juke Box Tops Teen-Age Club Fun; Use Games

LOS ANGELES, March 11.—Facts and figures on the new Club Mohican, the club for teen-agers in Gardena, Calif., show that the juke box "is, quite naturally, the most popular thing in the club, and it blares without ceasing from the time school is out until we fold up at night, which is 10 o'clock on school nights and midnight on week-ends," Mrs. Roslyn Baer, founder of the club, said.

"For additional amusement we have such games as skee ball, Shoot the Jap, Western Baseball, and others on that order," she revealed.

"Our average daily attendance runs between 200 and 300 members. We have a completely equipped soda fountain and soft drink bar, and the kids are like every other kid in any other small town in America. They still prefer Crosby to Sinatra (surprise) and they consume on an average of three cokes and a hamburger per capita each day the club is open.

"The Club Mohican solves a definite amusement problem in the little town of Gardena," Mrs. Baer said. "The members of the club are taken largely from the high school student body, and are between the ages of 13 and 21. Each pays \$1 per quarter for the privilege of belonging to the club. At present we have 537 active members, and at least 200 or 300 semi-active members." (Semi-active members are described as servicemen alumni members of the high school. They are given free honorary memberships to use the club's facilities when they are at home on leave.)

Success of the Gardena Club proves that teen-agers are only awaiting the opportunity to join a club that offers such diversion.

Music Op Asks Charter

PHILADELPHIA, March 18.—Application was made to the secretary of state of Pennsylvania by William Stein to set up his music operations as the Midway Music Company, with the principal place of business at 3227 Kensington Avenue.

the operators their necessary record supplies first? Why must he be forced to buy records at retail prices in order to keep in business?

Ops Losing Money

"Service trips have been cut down as far as frequency of calls is concerned—such as once every two weeks. The time saved here is devoted to repair work on machines. And that doesn't provide enough time, as machines are in constant need of repair today.

"No post-war plans can be made now. How can operators put money aside with which to purchase equipment in the post-war period when they are losing money today?"

Dexter Folk Stuff Leader

NEW YORK, March 18.—The mama pistol man, Al Dexter, hogs the Most Popular Juke Box Folk Records classification this week. The Mama, herself winds up sharing second place with Buddy Johnson's *Man Comes Home*, Dexter's *So Long, Pal* grabbed itself the No. 1 slot, and his *Rosalita* and *Too Late* took show money, along with Ernest Tubb's *One More Time*.

★ **SOLVE!** ★

Your War-Time
Needle Problem
with

AEROPPOINT

COIN PHONO NEEDLES

The Curve Shape
Is Easy on
Your Records!

★ Takes up shock of record changing, turntable wobble, dancing around machine, etc.

★ Weight of tone arm is taken up by deflection of point.

★ Less surface noise—better reproduction because of the curve.

**GENUINE ELECTRONIUM
ALLOY TIP**

Lasts Longer Than Any Other Make

★ Operators report "anywhere from 4200 to 6000 plays."

For the Name of Your Distributor

Write

AERO NEEDLE COMPANY

208 East Erie Street
Chicago 11, Illinois

Popular Record Reviews

(Continued from page 19)

BONNIE DAVIS with THE PICCADILLY PIPERS (Savoy)

"Shoo-Shoo Baby"—FT; V. "You're Not Doin' Your Home Work"—FT; V.

For the low-down sultry chanting in what is popularly and vulgarly known as the sexy school of song, Bonnie Davis, petite sepia miss, listens as a gal with a big voice and imparts one of those contagious licks to the lyrics in the knock-me-out manner, particularly effective here for *Shoo-Shoo Baby*. Gal really swarms all over the song, making its inherent rhythmic qualities all the more pronounced. Pipes are neatly framed in a musical setting provided by the Piccadilly Pipers, sepia threesome comprising piano, guitar and bass. Instrumentalists etch out a riff background as Miss Davis handles the ditty in a lively tempo, the three boys also splitting one of the refrains among themselves. Gal steps out of her style for the mated side, *You're Not Doin' Your Home Work*, and steps into a puddle that spins as a muddle. It's one of those typical low-down race blues bits with a double entendre flavor to the lyrics, but calls for the voice of one of those husky, back-biting shouters and the finer qualities in Miss Davis's range are entirely lost for the song.

Already scraping the top of the ceiling among the music-box leaders, "Shoo-Shoo Baby," as offered up by Bonnie Davis, should encounter few obstacles in attracting the fans, particularly at the race locations, which might also go for the mated side, but only because of its lyrical content.

WOODY HERMAN (Decca)

"The Music Stopped"—FT; VC. "I Couldn't Sleep a Wink Last Night"—FT; VC.

Two of the swoon songs from Frank Sinatra's *Higher and Higher* flicker are fashioned in bright rhythmic dress for this disk by Woody Herman. And for added measure, it's the vocal appeal of Frances Wayne to express the lyrical content of both Jimmy McHugh-Harold Adamson songs. Not being swept away by the righteous rhythmic backgrounds grooved by the Hermanites, Miss Wayne adds vocal warmth to the wordage to make the song-selling count for both sides of this couplet. Herman's clarinet strikes out *The Music Stopped* at a bright and moderate tempo, and following Miss Wayne's lyrical wooing, turns the spotlight on the tenor sax sorcerer for the band chorus, polishing the side off with a clarinet lick of his own. The tempo de jump characters are even more pronounced for the riff-and-ride pattern applied to *I Couldn't Sleep a Wink Last Night*, with clarinet and tenor sax tempered by Miss Wayne's song selling.

A heavy favorite with the phono fans, Woody Herman hits the mark, and handsomely, too, with his rhythmic interpolations for these two love ballads from Frank Sinatra's movie starrer.

JERRY WALD (Decca)

"Poinciana"—FT; "Mississippi Dream Boat"—FT; VC.

The lush tree lullaby, *Poinciana*, serves as a striking vehicle for both the clarinet and orchestra of Jerry Wald, heightened by the varying musical moods expressed in

the colorful and thoroly rhythmic instrumental arrangement. Rhythms run the gamut from sweet to swing. Hampered by mill run song material for the mated side, Wald doesn't sound as impressive for *Mississippi Dream Boat*, from the *Swing Fever* screen score. Also taken at a moderate tempo, the band scoring and its playing doesn't extend beyond the scope of the song itself. Nor does Dick Merrick's vocal help the score any.

Jerry Wald's full-fashioned instrumental version of "Poinciana" adds to the import of the song itself among the music box set, with this entry designed to attract a fair measure of the play in face of the heavy competition of the many fine vocal entries in the field.

JOHNNY MERCER AND THE BARRIES (Capitol)
"San Fernando Valley"—FT; V. "Someone's in the Kitchen With Dinah"—FT; V.

In spite of the Savannah strain in his pipes, Johnny Mercer sounds plenty convincing as he chants of his sojourn to the woolly and Western *San Fernando Valley*. Such sincerity is made all the more striking by the vocal assist of The Barries, a trio of gals Mercer uncovered in Cleveland. Gals color Mercer's singing with attractive rhythm harmonies, also stepping out in front on their own score for the song selling. Moreover, the song itself, the efforts of Gordon Jenkins, is a highly contagious chant per se, fashioned in Western style with a down-to-earth appeal in both words and music that makes for immediate contagion. Mercer and the gals, eschewing the hillbilly approach entirely, sing it out in lively fashion with Paul Weston and the orchestra cutting thru with excellent accompaniment. *Someone's in the Kitchen With Dinah* is one of those 16-bar minstrel-styled ditties that has caught on big at many army camps, lyric concerning the kitchen belle and her banjo-plunking beau. Mercer and The Barries burden the simple ditty with a heavy production arrangement that doesn't stand up in the spinning.

"San Fernando Valley" is already asserting itself in song circles, and with its growing popularity transplanted to the phono networks, the entry by Johnny Mercer and The Barries is bound to snare a large measure of the coin boxes.

LAWRENCE WELK (Decca)

"Mairzy Doats"—FT; VC. "Don't Sweetheart Me"—FT; VC.

The bubbling "champagne" rhythms of Lawrence Welk are particularly effective for both of these sides, falling easy on the ears and plenty inviting for a trip via the light fantastic lanes. The ubiquitous *Mairzy Doats* has both Bobby Beers and the band ensemble tackling the tune's wacky wordage. As much commercial appeal, also at a moderate tempo, is applied to the Western-styled ballad design of Cliff Friend and Charlie Tobias, *Don't Sweetheart Me*. Wayne Marsh is effective for the wordage with the band following the opening vocal refrain with modern and dixieland rhythm choruses.

As far as Lawrence Welk's "Mairzy Doats" is concerned, it's only a question as to how fast the serviceman can get the side into the machine, the dizzy ditty meaning that much at the moment. And where the maestro manifests his following, particularly in the West, "Don't Sweetheart Me" should also count for coins.

TEDDY TUCKER (Savoy)

"Make With the Bullets Benny"—FT; VC.
"Oh, Theodora"—FT; VC.

Two delightful novelties, designed with a wide-open eye on the music-box trade, are backed up by the label for this waxing. *Make With the Bullets Benny*, scored in a minor strain and at a lively pace, is one of those pseudo-patriotic tomes, egging on the Yankee Doodle kid to make with the gunfire as dad did in the last war. The Hilltoppers, male foursome, ring out the catching lyrics with one of the lads carrying a stanza with a heavy East Side dialect that matches the song pattern. The Tucker band gives it mill-run reading with their instruments, the song rather than its treatment making for the attention-getting. *Oh, Theodora*, a polka-styled fox trot, stems from the *Oh, Katherine* school of song, and based on an old Italian folk song. A lively opus, it spins in pert fashion with the Hilltoppers and band giving it the once over lightly.

Both of these sides should stack up strong at the tap and tavern locations, particularly the "Make With the Bullets Benny" side.

JO STAFFORD (Capitol)

"Long Ago and Far Away"—FT; V. "I Love You"—FT; V.

Little Miss Stafford, with a set of pipes that are superb when it comes to the song selling, brings a bounty of lyrical charm to both of these sides with a matting of two of the better quality love ballads of the day. With a rich harmonic color weaved in the background by the strings and woodwinds in the orchestra directed by Paul Weston, the one-time Tommy Dorsey thrush stands out as a real vocal queen. Gal really projects herself into the lyrical content, giving rich expression to both rich ballads taken at a moderately slow tempo. Most striking is *I Love You*, the new Cole Porter love song from Broadway's newest musical stage hit, *Mexican Hayride*. Takes one chorus in a regular fox-trot tempo, with the Weston music men applying the beguiling beguine beats for the second stanza. *Long Ago and Far Away* is a love song of reminiscence which Jerome Kern fashioned for Rita Hayworth's new *Cover Girl* picture.

Jo Stafford commands much attention in her singing of both the screen and stage ballads, and both sides rate plenty of attention from the music fans.

PHIL BRITO (Musicraft)

"Besame Mucho"—FT; V. "Come Back to Sorrento"—FT; V.

The rich baritone pipes of Phil Brito are put to excellent play for both of these sides. And with the striking backgrounds etched by the all-string orchestra directed by Paul Lavalle, it is all lush with richness. For *Besame Mucho*, taken at a moderately slow tempo, with a touch of the tango to the rhythms, Brito impresses no end for both stanzas, both sung in English, with the velvety strings of the accompanying orchestra bridging his vocal efforts. *Come Back to Sorrento*, which first attracted attention to Brito when he recorded the famous folk song as warbler for Al Donahue's band, is sung here entirely in Italian, with the English lyric at the tag for the vocal reprise.

Phil Brito's entry makes a formidable bid for the phono play in the "Besame Mucho" sweepstakes. With choice spotting, his singing in Italian for "Come Back to Sorrento" should find that side spinning in such music boxes for many days to come.

ROSS LEONARD-PAUL PENDLETON (Savoy)

"I'll Be Thinking of You Easter Sunday"—FT; V. "Happy Birthday To You"—FT; V.

Representing one of the more promising seasonal Easter songs, Buck Ram's *I'll Be Thinking of You Easter Sunday* stacks up on the strong side. Good vocal force is applied to the ballad by Ross Leonard, his baritone voice impressing for the lyrical projection in the moderately slow tempo for the two stanzas. Bridging the vocal efforts, and applying a smooth musical background, is the Bob Hamilton Quartet, featuring the Hammond electric organ with drum, piano and guitar. Plattermate offers the standard *Happy Birthday To You* with Paul Pendleton at the Hammond organ and the Hilltoppers, male vocal trio, singing the familiar birthday chants.

With an eye on the approaching holiday, "I'll Be Thinking of You Easter Sunday" should attract the eye of the phono fan.

Operator Files Overcharge Suit; Seeks Triple Damages

HOUSTON, March 18.—In the first suit of its kind filed in Texas, Sam Johnson, operator of the Service Novelty Company, has filed suit for triple damages against D. W. Willette, claiming that he was overcharged \$6,183.41 on the purchase of 46 second-hand juke boxes.

Besides damages of \$18,550.23, Johnson asked \$2,500 attorney's fees for his lawyer, K. C. Barkley, former OPA attorney.

The petition alleged that Willette charged prices ranging from \$250 to \$625 for the music boxes, when the OPA ceiling prices were from \$243.75 to \$434.63. The alleged overcharges were from \$6.25 to \$353.33.

Willette has operated phonographs in South Texas for several years and was formerly half owner of the Navigation Coin Machine Sales Company.

No Quibbling!
WE PAY
**HIGH CASH
PRICES**
FOR YOUR IDLE
PHONOGRAPHS

Any Make or Model!

Turn your idle Phonographs into
useful CASH or WAR BONDS!

★

Our 15 year old reputation as
phonograph distributors is your
assurance of fair dealing!

Send Detailed List Today!

**ROYAL
DISTRIBUTORS**

409 No. Broad Street, Elizabeth, N. J.

**WANTED
AMPLIFIER REPAIR SERVICE MAN**

One thoroughly familiar with Seeburg Amplifiers and Wurlitzers. No booze head, but sober, draft-exempt need apply. Give full particulars, present connection and salary first letter.

Franco Novelty Company

24 N. Perry St., Box 927, Montgomery, Ala.

Sinatra's "Sleep a Wink" And Crosby's "Poinciana" Nudge Top 3 Juke Records

Ten New Releases From March 16-23

NEW YORK, March 18.—Swooner Sinatra's *Sleep a Wink* edged up this week from fifth place to tie Gray's *Heart* for fourth, and Bing Crosby's *Poinciana* leaped a three-place gap to come in fifth, right behind the bobby-sock idol. Tying the groaner for fifth place, was Guy Lombardo's *Speak Low*, which hedge-hopped in even more amazing fashion than the Crosby platter. It was in 14th place a week ago. Based on the rapidity of the climb Lombardo's waxing is the one to watch.

The Merry Macs' *Mairzy, J. Dorsey's Mucha*, the Andrews Sisters' *Shoo, Shoo* and Glen Gray's *Heart* retained their one, two, three, four positions in the list of records making most money for ops, according to this week's Most Played Juke Box Records compilation (see Part 2, Music Popularity Chart).

Ops unable to get deliveries on the top five, are going for waxings of the same tunes by other artists. Thus *Mairzy Doats* by Al Trace copped seventh place on the most played list, and Ella Mae Morse's *Shoo, Shoo* took 10th.

Coming Up Check-Up

The Coming Up chart shows that ops are beginning to go for the Ink Spots' *Everything You Dream*, Lombardo's *Take It Easy*, Kay Armen's *How Sweet*, Woody Herman's *Music Stopped* and Lawrence Welk's *Don't Sweetheart Me*.

Platters that didn't make the grade in the national picture, but are showing some strength in some sections (according to the Territorial Favorites ratings of the Music Popularity Chart) are Horace Heidt's *Friendly Tavern Polka*, doing okay for Louisville ops; Tommy Dorsey's *Another One of Them Things*, clicking for the Des Moines boys; Duke Ellington's *Main Stem*, catching Detroit coin, and Artie Shaw's well-known *Dancing in the Dark*, pleasing New York juke patrons.

Ten disks were released during the March 16-23 period, the Popular Record Releases section which lists them in alphabetical order by sides of the Music Popularity Chart shows. Decca kicks in with six new sides, Victor with four, Bluebird, Columbia, Hit, Savoy and Beacon with two each.

AMERICAN FOLK TUNES and TUNESTERS

COWBOY SONGS, HILLBILLY TUNES, SPIRITUALS, ETC.

A column of comment designed to keep readers informed on what's doing in the hillbilly field. Address all communications to Folk Tunes Editor, The Billboard, 155 N. Clark Street, Chicago 1.

Together 14 Years

Four of the mountaineer entertainers on the *Supper-time Frolic*, WJJD, Chicago, have worked together for 14 years, broadcasting and playing theaters thruout the country. Coon-Hunter, the five-string banjo artist and singer; Sally, the mountain girl, comedy and songs; Grandpappy Nerit, old-time fiddler, and Uncle Henry formed the original Kentucky Mountaineers radio group in 1929. At one time the group headed back to Kentucky to pay the home folks a visit—and stayed for seven years.

Saddle Pals on WPAR

Bobby Cook and His Texas Saddle Pals are now doing a daily program on WPAR, Parkersburg, W. Va. (selling bobby pins), and doing swell. They are working a jamboree show at the Parkersburg Coliseum each Friday night, drawing 900 to 1,100 people. The group was formerly on WIBC, Indianapolis, and for a time were with the Larry Sunbrock show.

Coon Crick Boys

The Coon Crick Boys, maestri of musical monkey business, are appearing twice weekly on the *Funny Money Show*, a live half-hour variety show over KWK, St. Louis, and KWOS, Jefferson City, Mo., for the Griesedieck-Western Breweries. Arrangements used by the boys are orchestrated for water-filled bottles, cowbells, auto horns, kazoes and other wierd noisemakers. On March 3 the boys appeared at the St. Louis Municipal Audi-

torium with the St. Louis Symphony Orchestra at a pension fund concert.

Alaskan Favorites

Frank W. Donaldson, leading juke box operator of Juneau, Alaska, writes: "I want to report the biggest juke box hit we've had here in a long time. It is *Try Me One More Time*, by Ernest Tubbs, with its platter mate running a close second. *The Honey Song* is still going strong, but way behind. *Pistol Packin' Mama* is dead—in fact, it's been buried. By far the greatest juke box fans here are native girls (Indians) and when they like a record they really like it. The local natives like popular music if they think it is popular in the States, but the Aleuts (refugees from the Aleutian Islands) are 100 per cent hillbilly fans and they don't care about the likes and dislikes in the States."

Tunester Tattle

Tom Endicott, operator of the Dude Ranch on the Boardwalk in Atlantic City, not only sold War Bonds to the amount of \$50,000, but he and his wife personally bought \$52,500 worth of bonds. This gives Endicott a total sale of \$102,500 in the Fourth War Loan drive. Endicott operates the only Western-styled night club at this Southern New Jersey resort, featuring Western and cowboy music and entertainment.

Monte Walker's Comedy Cowboy Trio have been added to the Sunday night entertainment program at the Totem Ranch at Maple Shade, N. J., alternating (See *American Folk Tunes* on page 99)

MOVIE MACHINE REVIEWS

Assembled and released by Soundies Distributing Corporation of America, Inc.

Program 1149

Hail the U. S. Marines tells in song of the exploits of one branch of the armed forces. LEE SULLIVAN does the singing. A boatload of marines is shown landing, then several scenes depict the men in battle. (Soundies.)

THE LIBERTY QUARTET sings *Lulu*, novelty song of a few years ago. Scene is a fraternity house, with the men gathered around a piano. The unidentified girl who plays *Lulu* does a short acrobatic dance. (Minoco.)

The Hut Sut Song stars THE KING'S MEN and CHARLES JUDELS, movie comic. Scene is a theatrical boarding house, where the quartet drive the other residents to near-insanity with their constant singing of the title song. (Minoco reissue.)

CHRISS CROSS AND HIS COMEDY BAND play *Rockabye Baby*. The scene is a town square during a band concert. CROSS appears as a baby in a carriage who disrupts the concert to do a swing version of *Rockabye*. Vocals by the orchestra. (Soundies.)

JOHN FEENEY stars in *Come to the Fair*. The scene is an Irish village, and the familiar *Wearin' o' the Green* is mixed in with the title song. (Minoco.)

Leap Year Lena is a comedy song about a girl who is determined to get her man in 1944. Setting is a park. THE JOLLY JESTERS (4) sing, and WINN SEELEY, dancer, is Lena. (Soundies.)

FLORENCE PEPPER is featured in *Shoeshiners and Headliners*. The setting is an outdoor shoe shining stand, and a chorus of six feminine newsies hawks papers. (Feher reissue.)

Swing Cat's Ball is sung by EVELYN PURVIS. The song concerns the forthcoming ball. RUSTI SANFORD, dancer, also appears. Setting is a night club. (Soundies.)

Assembled and released by Soundies Distributing Corporation of America, Inc.

Program 1150

ANN PARKER sings *Pumpnickel Polka*, which has rather catchy words. The setting is a bakery, and a four-girl chorus, THE POLKADETTES, also appears. Peasant costuming. (Soundies.)

When It Rains is sung by PENNY EDWARDS and four men, unidentified. Background is a servicemen's canteen. (Minoco.)

GAI MORAN, singer, and dancer DAN HOCTOR appear in the boogie number, *Zig Me Baby With a Gentle Zag*. A duo piano team plays all too briefly. Bandstand background. (Globe reissue.)

Lasso and a Lass is a Western number, with MARGUERITE JAMES doing most of the singing. Ranch scene, with some shots of a rodeo.

ISABELLITA sings *I Wanna Make Him Whistle*, which concerns a girl out to make an impression on that certain man. Setting is the exterior of an apartment house. (Soundies.)

The more or less immortal *Man on the Flying Trapeze* is sung by ROY HALEE and THE ROUSTABOUTS (4). Halee is the bewildered husband who has lost his wife to the trapezist. Circus setting. (Minoco.)

Five Little Gypsy stars dancer DIANA CASTILLO, THE THREE CHEERS and BOBBY SHERWOOD'S ORCHESTRA. Setting is a gypsy camp, with the cast singing and dancing in traditional style, then switching to jitterbug stuff. (Cameo reissue.)

MAURICE ROCCO is starred in an excellent boogie number, *Beat Me, Daddy*. An unbilled girl dances briefly. Some interesting trick photography. (Soundies.)

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date January 24.

Program 1151

America's Sweetheart is the girl behind the man behind the gun, according to this song. BETTE LYNN, backed by a chorus of five men in soldier outfits, does the singing. Scene is a bond rally. (Minoco.)

Singer DANNY DANFORTH and THE SHADOWETTES (3) appear in *Silhouettes*. The girls do a stylized dance routine. (Soundies.)

Corn On the Conga is a blend of a barn dance and a conga line, strange as that may seem. Music is by TONY PASTOR AND HIS ORCHESTRA. Rural costuming. (Cinemasters reissue.)

RED RIVER DAVE sings *Brandin' Time*, which points out that brandin' time is time to hit the trail. Ranch scene, with one shot showing about 1,000,000 red ration points on the hoof. (Soundies.)

Hawaii Isn't What It Used To Be stars VERA BARTON, with THE HULA HONEYS (4). Song concerns the changes that have taken place in Hawaii since

the army and navy moved in. (Soundies.)

ALF LATELL as Bonza, a canine of dubious ancestry, gets into some mild mischief in *Puttin' On the Dog*. Musical background is *Where Has My Little Dog Gone*, sung by an unidentified girl and a male quartette. (Minoco.)

Knife, Fork and Spoon is sung by THE FASHIONAIRES, with BILLY REED. The song declares that happiness depends upon little things. (R. C. M. reissue.)

PATTERSON AND JACKSON sing and dance in *Mama, I Wanna Make Rhythm*, tune of a few years back. (Soundies.)

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date January 31.

21 Counter Model Rockolas	\$ 80.00
Stand to Match	15.00
Wurlitzer 61	80.00
Stand to Match	15.00
1 Seeburg Envoy, E.S.	375.00
1 Wurlitzer Victory Model 24, '42	425.00
1 Wurlitzer 750E	600.00

These machines are in perfect condition, ready for location.

