

# The Billboard

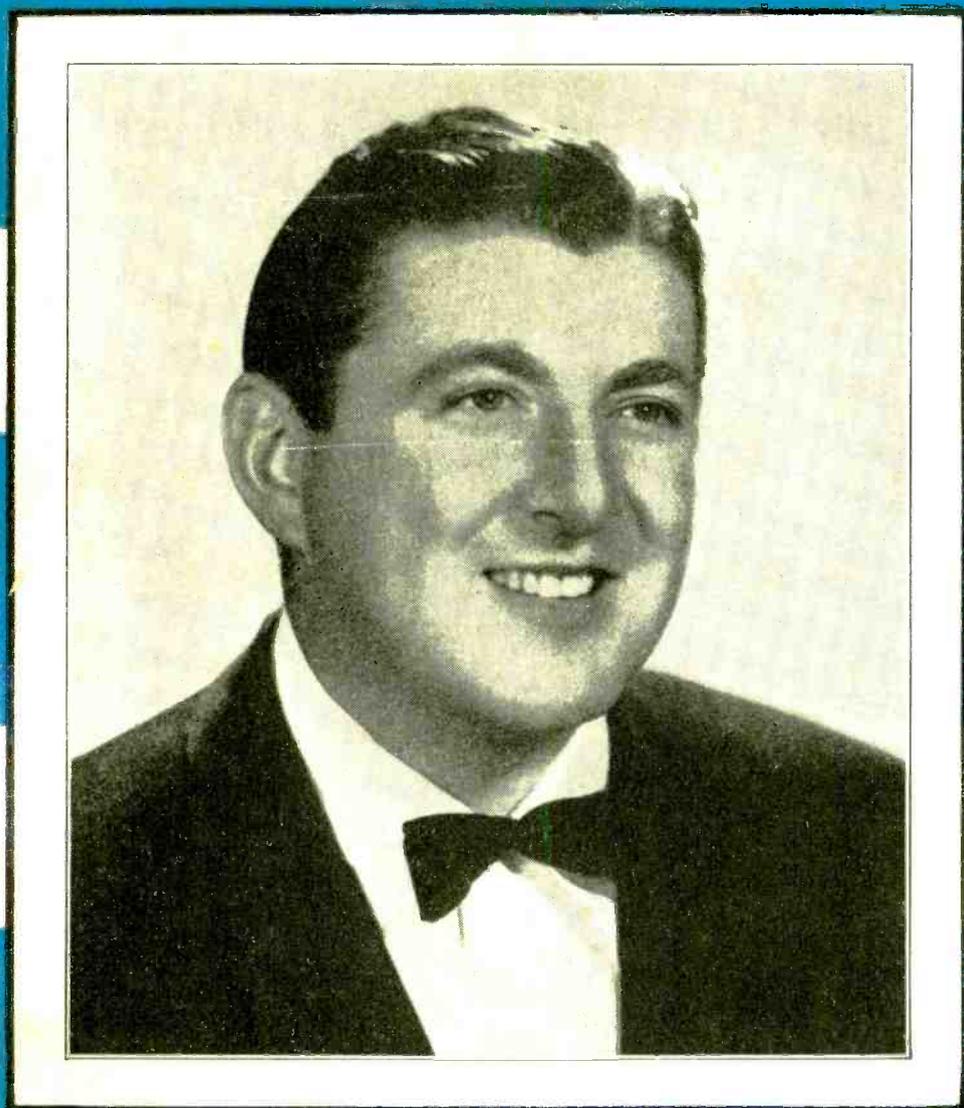
APRIL 22, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

GENERAL NEWS

## VAUDE 50% PREFABRICATED



TONY PASTOR  
"Pastorized" Melodies Made the Grade  
1944 page 41

*Perfume Vendor  
Spray*

RADIO

### Industry Policy-Making May Be NAB Future

MUSIC

### Record-Making Snowballs--- It's Everybody's Biz

TELEVISION

## WEEK RUNS FOR VIDEO SHOWS?

# COUNT BASIE

AND HIS ORCHESTRA

Featuring **JAMES RUSHING • JO JONES • EARLE WARREN**  
*and*  
**THELMA CARPENTER**

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Direction:  
**WILLIAM MORRIS AGENCY, Inc.**

# VAUDE 50% PREFABRICATED

## Poll-Tax Talk Holds Showbiz Legislation?

WASHINGTON, April 15. — Congress came back to town this week and took up the strings where it left off before the Easter recess, which, specifically, was on the edge of an explosion over the controversial poll-tax issue.

Altho showbiz may have only an academic interest in the poll-tax controversy, the amusement trade will likely be affected, as this issue may block other legislation in which showbiz has a definite stake.

Already returning Congressmen are talking about being so badly pressed for time that the midsummer recess may be abandoned.

If the poll-tax issue is brought up, there is little question but that it will provoke a filibuster and, in turn, the talk-fest would block several bills that showbiz is anxious to get a look at anyway.

At any rate, prospects were not bright for any immediate legislation on amending the Federal Communications Act or any of the other measures in which showbiz is interested. First attention will be given to renewing the price-control act and thus extending OPA's authority, renewing lend-lease authority, simplifying the tax form, and the poll-tax issue.

Other subjects which will come up as soon as these are out of the way are legislation to move 4-F's into essential industry, and several appropriation bills, including one for FCC's funds.

Only a spark was needed to touch off the poll-tax filibuster and successfully disrupt the legislative calendar. The necessary spark was a motion to call up the bill, and it may come any time.

## Barroom Ballads Not Subject To 30 Per Cent Nick

### But No Community Sing

WASHINGTON, April 15.—The 30 per cent cabaret tax doesn't prevent guests from vocalizing a bit if the whim strikes them.

Internal Revenue Bureau officials admitted last week that there was nothing in the law which prevented guests from furnishing their own entertainment.

Guests may sing individually or in groups and the 30 per cent tax does not apply to the management, regardless of whether it occurs in a nitery, restaurant, bar or elsewhere, Internal Revenue officials declared.

It was acknowledged by IB officials that the guests could even request that a pianist or orchestra play their requests for accompaniment, but the pianist or none of the members of the ork could join in. That would be professional entertainment, and suddenly the spot would become a legal cabaret.

The law shouldn't be construed as meaning that an exuberant drinker could not burst into song if he wanted to, said Mrs. W. J. Reed, chief of the admissions tax unit.

"But the singing must be purely an affair of the patrons," she warned. "If the management hires someone to lead the singing—wham, 30 per cent!"

## Gale Blows To Coast

NEW YORK, April 17.—Moe Gale left for Hollywood today. He will spend four weeks working out pic deals for his 10 percentees and will attend the Ink Spots' Orpheum opening in Los Angeles April 25.

## O'Connell New 30% BIR Boss

WASHINGTON, April 15.—If and when the 30 per cent cabaret tax is lifted, the one person who will have the final word will be Joseph J. O'Connell Jr., who this week was nominated by President Roosevelt to be general counsel of the Treasury Department.

He will succeed Randolph Paul, who held the job of general counsel and advised congressional tax leaders in framing the 1943 Revenue Act which contained the cabaret tax hike. Paul resigned recently to re-enter private law practice.

O'Connell has been in the Treasury Department since 1938, and has been acting as general counsel since Paul quit.

## "War Will Insure Vaude's Place in Post-War Showbiz," Says Ed Wynn, After GI Tour

### Units Selling Hospitalized Boys Flesh Shows

NEW YORK, April 15.—"Is that what they call vaudeville? I like it."

That's what a young WAC from a small town told Ed Wynn when he played before a group of 200 on his recent tour of army hospitals.

Despite the twice-yearly blooming of stories that vaude is back or is coming back, Wynn, who has been thru the mill before and now is going thru it again, thinks that the real vaude is definitely in for good. He says it's so because of youngsters like that WAC, who haven't seen vaude before the war brought them USO units and old-time headliners.

The silly hat man, just back from a straw-hat tour of out-of-the-way army hospitals, says that servicemen and civilians are tearing down the roof for vaude shows, old-timers are getting back into the groove, and newspapers are giving the service "two-a-day" big play.

The commanding officers of several hospitals told Wynn that he was not only doing a swell war job, but making a lot of new customers for himself. Small-town newspapers are so hepped on the shows that they have been sending reporters into hospitals to review the acts. The boys, according to Wynn, were nuts about his group, which included singer Wini Shaw, dancer Diana Lure; the Lavarres, acrobats; Pat Hill's puppets, and Mike Oliviere, accordionist.

"They've seen enough shows to be able to judge," he said, "and they go for good vaude in a big way."

Ed says he wrote all his own material

## Band Packages and Units Help Agents Collect 2 Ways; Bundles Better Shows

### Act Scarcity One Reason for Growth

NEW YORK, April 15.—Accelerated by talent shortage and facilitated by powerful talent agencies, the vaude package show has reached the point where prefabricated presentations comprise 50 per cent, or more, of the total.

In fact all ready-made vaude has snowballed to where it now surprises even those who tie up the packages.

For example, top vaude man in one of the big agencies was asked to estimate what portion of present-day shows falls into the bundled-up category. He checked the theater list before him, and 10 of about 20 shows he was sending into houses that week were prefabricated.

Prefabricated shows, otherwise known as packages or units, are nothing new. They were known in the days when the Shuberts were fighting Keith, and in the depression years when Fanchon & Marco was a top vaude trade-mark.



Today, however, there seems to be little doubt that fully half—possibly more—of the offerings which appear in the vaude houses of the land are shipped there ready-wrapped.

And just about all the house operator has to do is decide upon the package to display on the boards of his temple of fun.

There also seems to be little doubt that the move is strongly toward more and more packages. In other words, the present high level of prefabricated items—50 per cent or up—is not the end. The future may very well see prefabrication or packaging extended to as much as 75 per cent of vaude bills.

### Three Reasons Why

The sharp rise in present-day packaging has come about in less than 10 years (Vaude 50% Prefabricated on page 24)

## St. L. Muny Skeds For 12 Middlebrow Summer Revivals

ST. LOUIS, April 15.—Paul Beismann, general manager of the St. Louis Municipal Theater Association, announced this week the dates of 12 productions which will be presented at Forest Park Amphitheater this season.

The order in which the 12 productions will be presented is: June 1-11—*Open Road*; June 12-18—*Good News*; June 19-25—*Vagabond King*; June 26-July 2—*Eileen*; July 3-9—*Hit the Deck*; July 10-16—*Naughty Marietta*; July 17-23—*Music in the Air*; July 24-30—*Maytime*; July 31-August 6—*Irene*; August 7-13—*Bohemian Girl*; August 14-20—*Red Mill*; August 21-27—*Rio Rita*.

The production staff for the forthcoming season is headed by John Kennedy, production manager. Watson Barratt will be assistant production manager and scenic designer; Anthony J. Morelli, musical director; Anthony Nelle, ballet master, and Jack Sheehan, stage director.

## Olsen-Johnson Set 3 for Fall On Broadway

HOLLYWOOD, April 15. — Ambitious plans of Olsen and Johnson call for simultaneous showing of three shows on Broadway, spokesman for the comics stated this week, with *Jerks Berserk*, *Hellzapoppin' Jr.* and *Hellzapoppin' in Harlem* ready for fall openings. Comics are starting Universal film this week, entitled *See My Lawyer*, and as soon as final scenes are in the can, they will train for Manhattan to get their new productions underway.

John Murray Anderson, legit and musical producer, has been signed by the pair to handle production reins on the shows. It was learned that *Jerks Berserk* will have a production budget of \$225,000, which is way over their original cost on *Hellzapoppin'*, which was built for \$26,000.

Attempting to showcase up-and-coming talent, as has been done with the *Meet the People* shows, Olsen and Johnson will give the juves a chance in *Hellzapoppin' Jr.* Septa names will be lined up for the third production, *Hellzapoppin' in Harlem*. Comics are one production shy of emulating the late Florenz Ziegfeld, who had four shows on the Main Stem at the same time.

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# Warners Using 200 Outlets To Sell "Mark Twain" Film; Obler Scripts 15 E.T. Shows

## No Pic Stars Used

HOLLYWOOD, April 15.—Biggest exploitation tie-up between pictures and radio was inaugurated this week by Warner Bros. as they launched 15 quarter-hour transcriptions to plug *The Adventures of Mark Twain* over 200 indie stations of CBS, NBC and Mutual nets, and geared to hit 90,000,000 listeners.

Scripted by Arch Obler, shows use material about the pic, with accompanying bally designed to draw the ticket buyers. In former years studios have been content to wax excerpts from film for exploitation. When first approached by Warners on the idea, Obler is said to have turned thumbs down on using Frederic March and Alexis Smith, stars of the picture, in the ether series. Obler wanted carte blanche to produce the transcriptions in the radio manner. Scriptor won his point, and instead of utilizing top stars, well-known radio actors were signed for the roles.

Other studios are said to be watching the results of the Warner experiment of using the Obler technique instead of relying on stars of film being plugged to get the dial twisters. If idea lives up to expectations, it is expected that other pic orgs will hop on the bandwagon and sign top radio producers to handle

exploitation ether shots.

Shortage of producers in film studios has had most of the top-flight program handlers casting eyes at the heavy pic sugar. Some of the boys on radio row feel that if Obler has sold the studios on radio technique, it may be the open sesame for ether producers to step into the higher pay brackets offered by the celluloid industry.