Terms: 1/3 Deposit, Balance C. O. D.

Morris Radio Service
411 E. Brambleton Ave. NORFOLK 4, VA.
Phone: Norf. 62612

WANTED

Radio and Phonograph Service Man. Must be good on radios. Salary in keeping with the times.

FT. MYERS MUSIC CO.
Ft. Myers, Fla.

TUBES AND ACCESSORIES

FOR COIN OPERATED PHONOGRAPHS, Etc.

0Z4	\$1.75	6B5	\$1.90	6H5	\$1.25	38	\$.95
1B5	1.35	6F5	1.10	6X5	1.10	41	.90
2A3	1.75	6F6	1.15	12SK7	1.45	45	1.20
5U4G	1.00	8H6	1.15	12SQ7	1.45	47	1.55
5V4G	1.40	6J5	1.00	2051	2.60	56	.70
5W4G	1.00	6K7	1.10	35L8	1.45	57	.85
5Y3	1.00	6L6	1.75	25Z5	1.25	75	1.00
5Z3	1.60	6N7	1.40	25Z8	1.25	76	.85
6A4	1.50	6SK7	1.20	70L7	2.85	78	1.15
6AC	1.40	6V6	1.40	2A4G	3.25	80	1.00
605	1.05	6SC7	1.85	30	1.10	83	1.20
608	1.15	6SQ7	1.15				

We have many more Tubes too numerous to mention

OHM Ohmite Dividohm 2500 Ohm 25 W.S.	.90	Power Transformers, all models	\$ 6.00
OHM Resistors, any size 10 W.	.35	Chokes	1.00
OHM Resistors, any size	.55	Electric Soid, Iron	1.75
16 MF Cond. Can C.D. 450 V.	1.85	P.M. Speakers, 8"	5.00
16MF Cond. 450 Volt C.D.	.85	P.M. Speakers, 10"	8.00
8 MF Cond. Can 450 Volt C.D.	1.10	P.M. Speakers, 12"	12.50
Box 100 Carbon Resistors	3.00	Tone Arms, 61-71	8.50

PARTS FOR WURLITZER, ROCK-OLA, SEEBURG. WRITE.
1/2 Dep. with order. Bal. F. O. B. N. Y.

ALBENA SALES CO. 587 10th AVE., N. Y. C.
LONGACRE 5-8334

WANT MECHANIC FOR MUSIC MACHINES

Leading operating firm needs thoroughly experienced Mechanic for Music Machines. Must be able to work efficiently without instructions. Excellent pay. Permanent connection NOW AND AFTER THE WAR. Write in confidence, giving age, marital and draft status, experience, etc.

TRI-STATE MUSIC CO.
339 N. Queen Street, LANCASTER, PA. Phone 33412

NICKEL POP CALLS FOR HELP

Restricted Deliveries to Curb Raise in 5c Price

Ops will co-operate in enforcing economies—service and deliveries will be restricted following war until trucks, tires can be replaced, says beverage official

CHICAGO, March 18.—Efforts of the soft-drink industry to maintain the popular nickel price for its products will find beverage machine operators enthusiastic and co-operative, since not only do operators suffer loss of volume when a cent is tacked on to the price—they also face mechanical difficulties in attempting to vend drinks for 6 cents.

"Past experience has demonstrated that raising the price of soft drinks by as much as 1 cent means a sharp reduction in sales volume," said Edward Wagner, chairman of the Transportation Committee of the American Bottlers of Carbonated Beverages, in discussing economies which the industry will have to maintain after the war in order to continue regular service and retain the nickel price.

"Deliveries of soft drinks to more than 1,000,000 retail outlets may have to continue on a restricted basis for some time after the war," said Wagner.

"The policy of fewer deliveries per week, adopted to meet the problems created by gasoline and tire rationing, will have to continue with little change until the industry has had a chance to replace a large portion of its 40,000 delivery trucks, many of which are overdue for retirement, and its supply of truck tires which is rapidly being depleted," Wagner said.

Supply Problems

"In addition," he pointed out, "if predictions of continued high prices for soft-drink ingredients, supplies and equipment after the war prove accurate, the industry will be compelled to continue economies in delivery in order to retain its traditional 5-cent price.

"While it is not likely that the present wartime reduction of nearly 50 per cent in delivery truck mileage can be maintained when the war is over, it will be necessary to eliminate all unnecessary deliveries and to continue the prevailing practice of sending trucks out only with capacity or near-capacity loads."

Will Expand Operation of Sanitary Napkin Venders

DETROIT, March 18.—Bryan Kamhout, head of the Sanitex Company, reports plans for increased operations, following announcement of the factory release of machines for the first time in about a year. The company distributed a line of sanitary napkin venders nationally.

Cigarette Supplies Equal to Demands Despite Allocations

BALTIMORE, March 11.—Despite allocations on two brands of cigarettes, Camels and Philip Morris, cigarette vending machine operators report they have been getting enough smokes to take care of their operating needs. This is especially true if smokers are not too particular about brands and are willing to accept a second choice.

This week cigarette jobbers and vender operators on the direct list for shipments of Philip Morris had their allocations cut to 50 per cent. The balance of this company's product will be sent overseas. Jobbers and operators have accepted the cut in good grace, knowing it is being done for the benefit of servicemen. Camels are available on a 60 per cent allocation.

It is interesting to note that both jobbers and operators here report Camels as first choice with their customers, and Philip Morris in second place. Nationally, Lucky Strikes are believed to be first choice, with either Camels or Chesterfields in second place and Philip Morris running fourth in sales.

Prices of Popular Cigarettes to Stay At Present Levels

WASHINGTON, March 18.—No price increase for popular brands of cigarettes is planned, despite the action of OPA in granting price relief to manufacturers of cigarettes for sale under the brand names of distributors.

Higher leaf tobacco costs and limited facilities and materials for manufacture of cigarettes have caused some manufacturers to reduce or discontinue making the private brands and to devote their resources to their own brands, on which they realize greater returns, OPA explained. The intention is to keep private brands "alive" during the current cigarette shortage, an official said.

The price relief move was termed "action to meet a particular situation and not a general price policy."

Applications for price increases will be considered, OPA said, only if a manufacturer demonstrates that he is suffering substantial hardship in making the cigarettes under present price ceilings.

City Officials, Employees May "Pause" for Coca-Cola

BALTIMORE, March 18.—A Coca-Cola dispensing machine has just been installed in the main floor lobby of the Baltimore City Municipal Building, an eight-story building in which most of the city's administrative affairs are conducted. This is the first time in the history of the building that an automatic dispensing unit has been installed. The unit is in connection with a new tobacco and candy stand that has just been set up.

This building serves municipal employees and the city's public who have occasion to transact business. It is an excellent spot for such a unit. Just across the street is the Baltimore City Hall, where, on the main floor, is operated a Coca-Cola dispenser, near the candy and tobacco stand.

Candymakers Consider Post-War Planning

May produce non-profit items in order to accommodate more workers

CHICAGO, March 18.—The subject of post-war planning poses a number of problems for the confectionery industry, including the question of resumption of production of certain products which may no longer be attractive from the profit standpoint, due to changed industry conditions, it is revealed by Charles F. Scully, chairman of the post-war planning committee of the National Confectioners' Association, in a report to the association's board of directors.

Absorption of returning servicemen will constitute a major problem, he said, but no effort to resuscitate the NRA or create any similar governmental body is favored, Mr. Scully said.

Must "Plan" Employment

Discussing the general post-war outlook in the confectionery field, the report says, in part:

"There are some who go as far as to call all post-war planning now a waste of time because of the many changes that may take place and the number of unknown factors for which plans must be made. For instance, we all know that our business is up or down with the consumer dollar. Our committee will have to assume some facts in this direction. However, the Department of Commerce and the committee for economic development have laid before industry a broad plan which has in fundamental background the proposition that full employment must be provided by means of planning now, so that when the war is over, both the returning servicemen and the dislocated war worker may not be unemployed.

Service Workers' Status

"Industry must take back those men and women who left to join the armed services of the country, but many industries that were in existence early in 1942 are non-existent today, and while we may not believe that it is our responsibility to make room in our organizations for these men, industry as a whole must do the job.

"And, beyond that, can we ask the office boy who left our employ early in 1942 to perhaps join the air force and who comes back to us a full-fledged hero, proudly displaying the rank of a lieutenant?" (See Candymakers on opposite page)

See Little Improvement in Supplies of Vender Goods

Suppliers say peanuts, candy and gum probably will be scarce as long as war continues; material, labor shortages blamed

CHICAGO, March 18.—The supply outlook for peanuts, candy and gum shows little sign of improvement, according to three representative suppliers.

Virginia type peanuts are definitely short, according to Jack Levensky, of Peanut Products Company, and probably will be unobtainable about two months earlier this year than last. Spanish peanuts are more plentiful.

Levensky says that last year, after the supply of blanched peanuts was exhausted, some operators turned to the Spanish type, altho they did so reluctantly, feeling that the Spanish peanuts would not sell. Many of them were greatly surprised to find that their receipts did not drop and, because of a lower price, were able to make a larger profit.

Reason for the shortage he predicts are given as greatly increased consumption of peanuts and the fact that many large users of peanuts bought nuts early this year for storage. This is particularly true of candy manufacturers, who were caught short on peanuts in previous years.

George F. Eby, of Pan Confections, says the candy supply has changed little

in the past year, and that the greatest handicap in the candy industry today is the labor shortage. The labor supply doesn't come close to meeting the demands of the trade.

Predicts New Candies

Candy manufacturers are trying to take care of their regular accounts, but are unable to take on new ones. This situation will continue until the war ends, he says, and labor can again be secured. Eby also predicts that after the war the candy industry will introduce many new and improved items.

Operators could do double the gum business they did two years ago, if they could get the merchandise, says E. W. Doty, of U. G. Grandbois Company. However, manufacturers can get material to make only 70 to 80 per cent of what they did in 1941.

Doty predicts the necessary material for top production will not be available until the war is over. There is every reason to believe the demand for chewing gum will continue after the war, because workers realize it relieves their nervous tension.

IMPS NEW . . . \$9.95
USED . . . \$5.50

WINGS NEW . . . \$11.50
USED . . . \$6.95

VICTOR'S FAMOUS
MODEL V



Truly a Great Vendor. Vends everything—no additional parts needed. Capacity 6 lbs. bulk merchandise—or 1000 to 1200 balls of gum. Standard Finish Model V only . . . \$8.50 Each.

Terms: 1/3 cash, balance C. O. D. (or send full amount and save C. O. D. charges).

TORR 2047 A-50. 68
PHILA., PA.

Northwestern 1c-5c Standard

Porcelain Finish
Reconditioned!

\$7.95 LOTS OF FIVE
each FIVE
SAMPLE . . . \$8.50

Vends Peanuts, Confections, etc.
Load capacity 6 Lbs.

SPECIAL!

1¢ 2 Col. Stick Gum . . .	\$3.95
1¢ Northwestern 33 Jr. . .	3.95
5¢ Ideal Peanut, 8 Lbs. . .	7.95
1¢ 2 Col. Cig. New . . .	8.95
1¢-5¢ Northwestern Del. . .	9.95
1¢ Northwestern 33 Bell, New . . .	9.95

1/2 Dep., Bal. C.O.D., F.O.B. Newark.
Send for Complete List.

ASCO, 140 ASTOR ST., NEWARK, N. J.

MERCHANDISE MART

NEW BAR.—Mason, Au & Magenhelmer Confectionery Manufacturing Company will soon introduce Vita-Snak, vitamin and mineral food candy bar. A radio campaign is planned to publicize the new bar.

CIGARETTE PRICES.—Manufacturers who make cigarettes for sale under the brand name of distributors may apply for increases in their maximum prices for these cigarettes provided the distributors continue to sell at their present ceiling. OPA has announced. Applications will be considered only if a manufacturer demonstrates that he is suffering substantial hardship in making the cigarettes under present ceiling prices.

PEANUT PRICES.—Peanuts produced in 1944 will be supported at base prices to farmers of \$160 per ton for Spanish, Virginia and Valencia types, and \$145 per ton for runner types. These base prices are for peanuts having a sound, mature kernel content of 65 per cent in the case of Virginia, Valencia and runner types, and 70 per cent in the case of Spanish types. Premiums and discounts will be established for other qualities.

WAR BENEFITS.—Altho soft drink production has decreased, war-enforced economies are bringing financial benefits to the industry, The Wall Street Journal finds.

Soft drink manufacturers produced an estimated 15,000,000,000 bottles of pop and other drinks last year, compared with 16,000,000,000 in 1941, but cut distribution costs sharply. The industry's 30,000 trucks (compared with 40,000 in 1941) covered 47 per cent fewer miles, carried loads 75 to 100 per cent greater, and saved 30,000,000 gallons of gasoline. Distribution has always been the industry's biggest cost problem.

CITRIC ACID.—Citric acid has been placed under a new allocation order by the War Production Board. As a result, allocation will be on a quarterly rather than a monthly basis.

PAPER CUP ORDER.—Because of a definite improvement in the pulp and paper situation the past few weeks, WPB announces that rigid control of paper cup manufacture and distribution appears unnecessary.

A conservation order will be prepared, however, so that WPB can adjust demand with supply in line with the pulp allocation for the second quarter of 1944.

In order to provide for the minimum essential requirements of military services, it was agreed a general policy will be adopted of setting aside a definite percentage of the monthly production of both hot-drink cups and flat-bottom cold-drink cups for the army and navy.

TAX REPORT.—Of interest to vending machine operators are the reports on taxes in Arkansas made public recently. Special tax collections for the month of February reached an all-time high despite a drop in sales tax collections. The cigarette tax brought in \$226,227.79 last month, compared with \$189,462.70 in February, 1943. February cigarette permits accounted for \$1,036, compared to \$705 the previous year. Vending machine taxes rose from \$198.25 in February, 1943, to \$320.75.

BEVERAGE DROUGHT.—The sugar quota cut, effective April 1, means a carbonated beverage drought this summer. Beverage makers say supplies for civilians will drop to just about the amount of the quota reduction—10 per cent. They are already using all the sugar substitutes they can get, and now have nowhere to turn. Actually the reduction in quotas to 70 per cent of the 1941 level is a harder blow than it seems. That's because the government also has banned, as of May 1, importations of non-quota sirup from Mexico and Cuba; these foreign supplies have been a big help to some beverage makers.

PROFITABLE YEAR.—Last year the American Tobacco Company and its consolidated subsidiaries did the largest volume of business in its history, record net sales reaching \$529,422,104, an increase of \$87,269,901 over the 1942 volume of \$442,152,203, the annual report to stockholders disclosed today.

The consolidated net income, after federal taxes of \$32,541,000, amounted to \$22,534,201, equal, after preferred dividends, to \$4.32 a share on the common and common B stocks. In the previous year the company had a net of \$22,329,793, or \$4.28 a share, on the common and common B stocks.

Inventories, mostly of leaf tobacco, manufactured stock and operating supplies, were carried in the balance sheet on December 31, 1943, at \$236,167,931, against \$229,355,104 a year earlier. Surplus is shown as \$71,336,555,

compared with \$66,670,108 at the end of 1942, an increase of \$4,666,447.

COMPETITION.—Candy makers are fighting for the profitable nickel bar tenant, to go back into a job similar to that which he left three years before? All of the men who left us as did this office boy will be similarly affected. They have had a broad experience, some of them will have become leaders of men, and, of course, they are just that much older. They are entitled to be considered in the light of their war experience.

"Then there are those who do not hold the opinion that full employment is good or desirable for our country. Our committee will have to consider what is meant by full employment. Perhaps the subject of full employment and what it means is a problem for the over-all planning of all industry rather than for our own particular industry, but its meaning and implications will be considered by our committee.

Product Policies

"In our industry, what with higher costs due to both increased wages and prices of materials, there are certain items that we formerly made that cannot be brought back into the market with the possibility of showing an income to the company making them. These certainly include the types of products in which a great amount of labor is necessary. However, our committee will consider whether or not, for the benefit of the country as a whole, it would be not only good business but our patriotic duty to consider the restoration of some of these items even though they may be sold at a break-even or a slight loss.

"The members of our committee, after laying the foundation of the broad fundamental plan, will return to their home cities, there to do a job of furthering the over-all plan by holding regional meetings from which eventually the plan for confectionery manufacturers will come."

Farmers Withhold Popcorn in Protest Against Low Price

DES MOINES, March 18.—Operators of popcorn machines, wanting to know why there is a shortage of popcorn, can find the answer at Odebolt, Ia., known as "the popcorn capitol of the world."

The answer is a protest against an OPA ceiling price. The farmers have just refused to take their corn to market because of the \$3.68 a hundred pounds corn-on-the-cob ceiling price.

The ceiling price was established December 24 after farmers had been getting as much as \$7.75 a hundred for the 1942 crop. Processors at Odebolt and nearby Schaller, Ia., report that virtually no corn has been delivered to them for weeks.

There is little hope that the ceiling will be lifted, but the farmers meantime are holding the corn in their cribs as a protest against the ceiling for which many of them blame the processors. There are even some signs of a black-market developing.

The processors claim that popcorn purchased at higher than ceiling prices is handled at a loss. One processor said that the only purchasers who could "make out" on unshelled corn bought at \$7.75 were those who obtained it for their own popping machines.

Largest processors here are the Cracker Jack Company and the Sac County Trading Company.

It is estimated that close to 30,000,000 pounds of the corn remains stored in cribs and elevators at Odebolt and at Schaller in addition to that stored in other sections of the State.

"Diners" Well Supplied

BALTIMORE, March 18.—The Arbee Vending Machine Company, operator of NAB Diners, dispenser of National Biscuit Company biscuits, has just received an increased allotment of this merchandise. Arbee reports collections are maintaining a fine level due to the improved shipments of merchandise.

This company operates 150 of these NAB Diners in and around the city, with many of them being installed in war plants.

Drop in Cigarette Revenue Due to Overseas Shipments

RICHMOND, Va., March 18.—According to last month's report of the Tobacco Merchants' Association on the production of tax-paid cigarettes, the production of cigarettes on which federal taxes are paid showed a reduction for the first time in two years.

The month's output of tax-paid cigarettes was 20,115,137,677, as compared to 20,370,214,230 in the corresponding month of 1943, a decrease of 255,076,553, or 1.25 per cent. This drop, according to tobacco manufacturers here, is due to the fact that the number of men in the armed services overseas who receive tax-free cigarettes has increased to such an extent that it is reflected in the figures on tax-paid products.

Increasing millions of cigarettes on which no taxes are paid are being shipped abroad, and while production continues at a high level here, fewer tax-paid cigarettes are sold.

The production of cigars of all classes dropped to 366,918,681, or a decrease of 15.99 per cent from February, 1943. The output of snuff jumped from 3,585,982 pounds in the corresponding month of 1943 to 3,781,704 pounds last month, according to the report. This represents an increase of 5.46 per cent, while smoking and chewing tobacco declined 7.15 per cent.

CANDYMAKERS

(Continued from opposite page)

business. Firms long established in the field are complaining about new competitors who formerly specialized in bulk and boxed sweets. Many have switched to making bars because they take less sugar per pound than the fancy varieties of candy.

Similar competitive conditions exist in the chewing gum field. Several confectioners are challenging old-line gum makers with new brands.

POST-WAR BEVERAGE OUTLOOK.—Resumption of soft drink deliveries on an unrestricted basis will not come back immediately at the end of the war, says Edward Wagner, chairman of the transportation committee, American Bottlers

Low Ceiling Price Threatens Future Production of Mint

CHICAGO, March 18.—Americans are going to find their chewing gum and candy flavored with something other than mint oils if trade predictions come true.

Because of their dissatisfaction with present price ceilings on these oils, farmers in Michigan and other producing States seem likely to turn to other products, it is reported. Acreage is likely to be seriously curtailed and the production of American peppermint oil, the most important essential oil produced in the United States, will, it is feared, be seriously curtailed.

Farmers claim the present ceilings are far below the actual cost of production. Unless action is taken within the next 20 days, the period in which farmers must decide what to plant, this specialized industry will not only suffer but manufacturers of products using peppermint oil and menthol, and jobbers and dealers will be seriously affected, it is warned.

If acreage is seriously cut this year it will require several years to bring production back to its former level. While peppermint is produced in England and Continental Europe, the United States has been by far the principal world source of this article.

Meanwhile mint oil production in Brazil has been steadily increasing since the outbreak of war. Mint oil prices in Brazil have been tending upward under the influence of a strong demand by menthol producers supplying the American market with the latter article to replace imports cut off from the Far East.

of Carbonated Beverages.

Until the industry has a chance to replace a large portion of its 40,000 delivery trucks and its supply of truck tires, there will be no opportunity to change the policy of restricted weekly deliveries, he said.

CIGARETTE AND CANDY MACHINES

Aces High—In Quality and Value—The Very Best in Reconditioned Equipment That Can Be Bought Today!

DuGRENIER "S" MODEL

7 Columns, Completely Rebuilt & Refinished
Like New\$30.00 Each
In Lots of 5 or More Machines 27.50 Each
All Parts Available!

ALL MAKES AND MODELS OF CIGARETTE AND CANDY MACHINES
Attractive in Appearance—Mechanically Perfect—Ready for Locations.
1/3 Deposit, Balance C. O. D.

COMPLETE STOCK OF U-NEED-A-PAK PARTS AVAILABLE
Mirrors for All Makes and Models
UNEEDA VENDING SERVICE, 195 Avenue O, Brooklyn 4, N. Y.



Memories Last Forever . . .

That's why Pan's Hard Shell Candies will always be biggest seller. After the war insist on the best.

PAN CONFECTIONS

345 W. ERIE ST. CHICAGO, ILL.

CALIFORNIA RAISINS

For All 5c Vending Machines
A profitable, quick-selling item to replace dwindling stocks of candy.

IMMEDIATE DELIVERY

150 Attractive 1 1/2 Oz. **\$4.00** Per Case Net F.O.B. New York.
Boxes in a Case Full Cash With Order.

JOS. A. SCHRAGER 23 CHATHAM SQUARE NEW YORK 2, N. Y.

Chicago Court Grants Time For Amended Juke Box Plea

Injunction against recently-enacted phonograph license is denied—case may be fought through to State Supreme Court—history of tax battle

CHICAGO, March 18.—The Circuit Court here decided against operators and locations by denying an injunction against the recently enacted juke box tax in a decision given March 15. The court granted 10 days for operators to file an amended petition if they wished to attack the reasonableness of the high fee contained in the ordinance. It was generally understood in the trade here that such a petition would be filed, and that in addition to claiming the fee too high the amended petition would also urge the important services that juke boxes render to teen-age clubs, men in the armed services and other patriotic groups, as good reason why the tax should not be so high. The move for the present ordinance began last November and was the subject of much contention in the council hearings for about two months. The juke box tax was included in a series of bills which increased the taxes on a number of businesses in Chicago and added new taxes to a number of businesses not already taxed. So strong was the movement to obtain the needed revenue for the city that it seemed impossible for the juke box trade to escape taxation, altho a valiant defense was made by representatives of the operators here. Proposals to tax juke boxes had been made at intervals for the past few years and up to that time had been defeated in the city council. But the need for increased revenue by the end of 1943 was too serious to permit the escape of any kind of business that might be taxed.

Scandals Hurt Operators

The situation for music operators was complicated at the time by certain scandals that were reported in the newspapers. While the tax proposals were being considered by the city council, newspapers announced a so-called juke box murder. This did not help the cause of operators, and to add to their worries the Chicago Crime Commission also made charges that racketeers had entered the

business. The effect of this charge was to indicate that the juke box business must be making big profits for those who were in the business. Operators had the strong support of locations thru some of the trade associations representing the location field.