Shortage of newsprint, which does not allow studios much advertising space in dailies or national mags for exploitation, will undoubtedly cause other film producers to insist that they get plenty of radio coverage for their product. This may cause a further drain on ad agency and chain production staffs, as plenty of top men will be needed in Hollywood.

## Make-Up Okay for 1944, Says WPB; Plenty Castor Oil

WASHINGTON, April 15.—Grease paint and cosmetics will be available to performers and showbiz this year to the extent that containers are available.

This statement on the cosmetic market, which is extremely important to all performers, was made by government officials after a survey was conducted by the War Production Board, Office of Price Administration and Office of War Information.

The report had nothing to say on the new excise tax on cosmetics, which is beginning to take a nice bite out of the wallets of flesh talent, but dealt pretty largely with supply and quality.

### Better Lipstick

Quality of most grease paints and cosmetics should be as good as in 1943, but lipsticks will improve because more castor oil is available. It may come as a surprise to performers that castor oil is a principal ingredient of good lipstick, but such is the case.

No problem of materials, other than the supply of containers, is expected to reduce under 1943 levels the quantities of face powder, creams, rouge or hair dyes available.

While many performers may not have known what they were rubbing into their faces every day, there were times when the manufacturers probably didn't know either. One company manufacturing cosmetics was forced to change its formulas 499 times since the war began because of material shortages.

Shortages of essential raw materials are not expected to be acute this year, except for lanolin, alcohol and isopropyl alcohol. Other ingredients, while not plentiful, will be adequate for actual needs.

## Hanson New Deputy Director of OWI

WASHINGTON, April 15.—Appointment of Maurice F. Hanson, of Chicago, as deputy director of Office of War Information, was announced this week. A member of the staff of J. Walter Thompson, Hanson is currently on leave of absence.

He succeeds A. R. Whitman, who quit OWI to accept a job in OPA. Under Hanson in his new job will be Samuel Dalsimer, vice-president of Cecil & Presbrey, New York, and John Graetzer Jr., formerly assistant advertising manager for Carstairs Bros. Distilling Company.

## M&M Icer Held in Pittsburgh

PITTSBURGH, April 15.—McGowan-Mack *Ice Revue*, which was slated to end its engagement in the Terrace Room of Hotel William Penn last Saturday night, did such a flourishing business Holy Week that Tom Troy, Penn manager, has handed the Icer an extension thru May 6.

## A 2,500-Ruppee Kiss for 'Relief'

NEW DELHI, India, March 27.—*Esquire's* Little Sultan was never like this. A bearded Sikh contractor paid 2,500 ruppees, which is God knows how much in American money, to get a kiss on the forehead from a show gal.

Bidding against all comers at yesterday's China Medical Relief Fund Tennis Match, the local bigwig took his medicine like a man and needed only one of his sons to hold him up when he went to collect. The son got buzzed, too.

It must be faced. The harems are on the down grade.

## "Radio Cavalcade" Lays a Trenton Egg in Two Days

TRENTON, N. J., April 15.—John Curry, local impresario—flushed with his *Gay Nineties* triumph of several weeks ago—presented *Cavalcade of Radio* last Saturday and Sunday at the War Memorial and scored a perfect zero with a show that was only fairish minor entertainment and a string of performers who were overestimated and touted far beyond their merits. In desperation Curry tried to bolster the bill by adding Howard Hughes, twelve-year-old local boy soprano who has been appearing on local Station WTTM.

Show was presented somewhat along the lines of the old Fanchon and Marco presentations and was emceed by Gus Van, who received a thunderous ovation when introduced as "the other part of the team of Van and Schenck."

Ray Botschart's band, a local outfit, furnished the music. Band was attired in tuxedos. The leader wore street clothing.

Denver Darling (WNEW) who dresses like the late Tom Mix—red boots and all—opened the bill with a repertoire of cowboy songs and received mild applause.

The Deep River Boys (WABC), a Negro quartet, had the deuce spot and altho their rendition of Negro spirituals was (See "Radio Cavalcade" on page 24)

## For Safety, Judge OKs Nixing Cripple Theater Admission

NEW ORLEANS, April 15.—A local crippled citizen lost his suit for damages against Saenger Theaters, Inc., early this week when the Parish Court of Appeals affirmed a lower court decree denying his claim for \$250 damages for being refused admission to the Saenger Theater here May 1, 1943, because he was a cripple.

Judge William W. Westerfield, author of the majority opinion, pointed out that at the theater there was "a rule in effect excluding cripples from performances on Saturdays and Sundays," and that, according to the management, the rule was adopted in the interest of safety of the cripples, as well as other patrons of the theater.

## Showbiz Hits New Mexico City High

MEXICO CITY, April 15.—Showbiz here, despite heavy competition from pix, off to its best start in 40 years.

Revue, vaude, legit and longhair hitting new high b. o.

Burly alone is hit—this city of 2,000,000 is without a tease.

# Congress Back To Rap W. W., OWI, But Good

WASHINGTON, April 15.—Congress hadn't been in town 24 hours before it was up to its old tricks—rapping Walter Winchell and investigating the OWI. Both are now a national pastime.

Representative Hoffman resumed his battle with the Blue Network commentator on the first day after the recess ended.

"In my judgment," he declared, "it is long past time when this Congress should take some action to determine the truth or the falsity of charges which are made against individual members, and against the Congress as a whole, which reflect upon the congressmen in their representative capacity, upon this branch of the government, and the way it acts, and which impair its usefulness."

Most Washington newswriters and others in the capital agreed there was nothing new in that.

Representative Taber read to the House an article from *The New York Sun* which criticized OWI. Everyone agreed there was nothing new in that either.

## "Ice Follies" Ends Season Busting Minneapolis Record

MINNEAPOLIS, April 15.—Shipstad-Johnson *Ice Follies*, which closed its 1943-'44 season on its home grounds in Minneapolis Arena, shattered all attendance records and set a new box-office high with an estimated gross of \$221,300.

With Arena capacity 5,285 seats, show averaged 5,300 persons per show—or sell-outs for every one of the 26 performances. The management gave away 1,200 servicemen's tickets in addition to another 100 ducats to under-privileged kids.

Following a four-week vacation lay-off here, troupe will move to Seattle and then to San Francisco to start rehearsals on *Ice Follies of 1945*, scheduled for a September opening in Los Angeles.

## SRO at Fort Knox; And the Show's GI

FORT KNOX, Ky., April 15.—Pvt. Jack Barnett, former gag writer for Jimmie Durante, and Sgt. Danny Leiberman, ex-Stem 10 per center, are putting on shows here for whose b. o. any Stem producer would give his eye teeth and a piece of Sinatra.

Their musical revue unit, called *Name, Rank and Serial Number Group*, has hung out the SRO sign at 20 straight sock first nights for GIs. All work on the shows is done by soldiers and their pals are going slightly nuts about them.

Pvt. Morty Jacobs, Tiny Pan Alley refugee, has scored them all, writing over 50 original numbers with lyrics by Barnett.

## Mrs. French Out of Hub S.D. Canteen

NEW YORK, April 15.—Mrs. Malcolm Bradley French has "resigned" as co-chairman of the American Theater Wing's Boston Stage Door Canteen, the Theater Wing's board of directors learned here today.

Mrs. French, who was instrumental in starting the Canteen and active in its operation, left because of the pressure of her other social service activities.

A committee, under the charge of the executive director, Mrs. Osgood Perkins, will be in charge.

## Actors "Rate" 50% Withholding Cut On Expenses Plea

NEW YORK, April 15.—Actors' Equity has taken pains to tell its members that they are allowed income tax deductions up to 50 per cent for legitimate living expenses when they are on tour. Bureau of Internal Revenue rulings allowing the cut for AGVA members seem to cover legit performers, too, if—they maintain a permanent home while they are on the road. However, if more is claimed than is actually spent for living expenses, the remainder, which was not subjected to withholding tax, is taxable when horrible March 15 rolls around.

Actors who want the deduction have to inform the management so that it is not withheld—and sometimes point to the AGVA ruling to get the exemption.

### TONY PASTOR

#### "Pastorized" Melodies

FOR the past four years "Pastorized" swing has been recognized as the cream of melody in ballrooms, on the air waves and out of juke boxes. Tony Pastor's jive processing won him and his outfit a strong position in the band parade in 1940 and 1941. This year, with broadcasts over various nets and groovings on Bluebird platters, they're moving along fast.

Since April 11 Tony and his boys have been on the road, playing theaters and ballrooms. Tour skeds such spots as Stanley Theater, Pittsburgh; Earle Theater, Philadelphia; Cedar Point, O.; Palace Theater, Cleveland, and Hollywood's Palladium, as well as repeats at leading colleges and ballrooms throughout the country. The crew holds some sort of work record, with only 15 days off in 21 months, and those by request for vacation.

Aside from its ether program chores the band has made many transcriptions for NBC and is in demand for sound film shorts, pix and personal appearances. What the platter bugs think of Tony's waxings is attested by the sale of "Let's Do It" to the tune of 180,000 copies. "Paradiddle Joe," on which he collaborated with drummer Johnny Morris, was also a good seller, having hit better than 100,000 to date.

It is only four short years since Tony took out his own org, but the customers evidently take to "Pure Pastor" on the label.



<p><b>STOCK TICKETS</b></p> <p>One Roll . . . . \$ .75 Five Rolls . . . . 3.00 Ten Rolls . . . . 5.00 Fifty Rolls . . . . 17.00 100 Rolls . . . . 30.00</p> <p><b>ROLLS 2,000 EACH.</b> Double Coupons. Double Price.</p> <p>No C. O. D. Orders. Size: Single Tkt., 1x2".</p>	<p>Soldier Son to His Dad: "We Can Take It and, Yes, Dish It Out Too."</p> <p><b>TICKETS TICKETS TICKETS</b></p> <p>More Later <b>THE TOLEDO TICKET CO.</b> Toledo (Ticket City) 2, Ohio</p>	<p><b>SPECIAL PRINTED</b> Cash with Order. Prices:</p> <p>2,000 . . . . \$ 4.29 4,000 . . . . 4.83 6,000 . . . . 5.37 8,000 . . . . 5.91 10,000 . . . . 7.15 30,000 . . . . 10.45 50,000 . . . . 13.75 100,000 . . . . 22.00 500,000 . . . . 88.00 1,000,000 . . . . 170.50</p> <p>Roll or Machine Double coupons. Double price.</p>
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# POLICY-MAKING NAB FUTURE

## Feiner Heads New CBS Tele Program Deal

NEW YORK, April 17.—Ben Feiner Jr., assistant in charge of program planning for CBS shortwave department, transferred to web's video department today to assume directorship of new tele set-up. Dan Russell took over Feiner's job at same time.

Others and their capacity in the new CBS television deal are as follows: Leo Hurwitz, writer-director; Frances Buss, assistant research director; Elwell Cobb, technician and floor manager; Paul Belanger, writer and assistant manager; Harold Doane, assistant supervisor of film news and video technician; Howard Hayes and Robert White, assistant technicians; Amy Chandler, casting assistant; Edward Leftwich, technical assistant; Frances Harrison, production assistant, and Mary Reilly, program logs.

## Six Outlets Set For Iowa State Chain; Mostly MBS

DES MOINES, April 15.—Formation of an Iowa network of radio stations is expected to be announced shortly, with six Mutual stations reported joining together and two or three more likely to sign up.

Stations set are KROS, Clinton; KDTH, Dubuque; KVED, Fort Dodge; KTRI, Sioux City; KFJB, Marshalltown, and KICD, Spencer, while KBIZ, Ottumwa; KBUR, Burlington, and KMA, Shenandoah, are possible members.

The new group is expected to establish a Des Moines office with a studio and pipe shows originating in the Capital City out to the member stations. Most of the stations are Mutual and it is possible they will use their same lines for the remote shows.

Deal is said to be close to jelling, with a meeting skedded for next week. Representatives of the group have approached prospective employees for setting up the Des Moines office.

## Radio Educators Meet To Organize Indiana Chapter

INDIANAPOLIS, April 15.—Indiana members of the National Association for Education by Radio met here this week to organize an Indiana chapter. According to the constitution adopted at the meeting, purpose of the meet is to encourage a greater use of radio aids in all phases of education, to serve teachers in radio education, to assist adult education, and interest commercial agencies and civic groups.

Tentative plans also made were for a special meeting May 11, when William D. Boutwell, of the United States Office of Education and first vice-president of the association, will be in Indianapolis to speak on the new FM broadcasting.

## Roxspun Clothing Buys Ted Steele And Ilka C. to C.

NEW YORK, April 15.—Roxspun Clothing bought a Coast-to-Coast hook-up on the Blue Network last week with Ted Steele and Ilka Chase. Program is skedded to be broadcast Sundays 1:15-1:30 p.m. starting June 11. Altho format of show has not been announced, program will be a musical.

This is the sponsor's first venture into radio. The Modern Merchandising Bureau placed the time.

### Dr. "Anthony" Parker

NEW YORK, April 15.—The Blue debuts a new daytime program, *Appointment With Life*, next Monday (17), with Dr. Valeria Hopkins Parker, founder of the Bureau of Marriage Counsel and Education, as narrator. Format of the show calls for dramatized cases taken from the files of Dr. Parker and will cover the entire range of problems confronting married couples. Show aired 3:15-3:30 p.m. Monday thru Friday.

## AFRA Nat'l Meet Aug. 25-27; Plans Call 189 Delegates

NEW YORK, April 15.—National convention of the American Federation of Radio Artists will be held at the Carter Hotel, Cleveland, August 25-27. With 189 delegates slated to attend, either in person or by proxy, this stacks up as AFRA's biggest confab. Size of conclave is tip-off on growth of the talent union, as there is one delegate for each 25 paid-up members.