The ordinance was finally passed in December, and, also, two other ordinances which placed city taxes on ray target guns and also on arcade machines, excluding pinball games. The tax on juke boxes was assessed on the location and was to go into effect January 1, but since a test case was planned soon after the passage of the law, the city officials readily agreed to not try to collect the tax until a definite decision had been reached on the question by the courts. City attorneys stated at the hearing this week that no effort had been made to collect the tax until the courts had passed on the issue. There has been a general understanding that the juke box tax question would be carried to the State Supreme Court whichever side happened to lose. Whether the city will still refrain from trying to collect the tax until the high court

passes on the issue was not announced this week.

Question Validity of Tax

The test case here followed a recent decision by the Tennessee Supreme Court which upheld the Memphis ordinance that gave the police department power to regulate the juke boxes in the city. The question in Chicago involved the constitutionality of the ordinance itself, and raised the question of whether the city had the power to place such a tax. Courts have shown a decided tendency to decide in favor of the taxing power of cities. The decision in Chicago simply followed the usual trend of court decisions.

If operators file an amended petition charging that the fee imposed by Chicago is too high, then it will involve an entirely different argument. By coincidence, currency exchange offices in Chicago won a favorable decision against the tax placed on such businesses just before the juke box tax was upheld. The court declared the currency exchange tax invalid when it found a technicality in a statute passed many years ago.

Tavern, Newspaper Influence

The present decision upholding the juke box tax is simply another chapter in an issue that has faced music operators during the past three or four years. Early in 1940 the city council devoted considerable attention to a proposal to tax juke boxes. Strong support to the operators cause was given by several members of the city council, and the help of locations was also an important factor. However, newspapers took the position that juke boxes should be taxed. Some newspapers reported that the failure of the council to tax juke boxes are due to the influence of tavern owners. The question came up once or twice each year, and at one time the whole question was complicated by a woman publicity seeker, who capitalized on the situation to get a great deal of space in the newspapers at the time. She finally appeared at the city council and submitted to questioning by the members. After a few blunt questions by the chairman of the city council, she was dismissed on the basis that the council did not have time to consider those who were simply seeking publicity.

At one session of the council, several members of the operators' association were asked to give testimony. They filed important information about the juke box trade, indicating that before the war there were about 9,000 machines in the city proper and about 14,000 in the Chicago area. Recent estimates have put the number of juke boxes in the city at about 7,000. In practically all cases the operators have been able to get a good hearing before the city council but in recent months the pressure for needed funds for the city was too great.

Pin Game Centers In Honolulu Worry Retail Merchants

HONOLULU, March 4.—An all-out legislative effort to stop the unprecedented spiral of Honolulu's commercial rents which, according to Governor Stainback, is converting the downtown business district into a "Coney Island," has been launched here.

Governor Stainback asserted: "Our necessary businesses, such as tailor shops and grocery stores, are being ousted for pinball machine amusement centers, bars, pool halls, etc. We had one case in which the monthly rent was increased from \$30 to \$200 a month.

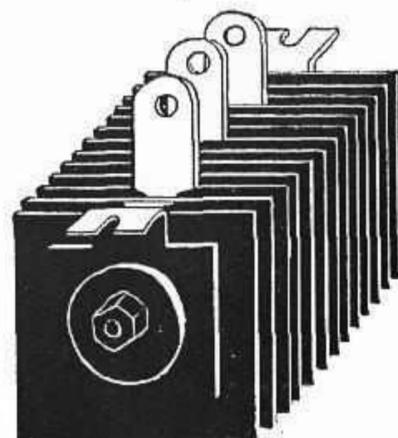
"We may have to provide severe regulations for amusement centers, including heavy taxation, in order to protect our legitimate business."

The governor has appointed a special committee to ascertain what legal steps can be taken toward commercial rent control under the federal law as well as the Hawaii defense act.

Honolulu's population greatly increased with the presence of the armed forces and the various amusement places enjoy terrific business, the proposed legislation will be watched with great interest by the amusement operators.

SEND US YOUR WORN OUT RECTIFIERS

We will rebuild, clean and make as serviceable as new ones.



\$2.50 EACH

F. O. B. Chicago

Detach all rectifiers from the transformers before shipping.

HARRY MARCUS CO.
816 W. ERIE ST., CHICAGO, ILL.

LEW LONDON'S

special for this week.

GROETCHEN'S LIBERTY, new, in factory sealed cartons, \$16.95 each.

GROETCHEN'S SPARKS, used, \$9.95 each.

DAVAL'S AMERICAN EAGLES, used, \$9.95 each.

LEW LONDON LEADER SALES COMPANY
131-133 N. Fifth Street, Reading, Pa.
Phones: 4-3131 and 4-3132
Night Phone: 6077

HIGHEST CASH PRICES
FOR
USED SLOTS & CONSOLES
BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

CARL TRIPPE Price Plus Guaranteed Satisfaction

Ideal's Special March Sale

PEANUT AND BALL GUM		Each	
1 Booth (Davis) 1 1/2 Globe	1.50	2 Kirk Astrology	99.50
5 Four in One Vender	4.00	14 Pace LoBoy, Porcelain	49.50
6 Duo Vend	4.00	VENDING MACHINES	
1 Mickey Mouse	5.00	1 Advance 2 Column Cigarette	10.00
100 N.W. Model 40 (Used)	5.00	3 DuGrenier Candy (12 Selection), 3e and 1e	39.50
45 N.W. Model 40 (New)	6.50	1 Jennings Beverage Vender, 10e	469.00
1 N.W. Merchandiser	5.00	1 Johnson Coin Counter, 1e Only (Model 1357)	10.00
3 N.W. 33 Junior (Used), 3 lb. Per.	4.00	1 Lord's Prayer on a Penny Machine (With Stand)	100.00
13 N.W. 33 Junior (New), 2 lb. Per.	5.70	50 Match Venders (New)	4.50
12 N.W. 33 Junior (New), 3 lb. Per.	5.95	1 National Model 930, 9 Column	69.50
1 N.W. 33 Porcelain	5.00	1 Postage Stamp (Waltzer), 4 ones 5e	10.00
1 N.W. Penny Back Base (New)	2.00	1 Rowe 2 Column Cigarette	10.00
4 Peerless	3.50	5 Rowe Gum, 5e Package, 7 Column	3.50
3 Selmor	4.00	4 Shipman Postage Stamp (New)	29.50
1 Smiling Sam on Stand	12.50	2 Stewart McGuire Feather Touch (10 Column)	39.50
2 Superior	3.50	2 Stewart McGuire Feather Touch (8 Column)	29.50
5 Snacks	7.50	1 Stewart McGuire 1e Stok Gum (6 Column)	3.50
4 Snacks with Stands	10.00	2 Popmatic Popcorn (Used)	39.50
4 Triflector (Used), N.W.	17.50	2 Popmatic Popcorn (New)	69.50
3 Triflector (New), N.W.	32.00	2 Bang A Deers, 7 lbs. Bullets	75.00
2 Unversal (Victor)	4.00		
5 Vend A Bag (Jennings)	7.50		
SCALES			
1 Amer. Loboy Porcelain (4 Way Penny Back)	\$89.50		
2 Jennings Loboy, Porcelain	39.50		

Terms: One-Third Deposit, Balance C. O. D.

IDEAL NOVELTY CO. Phone: Franklin 5544
2823 Locust St. St. Louis, Mo.

Veatch's Panther

PIN REVAMPS

America's best revamp value. We rebuild and change over any old wire Bumper Pin Game for \$60.00 and your old game, or \$87.50 with no trade in. We will ship our revamp on a ten-day trial basis. If not satisfied money will be refunded, plus \$15.00 for your old game.

V. P. DISTRIBUTING CO. 2336 OLIVE ST. (Phone: ST. LOUIS, MO. Central 3892)

K. C. SPECIALS BUY NOW!

2.A.A.G. TUBES IN STOCK!
Write, Wire or Call for Price

Bulbs for Seeburg Guns @ \$.75
Supreme SKEROLL, 7 1/2 ft. Bowling Alley, on display
Stop in and see the best one yet!

Cupids Wheel in Stock Immediate delivery!

Bally Club Trophy, Leg Model, Almost New \$395.00
A.B.T. Rifle Range, 6 Guns, 50,000 Pellets, 5,000 Cartridges, Used Very Little. Write for Price and Details.
Vibro Foot Massage Machine \$49.50
NEW Sheet Your Way To Tokyo Guns. Write for Price.
Genco Double Track Game, Two Players play for one coin, wire bumpers. 39.50
One Turf Champ, Very Clean. 39.50

TUBES	
2051	\$2.00
2A3	1.75
6L6G	1.75
6U4G	.85
25A7G	1.65
5X5G	1.10
6SA7	1.00
37	.90
80	1.00
38	\$1.00
6J5	.95
6C6	1.00
6V6G	1.10
25L6G	1.10
30	1.00
41	.90
1B5	1.35
Also Many Others.	

Terms: 1/3 Deposit, Balance C. O. D.

K. C. NOVELTY CO.
419 Market St., Philadelphia 6, Pa.

CLEVELAND COIN OFFERS:

BOWL-A-BOMB

THE 9-FOOT SKI BALL ALLEY SENSATION—LEGAL EVERYWHERE—IMMEDIATE DELIVERIES—WRITE, WIRE OR PHONE FOR SPECIAL PRICES IN LOTS OF 5 OR MORE.

PIN GAMES

Knockouts	\$110.00	Paradise	\$39.50
Crosslines	39.50	All Americans	39.50
Sluggers	49.50	Formations	35.00
Target Skills	35.00	Speedways	35.00
Speed Demon	35.00	Pan American	39.50
League Leader	35.00	Lucky	25.00
Roxy	25.00	Sporty	25.00
Wow	25.00	Yacht Club	25.00
Jolly	25.00	Scoop	18.00
C.O.D.	18.00	Big Time	35.00

SLOTS AND SAFES

1 5c Jennings Master Chief, 3/5	\$250.00
1 5c Jennings Super Chiefs, 3/5, Ea.	250.00
2 5c Mills War Eagles, 2/4, Each	75.00
1 5c Mills Special Mystery Bell with Eight Jack Pot Comb., Drill Proof Cabinet, No Bounce Reels	185.00
2 Mills 5c Brown Fronts, C.H., Each	210.00
6 5c Columbias, G.A., Each	65.00
10 Mills Slot Box Stands, Newly Painted, Each	18.00
12 Single Slot Safes, Each	35.00

MUSIC

1 Rockola Twin Twelve in attractive wood hideaway Cabinet, RC, with beautiful Spectrovox type floor model life-up speaker and Buckley Wall Box, plus four extra Buckley Wall or Bar Boxes	\$275.00
1 Wurlitzer 412	70.00
1 Twin Twelve Wurlitzer in Steel Cabinet, no Adaptors	115.00
3 Twin Twelve Rockolas with Packard Adaptors, Each	125.00
3 Twin Twelve Wurlitzers with Packard Adaptors, Each	125.00
PANORAMS	365.00

ARCADE

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 Skeobalottes, Each	85.00
3 Ten Strikes, Each	60.00
3 Western Baseballs, Each	95.00
1 Madame Neville Gypsy Fortune Teller	150.00
1 Tommy Gun	150.00
1 Vibro Foot Ease	65.00
1 Mills Punching Bag, Refinished	150.00
1 Exhibit Rotary Claw	150.00
1 Planatellus	125.00
1 Poker & Joker	110.00
1 Casino Golf	45.00
3 Buckley Treasure Islands, Each	75.00
3 Buckley Deluxe Diggers, Each	85.00
3 Assorted Electric Diggers, Each	50.00
2 Exhibit Bicycles, Each	85.00
1 Bally Rapid Fire	225.00

SPECIALS

FELTMAN GUN RANGE—Consisting of 6 Machine Guns, Targets, Pellets, Etc. \$2,500.00

2 WELLS-GARDNER VENDORS—Fully selective, completely refrigerated up to 12 selections, 8 case capacity, \$450.00 each or will accept Slot, Consoles, Phonographs and Pin Tables in trade.

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

Seabees Get More Plays Per Dollar In Canadian Games

ST. JOHN, N. B., March 18.—On both sides of the U. S.-Canada border all types of coin machines are showing increased dividends. At Eastport, Lubec, Robbinston, Calais, Milltown, Woodland, on the U. S. side, and Campobello and Deer Islands, St. Andrews, St. George, Milltown, Black's Harbor on the Canadian side, the vital factor in the major improvement in coin machine popularity has been the conversion of the Quoddy Village near Eastport, into Camp Lee-Stephenson, a training school for Seabees. About 2,000 are quartered there, in the buildings erected as part of the ill-fated tidal harnessing power project sponsored by President Roosevelt, a summer resident of Campobello, a mile off Eastport and only about 100 yards off Lubec.

The Seabees are hungry for entertainment and play both sides of the boundary in this quest. Juke boxes, with and without dancing, are getting heavy play, and so are pinball, shooting, automatic games, slots, merchandise, weight, fortune venders.

On the Canadian side of the line are the Royal Air Force, Royal Canadian Air Force and Canadian army in training, and they, like the Seabees, are visiting both sides of the line for entertainment, coin machines proving very attractive.

Canadian operators are allowing a 10-cent premium on each U. S. dollar, and a nickel on each U. S. silver half dollar. Or, \$1.10, in silver for \$1, in U. S. silver. The extra dime per dollar has been an effective lure for business from the U. S. side.

A handicap for U. S. ops in getting business from the Canadian side is the check by the Canadian government on Canadians spending Canadian money in the U. S. It is subject to discount in the U. S., this ranging from 10 to 15 per cent.

Strict border crossing regulations have been relaxed somewhat, and passports are no longer essential for stays of less than 30 days in the U. S. by Canadians. There is comparatively little restriction on U. S. residents crossing the line into Canada, and hence, with the 10 per cent premium on U. S. currency, the human flow is heavy from the U. S. to the Canadian side by foot, bus, car, boat for stays of a few hours or days.

WHAT HAVE YOU TO TRADE OR SELL?	
5c Blue Fronts	\$174.50
5c Pace Rocket	109.50
5c Rotatop, 2-4	44.50
5c War Eagle, 2-4	69.50
10c Callo, Like New	89.50
1c Q.T.	42.50
1c Marvels and Mercuries	8.50
Club Bell	239.50
Track Time	109.50
Track Meet	159.50
Silver Moon Tot., F.P.	99.50
Bob Tall Tot., F.P.	99.50
Bally Big Top	94.50
Jumbo Parade, F.P.	74.50
Fast Time, F.P.	79.50
Big Game, F.P.	79.50
Jungle Camp, F.P.	69.50
Bally Defender	295.00
Chicken Sam, Refinished	129.50
Western DeLuxe Baseball	89.50
Keeney Submarines	189.50
Midway, Now	189.50
Bolaway	64.50
Zig Zag	64.50
Hit the Jap	49.50
Sink the Jap	49.50
Legionnaire	47.50
Snappy	47.50
Champ	45.00
Sea Hawk	45.00
A.B.C. Bowler	45.00
Majors of '41	42.50
Pan American	39.50

CHAS. HARRIS
2773 Lancashire Rd., Cleveland Hts. 6, Ohio
Yellowstone 8619

CASH
For Your Old
MILLS JUMBO PARADE
Free Play Only.
Will pay highest cash prices for machines complete with all parts.
BOX #581, The Billboard,
Ashland Bldg., Chicago 1

SEE AD PAGE 51
KENTUCKY DERBY
A great opportunity for you!
INTERNATIONAL MUTOSCOPE CORPORATION

HAVE YOU TRIED MONARCH LATELY?...

ASK FOR CIRCULAR ON SENSATIONALLY DIFFERENT ARCADE AND BOWLING ALLEY LOCATION LEGAL GAME—PERISCOPE!

AUTOMATIC PAYOUT CONSOLES			
Evans Victory Mod. J.P. Gallop. Dominoe	\$425.00	Mills Four Balls In New Cabinet	750.00
Evans '41 Bangtail, J.P.	495.00	Mills Three Bell Factory Rebuilt	950.00
Evans '41 Dominoe, JP Factory Rebuilt	450.00	Mills Jumbo, Brown	95.00
Evans '40 Dominoe, J.P.	300.00	Mills Jumbo, Latest	145.00
Evans '40 Dominoe	250.00	Mills Jumbo, F.P. & P.O.	185.00
Evans '40 Bangtails	260.00	Buckley Track Odds, Slant Hd., Brown	350.00
Evans '38 Bangtails	195.00	Buckley Track Odds, Round Hd., Yellow	275.00
Evans Rolletto Jr.	150.00	Buckley Flash, Ivories, Round Hd., Yellow	250.00
Evans '37 Dominoes	95.00	Bally Roll Em	195.00
Evans Lucky Lucre	375.00	Bally Royal Draw	95.00
Evans '41 Bangtail	425.00	Keeney Super Bell	275.00
Jenn. Silver Moon	150.00	ONE BALL AUTOMATIC PAYOUT TABLES	
Jenn. Bobtail	150.00	Bally Kentucky	\$375.00
		Bally Santa Anita	325.00
		Bally Pacemaker	135.00
		Keeney Fortune, Free Play & Payout	325.00
		Keeney Fortune	\$275.00
		Bally Club Trophy	350.00
		Bally Record Time	175.00
		Exhibit Rotary Merchandisers, Pusher Arm Type	\$195.00
		Exhibit Rotary Merchandisers, Chrome Claw Type	145.00
		Buckley Treasure Island Diggers	95.00
		Exhibit Merchantmen Diggers	65.00
		Bally Bell Slot Machine, 5c & 5c Comb. with Stand, Factory Rebuilt	\$275.00
		Callie Quarter Roulette Console, Mechanical Operation, Mechanical P.O.	275.00
		Mills Club Bell Console Slot Machine: 5c Play, \$450.00; Dime, \$495.00; Quarter	575.00
		Jennings Club Bell Console Slot Machine: Nickel, \$260.00; Dime	275.00
		Pace Royal Twin Nickel & Quarter Combination Console Slot	575.00
		LIMITED QUANTITY—GLASS AND CABINETS	
		Cabinets for Mills Four Balls	\$45.00
		Backboard Glass for Sport Event	9.25
		Top Glass for Jumbo Cash	7.50
		Top Glass for Jenn. Silver Moon	7.50
		Top Glass for Jennings Bobtail	7.50
		Top Glass for Square Bell	9.50
		Top Glass for Jumbo Free Play	7.50
		Cabinet for Mills Jumbo Payout	\$25.00
		Backboard Glass for Cash Jumbo	4.50
		Top Glass for Three Bell	15.00
		Top Glasses for Four Bell, Set	20.00
		Backboard Glass for '41 Derby	11.25
		Backboard Glass for Pimlico	11.25
		Backboard Glass for Longacre	12.50
		Keeney 4-Way Bell	\$355.00
		Pace Twin Reel, 5c & 25c	550.00
		Bally Bell, 5c & 25c	95.00
		Bally Big Top	150.00
		Exhibit Tanforan	45.00
		Jenn. Good Luck	45.00
		Keeney Super Bell, 25c	350.00
		Keeney Super Track Time	325.00
		Keeney '38 Track Time	125.00
		Baker Pacer, D.D.J.P.	375.00
		Baker Pacer	325.00
		Paces Races, Brown	195.00
		Waiting Big Game	150.00
		Pace 5c & 10c, Twin Reels	525.00
		Bally Grand Natl.	\$135.00
		Bally Gold Medal	75.00
		Multiple Races	55.00
		Keeney Skylark, Free Play & Payout	275.00
		Bally '41 Derby	\$385.00
		Bally Sport Spec.	165.00
		Bally Dark Horse	190.00

WRITE FOR PRICES ON ALL COIN MACHINE EQUIPMENT NOT LISTED. TERMS: 1/3 Deposit, Balance C. O. D. or Sight Draft.

MONARCH COIN MACHINE CO.
1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO

PARTS & SUPPLIES FOR COIN MACHINES

WRITE IN—WE MAY HAVE WHAT YOU NEED!

Gun Lamps, Per 10	\$7.50	Ten Strike Curved Glass, Each	\$2.45
Micro Switches (Phono), Each	1.60	Fuse Holders (Phono), Each	.50
Rubber Male Plugs, Per 12	1.00	1 Lb. Roll Solder, Each	.75
Bakelite Male Plugs, Per 12	.75	1/2 Lb. Roll Tape, 25c ea. Per 12 Rolls	2.65
Female Screw-in Plug, Per 12	1.00	Fustats, All Sizes, Each	.15

TONEDART NEEDLES—50c EACH—\$40.00 PER HUNDRED.
MAZDA LAMPS—7 1/2, 15, 25 WATT, \$9.60 PER CASE 120; \$1.00 PER 12.

TUBULAR COIN WRAPPERS		GLASS CARTRIDGE FUSES	
48c Per 1,000 Over 100,000		3 Ampere	Per 100, \$4.00; Per 10, 50c
54c Per 1,000—50M to 99M		5, 10 Ampere	Per 100, 2.50; Per 10, 35c
58c Per 1,000—10M to 49M		15, 20 Ampere	Per 100, 2.00; Per 10, 30c
64c Per 1,000—1M to 9M			
ALL TYPES OF COIN WRAPPERS AVAILABLE		SCREW-IN PLUG FUSES	
		3, 6, 8 Ampere	Per 100, \$4.95; Per 10, 65c
		10, 15, 20 Ampere	Per 100, 3.95; Per 10, 45c

NEW MAPLE WOOD BALLS
3 1/2" for 14 Ft. Skeo Alleys Per 100, \$52.00; Per 10, \$5.50
2 3/4" for 9 Ft. Skeo Alleys Per 100, \$52.00; Per 10, 5.50
2 1/2" for Genco Play Balls and Roll-in-the-Barrel Per 100, 38.50; Per 10, 4.25

Tubes—Switches—Eastman Paper—Miniature Lamps—Zip Cord—5 Wire Cable—30 Wire Cable—Collection Books—Photo Electric Cells—Trays—Condensers—Resistors—Triggers—Plunger Tips—Contact Blades and Points, etc., etc.

Terms: 1/3 Deposit With All Orders, Balance C. O. D.
NEW YORK SUPPLY CO. 585 TENTH AVE. NEW YORK, N. Y.

OPPORTUNITY

FOR A
GOOD MECHANIC

Draft exempt and familiar with all types of phonograph and remote control. Straight salary \$85 for man who qualifies. Transportation furnished. Operator for eighteen years. Permanent position.

PHONOMATIC COMPANY
129 Zion Street Hartford, Conn.

WANT
32 Volt Delco Operated Rockola Phonograph, '38, '39 or '40; cabinet and mechanism in good condition.
ABC NOVELTY COMPANY
2509 S. Presa St. San Antonio, Texas

ACTIVE SPECIALS—Perfect Equipment!

"TRAP THE JAP" (Converted "Chicken Sam") Refinished, Repainted, Like New, Perfect!	\$169.50	"PARACHUTE" Refinished, Repainted, Like New, Perfect!	\$159.50	"SLIPON" New, Improved, All Silver Bumper Repair Sleeves To Fit Any Pin Game (Large Size), Pack of 25, Only	\$2.95
------------------------------------------------------------------------------------------	----------	----------------------------------------------------------	----------	----------------------------------------------------------------------------------------------------------------	--------

ORDER TODAY! IMMEDIATE DELIVERY! 1/3 DEPOSIT, BALANCE C. O. D.

"You Can Always Depend on Joe Ash All-Ways"
ACTIVE AMUSEMENT MACHINES COMPANY
900 NO. FRANKLIN ST. PHILADELPHIA 23, PA.

HAVE 15 MILLS CONSOLES GOLF BALL VENDORS

TO CONVERT INTO 25c CASH PAYOUT SLOTS. WILL PAY VERY SATISFACTORY. IF YOU CAN DO THIS WORK, WRITE OR WIRE

FRANCIS WEISENBERG
1706 Chester Avenue (Tel. Cherry 5657) Cleveland, Ohio

ARCADE NEWS

More Women Seen in Arcades; Most of Them Prefer Pinball

BALTIMORE, March 18.—There has been a noticeable gain in women arcade patronage here. This is another indication of how women are steadily "usurping" the place of men in many activities. This is felt to be but a logical trend in view of the war conditions. It is pointed out by operators that woman patronage for a long time had been a rarity at local arcades. The number of such patrons is still nothing to write home about, but the fact that it is beginning to make itself more felt is indicative of a trend in that direction. Of course there is some skepticism as to how this patronage may shape up.