Agenda for the meet is still in preparation. At the moment the most important item is vacancies on the union's national board. Board members are elected for three years, with one third of the board elected each year. Open are seven places for New York, four for Los Angeles, one each for Chicago, San Francisco and St. Louis, plus three members at large.

Meanwhile AFRA execs anticipate action from the War Labor Board on the transcription code which is being muddled by that agency. Pact has been in the works several months.

## Corwin Series From Coast in May

NEW YORK, April 15.—Norman Corwin heads for the Coast early next month.

He will do 10 weeks out of KNX, CBS outlet in film town, working on his current CBS series. These will be the programs with the movie names in the cast.

Then he returns to New York for the remainder of the programs.

# Key Broadcasting Men Survey Great Trade Associations To Find Radio Org Formula

## Private Battles To Go On But Not Industry-Wide

By LOU FRANKEL

NEW YORK, April 15.—Industry leaders are quietly planning to unify the business by vamping the National Association of Broadcasters from its present operation as a service organization to that of a policy-making body. Idea is to capitalize on the experiences of other industrial groups, such as steel and oil, which were racked by internal strife until they set up trade organizations that concentrated solely upon policy matters.

Top radio men admit to themselves that the business is rife with factionalism. Thus, the independent stations shy away from the affiliates and some of the latter feel they're not getting a square shake from the webs; all of which the NAB was primarily supposed to obviate. In addition, the FM operators have their own organization and the video broadcasters recently set up a unit.

With the NAB coming apart, with FM and television acting on their own, the trade leaders fear for the future of the industry. They reason that the basic interests of AM, FM and video are one and the same.



## WCAU Gets Fresh Announcing Crop

PHILADELPHIA, April 15.—Bumper crop of staff changes were announced at WCAU this week. Three new announcers added to the staff in John B. Egan, from WBRY, Waterbury, Conn.; Owen McFarlane, from WAAT, Newark, and Frank Carlyle, who miked to the name of Earl Carlyle at WIBG. New voices take the place of Mark Gregory, who resigned to join the staff of KYW; Al Taylor, who went into the merchant marine, and Craig Stewart, who joins the production department of Mutual at WOR, New York.

Realignment of announcers has Mike-man Glenn Adams becoming the staff newscaster, starting off with two commercials under his belt. Airls five times weekly for Bleachette Laundry Blue and three times weekly for Bisceglia Wines.

Harry (Bud) Reinhard adds two new members to his newsroom staff. Violet Shuman, new to radio, becomes the first gal to write news copy for a local radio station. Other addition is William Windle, formerly with *The Philadelphia Evening Bulletin*. In addition, Leonard McClain joins up as staff organist, replacing Doris Havens, who has left after 12 years, for New York.

## Paging Mr. Brooks

IT HAPPENED out in Cincinnati a couple of weeks ago at the National Retail Dry Goods Association conclave. Among the media men invited to talk was Vernon Brooks, adman of *The New York World-Telegram*. He asked to be the last speaker at this particular session which was to be followed by lunch, made his talk, and then disappeared.

As things worked out it was good that he took a powder, as his talk was a blast at radio that the retailers themselves repudiated. Basis of the newspaperman's rap was (1) the continuing study of newspaper reading conducted by the Advertising Research Foundation in cooperation with the Bureau of Advertising of the American Newspaper Publishers' Association; (2) a special coincidental survey of retail programs conducted by the Arch Crossley researchery.

He quoted the Crossley figures to prove that newspapers are a better bet for the retailer than radio. According to Mr. Brooks, only three of every thousand listeners to programs sponsored by retailers on WMCA, WNEW, WHN (all New York City indie outlets) could properly identify the sponsor or product.

During luncheon, the radio execs, acting upon the advice of Lew Avery, of the NAB, refrained from discussing the attack with the retailers. Since Avery had been around the country with the NAB's retail promotion plan he knew what he was doing.

Sure enough, as soon as the convention reconvened the retailers insisted on answering *The World-Telegram's* blast before opening the next order of business. Typical of their comment were the remarks of E. H. Hunvald, prexy of the Pizitz Department Store, Birmingham.

"If radio is so lousy then I'm a damn fool and there are a lot of damn fools in the audience. I'm the biggest user of newspaper and radio advertising in Birmingham. (Eighty-four announcements a week on three stations; five quarter-hours, including two strips, on two stations.)

"Experience has proved that radio brings me sales at a lower cost than newspapers, yet I use newspapers because they are good and pay out. Saying that radio advertising doesn't pay is sheer stupidity. National advertisers made radio the top medium by spending more money on radio than they do newspapers and they know what they're doing."

Nuff said.

Radio, according to the seers, is a big business that must operate as a big business or disintegrate. There is room for everyone without weakening the industry structure by behind-the-scene brawls that unfortunately don't stay off stage.

The answer, say the sages, is for each faction to realize that what hurts one, hurts all, and vice versa. Once these groups realize their interests are interdependent, then unity will be possible. And, with unity, will come strength, sanity and progress.

Currently these key men are surveying related scenes since they want to assure freedom of competitive action before putting blueprints before the industry. But tentatively they see a NAB representing every phase, past, present and future, of broadcasting. With this one vital difference—the new NAB would represent the community-of-interest viewpoint. The component groups would organize within the new NAB and operate for their own interests—for example the low-power net affiliates might battle for as good a web contract as that given the high-watt affiliates. Or, FM could fight video for spectrum space—but always with the over-all realization that they all have a stake in the same industry.

After all, reason the trade leaders, the individuals and groups now in AM will tomorrow be in FM and television; so why persist in repeating the same errors or refusing newcomers the benefit of their knowledge? They realize that broadcasting has a number of selfish and short-sighted lone-wolf units that will resist the theory of community interest. But they also realize that the objective is worth the battle.

NEW YORK, April 15.—Paul Hollister, CBS v.-p., is in the Bermudas. Due back in fortnight.

# FM CHANNEL FIGHT LOOMS

## Commercial Operators Will Battle Educators, Co-Op and Churches for Air Space

CHICAGO, April 15.—Two developments here last week seemingly rang the bell which may make the immediate future of FM broadcasting a prize ring. First, the High-Frequency Panel of the Radio Technical Planning Board recommended that there be no specific allotment of FM channels for the sundry units—commercial, educational, religious, labor co-ops—within the FM band. Then the Ohio State University Institute for Education by Radio scheduled a discussion, for its convalesce early next month, on why more educators should apply for FM licenses.

With the application of many commercial AM operators for FM licenses already on file, with labor, church groups and co-ops planning to file, and with some educators already on the air, the combination of an open FM field and the pundits' yen for FM, there figures to be a battle royal for the limited number of wave lengths.

Despite the current outlook there figures to be a shortage of frequencies. RCA, in a recent report, estimated that there is room under the present allocation plan for 3,000 FM outlets. In addition, the RTPB Panel, by recommending the expansion of the FM band to include what is now the No. 1 video channel, apparently provides for the future.

### 579 Cities Sans Broadcasters

But the same RCA report says that there are 606 cities in the U. S., exclusive of the 96 population centers, with populations in excess of 10,000. Of these 606 there are 597 cities sans AM radio stations. These 597 cities are the crux of the problem.

With no segregation of FM channels, with FM transmitters a low-cost operation, with an obvious public need, with 597 communities now devoid of local radio, there are some in the industry who wonder what will happen if each of the interested groups starts applying for licenses. They deem it not inconceivable that in each of these towns a commercial, religious, labor, educational and co-op organization will file for an outlet.

Simple multiplication proves, in so far as these thinkers are concerned, that even if the RTPB Panel's recommendation is approved—and there is no certainty that it will be okayed—that there just won't be enough FM grooves to go around. These dopesters admit that they are figuring on everyone asking for a station in every town, which patently is improbable. But they also point out that there is no telling how much of the spectrum space FM will finally be allotted.

### Michigan Educational Chain

Meanwhile, they do know that the educational department of the State of Michigan is planning a 20-station FM chain. The Queen's Work Sodality, a Roman Catholic religious organization, wants an FM station near St. Louis. That's just a sample, but it shows that everybody and his brother who has a message is planning to start an FM station.

One of the chief attractions of this type of radio, according to George Jennings, acting director of the Chicago Board of Education Radio Council, is that an FM station can be built for what it would cost to build and equip two classrooms. Therein lies the candle which is attracting the sages.

William Dow Boutwell, Director of Information and Radio Service for the U. S. Office of Education, said a few months ago that there were more than 100 educational systems in the country planning to apply for FM licenses. Now, judging by the developments in Michi-

gan, hundreds more are in the market.

To commercial broadcasters all this means that they had better start planning now if they want a frequency at some later date. And, too, they can expect a battle for audiences when these varied groups begin to try to capture the American listener.

It is possible, some educators feel, that by means of FM a large section of the American public will hear for the first time something unlike the type of programs now broadcast by AM. Others say they will capture the audiences with programing sans soap operas.

Of one thing, however, the educators are sure. They are not going to allow their FM licenses to expire of neglect, as for example, they did years ago in Chicago, when the board of education had the AM frequency now used by WGN. They are going to fight for the FM listener; they are going to fight for FM frequencies.

In fact, who isn't?

## Boston "Post" Slaps Singing Air Ads in Punchy Editorial

BOSTON, April 15.—Commercial radio had a hefty punch thrown at it last week by *The Boston Post*, morning paper, which goes all over New England to some 400,000 readers. In an editorial printed Saturday (8), titled, *On the Way Out*, the paper aimed a solid one at commercial plugs, "singing commercials" in particular. It said:

"The 'singing commercial' on the radio seems to be on the way out, and this will be pleasant news for all radio listeners. It has been bad enough to be forced to listen to commercial broadcasts right in the middle of an interesting program, but when some of the announcers began plugging their commercials with nonsensical parodies, that was the last straw. One radio station will not take any more new contracts unless there is a provision that 'singing commercials' be excluded. Others might do well to do likewise."

Post radio editor Howard Fitzpatrick said that the editorial, the origin of which he could not give, expressed what he thought was a "growing public opinion in this section."

## No Air Vacations At WOR-Mutual

NEW YORK, April 15.—For the second consecutive season WOR has convinced its top names to stay on the air during the summer instead of going off for lengthy vacations. Angle is that station keeps and even increases its audience, as the current fans stick with WOR, knowing that their favorites are in action, instead of shopping around among the summer replacement shows.

Everyone from Bessie Beatty, John Gambling, Stan Lomax, Martha Deane and Gabe Heatter will stick. They will take a week's vacation at the most. Here the station will prepare transcriptions of the mikers and so keep the talent in action.

### Two Bets on Betts

CHICAGO, April 15.—The WGN press department became a bit confused this week.

On the same day, in the same release, they sent out two stories about Johnny Betts, station singer. One note said that Betts would start a new sponsored WGN program. The other said that Betts was skedded to enter the navy. Maybe the press department was not to blame, maybe it was merely reporting the facts, and the station management had done some peculiar booking.

Who'll bet on what Betts will be doing?

## Berle Boiling But No Points

NEW YORK, April 15.—The Milton Berle *Let Yourself Go* program underwent an on-the-air overhauling last Friday night before a live audience at the Ritz Theater. Cal Coon, producer, tested audience reaction of show on ad-lib basis. Program, so far, has been from script.

Other revisions are contemplated by the Blow Agency, which has been dissatisfied with show all along, altho the Eversharp sponsor has been insistent on the present format. Radio reviewers have consistently panned the program.

## Sheehan Leaving His WCCO Spot?

MINNEAPOLIS, April 15.—Rumor has Al Sheehan, assistant general manager and production director of WCCO, ticketed to leave that station after many years of affiliation with it.

Sheehan has been in radio 16 years and is one of the most widely known showmen in the Northwest. He ran the WCCO Artists' Bureau until the station disposed of it several years ago. He then returned to active radio work.

Producer last year of *Aqua Follies* in connection with the Minneapolis Aquatennial, Sheehan annually handles production of Minnesota State Fair show. His production abilities have set WCCO out in front on local live shows.

## Davis-Haley Gang Back Home on Coast

HOLLYWOOD, April 15.—Cast of the Sealtest ailer arrived back from Gotham last week in time for week's broadcast over NBC.

Headed by Joan Davis, party included Jack Haley, Tom McAvity, producer; Sharon Douglas, Dave Street, Verna Felton and writers Ray Singer, Dick Chevillat, Si Wills, and press agent Jack Melvin.

## From Blades to Pix

NEW YORK, April 15.—WOR has sold *The Better Half*, one of its audience participation shows, to Lorstan Studios. Show was on for Berkeley Razor Blades last year.

Program is a husband vs. wife quiz and stacks up as a good buy for the new sponsor, as Lorstan Studios are mass production and popular-priced portrait outfit. Tiny Ruffner will handle the emcee chores.

## S. C. Vinsonhaler To Buy Station KLRA on FCC Okay

LITTLE ROCK, Ark., April 15.—S. C. Vinsonhaler, manager of KLRA, has acquired control of the Arkansas Broadcasting Company, ops of Station KLRA, subject to FCC approval.

Majority of stock was bought from A. L. Chilton, Dallas, whose radio station holdings included KLRA and KGHI, Little Rock, and KSKY, Dallas.

## Atlantic Refining Set Balto, Philly And Hub Games

NEW YORK, April 15.—Six league teams, five of them in the majors and the other Baltimore of the International League, will have their games aired under the sponsorship of the Atlantic Refining Company when the 1944 baseball campaign gets under way next week.