For the most part, women patrons ac-

company male companions, although unattached women patronize these establishments. Local arcades which present an inviting outward appearance supplemented by an attractive interior attract the feminine contingent. With some renovating and improvements other arcades, it is pointed out, could attract more women patrons than they have.

While some women try their hand at the pistol ranges, in the establishments which operate them, the majority of women show a partiality to pinballs.

Arcade operators here hope that the feminine trend will continue, as they believe this will help to invite additional male patronage.

Arcades on Hollywood Blvd. Hit By Petition

LOS ANGELES, March 18.—Jennie M. Frias was granted a permit by the police commission to open and operate a Penny Arcade on Cahuenga Boulevard in the vicinity of the Hollywood Canteen, the USO and the servicemen's dormitory. But the commission hit at arcades on Hollywood Boulevard.

Property owners on Hollywood Boulevard presented a petition to the commission contending that arcades are a detriment to business development in that area. There is no objection to arcades on Cahuenga, a thru street running perpendicular to Hollywood.

The objection to the Hollywood spots came when Paul Mayer sought a renewal of his application to operate the fun spot.

Mayer said he bought the property housing his arcade and had obtained his arcade permit in good faith. Mayer produced photographs of food markets and other businesses tending to show that the boulevard does not include the high business standard claimed for it. His arcade caters mostly to servicemen.

Fair Trade Bill to Aid Small Retail Locations

ALBANY, N. Y., March 18.—A measure expected to benefit independent druggists and other small businesses where coin machines are often found, has been passed by the senate. Favorable action was taken on the so-called Fair Trade Bill after its sponsor, Senator Walter J. Mahoney, of Buffalo, called upon members to "accept the last opportunity for this Legislature to do something for the small business man who is the backbone of our whole community."

The bill prohibits fraudulent and unfair trade practices by persons selling merchandise at retail, prohibits the use of price lists in excess of the regular sales price and makes it a misdemeanor to misrepresent the quality, ingredients and origin of merchandise.

"The time has come to protect the people of this state from the chiseler, who thrives and survives on fraud," Senator Mahoney declared. "We've been passing legislation for everyone except the small business man and the consumer. Last year 3,400 small business men in this state had to close their doors."

Routing Service Calls, Saves Time, Gas, Speeds Work

DETROIT, March 18.—Careful planning of the routing of calls is one of the most important factors of wartime machine operation, according to the experience of Charles Friedenbergh, of the Curtis Coin Machine Company. The average operator faces much the same problems that Friedenbergh does, because of the general limitation of gasoline for this type of operation.

Friedenbergh believes that priority of the operator's individual time, travel and gasoline should be given to essential service calls upon the locations already established. Handling the machines already under service and keeping them functioning efficiently becomes more and more of a full-sized job, as operators lose their servicemen to the war, either in the services or in industry, and many operators have long since found that they can best restrict their operations to the fewer number of machines which they can handle alone or with the few men they can be sure of retaining.

Contact calls seeking new business have to be largely suspended for the duration accordingly, is Friedenbergh's experience. They can occasionally be worked into an existing route of service calls, but the priority of calls always goes to the latter. Nevertheless, keeping in some degree of contact with prospective location owners does continue to lay a solid foundation for the individual operator's post-war future.

Mrs. Joe I. Stewart is taking over sole ownership of the Wayne Music & Novelty Company on behalf of her husband, who went into the army in January. Stewart's former partner, Robert Maskell, has sold out his interest and is about to leave for the navy. Mrs. Stewart has appointed Dave Stewart, a brother of Joe I., as manager to handle operations for her. The company, whose headquarters are being moved from Coyle Avenue to 2497 Tyler Avenue, operates music machines in Detroit and pin games in the adjoining Wayne County area.

Charles Friedenbergh, of the Curtis Coin Machine Company, reports business holding up well despite the loss of many former patrons to the armed services in this territory.

Man Power Loss Not Reflected in Coin Machine Earnings

LOS ANGELES, March 18.—If California is actually losing appreciable numbers of war workers, as indicated by recent announcements, the fact has not yet been confirmed by any reported influence on coin machine collections. Furthermore, apartments and hotels are still loaded to capacity and parking space continues at a premium in this section.

From the War Office of Information in San Francisco it was recently announced that in that area "out-migration has reached alarming proportions." It was reported that of every 1,000 workers employed, 54 quit, were drafted or discharged individually in December, and only 51 were hired. This loss of three workers per 1,000 was increased to 12 per 1,000 by the added fact that group layoffs in December were reported the highest since July, 1942. Nine workers for every 1,000 on the pay roll were reported laid off.

In this immediate area at El Segundo, Calif., the Douglas Aircraft plant is said to have had a net loss of more than 2,000 persons in November and December.

Los Angeles area reported the highest number of registrations for the consolidated primaries May 16. Here, the total registration was 1,160,774, of which 681,797 were Democrats and 478,977 Republicans. Despite the fact that an estimated increase of population of over a million in the State, registrations have dropped 886,457 under the total for 1940 presidential primaries and 1,104,959 under the last general election in 1942. Current registration is lowest in 14 years.

Outside of pointing to the lack of interest in voting, this information means little. However, some operators may be of the mind that more Democrats than Republicans play machines, or vice versa.

Detroit

Max and Aaron Lipin are extending open-house invitation to all operators to view their new showrooms. While the present shortage of supplies is making it necessary to dispense with the traditional forms of house-warming hospitality, Max Lipin reports that they are "serving plenty of ginger ale."

Dan McEntee, serviceman for J. & J. Novelty, is back after two weeks' absence caused by the serious illness of his father, who underwent a major operation and is now recovering.

ARCADE

NOW IN OPERATION

- 1 Muto, Photo., Extra Frames and Chemicals and Parts, Inside Lights
 - 6 Muto, 2¢ World's Fair Card Venders on Cabinet Base and Light-Up Tops with Around 50,000 Extra Cards
 - 1 Muto, Love Pilot
 - 1 Exhibit's Kiss Meter
 - 1 Exhibit's Magic Heart
 - 1 Mystic Pen, Around 10,000 Extra Cards
 - 1 10¢ Seeburg Horoscope, Enough Cards to Take In Around \$250.00
 - 1 Seeburg Vogue Phonograph, Eject. Selector
 - 1 Caille Shocker and Gripper, Floor Model
 - 2 Exhibit's Cockeyed Circus on Base
 - 2 Western Super Grips on Bases
 - 1 Pikes Peak
 - 1 Kicker and Catcher
 - 3 A.B.T. 1¢ Pistols on Stands
 - 2 Drive-Mobiles
 - 1 Bally Basketball
 - 1 Texas Leaguer Deluxe
 - 1 Exhibit's Late Fist Striker
 - 2 Foot Ease Vibrators
 - 1 Scientific Upright Baseball
 - 1 Hi-Ball
 - 1 Late Skill Jump on Base
 - 1 Flip Skill on Base
 - 2 1942 Muto, Drop Picture Reel Machines
 - 4 Exhibit's Drop Picture Floor Models, All New Pictures
 - 1 Sky Fighter
 - 1 Super Bomber
 - 1 Knight Bomber
 - 1 Keoney Submarine
 - 1 Bally Defender
 - 1 3-Way Floor Model Grip and Lifter
 - 1 Latest Muto, Punching Bag
 - 1 Latest Muto, Monkey Lifter
 - 1 Exhibit's 30 Seconds Punching Bag
 - 1 Exhibit's Chinning Rings
 - 1 Electricity Is Life, Floor Model
 - 1 Chester Pollard Football
 - 1 Chester Pollard Golf
 - 1 Exhibit's Electric Chair
 - 1 Air Raider
 - 1 Bring a Deer, Around 2 Cases of Bullets
 - 2 Bally Eagles Eye Ray Guns
 - 1 Bally Rapid Fire
 - 1 Bally Bull
 - 1 Seeburg Shoot the Chutes
 - 1 Seeburg Jap
 - 1 Seeburg Ray-o-Lite
 - 1 School Days Gun
 - 1 Panoram Show
 - 1 New Kirk Guesster Scales
 - 1 Pistol Sniper
 - 1 Mills Shocker, Floor Models
 - 1 Mills 12 Slot Horoscope, Around 6000 Cards
 - 1 Set of 6 Love Meters on 2 Bases
 - 1 Warner Voice Recorder
 - 1 Radio Rifle with 5 Rolls of Films
 - 1 Tommy Gun
 - 1 Anti Air Craft
 - 2 Big Floor Fans
 - 1 10' Wall Case
 - 2 Show Cases
 - 1 6 Case Electric Pop Cooler, Nearly New
 - 1 Big Electric Clock
 - 1 Shipman 1¢ & 3¢ Stamp Vender Filled with Stamps
 - 1 Office Desk
 - 1 Typewriter
 - 1 Adding Machine
 - 1 Large Safe
 - 1 3'x6' Storage Cabinet
 - All kinds of Parts and Supplies
 - Neon Sign
 - 1 Cash Register (Building is 25'x100')
- Now in operation; owner in ill health. Must sell. Will not answer letters. Must be sold by April 15. Good machines and no junk; all on floor in perfect running order. Come and see it for yourself. Priced right for a quick sale. Just renewed new lease for year, rent is right. City of 100,000 population. Only one in town.

FERRAL ASSID

220 N. Washington Ave. LANSING, MICH.

LAMPS—SPECIAL!

NEW RUBBER ZIP EXTENSION CORD (500 Ft. to Roll), Per Ft. 3 1/2¢. Excellent 8 Ft. Length, 5 Wire Cable, Ea. \$1.50.

BIG LAMPS—WESTINGHOUSE MAZDA 7 1/2, 15, 25, 40, 60 Watt (120 to Carton), Each 7 1/2¢.

ALL MINIATURE BULBS: 48, 50, 51, 55, 83, Per Box 45¢. 12" Lumilines Westinghouse Mazda, Ea. 75¢. #1503, \$1.95 Per Bx. #1129, 85¢ Per Bx. 3 Amp., 6 Amp. Plug Fuses, Per 100 \$4.25. 1/3 Deposit, Balance C.O.D., F.O.B. N. Y.

ARCADE BULB CO. 58 W. 25th Street NEW YORK CITY Phone: Watkins 5-7490

WANTED

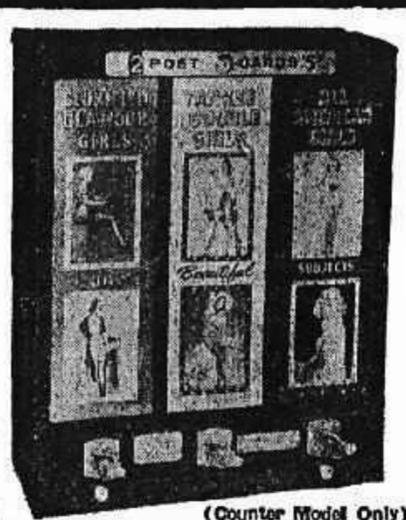
A-1 ARCADE MECHANIC All Year Round. Must Be Sober and Reliable. \$75.00 Per Week

ALLIED CORP. 22-24 Scollay Sq., Boston, Mass.

GLAMOUR GIRL-2 FOR 5c-CARD VENDOR ACCURATE-SIMPLE-STURDY CONSTRUCTION

29 DIFFERENT MUTOSCOPE NOVELTY CARD SERIES AVAILABLE FOR THIS MACHINE

SEND FOR COMPLETE LIBRARY



(Counter Model Only)

... Better Order NOW Any Supplies You Need:

● GRANDMOTHER PREDICTION CARDS, LOVE LETTERS, PALMISTRY LETTERS, HOROSCOPE CARDS, WIZARD PEN CARDS, ETC., ETC.

● STEREOSCOPIC VIEWS, VIEW-A-SCOPE FILMS, ETC.

● PUNCHING BAGS AND ACCESSORIES.

SEND FOR CATALOGUE AND PRICES

Whichever 3 Series of Mutoscope Cards you choose to sell through this Vendor, simply insert the corresponding displays (SUPPLIED FREE) in the machine as pictured above and you have one of the most profitable "Silent Salesmen" Mutoscopes ever sold! ONLY A FEW LEFT!

Deal No. 1—1 Vendor, with 1,000 each All-American Girl, Glorified Glamour Girl and Yankee Doodle Girl Cards. Vendor cost only \$60! 3,000 Cards FREE bring in \$75 selling at 2 for 5c.

1/3 Deposit, Balance C. O. D., F. O. B. Long Island City, N. Y. SEND FOR LIST OF NEW AND FACTORY RECONDITIONED PENNY ARCADE EQUIPMENT—STILL AVAILABLE FOR IMMEDIATE DELIVERY.

INTERNATIONAL MUTOSCOPE CORPORATION

WM. RABKIN, Pres.

Penny Arcade Headquarters Since 1895.

Manufacturers of Photomatic and Other Famous Coin Operated Equipment.

44-01 ELEVENTH STREET LONG ISLAND CITY 1, NEW YORK

Beer Shortage Occasions Big Drop in Collections

BALTIMORE, March 18.—Beer and liquor shortages, especially the beer shortage, is causing local music box operators a headache.

In some instances, it is pointed out, some spots are showing a drop as much as 50 per cent in collections.

For a time, the beer shortage was not felt very keenly, as the liquor supply continued to attract customers.

When the spring season was in sight, tavern operators anticipated Beer would soon be on the market and would ease the situation.

or other ingredients for production of this spring favorite.

Now, with the beer and liquor situations "out of kilter," the full effects of it are being reflected in the closing of establishments one to three days or nights of the week.

AMERICAN FOLK TUNES

(Continued from page 93)

with the Night Riders for the featured square and old-fashioned dances staged here.

Max Terhune, now at work on a Monogram Western with Ken Maynard and Eddie Dean, is booked to play the Last Frontier in Los Vegas, Nev., for a two weeks' engagement starting April 14.

Polly Jenkins's song, The Kid With the Guitar, is getting many plugs from hillbillies, who report it's very popular.

Lee Thomas, former radio entertainer now in the army, writes that The Little Guy Who Looks Like You, recently credited to Ernest Tubbs, was written by Tim Spencer, of the Sons of the Pioneers.

RCA-Victor is preparing to press at least 10,000 records of two of the most requested disks of Bill Boyd and His Cowboy Ramblers for re-issue at an early date.

Little Soldier, by Claude Casey and Troy Martin, got off to a good start with its network airing by Texas Jim Robertson, Connie and Bonnie, singing duo, and also by Judie and Julie on WKRC, Cincinnati.

Songwriter Norman Nettles is now with the Golden West Cowboys and is heard every Saturday on the Grand Ole Opry, WSM, Nashville.

Location Comment

Baltimore: While Pistol Packin' Mama is definitely on the way out, it is still the favorite in the hillbilly field, with Rosalita, No Letter Today and Born to Lose favored in that order.

Bridgeport: No Letter Today (Ted Daffan), When My Blue Moon Turns to Gold Again (Zeke Manners), Fightin' Sons o' Guns (Zeke Manners), Pistol Packin' Mama (Al Dexter), Try Me One More Time (Ernest Tubbs), all doing good business this week, with Daffan doing best of all.

Cincinnati: Ernest Tubbs' personal appearance in Cincy brought up Try Me One More Time, Loud Mouth, with Modern Mountaineers, keeping hillbilly spot folk open-mouthed.

Dallas: Best hillbillies—Pistol Packin' Mama (Al Dexter and Bing Crosby) and No Letter Today (Ted Daffan).

Fort Worth: Hillbilly music never been patronized better, operators say.

Hollywood: Too Late to Worry (Al Dexter) getting some play.

Jacksonville: Pistol Packin' Mama (Al Dexter) still being played.

Kansas City, Mo.: Top hillbilly reported by Paramount Music was They Took the Stars Out of Heaven. Floyd Tillman is the performer.

Louisville: Al Dexter's Goodbye, Old Pal gaining in popularity.

Memphis: Precious Jewel by Roy Acuff being played.

New Orleans: I'm Dreaming Tonight of My Blue Eyes and Rosalita are doing best, with Autry and Dexter respectively.

Omaha: Pistol Packin' Mama (Dexter), Okeh; They Took the Stars Out of Heaven (Floyd Tillman), Decca; She Didn't Lay That Pistol Down (Hank Hill), Savoy, and I'm Thinking Tonight of My Blue Eyes (Gene Autry), Okeh, are the favorites.

Syracuse: Hillbilly numbers way off past few weeks in this neck of the woods.

Spokane: Best of the folk records is still Pistol Packin' Mama with Crosby, followed by Rosalita (Al Dexter), New San Antone Rose (Bob Wills), No Letter Today (Ted Daffan) and Home In San Antone (Bob Wills).

FOR IMMEDIATE DELIVERY—AS ADVERTISED!

- ARCADE
Exh. Vitalizer, Factory
Rebuilt \$ 89.50
Air Raider 249.50
Sky Fighter 369.50
Astracope 69.50
New APT Big Game
Hunter 49.50
DuGrenier 7 Col.
Cig. Mach 59.50
2 Philben Spkrs, Ea. 25.00
Seeburg Baromatics, Ea. 49.50
1-BALL & 5-BALL
Sport Special \$165.00
Skylark, F.P. or P.O. 269.50
Bally Eureka 109.50

PANORAM
LATE SERIALS
\$389.50
Completely Reconditioned and Refinished.

MILLS FOUR BELLS
Completely Reconditioned. \$675.00

- SUPER VALUES!
COUNTER GAMES
Groetchen Kill 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

- SLOTS
1c Q.T., Late Mod. \$ 49.50
5c Q.T., Late Mod. 69.50
5c Pace Comet, Fac.
Reb. 99.50
5c Mills Roman Bell,
Reb. 169.50
Groetch. Columbia, GA,
Late Mod. 79.50
Bl. & Gold Vest Pack, 54.50
Green 39.50
Write for Complete List of Slots.

- PARTS
Main Clock Gears, Complete \$3.50
Jackpot Glasses 1.25
Escalator Glasses .50
Reel Glasses .50
New Locks .65
Turf King Back Glass 8.75
6V Miniature Bulbs, Bayonet or Screw Base, Ea. .05
A.B.T. Reg. & F.P. Coin Chutes, Ea. 3.75
Complete Set Mills Slot Springs 8.75
Bakelite Male Plugs .05
UCM505 for Jumbo 3.50
Write for Quantity Prices!

- CONSOLES
Jumbo P.O., Late Head \$129.50
Pace Reels, Jr. 129.50
Pace Saratoga (Skillfield) 129.50
Watt. Big Game, P.O. 109.50
Mills Square Bell, Factory Rebuilt 129.50
Bally Royal Draw 119.50
Stanco Bell 89.50
Jenn. Multiple Racer. 59.50

All machines reconditioned and refinished by experts. Write for complete list and quotations on parts and equipment not listed. 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 OVITZ SERVING THE NATION'S OPERATORS! OSCAR SCHULTZ

Automatic Coin MACHINES & SUPPLY CO.
3834 W. Fullerton Ave. (Phone CAPitol 8244) Chicago 47, Ill.

PARTS—SUPPLIES

- 6/8 Volt Bulbs, 40, 44, 46, 47, 50, 51 and 55. Per Hundred \$5.40
3 AG Fuses Per Hundred
1/2 Amp. \$9.00
1, 1 1/2, 2, 2 1/2, 3 Amp. 3.50
5, 6, 7 1/2 Amp. 3.00
10, 15, 20, 25, 30 Amp. 2.50

- PHONOGRAPH TITLE STRIPS (RED BORDER)
1000 \$5.00
5000 Per M 4.00
10000 Per M 3.50
25000 Per M 3.00

- 6SC7, 5Z3, 80, 2A4G, 70L7
Tubes are almost impossible to secure, but we have adapters for making the change-over to available tubes that require no change in the amplifier.

- #100 6SC7 to 7F7 \$1.50 Each
#205 2A4G to 2051 \$3.50 Each
103 6SC7 to 6SL7
110 5Z3 to 5U4C
125 80 to 5T4, 5V4C, 5Y3 or 5Z4
126 83 to 5U4G or 5X4

These have been tried and proven thoroughly satisfactory. We guarantee satisfaction. Absolutely no worry, anyone can make the change. Carry these in your service kit as standard equipment.

Ask Us for List Available Records
HERMITAGE MUSIC CO.
416A Broadway, Nashville 3, Tenn.

SALESBOARDS
DELUXE BOARDS WILL MAKE AND SAVE YOU \$\$\$
WRITE FOR NEW LOW PRICES.
25c 1000 J.P. Charley Board, Thin \$1.24
25c 1000 J.P. Charley Board, Thick 1.51
25c 960 J.P. Charley Card Deal .79
5c 1000 Bingo Board, 80% P.O. .88
10c 1000 90 Per Cent Board .88
25c 1000 Jumbo Hole J. P. Charley 2.47
5c 1440 Lulu's Card Deal, 80% P.O. .86
5c 1200 Jumbo Hole, Ten Big Fins. 2.49
5c 600 Lulu \$13.50 Profit Board 1.38
5c 600 Little Lulu \$8.00 Profit 1.08
10c 1000 Jar of Jack X Thick Board 2.24
10c 2000 Jar of Jack Protected Board 2.98
Immediate Deliveries — 25% Deposit
DELUXE SALES CO.
BLUE EARTH, MINN.

WHY PAY \$5.00
For Club Handles When You Can Get All You Need From Us for \$3.50?
Jack Pot Plugs \$1.00 Each
Gold Award Plugs .50 Each
Vendor Plugs .50 Each
Large Clock Gears 2.50 Each
Jack Pot Glass (Thick) .50 Each
Write us for all Mills Parts. We have the largest stock of Slot Parts for Mills Machines of any one in the business.
BUCKEYE VENDING CO., INC.
515 E. HIGH ST. COLUMBUS 15, O.

SPECIALS! SPECIALS!
PREWAR 2—CONDUCTOR RUBBER COVERED "ZIP" CORD, 5c PER FOOT
PREWAR 2—CONDUCTOR SILK COVERED "ZIP" WIRE, 3c PER FOOT
Minimum Order on All Wire, 500 Feet
HARD TO GET LUMILINE BULBS
18"...\$22.80 Per Case (24) Minimum Order,
12"...\$20.40 Per Case (24) One Case
ALL ORDERS AFTER APRIL 1st SUBJECT TO TAX
NO. 1489 GUN LAMPS, FIRST QUALITY 99c Each Min. Order 100
DAVE STERN 411 North Broad St. Elizabeth, N. J.

WANTED
Wurlitzer and Seeburg Music Route. Prefer West Coast or Southwest. 100 to 150 Music Boxes. Would go in partnership in the event of draft. Will pay cash, but must be SUBSTANTIAL and PROFITABLE investment.
Address BOX D194, Care of The Billboard, Cincinnati 1, Ohio

PIN BALL BUMPER STEM REPAIR SLEEVES
"MADE OF SILVER, BUT WORTH THEIR WEIGHT IN GOLD"
THOUSANDS IN USE! BECAUSE THEY END BUMPER TROUBLE!
Just slip in place and squeeze. No solder needed. Stop most coil burnage and out-of-order calls. Give new life to your tired games for the duration. Immediate delivery guaranteed.
Pin Business Card to This Ad for C. O. D. or MAIL \$2.75 FOR EACH PACKAGE OF 25
Money Back Guarantee. Deal for Distributors.
GENERAL COIN MACHINE SUPPLY CO.
840 MICHIGAN AVE., BUFFALO 3, N. Y. Established 1930

SALESBOARDS:
Buy while the Price War is on. Minimum order \$25.00. Order from this ad.
Name No. Per Sale In Profit Each
Victory Cigarette Boards 432 2c \$ 8.64 \$ 4.04 33c
Victory Dollar Game 432 5c 21.60 8.60 33c
Victory Jackpot Charley Jr. 462 5c 21.80 9.70 63c
Victory Jackpot Charley 432 25c 108.00 36.00 63c
TEXAS WHOLESALE NOVELTY HOUSE
P. O. BOX 4188 DALLAS, TEXAS

GLOBE'S HIT PARADE





LIFE-SIZE!