Both major league affiliates in Philadelphia, the Athletics and Blue Jays, and both Boston clubs, the Braves and Red Sox, along with the Pittsburgh Pirates of the National loop, will take the air with live home games and reconstructed remotes. Of the aforementioned clubs, only both Boston nines will not play night ball, with the night contests of the others being carried.

An innovation in the form of a 50-minute *Sports Jamboree*, on the dates when the respective teams are not skedded or when atmospheric conditions forbid the contest, has been added this year. Format of the latter includes discussions of the teams, their standings in the pennant races, interviews with sports personalities, a fan questionnaire and other similar features.

Announcers familiar to the fans in their respective areas will again paint the word picture of the action. Byram Saam, assisted by Claude Haring and Doug Arthur, will air the Philadelphia games via WIBG, while the Pirate contests, with Rosey Roswell and Jack Craddock at the mike, will originate from WWSW. WITH will be the Baltimore outlet, with Bill Dyer doing the speling, while the Yankee Network, with the origin via WNAC, will carry the play-by-play accounts of the doings of the Boston entry. Jack Hussey will be the announcer for the last-mentioned clubs.

## WTCN's Higgins To Manage KRO If Cowles Sells

ST. PAUL, April 15.—George Higgins, St. Paul manager of WTCN, and sports-caster for that station, will become manager of KRO, Des Moines, if purchase deal with Cowles family for the outlet is made by Kingsley Murphy, of Minneapolis.

Murphy, member of the family which once owned *The Minneapolis Tribune*, sold to Cowles three years ago, has paid down earnest money to bind the deal. He has also applied to the FCC for transfer of license.

Higgins has been in radio in the Twin Cities since 1932 and his is the familiar voice at all University of Minnesota football broadcasts, as well as St. Paul American Association baseball games.

## Overseas' Circus Airing Via WNEW

NEW YORK, April 15.—WNEW will do a special half-hour show from Madison Square Garden, where the Ringling circus is current, on evening of April 25. Program to be short-waved overseas and aired there by Armed Forces Radio Service outlets.

Idea is to cover the *Big Top* for the servicemen. Kate Smith and Bob Trout, both CBS performers, will handle the mike. They'll do spelling, interviews with circus folks and gab with kids in audience who have dads overseas.

### Worrier Cantor

NEW YORK, April 15.—The Eddie Cantor *Time To Smile* renewal was held up pending the release of the latest March program ratings.

Cantor refused to buck Sinatra unless he was sure his audience topped the singer's by a comfortable margin.

### Handwriting on the Wall

MINNEAPOLIS, April 15.—In its new Radio City headquarters but five weeks, KSTP this week was forced to redecorate. The 70,000 visitors who traipsed thru the studios in the first few weeks of opening rubbed the paint off the walls.

## WWJ Adds Hour Morn and Evening; Det. All-Nite Town

DETROIT, April 15.—Pressure for radio time locally is reflected in the decision of WWJ to add two hours a day of broadcasting time in order to accommodate more sponsors. New extension makes sked from 6 to 1 a.m., adding an hour at each end of the day.

Angle that enters into the figuring of salable time at either extreme is the increase in popularity of early and late programs, both of which have been noted as war-time trends. Altho all-night shows generally have a limited application, indications, based upon reports from other

### Joan Edwards Round and Round

NEW YORK, April 15.—There is no doubt that April 29 will be long remembered by Joan Edwards. All that is on the agenda for Miss Edwards that day is an early-morning recording session, two sponsored programs via CBS, six shows at the Roxy, and a club date at the Waldorf-Astoria.

amusement fields as well, show that Detroit's war workers are ready for bed by around 2 a.m., and the city has definitely developed into a wide-open, all-night town.

## NYU '44 Workshop Has Plenty of New Faces on Faculty

NEW YORK, April 15.—The 11th Annual Summer Radio Workshop of N. Y. U. will meet for a six-week period, starting July 5, at Washington Square.

Faculty includes Robert J. Landry, director of Workshop; Elwood Hoffman, instructor in writing (CBS); Ernest Ricca, direction (Knox Reeves Agency); Wall House, acting and studio practice (N. Y. U.), and Leon Goldstein, station editing and publicity (WMCA).

Landry conducts two lecture courses, his own and a guest series which will include Frank Mullen, executive v.-p. of

### Charley "Deadline" Chan

NEW YORK, April 15.—Bob White, writer, director and star of *Bob White's Deadline Dramas* on WJZ, has been signed by Rauthruff & Ryan to write the new *Charley Chan* series. The new show, skedded to debut in June, will be sponsored by Lever Bros.

NBC; Joseph A. Moran, of Young & Rubicam, and Charles Gaines, of Frederick Ziv, Inc.

Ricca replaces Earl McGill this year; Hoffman takes over for Murry Dyer, now overseas for OWI, and House replaces Luella Hoskins, also overseas.

# They have written a Best Seller



## 263,000 COPIES

They have a program on The Blue Network. Sustaining Daytime. Five times a week.

They made five announcements during the week of March 13th offering a booklet for 5 cents.

To date, more than 263,000 letters and nickels have hurricaned in. And the end is not yet.

Who are they? What is the program? We will be glad to send you a full story because the program is for sale, and unless we are poor prophets it won't be available very long.

## *The Blue Network*

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • PITTSBURGH • SAN FRANCISCO



# The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN"  
HOOPERATING  
for evening programs

Vol. 1. No. 11E

(REPORT DATED APRIL 15, 1944)

PROGRAM	HOOPERATING	WEEKS TO DATE	NET & NO. STA.	OPPOSITION	AGENCY	SPONSOR & PRODUCT	TALENT COST	COST PER POINT
FIBBER MCGEE AND MOLLY	34.5	392	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	\$246.38
BOB HOPE	33.1	269	NBC 133	Corwin—CBS R. G. Swing—BLUE Amer. Forum—MBS Sunny Skylar—MBS	Foote, Cone & Belding	Pepsodent (Toothpaste)	\$11,000	\$332.33
EDGAR BERGEN	27.0	306	NBC 133	Star & Story—CBS A. L. Alexander—MBS Greenfield Choir—BLUE	J. Walter Thompson	Standard Brands (Chase & Sanborn Coffee)	\$10,000	\$370.37
WALTER WINCHELL	25.9	549	BLUE 167	R. Digest—CBS M-Go-Round—NBC Cleve. Symp—MBS	Lennen & Mitchell	Jergens (Hand Lotion)	\$ 5,000	\$193.05
RED SKELTON*	24.5	97	NBC 128	Creeps by Night—BLUE Talks—CBS San Quentin—MBS	Russel M. Seeds	Brown & Williamson (Raleigh Cigarettes)	\$ 8,500	\$346.94
JACK BENNY	24.2	457	NBC 132	Shirer—CBS Como—CBS Pearson—BLUE D. Thompson—BLUE Old Fash. Revival—MBS	Young & Rubicam	General Foods (Grape Nuts)	\$20,000	\$826.45
MR. DISTRICT ATTORNEY	24.0	254	NBC 125	J. Carson—CBS Spotlight Bands—BLUE Coronet Story Teller—BLUE First Nighter—MBS	Pedlar, Ryan & Lusk	Bristol-Myers (Vitals)	\$ 4,000	\$166.66
TAKE IT OR LEAVE IT	23.0	207	CBS 121	H. of Charm—NBC G. Lawrence—BLUE Good Will H.—MBS Cedric Foster—MBS	Blow	Eversharp (Pens and Pencils)	\$ 2,500	\$108.67
LUX RADIO THEATER	22.9	396	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	\$436.67
SCREEN GUILD THEATER	22.4	190	CBS 122	Contented Hour—NBC R. G. Swing—BLUE Top of Evening—BLUE Gladstone—MBS Education for Freedom—MBS	Blow	Lady Esther (Face Powder, etc.)	\$10,000	\$446.43
ALDRICH FAMILY	22.1	208	NBC 127	Death Valley—CBS Town Meeting—BLUE Human Adventure—MBS	Young & Rubicam	General Foods (Postum)	\$ 4,000	\$180.99
JOAN DAVIS-JACK HALEY	21.4	41	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	\$350.46
ABBOTT AND COSTELLO	20.2	120	NBC 134	First Line—CBS R. G. Swing—BLUE Carnegie—MBS Gladstone—MBS	William Esty	R. J. Reynolds (Camels)	\$10,000	\$495.05
BING CROSBY	19.4	349	NBC 134	Major Bowes—CBS Town Meeting—BLUE G. Heatter—MBS Bob Ripley—MBS	J. Walter Thompson	Kraft (Cheese)	\$10,000	\$515.46
KAY KYSER	18.9	313	NBC 127	Moments in Music—CBS R. G. Swing—BLUE Gunnison—MBS Arch Ward—MBS	Foote, Cone & Belding	American Tobacco (Lucky Strike)	\$ 8,000	\$423.38

\*Includes computed measurements for Eastern area portion of this network Hooperating.  
Average evening program rating is 9.9, was 10.4 last report, 10.7 last year.

Average sets-in-use is 29.5, was 31.8 last report, and 29.6 last year.  
Average available audience is 77.9, was 79.6 last report.

Sponsored network hours are 85¾, were 83½ last report, and 73 last year.  
Saturday afternoon leaders are "Pause That Refreshes" with 9.5; "Family Hour" with 8.0.

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

# HOPE AND LUX DOWN IN TCI

## MBS Gives "D-Day" Kit To Affiliates

NEW YORK, April 15.—Mutual, with an eye toward acquainting its affiliates on how to capitalize on the web's invasion plans coverage, has prepared a "D-Day" kit replete with info and plans for handling news when it breaks and advising its outlets as to the web promotional plans.

The kit is one of the most comprehensive news kits put forth to date and contains a multitude of carefully planned details. These are organized in a file-like folder that is divided in many sections.

The two main divisions of the portfolio deal first, with pre-invasion promotion, and second, with the Mutual blueprint once the attack starts rolling. Both of the divisions dwell with on-the-air promotion, newspaper and visual displays, and sample announcements.

Both the pre-invasion and after-invasion air promotional activities illustrated in the folder give stations ideas that tie in with the Mutual "Network for News" scheme. Tabloid announcements styled to fit in the interim between programs and break-in announcements that jibe with both commercial and sustaining airings are explained. In addition, a special transcription dramatizing radio news has been prepped and will be distributed along with transcribed news promotions to be spotted at intervals during the sked. The idea is to "keep-tuned-to-Mutual."

### Ads and Puff Copy

The newspaper section deals with mats and layouts containing photographs, biographies and publicity material about each and every Mutual observer, reporter and commentator. Suggested advertising copy is included along with copy describing the web's news facilities and coverage and facts about radio news technique.

The visual display section is illustrated with suggestions as to how the stations can best use car cards, window displays, news schedules, movie trailers, billboards, electric signs, truck posters and every other conceivable outlet for exploitation.

## WDRG Really Has Man-Power Aches

HARTFORD, Conn., April 15.—Hartford radio stations are feeling the man-power pinch. At WDRG, for example, most of the regular announcing staff have either enlisted or been drafted. Only one member of the staff of two years ago is still around, and he has one foot out the door. So an announcing school is in full operation, very quietly, at WDRG, and new men and women are being given an intensive course of instruction.

It is recognized locally that it takes at least a year to really train a good radio announcer, but a speed-up job is in progress. The first appointment of a woman announcer in the history of WDRG was made this week with the assignment of Landi Jones to its staff. Charles Parker, 19-year-old veteran of World War II, is being instructed in control-room operation, and Everett Jesse has joined the spellers.

## Best Buys

Period Ending April 15, 1944			Period Ending March 31, 1944		
Program	TCI	Hooperating	Program	TCI	Hooperating
Take It.....	\$108.69	23.0	Take It.....	\$105.04	23.8
Mr. D. A.....	166.66	24.0	Mr. D. A.....	180.18	22.2
Aldrich Family..	180.99	22.1	Winchell.....	184.50	27.1
Winchell.....	193.05	25.9	Aldrich Family..	190.48	21.0
Fibber.....	246.38	34.5	Fibber.....	260.74	32.6
Bob Hope.....	332.33	33.1	Bob Hope.....	301.37	36.5
Red Skelton.....	346.94	24.5	Davis-Haley....	312.50	24.0
Davis-Haley....	350.46	21.4	Red Skelton....	335.97	25.3
Edgar Bergen... 370.37		27.0	Edgar Bergen... 366.80		27.1
Kay Kyser..... 423.38		18.9	Lux Theater.... 370.38		27.0
Lux Theater.... 436.67		22.9	Screen Guild... 373.09		21.1
Screen Guild... 446.43		22.4	Abbott and		
Abbott and			Costello..... 469.48		23.1
Costello..... 495.05		20.2	Bing Crosby.... 492.12		20.3
Bing Crosby.... 515.46		18.4	Fred Allen..... 539.90		21.3
Jack Benny.... 826.45		24.2	Jack Benny.... 694.44		23.8

## Cobb's 'N.Y. Times' News Battle 4-Sided in Iowa Chain & Agency Men

NEW YORK, April 15.—Radio circles here started to burn over a *New York Times* article by radio writer Mabel Cobb this week which attacked current practice of making aspiring writers sign release statements for the stuff they hand in to agencies, nets and indies.

Miss Cobb charged that the hopefuls were getting the dirty end of the stick, and radio people fumed over the repeated parallel to Bud Shulberg's *What Makes Sammy Run*. She also stuck her neck out criticizing industry for losing manuscripts and lack of care. Radio feels that this razz was handled the wrong way.

Bob Landry, CBS director of program writing, sent a letter to *The Times* saying that he "deplored" the choice of Shulberg's main character, Sammy Glick, as an example, because Glick was "... a monstrous... and fictional character from the literature of Hollywood." He also said that Miss Cobb might have advanced her "self-interest" and that of "other radio writers" without drawing comparison "with one of the most obnoxious characters in recent fiction."

Trade was also sore because the reason for the releases, protection against nuisance for plagiarism, was not mentioned by Miss Cobb.

## MBS May Be Back In NAB Fold Soon

CHICAGO, April 15.—Several of the key stations of MBS are talking about rejoining the National Association of Broadcasters. Such gab is nothing new, but now with the NAB getting a new pilot, Harold Ryan, in place of Neville Miller, the talks may culminate in action.

Once the three key outlets are in the NAB fold the network will also return. The stations and the chain have been outside the fold since the radio monopoly fight of two years ago.

At that time, when the FCC started enforcing its rulings, the NAB supported CBS and NBC in fighting the commission while Mutual sided with FCC. It was then that Mutual pulled out of the trade association.

Since then much water has passed under the bridge. With Mutual operating under new leadership and the monopoly regulations sustained by the Supreme Court, the reconciliation stands a good chance of becoming a fact.

## Auto Dealers Buy Race Re-Creations

HOLLYWOOD, April 17.—Joe Hernandez has been signed by Marshall & Clappett, auto dealers, to new pact calling for five-a-week re-creation of races on California tracks.

Show airs over KFWB at 7 p.m.

DES MOINES, April 15.—The entrance of KXEL, Waterloo, into the fight for newcast listening audiences makes the Iowa battle a four-cornered affair. KXEL, Blue outlet, is using H. R. Gross, ex-governor material, as bait. Latter had big following before entering politics and is returning to the State to resume newscasting.

KSO and KRNT, CBS-Cowles stations here, are other entrants in the battle to wrest supremacy of the newscasting air from WHO (NBC). Latter pioneered the field, being one of the first Midwestern stations to install own news bureau and process its own news.

KXEL, in a bad spot on the dial, is using Gross, who formerly was a featured WHO commentator, as a means of getting audience to dial station. The Cowles stations are using as their come-on importations such as George Suderman and, latest addition, Stanley Dixon, Mutual commentator and former speaker of the State Legislature.

## Landt Trio Subs for School of the Air Vacation Session

NEW YORK, April 15.—A half-hour musical show built around the Landt Trio will follow *School of the Air* when it goes off CBS for summer hiatus at the end of this month. Show will use a three-piece instrumental combo—organ, piano and guitar—Catherine Carnes, of the Symphonettes, on vocals, and a novelty musical quiz.

Since Landt Trio has been concentrating on quarter-hour show and since new sked is a daytime half-hour strip, the new show stacks up as an experimental setto. Web's idea is to build a morning variety show that will be sponsor bait when the new season starts.

Landt Trio was summer fill for the same program last year, albeit only for a quarter hour.

## Our Error

NEW YORK, April 15.—Footnotes to the last TCI chart included a mention that "Red Skelton is rated for the EWT zone only." This was an error.

As most everyone knows, the Red Skelton setto is rated everywhere but in the EWT zone; this since ratings not made in East after 10:30 p.m. and Skelton is heard in those parts from 10:30-11 p.m. What the footnote should have said was:

"Red Skelton rating is actual for rest of the country but only computed for EWT zone."

## Corwin Plus Fidler Hit Pepsodent

### Benny Leveling Off

NEW YORK, April 15.—Several major fluctuations in the Hooperatings of the "First 15" this week revamped the TCI and emphasized once again the sensitivity of ratings to apparently irrelevant influences. With average ratings, sets-in-use and available audience all down, the top programs almost all followed suit.

Of the "First 15," only five programs, *Fibber McGee and Molly*, *Mr. D.A.*, *Screen Guild Players*, *Aldrich Family* and *Kay Kyser* were in the plus column. The highest increase was *Fibber's* 1.9. Yet this, plus *Bob Hope's* dip of 3.4, was enough to knock the *Pepsodent* comic out of first place.

This is a good example of extraneous influences at work. *Fibber*, back after a serious illness, grabbed some additional listeners. Since researchers figure that anything less than a two-point shift is inconclusive, the tall tale teller's 1.9 increase normally would not affect the standings. But coupled with a simultaneous sizable slump by *Bob Hope*, due apparently to Jimmy Fidler's blast and increasing publicity given CBS's *Norm Corwin's* show, which is *Hope* competition, the fluctuations assume major proportions.

Likewise, *Lux Radio Theater*, which normally sets the pace for *Screen Guild*, i.e., when *Lux* rises so does *Screen Guild* and ditto when *Lux* dips, this report brings the *SGP* right behind *LRT*. Last month the respective Hooperatings were *Lux* 27.0, *SGP* 21.1, a 5.9 difference. In addition, *Lux* was in sixth place while its shadow was down in the 13 slot.

This report the differential is only .05. Reason may be the coupling of clinkers two weeks running on *Lux*, with a nifty on the *Lady Esther* entry. Apparently the audience, dissatisfied with *Lux*, turned away, came back for *Screen Guild*. Since radio's drama fans are as fanatic as comic-strip devotees, this is possible.

The other major casualty was *Jack Benny*. His rating slipped down 4.6 and his TCI jumped \$132.01. Likewise, he slipped from third to sixth on the Hooperating. The reason, however, is innocuous. *Benny* had jumped 6.2 on the previous report due to the abnormal amount of publicity accruing from his announced leaving *General Foods* for *Pall Mall's*. So, actually all he was doing was leveling off; he is still 1.6 ahead.

The only change in the list was *Kay Kyser* from *Fred Allen*. *Kyser* didn't improve as much as *Allen* slipped. Had the dour comic held his own, he had a 21.3 last time out, he would have stuck in the money. Instead, he had a weak guest and lost just enough listeners to lose his position.

## WKRC Jamboree on Stage

CINCINNATI, April 15.—WKRC here has inaugurated a new series of *Saturday Jamborees* to be broadcast from the stage of the Strand Theater, Middletown, O., each Saturday at 7:30 p.m. In addition to the WKRC *Cornhuskers*, the line-up will include the *Sunrise Ranch Gang* and *Bernie George*, impersonator. *Byron Taggart* emcees. On April 30 the *Cornhuskers*, with *Jack Baker*, *Blue Network's Breakfast Club* star, will play three shows at Memorial Hall, Springfield, O.

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# TUNE-DEX

# WEEK RUNS FOR VIDEO SHOWS?

## Tele Repeats May Deliver Top Viewers

### Air Vision a Different Biz

NEW YORK, April 17.—The secret of air vision that will compete with radio broadcasting and motion pictures is simply a matter of adequate preparation, endless rehearsals and a willingness to forget ideas of pre-video entertainment. That, coupled with a plan to repeat the

"big time" air shows daily for an entire week or three times a week (so that the show nut can be written off against several visocasts—instead of one) should be an immediate answer to post-war video program aches, according to Bob Gibson, of General Electric, who

has charge of Station WRGB, Schenectady, N. Y.

There is as little reason to air a visual show only once as there would be for a Broadway first-run pic house to restrict a feature to one day or even a week, points out Gibson. Nobody in the theater expects that everyone who wants to see a picture will attend the theater en masse. Even if they did there wouldn't be a house large enough to hold them. While, of course, it's possible for everyone to tune in a video program, at least everyone who has a receiver in his home, it isn't logical to believe that everyone is home or even would be at home, were the announced telecast the Angel Gabriel blowing his horn.

Thus by repeating a live visocast several days the sponsor would be certain that he was reaching the majority of the viewers in the service area of the station over which the program was aired.

Naturally repeat performances wouldn't cost as much as the first show, and the original production expenses could be divided into as many parts as the times the show was transmitted. This has further advantages in that word-of-mouth advertising could be made effective, i. e., "If you enjoyed this evening's comedy, won't you tell your friends to look in tomorrow at the same time?" It's seldom that all the members of any one family are at home at the same time, and so if a show's good, and Gibson feels that week runs will put the producers on their mettle, the news will spread and so will the spectators. Repeats will also enable producers to improve shows from night to night.

### Pre-Net Scanning

In this manner the video producers will have what might be called a "shake-down" audience the first night—a "pre-Broadway" showing—which will enable them to better their production the second night just as a pre-Main Stem showing of a legitimate comedy or drama is changed night after night on the road before it reaches the crucial "first-night" critical audience. Projecting the idea further, it would enable a station feeding a program to a tele network to scan the show several nights for local audiences before the station sends it over the coaxial cable or booster-station chain.

Week runs would also answer the problem of having an adequate audience to sell sponsors as soon as possible after the war. While the set manufacturers feel certain they'll have thousands of receivers off the assembly lines within a year after they're allowed to start to manufacture civilian equipment, the station ops realize that they must be able to deliver audiences that run into the hundreds of thousands and that, if listeners continue to tune in pic the way they tune in sound, only a fraction of the available video receivers will be tuned in to any one program on one night. Therefore it might be years before they have an audience big enough to interest (See *Week Runs for Video* on page 29)

## Ralph Austrian Defends Pic Industry

New York.

Editors *The Billboard*:

I was much interested in the various comments in the daily and trade press regarding telecasting of MGM's movie short, *Patrolling the Ether*, on NBC's television station Monday evening, April 10.

The impression is created that this short subject was made especially for television, and one publication ventured to state that if the premier of this short is a sample of the movie television fare to come, the video experts might do well to bring live personalities to the television cameras.

I should prefer to think that this short subject was televised merely because it was timely and topical, not that it represented what can or should be made for prime television entertainment. I would prefer to believe that MGM knew more about making shorts for television than it exhibited in this two-reeler. As a matter of fact, it was made for theater release, not for television release.

I cannot imagine anyone making a picture today for television where a long sequence is photographed at dead of night in a graveyard. I think the motion picture industry should be given credit for more intelligence.

April 12, 1944.

RALPH B. AUSTRIAN,  
Radio and Television Consultant for RKO.

## Television Reviews

### B&K Television

Reviewed Thursday (13). Style—Film, drama, variety. Sustaining on WBKB (Chicago).

One thing about B&K video is the informality of the programs. There is no posing, no pretensions, no pompousness. Instead there is a frank, friendly approach which smacks of shrewd planning, a sane approach and professional savvy. The result is an air of nonchalance and ease which makes for good and varied entertainment.

Fran Harris's work as mistress of ceremonies of an exhibition of weight lifting was typical. Fran had a calm charm and a friendly, gay manner of introducing and interviewing Weight Lifter Ed Wilkie which made enjoyable what otherwise might have been stilted television material. Weight lifting under ordinary circumstances might put a video audience to sleep, but this didn't. Credit Fran with adding zest to the performance.

Films at present are still just fillers in television, and not very good, so there is no sense going into detail about the three WBKB showed this night. Some day they will be better. Meanwhile, it must be remembered that they are not made for this medium. One fact is apparent, however. As long as available films are not suitable for television, they should not be used. "Live" talent is the answer.

The dramatic portion of this program really clicked. Again simplicity was the keynote, and its use proved WBKB program execs know the limits of current television and, consequently, don't ham up a show by over-reaching.

With good lighting, expert camera work and free-moving acting, this portion of the show dramatized why the average American should eat more potatoes. Sounds trite but it wasn't. It was a good documentary built around a housewife and husband discussing the value of potatoes as a food, a food which the government wants eaten right now. There was even a little sex via the wife, a blonde with curves, dressed in shorts and blouse. That always helps.  
Cy Wagner.

### Dragonette in First Again; Big Video \$\$

NEW YORK, April 15.—Jessica Dragonette, pioneer radio singer, now becomes one of the first names to sign for video. The high and middlebrow artist will start on new Television Workshop series, *Your World Tomorrow*, April 30 over W2XWV-DuMont at 9 p.m.

In addition, she becomes one of the first four-figure wage slaves in television.

### Milland Cantor's Guest

HOLLYWOOD, April 17.—Ray Milland trains out this week for Gotham and will guest on the Eddie Cantor show April 26 from Fort Dix, N. J.

### WOR-DuMont Television

Reviewed Tuesday (11), 9:15-10:15 p.m. Style—Variety. Sustaining on W2XWV (New York).

Anyone who is crazy about amateur shows, especially the kid brand with gobs of vocals, would have enjoyed this edition of *Video Varieties*. Bob Emery brought his Rainbow House Gang, dressed in costumes of the Gay '90s, before the cameras.

Joe Bolton emceed and neatly, too, while Emery, in clown make-up, popped in and out with some excellent pantomime.

A few of the dozen or so youngsters sing rather well. Most of the group are mediocre, however, but they are well-coached. Vocal program was balanced with most of the old pops and some not so popular.

A take-off on a silent movie audience was an interesting intermission bit. Marcia Kobi, Lucky Fields and Harvey Marlow put on a dumb-show, pretending to react to a pic, the moods of which were indicated by Bill Wirges on piano. Fields and Marlow conceived and directed the skit. Credits were given via a movie-type roller, while the group sang *I See Your Face Before Me*, the program's theme song.

Despite the inexperience of the youngsters and the monotony of too many vocals, the show moved fast with Bolton's emcee patter and Emery's panto routine in clown garb.  
Wanda Marvin.