FULL COLOR!

BONUS BELL
Sensational "NEW" Globoard
Profit \$32.79

Many exciting "play" features, including
BONUS payout; \$25 possible top, slot
symbols, thick, fully die-cut, pro-
tected winners, 1226 holes, PROFIT
(average) \$32.79.

FREE—New Illustrated "Glo-Board"
Circular upon request.

MORE & MORE PROFITS IN 44

GLOBE PRINTING CO. 1023-25-27 RACE STREET
PHILADELPHIA, 7, PA.

ALLOCATIONS and LIMITATIONS

LOUD-SPEAKERS FOR WAR PLANTS.—Public-address system sound equipment will be made available to a limited number of industrial plants engaged in essential war work, WPB announces. The plan to increase war production by use of additional industrial sound equipment was discussed at a recent meeting of the industrial sound equipment industry advisory committee. Production of industrial sound equipment units will be authorized only by such firms as have facilities and man power to produce them without interfering with other war production.

PULP ALLOCATION POLICY.—Work of the pulp allocation office in carrying out the program determined by the WPB requirements committee, with the aid of the wood pulp allocation industry advisory committee, has been completed for the first quarter of 1944. Standards used to determine specific allocation were summarized as follows:

1. Paper and paperboard mills producing no wood pulp, or mills using no waste paper or other supplementary fibrous material, were allocated sufficient wood pulp for the production of essential papers which could not be produced by other mills. Some of these mills produce types of paper and paperboard which could not otherwise be made in sufficient quantities to meet war and essential civilian needs.
2. Partially integrated mills were allocated sufficient market wood pulp to enable them to balance and utilize in full their own production of other types of pulp after diversion by WPB of a portion of their own pulp for allocation to non-integrated mills.
3. Paper and paperboard mills having waste paper or rag conversion plants were allocated sufficient market wood pulp to enable them to utilize the maximum capacity of their waste paper or rag processing equipment.
4. Wood pulp was diverted from wholly integrated and semi-integrated mills in sufficient quantities to afford the latter at least a minimum rate of operation to the extent that this was possible without jeopardizing the operations of the mills from which the pulp was diverted or the production of necessary quantities of essential types of paper and paperboard.

PLASTICS TO REMAIN CRITICAL.—Altho slight improvement in plastics production is expected by the middle of the year, the situation will remain critical thruout 1944, leaving little hope for enlarged civilian allocations, according to the chief of the plastics section of WPB.

Altho new capacity for the production of ethyl cellulose has recently become available, "several large military procurements which are expected to develop within the next 90 days will make it impractical to consider the use of this material for any except indispensable purposes," it was explained.

Polyvinyl butyral, polyvinyl chloride and the copolymers are all currently in extremely short supply to the point where military requirements are not being met in full. New facilities are being constructed and a freer situation is expected during the last half of the year to the point where limited coverage will be possible for the most important civilian needs. None of the vinylidene chloride plastics are currently available for civilian usage.

ESSENTIAL EMPLOYMENT.—The War Man-Power Commission has released a revised list of essential activities. The list serves as a general guide upon which man-power programs for allocating labor to the different needs are based. It is

"CUPID'S WHEEL"



Operators Price **\$295** 1/3 deposit Balance C.O.D.
Immediate Delivery Available 1c or 5c Play

"You Can Always Depend on Joe Ash—All-Ways"

ACTIVE AMUSEMENT MACHINES CO.

900 NORTH FRANKLIN STREET
PHILADELPHIA 23, PA.
PHONE: MARKET 2656

Operators Declare It Terrific on Location!

"BOWL-A-BOMB"

THE BRAND NEW ALLEY SENSATION

➡ NOT A REVAMP ←

Special Price **\$325.00** 1/3 Dep., Bal. on 5 or More **COD, FOB**

Immediate Delivery! Write for Complete Details!

ALSO DELIVERING THE OUTSTANDING GUN SENSATION OF 1944

"TAIL GUNNER" . . . \$325.00

FAIRDEAL AMUSEMENT CO.
MIKE SPECTOR

826 North Broad Street Philadelphia 30, Pa.
Phone: Stevenson 2879

If

you have an all-year-round location and are interested in obtaining a new and novel Shooting Gallery on a commission arrangement—with a very nominal investment—call in person to inspect this gallery or write for complete details immediately!

AIR GUN SALES CO.

763 South 18th Street, Newark, New Jersey

SALESBOARDS

OUR PRICES REDUCED CONSIDERABLY—IMMEDIATE DELIVERIES

1000-Hole Jackpot Charley 30-Hole Jackpot, 25c. Thin \$1.25, Semi Thick \$1.40, Jumbo Thick \$1.65. 1000-Hole CHARLEY BOARD 25c. Thin 96c, Semi Thick \$1.16.

150-Hole 5c Cigarette Boards, 27 Pk., P. O. 39c Each

1000-Hole Nickel Special Cigarette Board 86c Each

Lots of other BOARDS AT REAL LOW-DOWN PRICES.
WRITE FOR CATALOGUE
Deposit required with all orders

A. N. S. CO.

312 Carroll St. Elmira, N. Y.

WANTED TO BUY

Old or New

Keeney's Track Time Motors, Spinner, Sequence and Payout Motors or any Track Time Parts.

Belmont Novelty Co., Inc.

67 Belmont Avenue, Paterson, N. J.
Phone SH 2-3202-03

1 Eagle Eye Ray Gun, 10 Extra Gun Lamps	\$109.50
1 Tom Mix Ray Gun, Conv., Needs Few Adjustments	50.00
4 Exhibit's Drop Picture Floor Models, Each	24.50
1 Super Grips, No Base	27.50
1 Mills Shocker, Floor Model	99.50
1 Mills Horseshoe, 6000 Cards	69.50
1 Seeburg Classic, Marbletop	289.50
1 Foot Ease	75.00
1 3-Way Lifter	75.00
1 Electricity Is Life	69.50
9 Panorams, Each	359.50
1 Drivemobile	349.50
1 A.B.T. Model F	14.50
2 Anti-Aircraft Screens, Each	5.00

ASSID
220 N. Washington LANSING, MICH.

WANTED TO BUY

SLOT MACHINES—ALL DENOMINATIONS.
BLUE FRONTS
EXTRAORDINARYS
BROWN FRONTS
CHROME FRONTS
WHAT HAVE YOU?

REX DISTRIBUTING COMPANY

128 E. Second Street RENO, NEV.

INFORMATION CORNER

Application of Cabaret Tax for Limited Dancing
To the Editor:

Could you please give us the following information:
1. Who is supposed to pay the federal taxes on coin-operated machines, the proprietor or the machine operator?
2. In the event the place of business allows dancing for four hours each day and keeps his business open 24 hours, is he supposed to pay taxes on the four hours danced or the 24 hours? Signs

are posted of the hours for dancing. Information concerning these questions would straighten out a lot of confusion among my customers.
FRANK HARRIS, Missouri.

Dear Mr. Harris:

Now, as to your specific questions:
1. The federal law makes the location responsible for paying the tax on machines. However, many operators either pay the tax or take it out of the first collections in the machine. Most operators take care of filling out the tax blanks and getting the licenses.
2. This question applies to the cabaret tax and our bulletin on the cabaret tax is enclosed. The location you mention would pay the cabaret tax on business

Gone during the four hours in which dancing is allowed, provided no dancing or other taxable entertainment is permitted during the other hours open. The bulletin will explain in detail your situation. We assume from your letter that the signs for "dancing allowed" are taken down when the dance period is over.
INFORMATION SERVICE.

Are Licenses Required to Operate in California?

To the Editor:
I would like to have some information about operating music boxes. Can you tell me if I need venders licenses, or operators licenses, or what I need, before I can put them on location? I want to be sure, and there isn't anyone around here that can give me any information.
CALVIN G. SHISON, Ohio.

Dear Mr. Shison:

It would require too much detail to tell you about operating phonographs in your town. The firm from which you buy your machines, of course, can furnish you suggestions about their own particular make of machine. Then, we suggest that you read the coin machine section of *The Billboard* regularly and you will get a lot of ideas on how to run the business.
Your State does not require a license to operate such machines. We cannot say for your town, since every town has its own regulations. You can inquire from your city tax office and find out if you have any tax or license for phonographs or any other coin machine. If the city does not have a special tax, then you do not need a license to place them in stores.
INFORMATION SERVICE.

Wonders Why No Cigarette Venders Are in War Plant

To the Editor:
In my district there are leather factories that have all kinds of coin machines, i.e., peanut venders, gum, candy and beverage venders, but not a single cigarette machine. I would appreciate information as to what the reason is. Is there a State law in Massachusetts that prohibits cigarette machines in factories, or what is it?
NICHOLAS ZOLOTAS, Mass.

Dear Mr. Zolotas:
The absence of cigarette venders in the plants you mention is interesting, but about all we can suggest is that some local condition prevents the use of cigarette machines. The plants managements may not want them, or other concessions in or near the plants may have an agreement to handle all cigarette sales. In that case, venders would not be allowed on the premises. Such an arrangement is made quite often.
We do not know of any law or any special tax in your State or city which would ban cigarette machines. However, your city or county could have such a law. Cigarette venders are operated in Massachusetts, so it would not seem to be a State law.
INFORMATION SERVICE.

Wants Tax Information on Arcades in California
To the Editor:
May I ask you for revenue information in reference to Penny Arcade operation in Los Angeles, California?
Please state the following:
Federal taxes on each machine.
State taxes on each machine.
City taxes on each machine.
County taxes on each machine.
JOHN SANDERS, N. Y.

Dear Mr. Sanders:
In reply to your recent questions on the federal tax as it applies to the machines in your arcade.
California does not, at present, have a tax on coin machines. Los Angeles does not have a tax on coin machines at present, according to our information. However, the county does. Also, Los Angeles County has scores of incorporated towns and most of these towns have various taxes on coin machines and arcades. We could not give you a list since it is so varied.
If you locate in the city of Los Angeles itself, there would not be any local tax, so far as we know, but the county has a tax and most of the towns in the county have a tax.
INFORMATION SERVICE.



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.
WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.
Est. 1889—Tel. GOLUMBUS 2770.
Cable Address "WATLINGITE," Chicago.

Phone 21816 Est. 1911
This Equipment Has Been Overhauled, Polished, Painted and All Original Models. Ready for Location.
1 Mills 5c Blue Front, Light Oak Cabinet\$175.00
5 Mills 10c Blue Front, Light Oak Cabinet 215.00
5 Jennings 5c Four Star Chiefs, Like New 135.00
3 Jennings 10c Four Star Chiefs, Like New 160.00
3 Jennings 25c Four Star Chiefs, Like New 190.00
1 Baker's Racers, DD, Like New235.00
1/2 DEPOSIT
Confection Vending Co.
220-22 West Fourth St. Charlotte, N. C.

LONE STAR SPECIALS
1 Bally Club House\$100.00
1 Watling 5c Rol-a-Top Twin Jack Cherry Bell 100.00
1 5c Watling Rol-a-Top Twin Jack Club Cherry Bell 110.00
1 25c Watling Rol-a-Top Twin Jack 150.00
1 Shoot-Your-Way-to-Tokyo, with new top 225.00
1 Pair Watling Guesser Scales 110.00
4 Ray's Tracks, Em. \$135.00, or 4 for. 500.00
1/2 Deposit Required.
All Machines in A-1 Condition, Crated.
LONE STAR COIN MACHINE CO.
709-A Austin St. Wichita Falls, Texas

FOR SALE
ALL MAKES OF COUNTER GAMES
CHAMPIONS\$18.50
AMERICAN EAGLES\$14.50
LIBERTYS\$12.50
MARVELS\$14.50
1/3 Deposit With Order.
Melrose Novelty Co.
MELROSE, MINNESOTA

1 Genco Play Ball\$125.00
1 Radio Rifle 59.00
1 Spark Plug Counter Game 15.00
1 Gold Cup, F.P. 49.50

Mical's Amusement Service
27 Stroud St., Wilmington 21, Del.

Mechanic Available
Started to work on Slots in 1922. Repair all make Consoles, 1 and 5 Balls. Sober and reliable and not afraid to work. Go anywhere.

THEODORE ANDERSEN
287 W. Millar Ave. AKRON 1, OHIO

FOR SALE
Manufacturer of Pellet Salesboards and Novelties will sell at less than inventory all Stock, Machinery, Tools and Dies.
W. C. STEINMETZ
2912 W. Wells St. MILWAUKEE, WIS.

Games that get the play

- | | |
|-------------------------------|-----------------------------|
| STREAMLINER | Converted from S T A R S |
| GRAND CANYON | Converted from DOUBLE PLAY |
| SANTA FE | Converted from WEST WIND |
| BRAZIL | Converted from DO - RE - MI |
| ARIZONA | Converted from SUN BEAM |
| MIDWAY | Converted from Z O M B I E |

SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

United MANUFACTURING COMPANY
6123-25 N. WESTERN AVENUE CHICAGO

ORIGINAL JAR-O'-DO RED, WHITE AND BLUE

2100—\$33.00 Profit or 2170—\$36.50 Profit

\$2.00 Per Set IN GROSS LOTS

\$2.50 Per Set in LESS THAN GROSS LOTS

JOHN GLASSPIEGEL CO. 534 N. WATER STREET MILWAUKEE 2, WIS.

ATTENTION SALESBOARD OPERATORS

Step Up Your Earnings With These New Boards.

Size	Sale	Name	Style	Cost	Profit
640	\$1.00	Dollar Special	Thick Slot	\$4.00	\$100.00
1200	50¢	Four Bits	Die Cut	7.50	186.00
480	25¢	High Five	Thick Slot	3.25	40.00
484	25¢	V Note	Thick Slot	3.00	41.00
1200	25¢	Tex. Charley	Thick No.	4.50	102.00
480	10¢	Deuer	Thick Slot	3.25	20.00
1200	10¢	Ten Tens	Jumbo No.	4.50	70.00
2300	10¢	Wonder	Thin Tip	6.00	85.00
1200	5¢	Ten Fives	Jumbo No.	4.50	35.00
1080	5¢	Direct Hit	Thick No.	4.25	27.52
2400	5-10¢	Easy Pickin'	Thin Tip	5.00	45.00

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—5¢ Deal Nets \$27.50—10¢ Deal \$54.00.
\$6.00 Each—Dozen \$55.00.

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 Street, Belleville, Ill.

WE REPAIR and REBUILD

TEN-STRIKE • TEN-PINS

DRAWER MECHANISMS AND SCORING UNITS
SEND THEM IN . . . ALL SERVICE GUARANTEED
WILL PAY CASH for all types Coin-Operated Equipment. Send us your list.

ACE COIN MACHINE COMPANY

3715 SOUTHPORT AVE. PHONE: BITTERSWEET 4453 CHICAGO 13, ILL.

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

FOR GUARANTEED BAKERS PACERS
PACES RACES and SERVICE
BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

WILL BUY OR SELL • TRADE • OR REPAIR 1000 SLOTS

Pace (preferred), Mills or Jennings. A-1 factory facilities—repair work exceeds all others. We make them new inside and out. Plenty names satisfied customers. Estimates given before work done.

"ONE CUSTOMER PAID US \$700.00 MORE ON 20 MACHINES THAN HE WAS OFFERED BY OWNER OF SAME LOT. HE WANTED OUR REBUILDING SKILL AND OUR NAME TO BACK HIS PURCHASE."

Sell now at high prices—old machines worth only 10c on dollar when new models come out.

WILL PAY, DEPENDING ON TYPE AND CONDITION, \$100 TO \$125 FOR PACES RACES—BROWN CABINETS.

\$40 TO \$75 FOR PACE SLOTS AND PACE CONSOLES. GIVE MODEL, QUANTITY, SERIAL NUMBERS AND DENOMINATIONS.

No Delay—Spot Cash Same Day Machines Are Received

Our advice—sell now for cash or we will allow 25% over cash on credit memo applied on new machines when war ends and we go into production.

Big supply Races Motors, Brakes, nearly all Races Parts—also nearly all Parts for all Pace 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.

THE PACE MFG. CO., Not Inc.

2909 INDIANA AVENUE

CHICAGO 16, ILLINOIS

FOR SALE

- | | | |
|---------------------------------------------------------|------------------------------------------------|-------------------------------------------|
| 3 Rockola Monarchs with Buckley Adaptors \$175.00 | 17 Buckley Wall Boxes, New Style \$ 17.50 | 2 Mills 1-2-3, F.P. or P.O. \$ 45.00 |
| 15 Buckley Wall Boxes, Old Style 7.50 | 1 Exh. Knockout. 120.00 | 3 Bally Ray's Track 95.00 |
| 4 Record Time ... 165.00 | 1 Zig Zag 55.00 | 1 Genco Victory ... 95.00 |
| | 1 Hawthorne 65.00 | 3 Sport Pages ... 65.00 |
| | 2 Bally Parlays ... 75.00 | 1 Thistledown 75.00 |

Terms: 1/3 Deposit With Order, Balance C. O. D.

CENTRAL VENDING CO.

310 S. 24TH STREET

OMAHA, NEB.

A-1 MERCHANDISE I-A

- | | | |
|------------------------------------|-------------------------------------|-----------------------------|
| 3 ABC Bowlers, Ea. . . \$39.50 | 2 Leaders, Ea. \$42.50 | 1 Polo \$34.50 |
| 2 Stratoliners, Ea. . . . 39.50 | 2 Do Re Mi's, Ea. . . . 72.50 | 1 Miami Beach 49.50 |
| 1 Stratoliner, Jap. Conv. 49.50 | 1 Sports Parade 39.50 | 1 Seven Up 49.50 |
| 3 Knockouts, Ea. . . . 104.50 | 1 Big League 17.50 | |
| 2 Wurlitzer #61, Ea. . . . \$74.50 | 12 Marvels, 1¢ Play \$11.50 | |

THOMPSON MUSIC COMPANY, 3214 McClure Avenue, Pittsburgh 12, Pennsylvania
TERMS: 1/3 Cert. Deposit, Balance C. O. D. PHONE: Linden 8157

EACH STAR REPRESENTS AN ATLAS MAN IN SERVICE

EQUIPMENT

PANORAM
\$395.00
(Completely Reconditioned)

REBUILT BY MILLS
5c-10c-25c CLUB BELLS—WRITE

- Wurl. & Seeburg Phone Casters, Set of 4 ... \$1.50
Adaptor Changeover from 80, 5Z3, 83 to 5T4, 5U4, 5Z5, 5W4, 5Y3. 1.00
Adaptor Changeover from 2A4G to 2051 1.25

MILLS MAIN CLOCK GEAR, Complete .. \$3.50

Pace Reels, 5¢, P.O., Chrome Railing .. \$132.50
Bally Club Bell 239.50

PARTS
Phone Condensers Write
Complete Stock of Miniature Bulbs Write
Fuses, All Types Write
Contact Benders \$.45

SLOT CLOCKS, Rebuilt Like New. Send Yours for Repair.

3000 Ohm Variable Resistor for Chicken Sam, Jail Bird, Chutes \$2.25

Immediate Delivery.
Mills Escalator Glasses \$.75
Mills Reel Glasses50
Mills J.P. Glasses . . . 1.25

Due To Prevailing Conditions, Please Keep Parts Orders at \$5 Minimum.

WRITE FOR LATEST PARTS LIST!

A Thousand and One Items on Our Simplified Forms!

Send Check in Full on Orders Under \$10. 1/3 Deposit on Orders Over \$10.
ADDRESS MAIL TO CHICAGO 47 PHONE ARMitage 5005
Home of Personal Service Since 1931

Atlas NOVELTY CO.

2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. [ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
OFFICES [ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG



TECHNICAL TOPICS

Truck Parts High on Reconversion List

Certain critical component parts used in the production of civilian trucks have been placed high on the list of reconversion production items by government transportation officials.

The total volume of production of axles, transmissions and heavy-duty motors for civilian use this year and in the 1945 program, which is still being planned, will not be great enough to fill all needs for new equipment and to satisfy maintenance, repair and operating requirements, officials say.

Parts which were tight earlier in the war, such as pistons, bearings and other items, now seem to be in easier supply, but will still come in for a large share of the high priority ratings at full-scale reconversion.

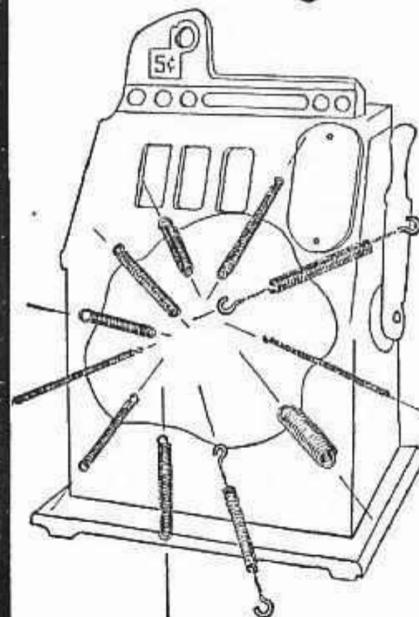
Trucks for civilian use constitute the main problem of government transportation officials, a spokesman said. The current stepped-up program will amount to only one-tenth of the 1941 sales. This tremendous gap is due to be filled during the transitional and reconversion periods if current ideas are put into effect at the designated time.

Synthetic Rubber Hits Record Production

Production of a larger tonnage of synthetic rubber than the nation has ever used in one year is possible with the facilities now in operation by the rubber industry. The tonnage capable of production is equal to the annual output of 210,000,000 carefully cultivated adult rubber trees growing under ideal conditions.

George W. Vaught, vice-president of the B. F. Goodrich Rubber Company, made these statements at a meeting of the Boston Advertising Club. He also declared that the public, in the post-emergency period, would demand main-

DON'T JUNK OLD CLUNKS Bring 'Em Back To Life Again



SLOT SPRING KIT \$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.

IF YOU DON'T SEE, WRITE WE STILL CARRY THE MOST COMPLETE STOCK OF COIN MACHINE PARTS.

HARRY MARCUS' CO.
816 W. ERIE ST., CHICAGO, ILL.

Rely on HANDYSET LEGAL AGREEMENTS Instead of JUST TALK

Protect your investment on location with written signed agreements. Send for a FREE Sample or a quantity when ordering Collection Books.

BALTIMORE SALESBOOK CO.

120 W. 42nd St. NEW YORK 18, N. Y.
Attention, Mr. Charles Fleischmann

WHAT DO YOU NEED CAN YOU USE

Tell us We'll try to help you

COIN OPERATED
I.L. MITCHELL & CO.
MACHINES AND SUPPLIES
1141 DE KALB AVE. B'KLYN, N.Y.

PIN GAME DOORS \$1.50

10% off if cash with order.
JOBBER, \$9.50 DOZ.
VIBRO CO. 1419 W. M 8621 PHILA., PA.

WANTED

PIN GAMES, CONSOLES, PHONOGRAPHS
I Will Pay the Following Prices, F.O.B. Your Shipping Point: \$25.00 for Towers, Duplexes and Bello Hops; \$35.00 for Jungles, Venus, Do-Re-Mi, Double Play, West Winds and Sky Blazers; \$45.00 for Topics, Monickers, Genco Defense and Victories; \$85.00 for Knockouts, Big Parades, Five-Ten-Twenties; \$150.00 for Super Bells; \$300.00 for Super Bells, 5-25; \$100.00 for Combination Jumbo Parades; \$210.00 for Wurlitzer 500 and 600's.
FRANK HARRIS
508 Gough St., San Francisco, Calif.

FOR SALE

- | | |
|------------------------------------------|-------------|
| 1 BALLY CLUB BELL | \$300.00 |
| 5 WATLING BIG GAMES, Each | 80.00 |
| BALLY ROYAL DRAW | 80.00 |
| 5 JENNINGS 5¢ CHIEFS | WRITE |
| 5¢ & 10¢ BLUE FRONTS | WRITE |
| 10 V.P. Each | 49.50 |
| 1/3 Deposit With Order, Balance C. O. D. | |
| FULLER MUSIC CO. | |
| P. O. BOX 512 | OCALA, FLA. |

OPERATORS!