### Tele Panel Makes Reports To RTPB

NEW YORK, April 15.—The television panel of the Radio Technical Planning Board, made up of industry members, met here yesterday and adopted its report on television. The report has been submitted to the board.

Meeting chairman was D. B. Smith, of Philco. George Adair, chief engineer of FCC, also attended session but only in capacity of observer. After session was over, minutes were forwarded to FCC, but that agency has no control or connection with RTPB.

Session yesterday was not considered very significant by FCC, as findings of the panel have to be considered by full board, and belief is expressed that there will be considerably more discussion before board formally makes television recommendations. Also considerable time will probably be consumed.

Television RTPB Panel (No. 6) has had several meetings and has moved much faster to date than other panels of which there are 11.

Panel report signifies, however, that industry is anxious to push television plans and make recommendations as soon as possible. There are now 33 video applications on file with FCC.

## MGM Tele Pix Build-Up Lays Video Egg

### Publicity Big, Pic Nix

HOLLYWOOD, April 15.—Premiere of MGM's two-reeler *Patrolling the Ether* was held here this week and shown simultaneously in five other cities throughout the country. Advance bally touted the preem as in collaboration with Federal Communications Commission, as pic showed activities of Radio Intelligence Division of the FCC.

Televised over Don Lee's W6XAO, film had little to recommend it as video fare. Short, due to be released April 20 in theaters throughout the country, had been reduced from 35mm. to 16mm. for the special showing.

William Downey, local rep for the FCC, set the stage with brief commentary. Choice of *Patrolling the Ether* for such an occasion was not too wise, it was felt in most circles. While acting was good and most shots were effective, the night scenes, as could be supposed, did not come over any too well. Punch of the film was in the after-dark sequences, so naturally highlight was missed.

Many of those who have been talking up television as being "just around the corner," showed their disappointment at the showing. But this fact will have no bearing on the future of the new medium, only causing video officials to pick a better subject next time special showing is given a nationwide publicity build-up.

## Chi Radio Big Shots Back To School--To Learn Video

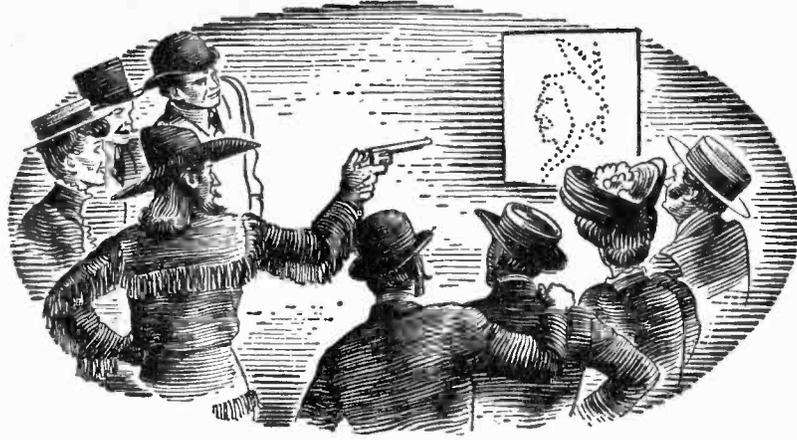
CHICAGO, April 15.—The members of Chicago's Radio Management Club—agency and station execs—will hold their breath and take their first plunge into the television pool April 19 when they attend their first television class at the studios of WBKB, B. & K. video outlet here. According to present plans, the radio execs will attend lectures for about five weeks and after that they will start wrestling with problems of actual tele show production.

The first lecture will be given by Com. Bill Eddy, tele pioneer, who was chief of the B. & K. station before he joined the navy to take over the operation of naval Radar schools. There will be one three-hour lecture a week for the five-week period. Each firm represented by the 35 Radio Management Club members will be allowed to have two top-notchers on hand. These lectures will cover the history of television and discussions of lighting, script writing, costumes, as well as the essentials of the electronic theories on which television is based.

## Weather Grounds Zenith Part in MGM Pic Premiere

CHICAGO, April 15.—Television stations that in the future plan to use films flown in from distant spots will have to hire themselves some weather forecasters, it seems. Television crystal gazers have been trying to figure out ways to jump over every possible obstacle that might be put in their way, but so far they have forgotten about Old Man Weather and his habit of interfering with transportation schedules.

The FCC-MGM film, *Patrolling the Ether*, was scheduled for telecasting on Zenith's tele station WGXZV Monday night, but at the last minute the plane carrying it from New York was grounded by a storm and the show was off—bang, just like that.



## HOW TO "SHOOT" PICTURES

Tent-show audiences stood up and cheered when Deadeye Dick banged out an Indian-head with 87 shots.

Roughly speaking, the latest improvement in Dick's technique is known as television. Of course, television is somewhat less noisy, and — need we add — somewhat more accurate.

Television's "gun"—the DuMont Cathode Ray Tube—shoots its bullets with incredible rapidity—and it shoots billions of them, not just 87. These bullets are electrons, electrons which are simply infinitesimal *pieces* of the picture being televised.

The magical DuMont gun . . . television in its full glory!

This truly revolutionary achievement will mean much more in your life as soon as the war's over.

The time is nigh. We are ready. DuMont Television-Radio sets for your home represent television at its most advanced stage . . . the *truest*, clearest kind of instantaneous image reproduction, made possible only by the Cathode Ray Tube.

You've waited a long time for television. Accept nothing less than DuMont quality.



Allen B. DuMont, television pioneer, who developed the famous "gun that shoots perfect pictures," the DuMont Cathode Ray Tube. This spectacular triumph (now at war along with other DuMont achievements) has been a seven-league step in television's long march from a laboratory curiosity to a new world's cornerstone.

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# WAXING IS EVERYBODY'S BIZ

## Indie War - Baby Recorders Supply Missing Production For Jukes and Disk Retailers

### Ban-Blessed Platters Peacetime Question Mark

By WANDA MARVIN

NEW YORK, April 15.—The gold rush of '49 was kids' play compared to the record rush of '44. Everyone, it seems, is going into the waxing biz—music pubs, talent agencies, record dealers, jobbers and Joe Doakes. Apparently all that is required is an office, a phone and a license. The new diskers, for the most part, rent a studio by the day, hire talent, cut a master, and send it out of town for pressing. With the dearth of disk material and man power and the record ban, the rash has become music's nouveau-riche. Tho many operate in their hats today, some of these indies present a potential post-war threat to the established companies—Columbia, Decca and Victor.

With the demand for disks greater today than ever before and two of the major waxers crippled by the record ban, the output of every newcomer is absorbed. Quality, ethics and other such matters simply aren't part of the present set-up of many of the indies.

Practice is to record as cheaply as possible, either use bands whose real names can't appear because they're under contract to one of the three majors, or pick-up aggregations. They sell for cash. A survey conducted by *The Billboard* shows 26 legitimate recording firms that were non-existent two years ago.

#### There's a Limit

The indies are making money now, but with present restrictions there is a limit to what they can do. What happens after the Petrillo ban and the war is the question. The Tin Pan waxery is divided into two camps. The pros say the indies will flourish wildly, the cons say they will be pushed out of the biz, but fast, when the majors can hit on all cylinders.

The pros base their argument on the increased juke box trade, on the growing demand for records in general, and the belief that radio-set manufacturers will put phonographs into every receiver after the war. The cons point out that the little guys won't have name talent for their waxings; that they can't compete with the slick distribution and selling job the biggies will do; nor with the quality of the majors' output.

The radio-phonograph angle may be something. In the opinion of many observers, radio equipment makers, anxious to clean up before tele arrives, will try desperately to glut the market with new radio sets that incorporate FM, phonographs and other gadgets to snag the consumer dollar. It logically follows that people will buy records if they can play them.

#### Dealer Resistance

That the indies may meet dealer resistance after the war has to be considered. A dealer won't want too many labels—and he'll want the best. In eliminating labels, a lot of the indies will be left out. The majors can make deals whereby they supply not only the *Hit Parade* stuff, but music in a wider range of type than the small fry.

One observer recently pointed out that it would normally take a record company two or three years to become established. Decca, for instance, limped along without making money for months. Decca, with a series of good breaks, among them the signing of Bing Crosby, brought it out of the red. The small outfits haven't had to go thru that struggle. Their output had a guaranteed sale before pressing—thanks to the peculiar condition of the business at the moment.

#### Indies Sans Presses

Not one of the indies has its own pressing equipment. They send their masters to the Scranton Record Company in Pennsylvania or to Clark of Newark. If the majors bought out these factories, (*Waxing Is Everybody's Biz on page 66*)

### But Will They Talk The Same Language?

NEW YORK, April 15.—Music trade will rub and bend elbows with highbrow literary lights April 24 when Julian Messner, publisher of Edward B. Marks's new book, *They All Had Glamour*, throws a "gas-light" cocktail party to launch the effort. Waldorf-Astoria decor and the entertainment will all hark back to days when mother was a girl.

## Hunt Builds New Dancery to House Orks; Opens July 1

WILDWOOD, N. J., April 15.—Altho the Starlit Ballroom of Hunt's Ocean Pier, the resort's only dancery, went up in flames when a fire Christmas morn burned the entire amusement center to the ground, summer steppers will still have a chance to take it on the hoof.

William C. Hunt, head of Hunt's Amusement Enterprises here, announced this week that the Starlit Ballroom will again light up at another boardwalk site in Hunt's Auditorium. The scene of wrestling matches in former seasons, the auditorium is being transformed into an attractive spot with a dance floor. Hunt aims to have the dancery ready for full-time operation July 1, and plans on bringing in the available name bands for week-end or full-week stands.

NEW YORK, April 15.—Maude Johnson, composer of *Sweet Rosie O'Grady*, filed suit against 20th Century-Fox in New York Federal Court this week. She charges unlawful use of the title, asks a slice of the profits, and an injunction prohibiting distribution or exhibition of the pic.

## Coast ASCAP Gang Sans Board Member Want Vote for Rep

HOLLYWOOD, April 17.—Possibility that West Coast songwriters may demand representation in ASCAP was seen when local group claimed that it should be allowed to vote for its own rep. Existing by-laws would have to be changed in order to do this.

As result of recent ASCAP election whereby Wolfe Gilbert, who has headed the Coast group for seven years, was defeated for re-election to the governing board, it is estimated that 250 members in this area are without local representation. Group is said to be framing a plan whereby entire membership would vote for election on one member who lives and works on the Coast.

## Lunceford Pulls 30,000 in 12 Dates; DuPree Sets Swing and Hampton Dates

### Dixie Wants More Bands

PHILADELPHIA, April 15.—Reese DuPree, dean of the race dance promoters, is back at his home quarters here planning two major promotions. He returned from a tour of the Southland with Jimmie Lunceford's band to usher in his spring season and mark his 43d year as an active dance promoter. Between March 2 and 30 DuPree promoted an even dozen dates for Lunceford. And, even tho a rainy spell hit some of the early dates, DuPree reports that it was one of his most successful tours.

With \$1 the average price, Lunceford attracted a little better than 30,000 dancers for the 12 dates, attendance running from 1,800 to 3,500, with turnaway crowds at three of the stands. String of one-nighters started here at Town Hall March 2 with a crowd of 2,000. On March 3, 2,200 dancers turned out at the Armory in Wilmington, Del. Rain dampened the gate March 6 in Norfolk, with 1,800 turning out at the Palais Royale. On March 7 Lunceford attracted 2,600 persons at the Foxall Warehouse, Rocky Mount, N. C., and March 8 a crowd of 2,900 at the Victory Warehouse, Goldsboro, N. C.

A capacity crowd greeted Lunceford March 9 at the Armory, Charlotte, N. C., with 3,200 on hand, and again March 10, when 3,500 overflowed Township Auditorium, Columbia S. C. On March 13 in Charleston, S. C., Lunceford brought in 2,000 persons, with a capacity crowd of 2,500 March 14 at the Municipal Audi-

torium, Savannah, Ga. Munny Aud holds only 2,200, and DuPree reports that it was necessary to shutter the box office at 10 p.m.

Crowd of 2,700 turned out March 21 at City Auditorium, Macon, Ga., and tour wound up March 30 in Greenville, S. C., with 2,600 turning out at Textile Hall. On the over-all Lunceford averaged 2,500 dancers per date.

### Dixie Wants More Bands

DuPree reports that the Southland is still the most fertile field for the dance promoter. There is a crying need for more bands below the Mason-Dixon Line, he says. Demand is greatest for names, with Lionel Hampton getting the most nods.

For the remainder of the season, before starting his summer activity, which will be concentrated down South, DuPree is figuring on only two major promotions for Philadelphians, spotting only the territorial bands at his Strand Ballroom here. The two major events include a swing concert at Academy of Music and a Lionel Hampton dance.

DuPree, who shattered attendance records at the Academy of Music, local concert hall, when he presented Duke Ellington for a swing concert, is figuring on an early May repeat at the academy. Will stage a *Spirituals To Swing* spectacle, figuring on Count Basie to top a swing-star studded program of singers and instrumentalists. For the Hampton

## WJJD Spears AFM Drive for Indie Tootlers

CHICAGO, April 15.—The initial move in an effort to make the smaller independent stations in Chicago hire more musicians was taken here yesterday (14) when the AFM local suddenly ordered the musical staff of WJJD to go on strike. Altho the strike order is viewed as the beginning of a move to make all the independent stations here increase their staff of musicians, just as the network outlets were forced to do recently, no station, other than WJJD, has been approached with a proposal of staff increase by the AFM.