USE DURO TEST One Year Guaranteed • 2,000 Hour Lamps • Complete Line to Fill Your Needs

Send for Catalog S

DURO TEST CORPORATION
NORTH BERGEN, NEW JERSEY

FEWER BURNOUTS MEAN REDUCED MAINTENANCE COSTS!

SICKING BOOKED SOLID Until March 25

on Converting, Rebuilding and Refinishing. Also on furnishing Parts.

SICKING, INC.

1401 Central Parkway, Cincinnati 14, O.

EASTMAN DIRECT POSITIVE PAPER

Latest Dating!
50 Rolls, 1 1/2", at \$5.00 Per.
48 Rolls, 2 1/2", at \$8.00 Per.
48 Rolls, 3", at \$10.00 Per.
10 Rolls, 3 1/4", at \$11.00 Per.
10 Rolls, 3 1/2", at \$13.00 Per.
20 Gross, 5x7, at \$8.00 Per.
1/3 Deposit.

GEORGE PATERSON
6 West 190th St. BRONX, N. Y.

REAL BUYS

Ready for
Immediate Delivery

- 3 JENNINGS 5c CHIEFS..... \$ 99.50
 - 1 JENN. 5c SILVER CHIEF, 169.50
 - 1 JENN. 5c GOOSENECK..... 39.50
 - 2 JENN. 1c LITTLE DUKE, J. P. 39.50
 - 10 JENN. 5c TRIPLE JAK..... 69.50
 - 1 PACE 1c ROCKET (New), 149.50
 - 3 PACE 5c COMETS, D. J... 72.50
 - 1 PACE 10c COMET, D. J... 89.50
 - 1 PACE 25c COMET, D. J... 129.50
 - 2 PACE 10c BANTAM, J. P... 89.50
 - 1 PACE 5c BANTAM, J. P... 69.50
 - 1 PACE 1c BANTAM, J. P... 49.50
 - 3 WATLING 5c ROLATOPS... 89.50
 - 2 MILLS 5c GOOSENECK, J. P. 49.50
 - 1 MILLS 25c DICE MACH... 149.50
 - 9 MILLS 5c GREEN VEST PKTS. 42.50
 - 10 COLUMBIAS 5c GOLD AWARD 49.50
- PHONOGRAPHS**
- 1 MILLS DANCE MASTER..... \$49.50
 - 4 WUR. 12 RECORD..... 89.50
 - 5 SEEBURG 12 RECORD..... 69.50
 - 2 WUR. TWIN TWELVEROLAWAYS, 99.50
 - 2 ROCK-OLA 12 RECORD..... 69.50
 - 1 ROCK-OLA 16 RECORD..... 99.50

THE SIMPLEX COMPANY

204 Walton Bldg. Esplanade
LEXINGTON 9, KY.

tenance of a basic reservoir of synthetic rubber production which could be expanded quickly in time of emergency because national security would be the dominating factor.

"There is a possibility," he added, "that before natural rubber again becomes available in quantity we shall have perfected a general purpose synthetic able to compete with it on virtually even terms."

Oil-Resisting Rubber Of New Type Found

Development of a new oil-resisting rubber which is still flexible even at extreme low temperatures is reported by the American Chemical Society. This rubber is Buteprene NF, a special type of Buna N rubber.

The new discovery is said to have excellent cold resistance at some sacrifice of oil resistance and tensile strength.

Tamper-Proof Badge

A new photographic identification card that prevents forging or counterfeiting of credentials is now available under the trade name of Photodenticator. The combined application of paper construction, photography and chemistry result in a photograph of the subject and the thumb print being registered on the paper, both invisible on either surface, but visible when held up to a light.

Basic Industries

A prominent research consultant says light metals, plastics and alcohol promise to become the three basic industries of the future. He also predicts that each of these industries will supplant present established manufacturing procedures.

Equipment Pointers

Two tips which coin machine repairmen may find useful deal with electric plugs and screw drivers.

Flat plugs on the end of electric cords may be removed easily from wall receptacles if several grooves are filed across the width of the plugs.

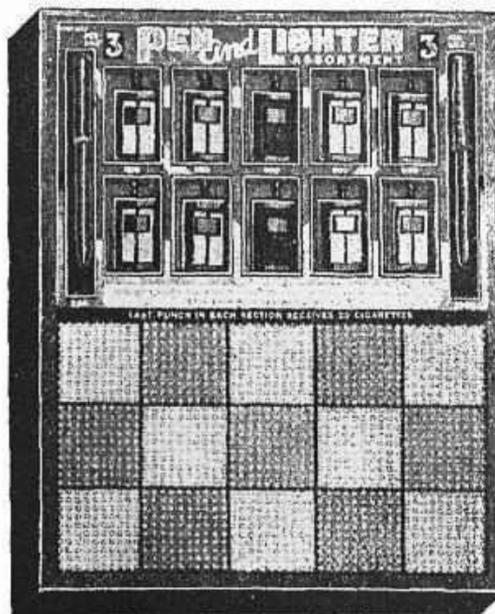
Screw-driver handles bored and fitted with cross rods will provide increased leverage for turning stubborn screws. Both ends of the rod are tapped for fillister-head screws, one of which can be taken out to remove the rod when it is not needed.

CIGARETTE LIGHTER and FOUNTAIN PEN DEAL

This deal consists of ten Match King Lighters and two Fountain Pens mounted on a 1500 hole 3c board. Each cigarette lighter and fountain pen is in a separate compartment covered with a celluloid window. The deal takes in \$45.00 and pays out 30 packages of cigarettes. If a larger margin of profit is desired a 5c sales sticker can be placed on the board. The deal takes in \$75.00 at that price and the cost to you remains the same.

Price \$12.95

PER DEAL
LIMITED QUANTITY—ORDER NOW!



RED, WHITE & BLUE TICKETS

When sold at 5c a ticket definite profit \$36.00; when sold at 10c a ticket definite profit \$72.00.

- B.T.-2160 R., W. & B. Tickets—Break-Tab Card Board. \$1.50 Ea.
- S1-1-2160 R., W. & B. Tickets—Stitched Single. 1.75 Ea.
- S5-1-2160 R., W. & B. Tickets—Stitched 5 in One. . . 1.75 Ea.
- S5-5-2160 R., W. & B. Tickets—Stitched Single and Sewed Five Together. . . 2.00 Ea.

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 Salesboards 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.

FOR SALE!

NAMEPLATE TAPE

Used in Roovers Nameplate Machine. \$2.00 Per Lb. 1/3 Dep., Bal. C. O. D.

GEORGE PATERSON

6 West 190th St. BRONX, N. Y.

FOR SALE

CONSOLES AND SLOTS

- PACES RACES, Brown Cabinet (Just Like New)..... \$285.00
- PACES RACES, Black Cabinet..... 95.00
- BALLY CLUB BELLS, New..... 375.00
- BALLY PIMLICO (Like New)..... 425.00
- BALLY GOLD CUP (Excellent Condition)..... 110.00
- BALLY BIG TOP, Free Play..... 139.50
- JENNINGS SILVER MOON, Free Play 119.50
- JENNINGS SILVER MOON, Combination Free Play & Payout (Like New) 179.50
- PACES REELS, Combination Free Play and Payout..... 279.50

(Factory Rebuilt, in Original Crates)

DISTRIBUTORS FOR TONEDART PHONOGRAPH NEEDLES, 40¢ Ea. in 100's.

1/3 DEPOSIT, BALANCE C. O. D. OR SIGHT DRAFT.

WILL PAY CASH FOR THE FOLLOWING PHONOGRAPHS AND GAMES

- | | | | | | | | |
|-----------|-------------|---------------------|-----------------|-------|--------------------------|---------------|-----------------|
| Supers | Masters | A.C. Wall & DeLuxes | WURLITZER 500's | 750's | 5-BALL GAMES (Free Play) | Exhibit Stars | Do Re Mi |
| Standards | Playmasters | (Dial a Tune) | 600's | 800's | Sun Beams | Double Play | Gottlieb 5 & 10 |
| | | | 700's | 850's | West Winds | | |

SEND YOUR LIST FOR QUICK ACTION! GIVE FULL DETAILS.

WE PAY HIGHEST PRICES.

B. D. LAZAR COMPANY

1635 FIFTH AVENUE (Phone Grant 7818) PITTSBURGH 19, PA.

ARCADE EQUIPMENT

- EVANS TOMMY GUNS (Like New) \$249.50
- SCIENTIFIC BATTING PRACTICE. 109.50
- CHICAGO COIN HOCKEYS..... 250.00
- GENCO PLAY BALLS..... 189.50
- ROCK-OLA TEN PINS..... 69.50
- EVANS TEN PINS (High Dial, F. P.) 80.00
- JAP GUNS Converted from Seeburg Guns..... 159.50
- SEEBURG SHOOT THE OHUTES!.. 159.50
- TAIL GUNNERS (New)..... 325.00
- SELECTOR SCOPES (Fortune Teller), Now..... 375.00
- GOTTLIEB GRIP SCALES..... 18.50

PHONOGRAPHS

- SEEBURG CONCERT GRANDS... \$325.00
- SEEBURG ENVOYS, R.C. 399.50
- WURLITZER 71, 5-10-25¢ COUNTER MODEL..... 159.50
- WURLITZER 616's..... 125.00

WHILE THEY LAST!



AFRICAN GOLF

The IDEAL COUNTER GAME

NO SLOT—NO TAX!

A complete Casino Game with top appeal and money-making power for counter play!

ALSO AVAILABLE:

- HI-LO CHUCK-LUCK
- MIAMI COLOR GAME
- MONTE CARLO-CROWN & ANCHOR

1520-1530 W. ADAMS STREET CHICAGO 7, ILL.

Chrome finish. Beautiful 5-color plate glass top. Perfect die under glass. Sealed agitator affords perfect protection for location! Game size: 16"x36"x2".

Write for Free descriptive folder in full color

H. C. EVANS & CO.,

WRITE
WIRE
PHONE
VISIT

MILLS

for coin machine information

VINCE SHAY • JOHN RYAN • SAM BASLER • CHARLEY ZENDER

MILLS NOVELTY COMPANY 4100 Fullerton Ave., Chicago, Ill.

DIREX

DIRECT POSITIVE PAPER

DIRECT FROM FACTORY

We have new production capacity for NEW CUSTOMERS.

Ensure Future DIREX Supplies.

Become a REGULAR DIREX CUSTOMER.

New customer orders accepted up to new production capacity ONLY.

GRANT PHOTO PRODUCTS, Inc.

POSITYPE DIVISION

18915 DETROIT AVE.

LAKWOOD, OHIO



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

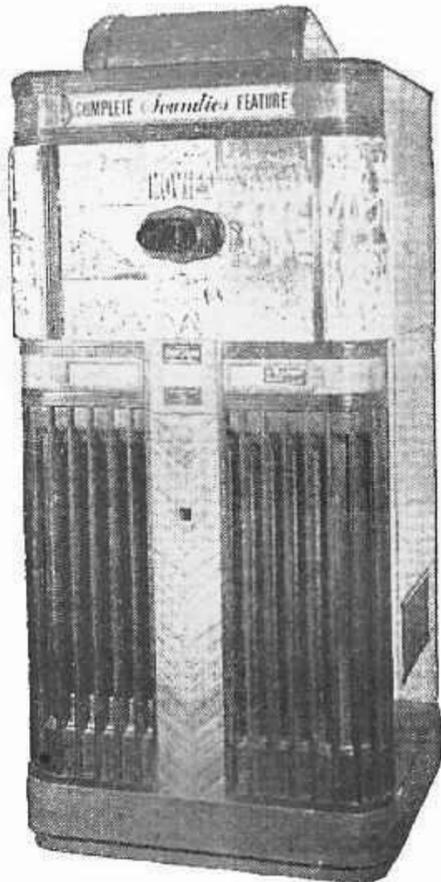
One or a Million. 1/3 Deposit. Immediate Delivery.

DIVERSO PRODUCTS COMPANY

Big Selection—Lowest Prices—Catalogue
617 North Second Street MILWAUKEE 3, WISCONSIN

SOLO-VUE

Complete PANORAM Conversion



WRITE FOR COMPLETE DETAILS!
GEORGE PONSER COMPANY
 763 South 18th Street Newark, N. J.

COINAGE NEWS

CHICAGO, March 18.—Bids for 200,000,000 ration tokens to be used as a reserve to meet possible future needs have been submitted to OPA. Bids are for three sizes of tokens: .642-inch, the size now in use, .88-inch, larger than a nickel and smaller than a quarter, and one-inch, about the size of a quarter.

No official decision to use three sizes of tokens has been made; OPA is simply setting up the necessary production machinery now to provide for the delivery of additional tokens later if they should be needed.

The tokens, if they should be made, would be of laminated, vulcanized fiber, the material from which the present tokens are made, or an alternate satisfactory material to be stated by the bidder. Metals, however, may not be used.

Black market operators and tax evaders are partly responsible for the rise in the amount of money in circulation. These people, who deal almost entirely in cash, both in buying and selling thus avoid bookkeeping and are able to avoid taxation, since no records of their transactions are available.

As a means of dealing with tax evaders, it has been suggested that sales or excise taxes be levied, to apply when such money was spent.

Between August 30, 1939, and January 19, 1944, federal reserve note circulation increased by \$2,599,000,000 in the New York district, by \$2,163,000,000 in the Chicago district and by \$1,577,000,000 in the San Francisco district.

The shortage of pennies, which was so marked during the Christmas shopping

MILLS 5c, 10c, 25c SLOTS FOR IMMEDIATE DELIVERY

- 3 MILLS 25c GOLD CHROMES, 2-5
- 5 MILLS 25c BROWN FRONTS, Drillproof, C.H., Knee Action
- 4 MILLS 10c BROWN FRONTS, Drillproof, C.H., Knee Action
- 8 MILLS 5c BROWN FRONTS, Drillproof, C.H., Knee Action
- 4 MILLS 25c BLUE FRONTS, S. J., Drillproof, C.H., Knee Action
- 3 MILLS 10c BLUE FRONTS, S. J., Drillproof, C.H., Knee Action
- 8 MILLS 5c BLUE FRONTS, S. J., Drillproof, C.H., Knee Action
- 8 MILLS 25c GOLD CHROMED WAR EAGLES Drillpr't, 3-5, C.H., Knee Action
- 6 MILLS 10c GOLD CHROMED WAR EAGLES Drillpr't, 3-5, C.H., Knee Action
- 6 MILLS 5c GOLD CHROMED WAR EAGLES Drillpr't, 3-5, C.H., Knee Action
- 5 MILLS FOUR BELLS, High Serials
- 8 KEENEY SUPER BELLS
- 12 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.
- 10 MILLS B & G VEST POCKETS

PHONOGRAPHS

- 2 WURLITZER VICTORY MODELS
- 1 MILLS THRONE OF MUSIC
- 3 WURLITZER ROLAWAYS
- 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.

669-671 S. Broadway, Lexington 20, Ky.
 "WE ARE WHOLESALERS AND SELL FOR RESALE."

KEEP 'EM PLAYING
 with
MATCHLESS LAMPS
 FOR ALL GAMES, MUSIC
 AND WALL BOXES

MATCHLESS ELECTRIC CO.
 564 WEST RANDOLPH ST. • CHICAGO 6, ILL.

FOR SALE

1 Rock-Ola Counter Model Phonograph.....\$97.50	1 Exhibit (Conversion) Jeep.....\$99.50
1 Keeneey Anti Aircraft Gun, New Screen.....67.50	1 Exhibit Duplex.....42.50
30 Holly Mfg. 1c Grip Machines, Each.....7.50	1 Exhibit Leader.....37.50
2 1c Master Ball Gum Machines, Ea. 3.75	1 Genco Victory (Bombardier).....82.50
2 1c Cott. Single Grip Machines, Ea. 12.50	1 Genco Bahd Wagon.....19.50
1 1c Cottlieb 3-Way Grip Machines.....14.50	1 Cottlieb Border Town.....37.50
	1 Chic. Coin All American.....27.50
	1 Chic. Coin Sport Parade.....32.50
	1 Western Barrage.....27.50

1/3 Deposit, Balance C. O. D.
CENTRAL TEXAS AMUSE. CO.
 1701 GUADALUPE STREET AUSTIN, TEXAS

JAR TICKETS TIP BOOKS
 We Manufacture a Complete Line
 RED, WHITE AND BLUE, COMBINATION, AND BINGO TICKETS
 WRITE US FOR PRICES
MUNCIE NOVELTY CO.
 2704 S. Walnut St., Muncie, Ind.

WANTED TO BUY—BALLY ONE BALL FREE PLAY

Sport Special...\$100.00	Blue Grass.....\$125.00	'41 Derby.....\$275.00
Sport Event...\$100.00	Record Time...\$80.00	Longacres.....\$400.00
Dark Horse...\$125.00	Club Trophy...\$250.00	Pimlico.....\$275.00

ALL 5 BALL GAMES OR COMPLETE ROUTES
ROY MCGINNIS CO., 2011 Maryland Ave., Baltimore, Md.

GUARANTEED USED GAMES **OLIVE'S SPECIALS THIS WEEK CONSOLES** **SOLO ON MONEY BACK GUARANTEE**

BAKER'S PACES (Daily Double)
 Serials 6818-6933-7841
 1938 TRACKTIME.....
 BONUS BELL, 5c.....
 2 ORIGINAL CLITTER
 GOLD Q.T.'s, 5c, Serials
 23687 and 23688.....
 2 ORIGINAL CHROME VEST POCKET BELLS, Metered, 5c Play.

WRITE FOR PRICES

WE WANT TO BUY 200 PIN BALL GAMES
 Send Us Your List and Prices.

Terms: 1/3 Dep. With Orders, Bal. C.O.D.
OLIVE NOVELTY CO.
 2625 LUCAS AVE. ST. LOUIS, MO.
 (Phone: Franklin 8620)

The Famous, Patented Chicago "ACE" Lock insures "UTMOST Security!"

U. S. PAT. NO. 2141 748

Only the Ace ROUND Key Opens It
 Note patented 7-pin Tumbler construction. Only the properly notched "Ace" ROUND Key will properly engage ALL 7 tumblers to open this "ACE" of all locks. Can be keyed alike. Remember—There's a Chicago Lock for Every Need—and ALL insure—"UTMOST Security." Write for catalog complete line.

CHICAGO LOCK CO.
 2024 N. Racine Ave., Dept. 68, CHICAGO

WANTED TO BUY FOR CASH

Blue Fronts, Brown Fronts and Cherry Bells, in 5-10-25 and 50c play; Mills Q. T.'s, in 5 and 10c play; Mills 3 Bells, Mills 4 Bells, Safe Stands, Thorobreds, Pimlico, Longacres, '41 Derbys; Mills Vest Pocket Bells, 5c play; Wurlitzer and Rock-Ola Phonographs, Mills and Watling Scales. We are only interested in A-1 equipment. Give all details such as serial numbers, type, models and rock-bottom prices in first letter.

ACE DISTRIBUTING CO.
 3924 OLIVE ST. ST. LOUIS 8, MO.

WANT TO BUY

5-BALL FREE PLAYS:
 EXHIBIT STARS, DOUBLE PLAY, WEST WIND, SUNBEAM, DO-RE-MI

CONSOLES:
 KEENEY SUPER BELLS, BALLY HI-HAND, BALLY CLUB BELLS, MILLS SQUARE BELLS

ARCADE:
 CHICAGO COIN HOCKEY
 SCIENTIFIC BATTING PRACTICE
 MILLS PANORAM AND OTHERS

PHONOGRAPHS:
 MILLS EMPRESS and THRONES
 SEEBURG CLASSICS, REGALS, GEMS
 ROCK-OLA MASTERS, SUPERS, STANDARDS, DELUXES
 WURLITZER 616, 24, 500, 600
 Write or Wire Quantity and Best Prices.

Send us your list of all games available for sale!

ATLAS NOVELTY CO.
 2200 N. Western Ave., Chicago 47, Ill.

WILL BUY

Any Quantity of
EXHIBIT MERRY-GO-ROUND, SHORT STOP, LANDSLIDE, DUPLEX, LONE STAR, PYLON.

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

FOR GUARANTEED PACE EQUIPMENT
BAKER NOVELTY COMPANY
 1700 WASHINGTON BLVD.
 CHICAGO 12, ILLINOIS

MARKEPP VALUES

PHONOGRAPHS
SEEBURG GEM, in New 8200
 Cabinet Write
MILLS THRONE OF MUSIC, with
 Adapfor and 11 Keeney
 Wall Boxes \$295.00
 Seeburg 8800, RC 550.00
 Seeburg WIRELESS WALLO-
 MATICS 39.50
 Wurlitzer Motors for 616 17.50
 Twin 12 Steel Cabinet KEENEY
 ADAPTOR 59.50

SLOTS
5c ORIGINAL GOLD CHROME,
 474,449 Series, Knee Action,
 C. H., Drill Proof, Like New. \$375.00
25c MILLS CLUB BELL CONSOLE,
 Knee Action, Rebuilt at Fac-
 tory, Over 400,000 Serial. 595.00

25c WAR EAGLE, A-1 Condition,
 Guaranteed 235.00
 5c Mills EXTRAORDINARY 150.00
25c Mills CLUB BELL CONSOLE,
 Rebuilt, A-1 485.00
 5c Jennings FOUR STAR CHIEF 125.00
 5c Watling ROLL-A-TOPS, 3-5
 Payout 79.50
 Grootchen COLUMBIAS, Fruit Reels,
 3-5 Payout 79.50
 5c BLUE FRONTS, C.H., K.A.,
 Refinished 225.00

ARCADE EQUIPMENT
 Scientific BATTING PRACTICES \$115.00
 Keeney SUBMARINE GUN 199.50
 Bally RAPID FIRES 215.00
 DeLuxe WESTERN BASEBALLS 94.50
 Seeburg SLAP THE JAP 139.50
 Seeburg SHOOT THE CHUTES 139.50
 Chicoin ALL STAR HOCKEYS 209.50
 Rockola TEN PINS 49.50
 1c POISON THIS RAT 20.00

FIVE BALL PIN GAMES
 Keeney Big Sports \$19.50
 Ten \$25.00
 Play Balls 44.50
 Majors '41 49.50
 Bally Supreme 19.50
 Sport Parades 47.50
 Lite-a-Card 24.50
 Bowling Alley 24.50
 Barrages 59.50
 Chubby 19.50
 Wild Fires 49.50
 Formation 39.50
 Pan Ameri-
 cans 47.50
 Hit the Jap,
 Rev. 59.50

60 Bally Spotters, \$18.50 Each.
ONE BALL FREE PLAY PIN GAME
 PROSPECTOR \$19.50
 GOLD CUP 49.50
 ROVER 24.50
ALL PIN GAMES THOROUGHLY
CHECKED AND CLEANED
 Half Certified Deposit With Order.

BUY WAR BONDS WITH MY MONEY
 I'll pay cash for anything in Coin
 Operated Machines.
SEND YOUR LIST TODAY

The Markepp Company

3908 Carnegie Ave. Cleveland 15, O.
 (Henderson 1043)

season, is at an end. Some banks, in fact, now have a super-abundance of the coins—so many that they have trouble handling them.

The current adequate supply is attributed to new minting and to the recovery of hoarded pennies. The Federal Reserve system "spread the gospel" to the banks and these in turn passed word on to their customers. The result was that many people brought in pennies that had been hoarded for years.

Among reasons for the increased use of pennies are 7-cent hot dogs, 11-cent cigars, 6-cent soft drinks and pay rolls subject to withholding tax, with every pay envelope containing at least one penny.

A new type of lend-lease shipment has been made to Saudi Arabia. Early this month huge boxes of solid silver coins were unloaded at a Red Sea port.

Minted by our government, these Arabian riyals, worth \$1,250,000, are being turned over to the king of Arabia for use in his vast country.