Ralph L. Atlass, president of the company now owning WJJD, the company which has sold the station, pending FCC approval, to Marshall Field for \$700,000, said that the union had demanded that he increase his staff of musicians from 10 to 20.

Union officials would not comment as to the reasons for the strike, but Atlass issued a statement outlining his side of the controversy.

"There had been no strike threat or no strike vote by our musicians. Our men now receive a minimum of \$75 per week for a maximum five-hour five-day week. They now work, exclusive of turning records, an average of less than seven and one-half hours per week per man. The staff is now working less than 25 hours per week, including record-turning duties."

The station requested conciliation by governmental authority. The union has refused the services of the U. S. conciliator.

As a consequence of the strike, WJJD office employees are now acting as disk jockeys.

## Dorsey & Lombardo Push Newest BMI Nos. 1-2 Plug Tunes

NEW YORK, April 17.—BMI latest for one and two plugging, *When You Put On That Old Blue Suit Again* and *Kentucky*, will be introed by Tommy Dorsey and Guy Lombardo, respectively, this week.

Same outfit has signed Robert Stoltz's score in the new Rene Clare pic, *It Happened Tomorrow*, for future release.

date, late in May or early June, DuPree figures on taking over the city's giant Convention Hall. He will endeavor to bring Nat Towles back east for the date to repeat the "Battle of Swing" between Hampton and Towles that attracted a record-breaking 4,400 at Town Hall here earlier in the year. With Town Hall much too small to house the anticipated crowds, Convention Hall offers the only larger ballroom. Hall accommodates at least 10,000, and DuPree figures that Hampton, in a band battle, will draw between 7,000 and 8,000 dancers, which would be an all-time record for a one-night turnout.

In addition, DuPree was called in to promote a May 26 prom for the local Negro Musicians' Union at Town Hall. No name set as yet for the date. While activity is nil here, as far as white dance promotions are concerned, local territory affords a rich harvest for the race proms. Last Monday (10) saw virtually every local Negro band on a stand. Club Nestor, for its 10th annual Easter dance at Town Hall, had five bands locking horns, using the crews of Jimmie Gorham, Slappay's Swingsters, Jimmy Adams, Jimmy Tisdale and Jimmie Shorter. Shorter also took in an afternoon dance at the Elate Studio. And at Strand Ballroom, bands of Mel Melvin and Calvin Todd battled it out. Also on the dance calendar was Lucky Millinder last night at the neighboring Camden (N. J.) Convention Hall, with Erskine Hawkins skedded for next Thursday (20) at Turner's Hall here.

## Artie Shaw Set On Comeback

HOLLYWOOD, April 17.—Attempts to lure Artie Shaw, recently discharged from the armed forces, back into the band leader fold are meeting with success, it was revealed here this week. Rumor has it that Shaw already has a 30-piece outfit rehearsed and ready to go, but maestro is said to be holding off accepting any dates until he can line up an air commercial.

Management of the Palisades Ballroom, formerly La Monica, at Santa Monica, has made overtures to Shaw's managers, offering a lucrative deal for a summer stand. Ballroom reps are of the opinion that Shaw would be a good draw for the hot months, getting the jitterbug crowd during vacation.

While radio deals are said to be cooking, nothing definite has been set. Many rumors are making the rounds relative to Shaw's return to the band biz, one of which is that he has a tentative agreement to go into the Palisades. Al Yohe, operator of the ballroom, claims that deal with Shaw is set, but this is denied by other sources. According to Yohe, Palisades will shutter after a brief run with the Tommy Reynolds ork. Reopening is skedded for April 22 with heavy pub campaign stressing name-band policy. But whether Shaw will be the boy on the stand or not remains to be seen.

There are many conflicting stories about the status of Shaw and the Palisades. One has it that the Palisades was going to fold. One fact that made the Reynolds crew make such a poor showing was the fact that ballroom management was unable to get liquor license. However, this has been straightened out now.

Claiming there was no truth in the story that the Palisades would close for good, Walter Newcob Jr., owner of the Santa Monica pier and lessor of the ballroom, stated that the spot would remain open for the summer at least.

Santa Monica has always been considered a dead spot by band bookers. The old La Monica did small biz even in the lush name-band days. Big play has always gone to the Casino Gardens in nearby Ocean Park, with the Dragon, at the same beach, getting its share of the gravy. Whether the Palisades can overcome the handicap of having a flop past, will be up to smart management and good name band that can lure the customers regardless of the location.

## Coast Bookings on Bands Big; Malneck And Hutton Set Pix

HOLLYWOOD, April 15.—Activity in new band bookings was noted in this area, with ork scene getting general shifting around. Spade Cooley's new second band, the Rhythm Riders, play a week-end date at Mission Beach ballroom, San Diego, this week-end. Jan Garber and ork are slated to follow Hal McIntyre into the Palladium May 2. Ken Baker's crew open this week at Rendezvous Ballroom, Balboa, for an indefinite stand.

Stan Kenton's band plays the Aragon Ballroom, Ocean Park, April 28-30. This week-end Art Whiting's ork will play the beach spot with two other bands, Spade Cooley and Don Kaye. After winding up his engagement at Florentine Gardens, Muzzy Marcellino goes into the Aragon for a one-nighter April 22.

Phil Dooley's ork has been given an extension at the Showboat, San Diego, while Emil Coleman and band return to the Mocambo April 26. When Hal McIntyre bows out of the Palladium he takes his band to the Golden Gate Theater, San Francisco, week of May 10. Matty Malneck's crew has been signed for a Universal short and is recording seven numbers for the film. Ina Ray Hutton and her ork have signed pact with Columbia for new film, *Glamour for Sale*.

## "What a Difference" Set For E. B. Marks Comeback

NEW YORK, April 15.—Marks Music Corporation is continuing the revival of oldies.

On the heels of *Paper Doll* and *Poinciana* comes the 10-year-old *What a Difference a Day Made*, fox trot by Stanley Adams and Maria Revia.

Ditty skedded for top plugging.

### More Ways Than One

NEW YORK, April 15.—Gal phog at Basie opening at the Lincoln Blue Room was griping about the fact that the Broadway crowd was hell on the take of a poor girl trying to make a living with the lens. That was, of course, until she found out that the bobby socks in the room would pay \$2 a print of the pic she had taken of Sinatra who was at the shindig. Instead of selling the shot once to the Voice, she did a land-office biz with the fans.

## Industrial Music Equipment Rules Set by WPB

WASHINGTON, April 15.—Routine for obtaining sound equipment for broadcasting music to workers in industrial plants was set up by the War Production Board this week.

Applications for the sound equipment must be made by plant owners. As installation will involve some construction, Form WPB-617 is required. Where only a small dollar outlay is required, however, WPB has ruled that Form WPB-541, must be used.

WPB officials declared that applications for sound equipment would be judged in the light of their contribution to the war program. Those plants engaged in essential production, or in the performance of essential services, will have their applications approved if the installation of the sound equipment will be of material assistance in increasing production.

## Cooley To GAC

HOLLYWOOD, April 17.—New seven-year pact has been signed between Spade Cooley and Tommy Rockwell's General Amusement Corporation. Cooley and ork switched to the GAC banner last week.

# AFM Claims Bookers Guilty Of Inspiring Entrances of Mexican Tootlers to U. S.

## Under-Scale \$\$ Pointed as Reason

HOLLYWOOD, April 17.—Latest developments in the American Federation of Musicians' investigation of alien musicians may include booking agents. Spokesman for AFM claims that bookers are responsible for current influx of Mexican musicians into this country, in violation of immigration laws.

Union is basing its contentions on immigration act of February 5, 1917, which states that it is illegal for any person or persons to induce, encourage, aid or arrange for aliens to enter the U. S. on promise of work, whether such promise be true or false, where existing wage

# "Goodnight, Soldier" Latest Sheet Music Freak; Bass Fiddler-Pub Cashes In

## It Can Happen In Hollywood

HOLLYWOOD, April 17.—Dream of all small-time, free-lance song-writers to get a number published and see it heading for the hit parade has been realized by Harry Johnson, owner of a general store in Conner, Mont. Song in question is "Goodnight, Soldier," which to date has only received 10 air plugs but yet has pulled orders from music jobbers to the tune of 176,000 copies. Song is one of those things which has the boys along music row dizzy, and it isn't from the heat.

Aside from Johnson, who has a good song, success of the number goes to Joe Cascales, local bass player, who got hit by the publishing bug a year ago. Cascales, who is a member of KNX ork staff, decided to give

his new urge full fling, so he told Hedda Hopper about it when he showed up to work on her show, *Hollywood Showcase*.

Film columnist gave Cascales a plug in her column the next day and the item was read by Johnson at Conner, Mont. Johnson sent the number to Cascales and the new publisher decided that this was the one that would get him the ride on the gravy train. Cascales contacted Arthur Schwartz, of Pacific Music Sales, and latter agreed to give him needed lift.

### Judy Canova Plugs It Over

Song lay dormant until Cascales moved over to some bass-pounding on the Judy Canova show. The backwoods thrush heard Cascales do a chorus on his fiddle during rehearsal and asked about the tune, and decided to do it. Song has had two plugs on the show, and now the weekly sign-off on the ailer is eight bars from the tune. First attention that number received was when Schwartz received order from a New York jobber for 2,500 copies December 23. Schwartz, in the meantime, had forgotten about the number and didn't believe he had it. Cascales reminded him of the tune, but, even so, Schwartz thought the jobber order must have been a mistake. Harry Tenney, New York rep for Pacific Music, wired Schwartz, saying orders were coming into Manhattan for the number and wanted to know what was what. Music house then went to work and sent the number to the printers. Orders began increasing up thru first of the year, with a top single order of 9,200 copies.

### 80,000 Order

What is believed to be the largest single order ever received for sheet music was rung up this week when Pacific Music sales got request for 80,000 copies from Music Dealers' Service, which wants to put the tune on its racks. Printers (See Sheet Music Freak on page 21)

## T.D., Krupa Break Milwaukee Record; 33G; 53,000 Payees

MILWAUKEE, April 15.—In a terrific week at the Riverside Theater here, Tommy Dorsey's ork, with Gene Krupa as special attraction, broke all existing house records established during the 10 years the theater has been under Weisfeldt management.

Tho it was biz-killing Holy Week, band grossed \$33,658, beating Spike Jones's previous house record of \$24,000 by \$9,658. Record was set in face of higher prices resulting from new tax, repeat sittings by teen-agers, and new sidemen being broken in right on the job.

T.D. was guaranteed \$12,500 for the stay, against 50 per cent of gross, and drew over \$17,000 for his share. T.D. worked 43 shows during the week, smothering the previous record of 31, set by Jones and Mae West. He averaged six shows a day and squeezed in seven on Saturday. To top it all off, he broke all attendance records, including the one set by Major Bowes with 53,000 cash customers.

Rumors that T.D. is to retire and turn ork over to skin-beater Gene Krupa were hushed when he said:

"Hell, what would I do with all that time on my hands?"

Dorsey is current at Frank Dalley's Terrace Room in Jersey, and goes into the Panther Room, Hotel Sherman, Chicago, for a limited engagement starting April 28.

## Music To Heal By

WASHINGTON, April 15.—An interesting experiment in "convalescent" music is soon to be undertaken at Walter Reed Hospital here.

Until a local musical therapy unit is available, a team of three trained therapists will be sent from New York, with their expenses paid by ASCAP and other interested musicians.

Already a call has gone out locally for musical talent, and Frances Paperte, of New York, is arranging the experiment.

Maj. Gen. Shelley U. Marietta, commandant at Walter Reed, admitted that the musical experiment is to be tried, but added "we will have to be shown."

The violin, piano, flute, harp and auto-harp are among the most suitable instruments for use in musical therapy, according to Miss Paperte. Vocals will also be used, she said, with emphasis on the soft, crooning type of voice.

The musical treatment will be administered only after it has been prescribed by physicians, Miss Paperte asserted.

"It's a musician's idea of therapy," she said, "but the doctors are going to run it."

# Where Does E. B. Marks Dig 'Em Up?

THAT'S WHAT ALL TUNE PAN ALLEY HAS BEEN WANTING TO KNOW FOR YEARS AND YEARS.

## Here's Another Great Batch POINCIANA

Which Has Picked Up Where "Paper Doll" Left Off — As Recorded by Bing Crosby, Jerry Wald, Dave Rose, Enric Madriguera and Benny Carter.

## WHAT A DIFF'RENCE A DAY MADE

Which Is Beginning to Loom As One of the Most Super-Super Revival Hits We Have Yet Pulled Out of Our Magic Hat.

## MY NATIVE LAND

Which May Never Develop into Another "Over There", but is the Most Stirring and Blood-Warming Patriotic Song We Have Been Fortunate Enough to Encounter Yet.

## My Thoughts Are Roamin' Tonight

Which Is As Typically American a Cowboy Song as "Home on the Range", Thus Proving the Enormous Versatility of its Great Viennese Composer, Robert Stolz.

## APRIL AGAIN

Which Is Brand New, Lovely in Melody and Lyric, Just the Song for This Time of Year and the Latest Success by the Incomparable Ernesto Lecuona.

## You Didn't Want Me When You Had Me

Which Is Celebrating its Silver Anniversary (While its Publisher Enjoys His Golden) by Suddenly Popping Into the Limelight Again as Swooners Swoon and Millions Sing.

ATTENTION SHOW BUSINESS!