Altho much of the trade, particularly between Bedouin tribes, is done thru barter, Arabia does need coins, and many a camel will be bought and sold with the money from America.

The king also has ambitious plans to modernize his country, and undoubtedly part of the money will go out as pay to the vast number of workers needed to carry out his program.

ARCADE EQUIPMENT

Seeburg Shoot the Chutes \$ 95.00
 Bally Rapid Fire 199.50
 Exhibit Floor Model Card Vendor 85.00
 Mills Punching Bag 125.00
 Vitalizers (Rebuilt) 79.50
 Shoot Your Way to Tokyo, Used 275.00
 Ten Pins 44.50
 Ten Strike 44.50
 Drivemobile 325.00
 A.B.T. Target Skills 27.50
 Gottlieb 3-Way Grippers 19.50
 Kickers and Catchers 25.00
 Pikes Peaks 22.50
 Victor Home Run with Ctn. Ball Gum 18.50
 Defense, 1c Pin Target (New) 7.95
 Slap the Jap, 1c Pin Target (New) 7.95
 Flipper, 1c Pin Target (New) 4.95

SLOTS AND CONSOLES

Mills War Eagles, 5c, 2/4 P.O. ... \$ 99.50
 Mills Wolf Heads, 5c, 2/4 P.O. ... 75.00
 Mills Q.T., 5c 85.00
 Watling Rototops, 3/5 P.O. 85.00
 Jennings 4-Star Gold Award, 5c .. 139.50
 Mills Vest Pockets (Chrome) 59.50
 Mills Vest Pockets (B. & G.) 54.50
 Mills Vest Pockets (Green) 39.50
 Bally Club Bell 225.00
 Bally High Hand 169.50
 Vest Pocket Jack Pot Attachments
 Installed, \$22.50 Extra.

FREE PLAY GAMES

Victory \$ 75.00
 Torpedo Patrol (Rev.) 89.50
 Topo 65.00
 Ten Spot 29.50
 Target Skill 22.50
 Streamliner (Rev.) 179.50
 Stratoliner 34.50
 Star Attraction 38.50
 Smack the Jap (Rev.) 30.00
 Show Boat 49.50
 Production (Rev.) 89.50
 Majors '41 35.00
 Legionnaire 39.50
 League Leader 25.00
 Knock-Out-the-Jap 109.50
 Knockout 99.50
 Jungle 57.50
 Home Run, '42 79.50
 Hi Dive 49.50
 Arizonas (Rev.) 179.50
 Four Diamonds 34.50
 Bombardier (Rev.) 89.50
 Bosco 69.50
 All American 29.50
 Big Parade 109.50

Terms: 1/3 Certified Deposit, Balance C. O. D.
 Each machine shipped in good mechanical order, ready for location!

RAKE COIN MACHINE EXCHANGE

2014 Market Street
 PHILADELPHIA 3, PA.

Slot Machine Operators, Attention!

HERE IS THE "MCCOY"

DAN BAUM

Has a Surprise for You!

He has developed the latest thing in a new Reward Card. No more headaches and service calls on the payout of your Slot Machines. Watch for our ad in the next issue of The Billboard.

Acc Distributing Co.
 3924 OLIVE ST. ST. LOUIS 8, MO.

FOR SALE

1 NELSON-WIGGINS AUTOMATIC PIANO COMBINATION. Excellent shape. Real money getter. Unusual novelty, Combination Piano, Drum, Xylophone, Mandolin—all automatic. 10 rolls. 1c and 5c Chute. PRICE \$108.50 F.O.B. ST. LOUIS.
 JEROME SALES CO.
 115 N. 6th Street St. Louis, Mo.

NOW DISTRIBUTING

ROCKINGHAM, SIMILAR TO FAIRMOUNT... \$595.00
 SPORTSMAN, SIMILAR TO THOROBRED... 595.00
 INVASION! LATEST 5-BALL CONVERSION! PRICE \$165.00
 SPECIAL! NEW SUPREME GUN. PRICE \$330.00

ARCADE EQUIPMENT—GUNS—MISCELLANEOUS

1 MUTO. CARD VENDER, 2c CHUTES. \$ 54.50
 ANTI-AIRCRAFT 79.50
 EXH. RACES, Perfect 119.50
 EXH. DOME-TOP DIGGERS 69.50
 K. O. FIGHTER 150.00
 NAME IN HEADLINES-PR. PRESS. 295.00
 SHOOT THE CHUTES 139.50
 5c AMERICAN EAGLES 17.50
 BALLY RAPID FIRES, A-1 225.00
 MUTOSCOPE CARD VENDERS, Late. 45.00
 BALLY CONVOY 275.00
 BACK GLASS FOR BALLY ONE BALLS 6.00
 JAP CONVERTED CHICKEN SAMS. 149.50
 PHOTO CELLS—Seeburg & Bally. 3.50
 MILLS MAIN CLOCK GEARS 2.50
 MUTO. HURDLE HOP \$ 79.50
 TEN STRIKE—Hi Dial 69.50
 EXH. ROTARY—Pusher 209.50
 BUCKLEY TREASURE ISLAND DIGGER 69.50
 BALLY BULL, A-1 94.50
 GOTT. 3-WAY GRIPPER 17.50
 PIKES PEAKS 19.50
 SKY FIGHTERS, Perfect 365.00
 KEENEY SUBMARINE 179.50
 CARD VENDER, Floor Size Life-Up. 24.50
 ANTI-AIRCRAFT SCREENS, New... 9.50
 NEW 5c F. P. COIN CHUTES 4.25
 ABT MODEL F & CHALLENGER 24.50
 WATL. HOROSCOPE Ticket Scale, F.S. 159.50
 MUTO. SKEE JUMP 125.00

WE REPAIR 1 BALL & 5 BALL MOTORS, OPEN TYPE, \$5.00; SEALED TYPE, \$12.50

SLOTS — ONE BALLS — CONSOLES

SUPER BELL, 3-5c, 1-25c \$695.00
 FAC. REB. WATL. BIG GAME, P.O. 125.00
 JENN. BOBTAILS, C.P.O. 119.50
 JENN. SILVER MOON, F. P., A-1. 119.50
 RECORD TIMES 165.00
 5c COLUMBIA CIG. REELS \$ 49.50
 NEW BALLY CLUB BELLS 349.50
 KEENEY SKYLARK COMBINATION .. 225.00
 KEENEY CONTEST 125.00
 KEENEY POT SHOT, F. P. 54.50

PIN GAMES—NEW AND USED

ATTENTIONS \$ 52.50
 PAN AMERICAN 39.50
 BANDWAGON 42.50
 NEW CHAMPS 54.50
 SCHOOL DAYS 39.50
 HOROSCOPE 47.50
 WOW 37.50
 BIG TIME 42.50
 SPOT POOL 59.50
 STRATOLINER 39.50
 BIG CHIEF \$42.50
 FLEET 24.50
 FOUR DIAMONDS 49.50
 BELLE HOP 54.50
 CHAMPS 47.50
 VENUS 74.50
 JUNGLE 59.50
 FOX HUNT 39.50
 ALL AMERICAN 39.50
 METRO 39.50
 BOOM TOWN \$34.50
 BROADCAST 42.50
 PARADISE 44.50
 MIAMI BEACH 49.50
 GLAMOUR 27.50
 SPORT PARADE 39.50
 MYSTIC 37.50
 SNAPPY 49.50
 DIXIE 39.50
 FLICKER 39.50

WILL PAY \$45.00 FOR EXH. WEST WIND, SUN BEAM, DO-RE-MI, STARS AND DOUBLE PLAY. \$400.00 FOR LONGACRES.

SEND FULL CASH FOR ORDERS UNDER \$25.00.
 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

FASTEST MOVER in HISTORY

With a Long PROFIT STORY

SHORT & SWEET—25c PLAY

240 HOLES

Order No. 240
 Short and Sweet—25c Play
 TAKES IN 240 @ 25c, \$60.00.
 PAYS OUT \$29.90—\$25 Top.
PROFIT: \$30.10

Order No. 240 Short and Sweet—50c Play.
 Takes in \$120. Pays Out \$67.70—\$50 Top.
Profit: \$52.30

Order No. 240 Short & Sweet—\$1.00 Play.
 Takes in \$240. Pays Out \$147.50—\$100 Top.
Profit: \$92.50

GARDNER & CO.
 2309 ARCHER • CHICAGO

Order No. 240 Short and Sweet—50c Play.
 Takes in \$120. Pays Out \$67.70—\$50 Top.
Profit: \$52.30

Order No. 240 Short & Sweet—\$1.00 Play.
 Takes in \$240. Pays Out \$147.50—\$100 Top.
Profit: \$92.50

GARDNER & CO.
 2309 ARCHER • CHICAGO

ORDER NOW

For Immediate Delivery
RED, WHITE & BLUE TICKETS
 #1850—Singles \$2.00 Per Bag
 #2040—Singles 2.40 Per Bag
 #2100—Singles 2.50 Per Bag
 #2160—Singles 2.50 Per Bag
 #2170—Singles 2.60 Per Bag
 #2050 (Five in Bunch) 2.25 Per Bag
BINGO TICKETS
 #1000—On Stick @ \$1.25 Per Set
 #1040—On Stick @ 1.25 Per Set
 #1040—In Bags @ 1.00 Per Set
 #1200—On Stick @ 1.50 Per Set
 50 Seal Jackpot Bingo Cards @ 75c Each.
COMBINATION TICKETS
 #1836—With 5c or 10c Label @ \$2.00 Per Bag
 #2280—With 5c or 10c Label @ 2.50 Per Bag
 50 Seal Jackpot Cards for 2280 Unit, 90c Each.
 #120—Ticket Tip Book (Five Fold),
 \$25.50 Per Gross.
 No Catalogs. Order From This Ad.
 5% Discount on 6 Doz. or More (Any Item
 Except Tips).
 25% Deposit, Balance C.O.D.
WILNER SALES CO.
 P. O. BOX 613 MUNCIE, INDIANA

BRAND NEW MACHINES

Never Been Unboxed

Watling Big Game, F.P. \$125.00

USED MACHINES IN GOOD CONDITION

Exhibit's Longchamps, Automatic \$ 49.50
 Jennings Liberty Bell 39.50
 Jumbo Automatics 119.50
 Watling Big Games, Auto. 109.50
 Jennings Longshot, Practically New ... 199.50
 Jennings Fast Time, Free Play 69.50

J. B. WOOD

EL DORADO, ARK.

RUBBER BALLS

Size 2 1/2"—Inflated—for
 X-RAY POKER or POKERENO TABLES
 Guaranteed First Quality • Limited Supply.
 Ready for Immediate Delivery.
 Write or Phone Mornings.

NATHAN FABER

148-16 Boulevard Rockaway Beach, N. Y.
 Bell Harbor 5-0379

ED, AL and JACK RAVREBY says—

FIRST: BUY WAR BONDS—ALL OUT FOR VICTORY
 Whether you want to BUY or SELL—music, arcade, pin or slot machines,
 write for our prices.

OWL MINT MACHINE COMPANY, 245 Columbus Avenue, Boston 16, Mass.

CENTRAL OHIO QUALITY BUYS

"THERE IS NO SUBSTITUTE FOR QUALITY"

- 5c BLUE FRONTS, over 400,000, orig., C. H. \$199.50
10c BLUE FRONTS, over 400,000, orig., C. H. 239.50
25c BLUE FRONTS, over 400,000, orig., C. H. 279.50
5c BROWN FRONTS, 3/5, A-1, C. H., knees. 249.50
5c CHERRY BELLS, 3/10, P. O., knees, C. H. 249.50
25c WAR EAGLES, 3/5 P. O., A-1, knees, C. H. 229.50
5c CHROME BELLS, 2/5 or 3/5, P. O., same as new. Write
5c & 10c JENNINGS CLUB CONSOLE CHIEFS, A-1, set. 500.00
5c SILVER CHIEFS, refinished, A-1 189.50
10c SILVER CHIEF, reconditioned, A-1 215.00
5c JENNINGS RED SKIN CHIEFS 159.50
5c JENNINGS CHIEFS, 4-Star 129.50
10c JENNINGS CHIEFS, 4-Star 169.50
25c JENNINGS CHIEFS, 4-Star 189.50
10c JENNINGS BROWN FRONT CHIEF 179.50
5c GLITTER GOLD Q. T., like new 115.00
3 DOUBLE SAFES, 2 heavy, 1 light, each 69.50
4 DOUBLE SAFES, brand new, revolve-arounds 175.00
1c Q. T. BLUE FRONT, A-1 49.50
5c JENNINGS GRANDSTANDS, cig. reels, check P. O. 29.50



Woolf Solomon

- INVASION BY WESTERHAUS \$165.00
BATTING PRACTICE \$119.50
BALLY RAPID FIRES \$239.50
KEENEY AIR RAIDERS \$249.50
KEENEY SUBMARINE GUNS \$199.50
WESTERN BASEBALL DELUXE \$129.50
SKY FIGHTER, A-1 \$350.00
GENCO PLAY BALL, A-1 \$169.50
ANTI AIRCRAFT, BROWN, Late Cabinet \$79.50

16 PANORAMS, late serials \$379.50

CONSOLES

- 2 FOUR BELLS, late serials, over 1800. Write
1 TWO-WAY SUPER BELL, C. P., 5c-5c, like new. 399.50
10 JUMBO PARADES, C. P., late serials, red & blue 119.50
2 JUMBO PARADES, F. P., late serials, red & blue. 99.50
5 JUMBO PARADES, F. P., A-1, blue & brown cab. 89.50
10 SILVER MOON TOTALIZERS, F. P., like new. 109.50
5 WATLING BIG GAMES, C. P., like new. 109.50
1 JENNINGS FAST TIME, F. P., A-1 89.50
1 EVANS JUNGLE CAMP, F. P., A-1 89.50
5 KENTUCKY CLUBS, A-1 89.50
3 KEENEY 38 TRACK TIMES 129.50

NEW—BOWL-A-BOMB 9 FT. SKEE ROLL \$300.00

1/2 CERTIFIED DEPOSIT WITH ORDER.

CENTRAL OHIO COIN MACHINE EXCHANGE

514 S. HIGH ST., COLUMBUS, O. PHONES: ADams 7949, ADams 7993.

TEN YEARS AGO

Ten years ago, the Skill Games Board of Trade of New York, in co-operation with Chicago manufacturers, planned the first pin game tournament which was to be held in Madison Square Gardens, New York City.

Manufacturers of pin games were to furnish a wide variety of the newest pin games and Eastern jobbers made arrangement to absorb all these games as soon as the tournament was over.

Adding to the good will building efforts of the tournament, arrangements were made to contribute all proceeds of the tournament to the New York milk fund which was sponsored by a large newspaper chain.

The National Automatic Distributors Association re-elected all officers for another year. Officers included Dave Bond, president; E. V. Ross, secretary-treasurer, and Melvin V. Sommerfield, managing director.

The previous high membership fee was scheduled for reduction so that smaller jobbers thruout the country could become members of the association.

According to J. H. Hirsch, secretary of the newly formed National Automatic Merchandising Association, Inc., the le-

READY FOR LOCATION! MUSIC

- 2 Seeburg Regals, Each \$235.00
1 Seeburg Concert Grand 295.00
1 Seeburg Crown 275.00
2 Seeburg Royals, Each 169.50
2 Seeburg Concert Masters, Remote, Each 450.00
2 Seeburg Hi Tones, 8200, Remote, Each 575.00
4 Wurlitzer 616, Life-up, Each 119.50
1 Wurlitzer 500 339.50
1 Wurlitzer 500, Leather Sides 359.50
1 Wurlitzer 500, With Adaptor and 10 Wireless Seeburg Boxes... 575.00
1 Wurlitzer 800 525.00
10 Wurlitzer 5-10-25c Wall Boxes, Each 34.50
8 Buckley III. Wall Boxes, Each 14.50

ARCADE

- 1 Keeneey Air Raider \$219.50
1 Sky Fighter 329.50
3 Scientific Batting Practice, Ea. 99.50
2 Chicken Sams, Each 119.50
2 Texas Leaguers, Plain, Each 34.50
2 Texas Leaguers, Deluxe, Ea. 44.50
2 Kickers and Catchers, Each 18.00
2 Pikea Peak, Each 15.00
5 CTC Grippers, Each 15.00
1 Scooter 10.00
1 Fire and Smoke 19.50
1 U-Pop-It Popcorn Machine 49.50
2 Mills Tom Thumb Scales, Ea. 34.50
1 Mills Punching Bag 99.50
1 A-B-T Gun, Model F 14.50
2 Poison the Rat, Each 10.00
1 Wizard Fortune Teller 10.00
1 Home Run 10.00
1 Gottlieb Single Grip 12.50

SLOTS AND CONSOLES

- 4 Mills 5c Green Vest Pockets, Each \$34.50
4 Mills 5c B. & G. Vest Pockets, Each 47.50
3 Bally Ray's Track, Excellent Condition, Each 69.50
1/3 Deposit, Balance C.O.D., F.O.B. N. Y.

New York Supply Co. 585 10th Ave. NEW YORK, N. Y.

RUNYON RADIO TUBES

FOR THE COIN MACHINE TRADE

All prices net as shown in this ad

Table with 5 columns of radio tube types and prices, including 1B5, 1H5, 2A3, 2A4G, 3Q5, 5U4G, 5Y3, 6Z3, 6X4, 6A8, 6B5, 6BBQ, 6CB5, 6C6, 6D6, 6F8, 6H6G, 6J5, 6J7, 6K6, 6K7, 6K8, 6K7G, 6L6, 6N7, 6SC7, 6SQ7, 6V8G, 6X5, 30, 33-47, 37, 38, 41, 45, 75, 78, 77, 80, 83, 70L7, 2051, 2525, 2528, 11726.

RAY GUN LAMPS, #1489, 79¢ EA. IN LOTS OF 25 OR MORE

WE ARE EXCLUSIVE NEW JERSEY DISTRIBUTORS FOR THE FAMOUS TONEDART NEEDLES \$40 PER HUNDRED AND OUR TONEARM WEIGHT SCALES MAKE YOUR NEEDLES AND RECORDS LAST LONGER

Photo Cells for "Sams," "Japs," "Chutes," Etc. (#CE-28), Each 2.50 Rubber Balls for Pookerinos, 2 1/2" Inflated \$1.35 Ea. (Minimum Order 25 Balls)

SUPPLIERS CERTIFICATE

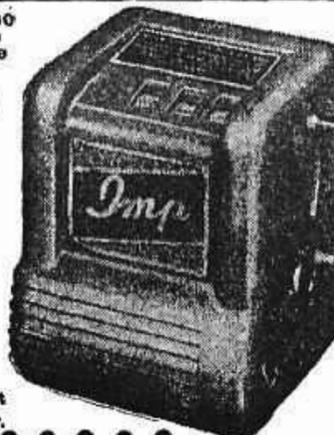
I hereby certify that I am entitled to purchase the items specified on the accompanying purchase order under the provisions of limitation order L265 with the terms of which I am familiar.

SIGNATURE DATE

RUNYON SALES CO. 123 W. RUNYON STREET NEWARK, N. J.

IMP

BRAND NEW \$9.90 WHILE THEY LAST! Regular Price \$12.50. 1/3 deposit with order.



Brand New

- WINGS \$11.50
YANKEES Ea.
LIBERTY BELL Floor Samples \$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 614 DIVERSEY, CHICAGO 14, ILL.

CIGARETTE MACHINES

All in A-1 Operating Condition 7-COL. STEWART-McGUIRE, MODEL "S" (15¢ Operation Only) \$13.00 Each In Lots of 10 (Plus \$2.00 Each for Packing) Single Machines \$15.00, plus \$2.00 for Packing.

(15¢ and 20¢ Operation) \$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.

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.

MECHANIC WANTED

On Free Play Consoles and Games. No Sundays or nights. Good wages.

A. ABEL

193 Cooke Street Waterbury 25, Conn.

McCALL'S SPECIAL SALE. All Equipment is Thoroughly A-1 Reconditioned Before Shipping. CONSOLES BAKER'S PACERS, D.D. \$285.00 PACE'S RACES (Brown Cabinet) 165.00 KEENEY 1938 TRACKTIMES 115.00 BALLY ROLL-EMS (Payout) 169.50 MILLS JUMBO (Payout) 95.00 BALLY RACE KING (1 Ball P.O.) 325.00 1/3 Deposit, Balance C. O. D. WE BUY, SELL AND EXCHANGE 3147 Locust St. ST. LOUIS, MO. McCALL NOVELTY CO.

HIGHEST CASH PRICES PAID FOR STANDARDS, MASTERS, ROCKOLAS, 500, 600, 700, 800 WURLITZERS, VOGUES, CLASSICS AND LATE MODEL SEEBURGS. ALSO LATE PINBALLS, SLOTS, CONSOLES AND SCALES. WILL BUY ONE OR A HUNDRED. Write Condition and Quantity in First Letter. Southern Amusement Co. 628 Madison Ave. MEMPHIS, TENN.

FOR GUARANTEED JENNINGS EQUIPMENT BAKER NOVELTY COMPANY 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

FOR SALE KNOCK-OUT \$109.50 VICTORY 84.50 CLICK 84.50 '42 HOME RUN 74.50 SPOT POOL 64.50 5-10-20 124.50 1/3 Cash—Balance C. O. D. FORD VENDING MACHINES 319 Long Beach Road Oceanside, L. I., N. Y.

GUARDIAN

SERVICE KIT FOR PIN GAME OPERATORS The Original Contact Kit Made by the PIONEER ELECTRICAL ENGINEERS of the Industry.

BEWARE OF IMITATIONS Buy Guardian and You Won't Come to Grief

No. 1200—New Service Kit . . \$14.50

This New Kit Contains a Very Handy and Useful Contact Switch Assembling Tool. Value \$2.00. Plus 60 EXTRA Assorted Genuine Phosphor Bronze Leaves, Value \$4.00. Plus 144 EXTRA Assorted Silver Contact Points. Value \$6.00. In addition to the Liberal Assortment of Switch Parts Contained in Our Well Known #450 Guardian Contact Kit.

MILLS CLOCK GEARS

COMPLETE WITH DOGS AND SPRINGS AS ILLUSTRATED.

\$3.50 EACH

QUANTITY LIMITED! RUSH YOUR ORDER!



BLOCK MARBLE CO. 1527 FAIRMOUNT AVE. PHILADELPHIA 30, PA. GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

SPECIALS

ONE BALLS

Just Off Location—in Excellent Condition!
 Club Trophy Write
 Fertuno Write
 Skylark Write
 Thistle-down \$ 65.00
 Fairgrounds 29.50
 Peckness 29.50
 Gold Cup 49.50
 Late 1939 Mills 1-2-3, Completely Overhauled by Mills 89.50

FIVE BALLS

ABC Bowler \$44.50 Metro \$34.50
 Big Six 14.50 New Champs 59.50
 Dude Ranch 29.50 Repeater 39.50
 Entry 29.50 Sparky 29.50
 Five & Ten 129.50 Sport Parade 44.80
 4 Diamonds 34.50 Target Skill 34.50
 Legionnaire 49.50 Ten Spot 39.50
 Majors '41 39.50 Twin Six 39.50

COUNTER GAMES

Liberty's, 1 1/2 \$ 9.95
 American Eagles, Like New, 1 1/2 9.95
 Lucky Smokes (New) 9.95

MUSIC

STILL ON LOCATION & OPERATING:
 1 Buckley System, consisting of 5 Buckley Bar Boxes, 1 20-Record Rock-Ola, 2 Speakers and All Cord Necessary, Complete, Special ... \$209.50

SLOTS

Q.T.'s, Reconditioned & Repainted, 5¢ \$ 95.00
 10¢ 125.00
COLUMBIAS, Gold Award, Orig. Reels, Convertible to 1¢, 5¢, 10¢ & 25¢, Cannot Be Told From New 89.50
PAGE COMETS, 5¢ 89.50
 10¢ 99.50
CAILLE PLAYBOY, 5¢ 59.50
 We also have completely reconditioned War Eagles also over in the original Mills Copper Chrome Finish, with new cabinets, club handles, new reel strips, new wooden cabinets, exceptionally attractive Write
CAILLE CLUB CONSOLE, 10¢ Write
PAGE CLUB CONSOLE, 1-5¢, 1-10¢, 1-25¢ Write
JENNINGS CONSOLE, 1-5¢, 1-10¢, 1-25¢ Write
 Write for our attractive prices on late Slots, Blue Fronts, Brown Fronts, Copper Chromes, Silver Chromes. Also 3 Bell and 4 Bells.
 2 New Metal Playmore Cabinets To Use on Buried Music Job \$ 34.50

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
 1 Keeney Kentucky Skill Time, 7 Coin Head, excellent condition, new glass 99.50
 2 Keeney Track Times, 7 Coin Head Exhibit Tanforan 29.50
 Bally Long Champ (Large) 39.50
 Bally Solitaire Flicker 89.50
 Stoner's Zippers 34.50
 Pace Saratoga, Convertible to Free Play or Pay Out 149.50
 Late Jumbo Parades, Like New, Convertible to Free Play or Pay Out 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.

gitimate operators of legal coin-operated machines had been subjected to more confiscation, taxation and unfair trade practices than the members of any other industry in the United States. Said Mr. Hirsch:

"The matter of commissions paid to locations, price cutting, substitutions, advance rentals, unscrupulous methods of pushing out the other fellow and many other tricks are the great menace of our industry today. There is plenty of room for all of us, so let's play fair."

The Confectionery and Ice Cream World, trade paper, gave extensive publicity to the merchandising machine division of the industry following the 1934 Coin Machine Show. A news story in that publication mentioned the principal manufacturers of merchandise machines and of gum and confectionery items, and said: "The convention of the coin machine manufacturers association drew a large number of men from the confectionery and equipment industries."

Claire Grant, head of the Roxy Vending Company of New York, and one of the successful woman jobbers of the industry, announced that she was giving "study to the international situation with a view to increasing her export business."

Two burglars who broke into the Penndrome, large Rockaway Beach (N. Y.) arcade (which had been closed for the winter), and rifled machines of all available coins, became interested in some of the machines with the following results: Trying his hand at a strength-tester, one of the burglars discovered his strength by pulling a lever back so far that he set a bell ringing. This bell attracted a near-by watchman to the scene.

In March, 1934, coin machine manufacturers and distributors were interested in the administration's new tariff program which the industry believed would open the way for greatly increased coin machine exports.

MILLS SLOTS

RECONDITIONED—Guaranteed

By Our 48 Years of Experience

WRITE FOR PRICES

- 1 50c GOLD WAR EAGLES
- 3 5c GOLD WAR EAGLES
- 6 10c GOLD WAR EAGLES
- 2 25c GOLD WAR EAGLES
- 6 5c GOLD CHROMES
- 8 10c GOLD CHROMES
- 4 25c GOLD CHROMES
- 6 5c SILVER CHROMES
- 8 10c SILVER CHROMES
- 6 25c SILVER CHROMES
- 6 25c BROWN FRONTS
- 3 5c BLUE FRONTS
- 2 10c BLUE FRONTS
- 6 25c BLUE FRONTS

- 15 5c Q.T.'s Originally Blue Made Gold Glitter... \$89.50
- 2 10c Q.T.'s, Same as Above 99.50
- 6 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 14, O.
 927 East Broadway, Louisville, Ky.

There is no substitute for Quality

Quality Products Will Last for the Duration
D. GOTTLIEB & CO.
 CHICAGO

MECHANIC WANTED

to repair Machines in Penny Arcade. Must be able to take care of Ray Guns. Steady work commencing immediately for summer resort season. Top salary. Address: P. O. BOX 52, Redford Branch, Detroit 19, Mich.

ORIGINAL JAR-O-DO ORIGINAL JAR-O-DO

TAKE A TIP, IT'S A PIP!
Universal's Original JAR-O-DO
 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 Pays Out (Actual) 360.00 Profit (Actual) \$ 60.00
 (STAPLED IN FIVES) Takes in 2170 Tickets at 5¢ for \$1.00 Pays Out (Actual) 360.00 Profit (Actual) \$ 74.00

(UN-STAPLED) Takes in 2170 Tickets at 5¢ for \$1.00 Pays Out (Actual) 72.00 Profit (Actual) \$ 39.50

ALSO AVAILABLE IN THE FOLLOWING SIZES: (Stapled in Fives or Un-Stapled)
 1380 — 1850 — 1930 — 1990 — 2040 — 2100 — 2520
 WITH A REPUTATION FOR PRODUCING THE BEST—HERE'S A HIT TO SURPASS ALL THE REST!!!

! NOTICE !
 DO NOT TAKE SUBSTITUTES. OUR TICKETS ARE MACHINE FOLDED, MACHINE TAPED AND MACHINE COUNTED. NO SEWING WHATSOEVER 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 NEW LOW QUANTITY PRICES!
 "THE INDUSTRY'S FASTEST GROWING FACTORY"

UNIVERSAL MANUFACTURING CO.

405 E. 8th St., Kansas City 6, Missouri

"WE MANUFACTURE ONLY"

ORIGINAL JAR-O-DO ORIGINAL JAR-O-DO

SPECIAL TO PHONO OPERATORS

Resharpended Prewar Permo Point Needles. Guaranteed Osmium Tipped. Lots of 100, \$15.00.

PHONOS

Seeburg Envoy, ESRC \$395.00
 Rockola Playmaster and Glamour Tone Column 304.50
 Wurlitzer Victory Cabinet with 500 Keyboard 489.50
 Wurlitzer 600 Keyboard with 30-Wire Adaptor 309.50
 Wurlitzer 600 Rotary 249.50

SPECIAL!

Seeburg Rex with Wireless Adaptor and 5-10-25 Wall-0-Matic in Special Light-Up Cabinet \$389.50

ACCESSORIES

SEEBURG:
 Wireless Adaptor, USR2 \$59.50
 Wireless Speakorgan (New) 34.50
 Wireless Speakorgan (New) 32.50
 3 Wire 24 Sel. Deluxe Wallboxes (for Wurlitzer), Brand New 22.50
 30-Wire Selectomatic (16-20-24 Sel.) 7.50
 30-Wire Adaptor and Power Supply (16-20-24) 27.95
 Playboy Stroller 27.50
 Packard Boxes 32.50
 8 Sets Speaker—Amp. and Turntables Comp. for Jennings Telephone Music Exo. Spares, Set \$72.50; Lot for 550.00

ARCADES

Chicago Coin Hockey \$219.50
 Scientific Batting Practice 109.50
 Seeburg Jap Conversion (Chi. Nov. Revamp) 159.50
 Seeburg Hitler 149.50
 Seeburg Chute 139.50
 Supreme Tokyo Gun (New) 325.00

Crating for Shipment of Arcade Pieces, \$6.50 Extra.

SLOTS and CONSOLES

Club Bells (Perfect) \$249.50
 Silver Moon, F.P. 119.50
 5¢ Walling Rotatop (Twin J.P.) 89.50
 5¢ Jennings Chief, 1 Star (Fac. Reb.) 89.50
 5¢ Futurity 124.50
 5¢ Paces Racers, 2/30 P.O. (Factory Rebuilt) 389.50
 5¢ Mills Orange Q.T. 89.50
 5¢ Mills Blue Front, 3/5 P.O., #317122 179.50
 5¢ Mills Br. Front, 3/5 P.O., O.H., #446239 239.50
 25¢ Mills Br. Front, 3/5 P.O., #443553 319.50
 5¢ Mills Cherry Bell, 3/10 P.O., #426739 184.50
 5¢ Mills Gold Chrome, 2/5 P.O., #479873 349.50
 1¢ Mills Blue Q.T., Like New 89.50

All Merchandise Backed By Our Reputation for Delivering Only the Best. Terms: 1/3 Down, Balance C. O. D.

AUTOMATIC EQUIPMENT COMPANY

SEEBURG DISTRIBUTORS

EASTERN PA., SO. NEW JERSEY, DEL. AND MD.

Poplar 1333-34 •• 919 No. Broad Street, Philadelphia 23, Pa. •• Park 4949

READY FOR DELIVERY

MILLS GOLD CHROME BELLS, 5c, 10c, 25c, 2/5 payout
 MILLS CHERRY BELLS, 5c, 10c, 25c, 3/10 payout
 MILLS BROWN FRONTS, 5c, 10c, 25c, 3/5 payout

MILLS VEST POCKETS, reconditioned Blue & Gold. \$55.00
 MILLS BLUE FRONTS, 5c, 10c and 25c.....WRITE
 MILLS THREE BELLS, like new.WRITE
 KEENEY '38 TRACK TIME... \$85.00
 KEENEY '38 KENTUCKY CLUB 75.00

JONES SALES COMPANY

Tel. 1654

31-33-35 Moore Street, BRISTOL, VA.-TENN.

THE LAW DEMANDS

Records of Your Business Popular standard forms quickly available at low cost

FORM USE
 P for Movie Machines
 W for Drink Machines
 R for Phonographs
 K for Pin Games
 B for Skee Ball and Payout Machines
 V for Vending Machines
 T for Cigarette Machines
 A for Slot Machines
 F for Diggers
 S for Salesboards
 C for Record Requests
 O for Maintenance Reports

Standard Specially Printed Books Designed for Your Individual Needs. Write for Prices, Samples and Suggestions. No Obligation.

Baltimore Salesbook Co.

120 WEST 42D ST., NEW YORK 18, N. Y.
 Attention of Charles Fleischmann

Seeburg Ray-o-Life 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.

LOS ANGELES SEE BILL HAPPEL **BADGER'S BARGAINS** MILWAUKEE SEE CARL HAPPEL

NEW AMUSEMENT MACHINES

New "Cupids Wheel" Love Teller . . . \$295.00 New "Selectorscope" Fortune Teller . . \$375.00
 New "Shoot Your Way to Tokyo" . . . 330.00 New "Tail Gunner," Outstanding Gun . . 325.00
 New "Skee Ball" Bowling Sensation . . 249.50 New "Periscope," New and Different . . 395.00

MILLS PANORAMS SOUNDIES

COMPLETELY RECONDITIONED, REBUILT AND REFINISHED LIKE NEW. PRICE ONLY \$385.00.

RECONDITIONED ARCADE EQUIPMENT

Uncle Sam Grip \$ 89.50	New Axis Rats, Chicken Sam, Refinished. \$179.50
Caille Push or Hug 89.50	New Rock-o-Lite 129.50
Caille Push or Grip 89.50	Scientific Batting Practice 225.00
National O.K. Fighter 159.50	Evans Play Ball 149.50
Exhibit Tiger Pull 89.50	Groetchen Mountain Climber 149.50
Keeney Submarine 225.00	Exhibit Fist Striker (Late Model) 149.50
Bally Basket Ball (Refinished) 89.50	Mutoscope Crip-o-Graph 74.50
Chicago Coin Hockey 225.00	Exhibit Hi-Ball 209.50
Drive-Mobile New Tokyo Raider 395.00	Bally Torpedo 125.00
Rotary Merchandisers 189.50	Exhibit Bicycle Trainer 249.50
Casino Golf 39.50	Keeney Air Raider 225.00
Scientific Upright Baseball 129.50	Bally Rapid Fire 189.50
Exhibit Chinning Ring 195.00	Genco Play Ball 89.50
	Exhibit's Vitalizer 129.50
	Western Baseball Deluxe

RECONDITIONED SLOTS AND CONSOLES

6 Mills Gold Chrome, 25c	1 Bally Sun Ray, Free Play	6 Blue Crackle Q.T., 5c
2 Mills Gold Chrome, 10c	1 Exhibit Silver Bell, P.O.	2 Keeney Super 2-Way, 5-5c, Cash
4 Mills Gold Chrome, 5c	6 Bally Club Bell (Comb.)	3 Evans '41 Bangtails, Late Jackpot
1 Mills Gold Chrome, 50c	3 Pace Saratoga, Late '41, P.O.	2 Evans Dominoes, Late '41
4 Jennings Silver Chief, 5c	4 Pace Reels, Late '41, P.O.	4 Evans Lucky Lucre, 5-5c
1 Jennings Chief, 50c	4 Mills Regular Chrome, 5c	2 Bally Big Top, P.O.
6 Mills Three Bells	14 Mills Blue Fronts, 5c	2 Bally Big Top, Free Play
5 Mills Four Bells	3 Mills Blue Fronts, 10c	18 Mills Jumbo Late High Head, P.O.
8 Baker's Pacer, Daily Double	6 Mills Blue Fronts, 25c	12 Mills Jumbo High Head, P.O.
1 Baker Pacer (Late)	3 Mills Blue Fronts, 50c	1 Jenn. Silver Moon, F.P.
1 Pace Racer, 25c (Late Brown)	1 Glitter Gold Q.T., 1c	

WANTED—USED MACHINES—HIGHEST CASH PRICE PAID

Send List of Machines you have to sell and let us quote prices

All Machines Reconditioned, Ready To Operate. 1/2 Cash With Order, Balance O. O. D. All Prices F.O.B. Los Angeles. Write Milwaukee for Special Price Quotations.

BADGER SALES COMPANY
 1612 WEST PICO BLVD.
 LOS ANGELES 15, CALIF.

BADGER NOVELTY COMPANY
 2546 NORTH 30TH STREET
 MILWAUKEE 10, WISCONSIN

NEW MACHINES WITH SPECIAL DISCS AND REELS

WRITE FOR PRICES

5c Gold Chrome	5c Cherry Bell, Blue	Super Track Time
10c Gold Chrome	5c War Eagles	5c Super Bell
25c Gold Chrome	5c Mills Console	Galloping Domino Jackpot
5c Copper Chrome	10c Mills Console	5c Jumbo Parade, Cash
10c Copper Chrome	25c Mills Console	5c Jumbo Parade, Conv. Mint Vendor
25c Copper Chrome	5c Handload, Emerald	5-5-5-5 Mills Four Bell, New Style Head
5c Regular Chrome	Columbia Bell, GA, Rear Pay	5-5-5-5 Mills Four Bell, Old Style Head
10c Regular Chrome	Mills Vest Pockets	25c Pace Race Red Arrow Long Acres
25c Regular Chrome	Evans Vest Pocket Domino	
5c Brown Front	5c Mills Mystery Bonus	
10c Brown Front	10c Mills Mystery Bonus	
25c Brown Front	50c Mills Brown Front	
	PHONOGRAPHS	
	#120 Wurlitzer Wall Boxes	#430 Wurlitzer Speakers
	#145 Wurlitzer Stepper Units	

Floor Samples Used and Rebuilt Slot Machines, Equipped With Special Discs and Reels. Write for Prices.

MOSELEY VENDING MACHINE EX., INC.
 00 BROAD ST., RICHMOND, VA. DAY PHONE 3-4511—NIGHT 5-5328

RUBBER BALLS

FOR POKERENOS

2 1/4" INFLATED—HAND-FINISHED

Ball Has No Cracks or Breaks. Gas Will Not Escape. Ball Is Very Lively. GUARANTEED PERFECT. WRITE—WIRE—PHONE

MELROY BALL CO. 6 N. AUSTIN AVENUE VENTNOR, N. J.

Phone: Ventnor 2-0587

SIMON SALES

Gun Lamps for Seeburg & Bally Ray Guns, 95c ea.

ATTENTION! DIRECT OPERATORS

FOR SALE—Combination Hand-Operated Camera, solid walnut cabinet, 1 1/2" (sold 4 for 25c). 3 1/2" (post card size, sold at 50c each). Consists of 6 different backgrounds, Cooper Hewitt Lighting and Photo Flood Reflectors; \$1,500 all inclusive.

WRITE—WIRE—PHONE!

152 W. 42nd St., New York 18, N. Y. Phone Pennsylvania 6-9495

We Guarantee Efficient Service

IN OUR NEW

Radio Repair Service Department!

All Service Guaranteed—Radios Completely Rejuvenated. Work Done by Expert Technicians!

We are proud to do our part by providing a Radio Repair Service by skilled specialists for those of our friends who need radio repair service facilities because their service men have joined Uncle Sam's forces. If your radios need servicing or if the volume of your business is too large to handle, CHICAGO NOVELTY'S RADIO REPAIR SERVICE DEPARTMENT is at your disposal. No radio too large or too small. We can handle radio repair work in quantity.

Radios must be kept in perfect condition to bring you war news, entertainment, and information and to keep up the morale of the home front. Ship us your Radios by express or parcel post, we will return them carefully boxed so that they will reach you in guaranteed excellent condition.

We repair all types of Amplifiers for Phonographs, Ray Guns and Coin-Operated Machines.

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

GUN LAMPS \$1.00
 for SEEBURG Ray Guns

GUN CABLES \$2.75 Each
 5-Wire Standard 8-ft. length, rubber-covered, good quality.

Chicago Novelty Company, Inc.

1348 Newport Avenue

Chicago, Ill.



Who's Afraid of Hirohito?

"My big brother's out there in the Pacific—and he and his buddies are plenty tough. So who's afraid of Hirohito?"

Safe in America, far from the fury of war, a schoolboy's faith in America's might is boundless. His fighting brother is probably not so cocky. Fighting men know that their fate depends, not on their courage alone, but on the strength which they must receive from the folks at home—safe in America, far from the fury of war.

Buy War Bonds. Buy the Bonds you owe your family as a nest-egg. Then dig down again and buy Bonds until you feel you can face the fighters who are now returning, sick and broken, from the far frontiers of American freedom.

Lion Manufacturing Corporation, Chicago, manufacturers of



REBUILDING AND REFINISHING OF

MILLS SLOTS (All Types)

\$95⁰⁰

SEND US YOUR MACHINES
10 DAY SERVICE

BUCKLEY TRADING POST

4225 W. LAKE ST.

CHICAGO 24, ILLS.

Ph: Van Buren 6636

**LOV-LEE in
PROFITS as well**

Another charming and adoringly Lov-Lee in natural colors. Profits are sweet with plenty of action. Takes in 998 Jumbo Holes at 25¢. **\$249⁵⁰**
Average payout **\$155⁶⁵**
Average profit **\$93⁸⁵**



BACK THE LETTER
CAMPAIGN

SUPERIOR PRODUCTS 14 N. PEORIA ST.
CHICAGO

OVER 500 WHIRLWAYS NOW ON LOCATIONS!

CONVERTED FROM

BLUE GRASS, DARK HORSE AND SPORT SPECIAL

Whirlway has all the features of Longacre with beautiful new cabinet design.
SHIP US YOUR OBSOLETE GAME TODAY!!

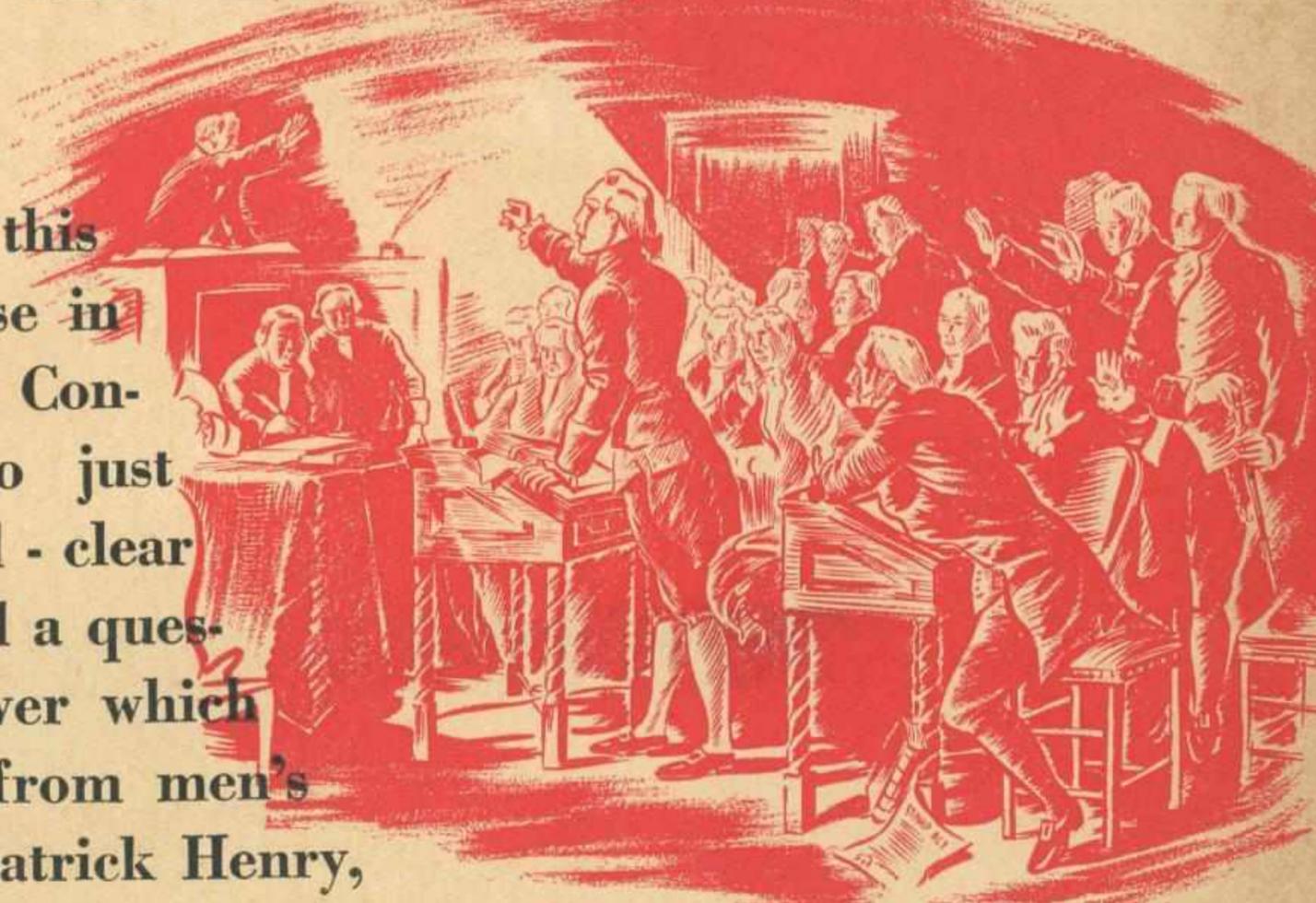
ROY MCGINNIS CO., 2011 Maryland Ave., Baltimore, Md.

★ ★ ★ BUT AS FOR ME ★ ★ ★

169 years ago this week a man arose in the 2nd Virginia Convention and into just nineteen crystal-clear words compressed a question and an answer which will never pass from men's memories. Said Patrick Henry,

"I know not what course others may take, but as for me, **give me liberty or give me death.**"

Patrick Henry's speech carried the convention, and ultimately a young nation was committed to fight for its life --- and its freedom, which it valued more. That nation has never since hesitated in the pursuit and defense of freedom, and never will. Today, in freedom's name, America and her allies are fighting a war greater than all the wars of history put together, a war in which the amount of weapons and materials needed surpasses the imagination of most men. But they are being provided and will continue to be provided, with the aid of your War Bonds. It's the extra punch that wins battles --- provide it by buying extra War Bonds.



AWARDED TO THE J. P. SEEBURG CORPORATION
FOR OUTSTANDING PRODUCTION OF WAR
MATERIALS IN EACH OF ITS FOUR PLANTS

Seeburg

FINE MUSICAL INSTRUMENTS SINCE 1902

J. P. SEEBURG CORPORATION • CHICAGO, ILLINOIS

BLAST 'EM WITH BONDS!



IT'S YOUR WAY TO LOAD AND FIRE OUR GUNS!

EVERY War Bond you buy means more guns, more shells, more tanks, ships and planes for our boys. And every boy home from the fronts will tell you they need 'em!

Buy to the limit. After all, you're loaning your money, at good interest, in a safe investment for a great cause.

You help win battles when you buy Bonds. You load and fire the guns that will blast aggression from the maps.

WURLITZER

The Name That Means Music to Millions



Awarded To The
North Tonawanda Division

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.