**Edward B. Marks'**

Important New Book

**"THEY ALL HAD GLAMOUR"**

(From the Swedish Nightingale to the Naked Lady)

Is Officially Released This Week by Julian Messner, Inc.

448 Absorbing Pages — Hundreds of Priceless Illustrations.

NOTE: E. B. Marks Will Personally Autograph Any Books Ordered Direct from His Firm. Price \$4.00.



EDWARD B. MARKS MUSIC CORPORATION  
RCA BUILDING, RADIO CITY, NEW YORK • Frank Hennings, Gen. Prof. Mgr.



# PART 1—The Billboard

## SONGS WITH MOST RADIO PLUGS

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

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

TITLE	PUBLISHER
And So Little Time	Lincoln
And Suddenly It's Spring (F)	Famous
Amor (F)	Melody Lane
Besame Mucho	Peer International
Do Nothin' Till You Hear From Me	Robbins
Don't Sweetheart Me	Advanced
Easter Parade (M)	Berlin
Easter Sunday With You	Feist
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 Seeing You	Williamson
I'll Get By (F)	Berlin
I'm in Love With Someone	Campbell-Porgie
It's Love, Love, Love	Santly-Joy
I Wish That I Could Hide Inside This Letter	Shapiro-Bernstein
Long Ago and Far Away (F)	Crawford
Louise (F)	Paramount
Marianne	Remick
My Favorite Song	Southern
My Heart Isn't in It (F)	Leeds
My Love, You Haven't Gone Away	T. B. Harms
Now I Know (F)	Harms
Poinciana	Marks
San Fernando Valley	Morris
Someday I'll Meet You Again (F)	Witmark
So Goodnight (F)	BMI
Speak Low (M)	Chappell
Time Alone Will Tell	Bregman-Vocco-Conn
When They Ask About You	Berlin
You're the Dream, I'm the Dreamer	ABC

## Lucky Strike HIT PARADE

CBS, Saturday, April 15, 9-9:45 p.m. EWT.

TITLE	PUBLISHER
1. I Love You (M)	Chappell
2. It's Love, Love, Love	Santly-Joy
3. Besame Mucho	Peer International
4. Mairzy Doats	Miller
5. Poinciana	Marks
6. Do Nothin' Till You Hear From Me	Robbins
7. Long Ago and Far Away (F)	Crawford
8. I Couldn't Sleep a Wink Last Night (F)	T. B. Harms
9. San Fernando Valley	Morris

And the Following Extras:

- Blue Skies
- Louisiana Hayride
- Ferryboat Serenade
- In an 18th Century Drawing Room

## ALL-TIME HIT PARADE

NBC, Friday, April 14, 8:30-9 p.m.

TITLE	PUBLISHER
That's Aplenty	Melrose
Whispering	Miller
They're Either Too Young or Too Old	Witmark
Don't Get Around Much Anymore	Robbins
Darktown Strutters' Ball	Feist
It's Love, Love, Love	Santly-Joy
Margie	Mills
Cuddle Up a Little Closer	Witmark
Says My Heart	Famous
Flying Down to Rio	T. B. Harms
Lullabye of Broadway	Witmark
Hallelujah	Harms, Inc.

# Music Popularity Chart Week Ending April 13, 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	It's Love, Love, Love	Santly-Joy
7	2	I Love You	Chappell
2	3	Besame Mucho	Peer International
3	4	Poinciana	Marks
4	5	When They Ask About You	Berlin
8	6	Don't Sweetheart Me	Advanced
13	7	San Fernando Valley	Morris
6	8	By the River of the Roses	Shapiro-Bernstein
5	9	I Couldn't Sleep a Wink Last Night	Harms
—	10	Long Ago and Far Away	Crawford
10	11	Mairzy Doats	Miller
12	12	I'll Get By	Berlin
9	13	A Lovely Way To Spend an Evening	Crawford
11	14	I Wish That I Could Hide Inside This Letter	Shapiro-Bernstein
—	15	C I Jive	Capitol

POSITION		EAST COAST		SECTIONAL		SOUTH	
Last Wk.	This Wk.			Last Wk.	This Wk.		
1	1	It's Love, Love, Love		—	1	I Love You	
2	2	I Love You		3	2	When They Ask About You	
9	3	Poinciana		1	3	Poinciana	
13	4	Long Ago and Far Away		2	4	Besame Mucho	
4	5	By the River of the Roses		12	5	Don't Sweetheart Me	
3	6	Besame Mucho		6	6	It's Love, Love, Love	
5	7	San Fernando Valley		4	7	Mairzy Doats	
15	8	Goodnight, Wherever You Are		5	8	I Couldn't Sleep a Wink Last Night	
8	9	A Lovely Way To Spend an Evening		—	9	Long Ago and Far Away	
10	10	When They Ask About You		—	10	C I Jive	
7	11	I'll Get By		14	11	San Fernando Valley	
6	12	Don't Sweetheart Me		—	12	I Planted a Rose	
11	13	I Wish That I Could Hide Inside This Letter		—	13	Do Nothin' Till You Hear From Me	
12	14	I Couldn't Sleep a Wink Last Night		—	14	Is My Baby Blue Tonight?	
—	15	Mairzy Doats		—	15	Suddenly It's Spring	

POSITION		MIDWEST		WEST COAST			
Last Wk.	This Wk.			Last Wk.	This Wk.		
1	1	It's Love, Love, Love		3	1	It's Love, Love, Love	
3	2	Don't Sweetheart Me		1	2	Poinciana	
4	3	Besame Mucho		4	3	I Love You	
6	4	I Love You		4	4	Besame Mucho	
5	5	When They Ask About You		5	5	When They Ask About You	
8	6	By the River of the Roses		2	6	San Fernando Valley	
10	7	I Wish That I Could Hide Inside This Letter		5	7	I Couldn't Sleep a Wink Last Night	
12	8	I'll Get By		6	8	By the River of the Roses	
2	9	I Couldn't Sleep a Wink Last Night		7	9	Long Ago and Far Away	
—	10	San Fernando Valley		—	10	Holiday for Strings	
7	11	A Lovely Way To Spend an Evening		8	11	Mairzy Doats	
15	12	Do Nothin' Till You Hear From Me		13	12	C I Jive	
11	13	Poinciana		10	13	A Lovely Way To Spend an Evening	
13	14	Take It Easy		—	14	I'll Get By	
9	15	Mairzy Doats		11	15	Don't Sweetheart Me	

## "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	Main Stem	Duke Ellington . . . . . Victor 20-1556
3	2	Ration Blues	Louis Jordan . . . . . Decca 8654
8	3	Straighten Up and Fly Right	King Cole Trio . . . . . Capitol 154
1	4	When My Man Comes Home	Buddy Johnson . . . . . Decca 8655
6	5	Sweet Slumber	Lucky Millinder . . . . . Decca 18569
5	6	Do Nothin' Till You Hear From Me	Duke Ellington . . . . . Victor 20-1547
10	7	Cow Cow Boogie	Ink Spots and Ella Fitzgerald . . . . . Decca 18587
9	8	I Learned a Lesson I'll Never Forget	Five Red Caps . . . . . Beacon 7120
—	9	Evil Gal Blues	Lionel Hampton . . . . . Keynote 605
—	10	Just for You	Five Red Caps . . . . . Beacon 7119

Unlimited Delivery of Records

CONTINENTAL Stopped Its Line to Manufacture

# "The SWOON SONG"

SULA'S MUSETTE ORCH.  
Vocal DON BAKER

**C-1142**

FIRST REAL CONTINENTAL HIT!

ORDER IT TODAY FROM YOUR LOCAL JOBBER

**CONTINENTAL RECORD CO., INC.**  
265 WEST 54th STREET, NEW YORK 19, N. Y.

**CONTINUE BUYING WAR BONDS**

## IRVING ROMM

is pleased to announce the formation of a new publishing company

### Chelsea MUSIC CORPORATION

1619 BROADWAY  
(Brill Building—Room 703)

and cordially invites his friends to join in the festivities of the opening of its office

on

**FRIDAY, APRIL 21**  
From Twelve Noon

P.S.—OUR CURRENT SONG IS

I DON'T WANT TO LOVE YOU  
(LIKE I DO)



I'M HIT-HAPPY!



**- WITH THESE VICTOR AND BLUEBIRD HITS!**

- San Fernando Valley  
*King Sisters (30-0824)*
- Any Old Time  
*Artie Shaw (20-1575)*
- Haunted Town  
*Lena Horne with Charlie Barnett (30-0823)*
- I'll Be Seeing You  
*Tommy Dorsey (20-1574)*
- I'll Get By  
*King Sisters (30-0821)*
- Our Waltz  
*David Rose (27853)*
- Now I Know  
*Dinah Shore (20-1562)*
- I Love You  
*Perry Como (20-1569)*
- Do Nothin' Till You Hear From Me  
*Duke Ellington (20-1547)*
- Friendly Tavern Polka  
*Sammy Kaye (20-1568)*

I'M A NICKEL-NABBER



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.	Record	Label	Catalog
3	1	1	It's Love, Love, Love	Guy Lombardo	Decca 18589
2	2	2	Holiday for Strings	Dave Rose	Victor 27853
—	3	1	I Love You	Bing Crosby	Decca 18595
1	4	1	Besame Mucho	Jimmy Dorsey	Decca 18574
—	5	1	I'll Get By	Harry James-Dick Haymes	Columbia 36698
4	6	1	When They Ask About You	Jimmy Dorsey	Decca 18582
6	7	1	San Fernando Valley	Bing Crosby	Decca 18586
8	8	1	Poinciana	Bing Crosby	Decca 18586
5	9	1	Mairzy Doats	Merry Macs	Decca 18588
—	10	1	Besame Mucho	Andy Russell	Capitol 149

**SECTIONAL**

**EAST**

POSITION	Last Wk.	This Wk.	Record
2	1	1	Holiday for Strings (Dave Rose)
7	2	1	I Love You (Bing Crosby)
1	3	1	Besame Mucho (Jimmy Dorsey)
4	4	1	I Couldn't Sleep a Wink Last Night (Frank Sinatra)
5	5	1	Poinciana (Bing Crosby)
—	6	1	Long Ago and Far Away (Helen Forest and Dick Haymes)
3	7	1	It's Love, Love, Love (G. Lombardo)
6	8	1	When They Ask About You (Jimmy Dorsey)
8	9	1	Shoo-Shoo Baby (Andrews Sisters)
10	10	1	I Love You (Enric Madriguera)

**SOUTH**

POSITION	Last Wk.	This Wk.	Record
7	1	1	It's Love, Love, Love (Guy Lombardo)
—	2	1	I Love You (Bing Crosby)
—	3	1	I'll Get By (Harry James-Dick Haymes)
2	4	1	Holiday for Strings (Dave Rose)
6	5	1	Shoo-Shoo Baby (Andrews Sisters)
3	6	1	When They Ask About You (Jimmy Dorsey)
8	7	1	Mairzy Doats (Merry Macs)
4	8	1	San Fernando Valley (Bing Crosby)
—	9	1	Don't Sweetheart Me (Lawrence Welk)
1	10	1	Besame Mucho (Jimmy Dorsey)

**MIDWEST**

POSITION	Last Wk.	This Wk.	Record
1	1	1	Holiday for Strings (Dave Rose)
4	2	1	Besame Mucho (Jimmy Dorsey)
—	3	1	It's Love, Love, Love (King Sisters)
—	4	1	I'll Get By (Harry James-Dick Haymes)
10	5	1	I Love You (Bing Crosby)
2	6	1	It's Love, Love, Love (Guy Lombardo)
3	7	1	When They Ask About You (Jimmy Dorsey)
5	8	1	Poinciana (Dave Rose)
9	9	1	Do Nothin' Till You Hear From Me (Woody Herman)
—	10	1	Take It Easy (Guy Lombardo)

**WEST COAST**

POSITION	Last Wk.	This Wk.	Record
3	1	1	Besame Mucho (Andy Russell)
5	2	1	It's Love, Love, Love (Guy Lombardo)
2	3	1	San Fernando Valley (Bing Crosby)
—	4	1	Do Nothin' Till You Hear From Me (Stan Kenton)
1	5	1	Mairzy Doats (Merry Macs)
7	6	1	Star Eyes (Jimmy Dorsey)
6	7	1	Poinciana (Bing Crosby)
—	8	1	No Love, No Nothin' (Ella Mae Morse)
—	9	1	A Lovely Way To Spend an Evening (Frank Sinatra)
8	10	1	The Music Stopped (Woody Herman)

**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 throuthout the nation. These reports stem from all the country's leading operating centers and are averaged together.

POSITION	Last Wk.	This Wk.	Record	Label	Catalog
1	1	1	So Long, Pal	Al Dexter	Okeh 6718
1	2	1	Too Late To Worry	Al Dexter	Okeh 6718
2	3	1	Rosalita	Al Dexter	Okeh 6708
2	3	1	Try Me One More Time	Ernest Tubb	Decca 6093
2	4	1	I'm Sending You Red Roses	Jimmy Wakely	Decca 6095
—	4	1	When My Man Comes Home	Buddy Johnson	Decca 8655
—	4	1	No Letter Today	Ted Daffan	Okeh 6706
—	4	1	Hurry, Hurry!	Benny Carter	Capitol 144
—	4	1	Mexico Joe	Ivy Anderson	Exclusive 3113

# Music Popularity Chart Week Ending April 13, 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. **BESAME MUCHO** . . . . . Jimmy Dorsey (Bob Eberly and Kitty Kallen)  
(13th Week) . . . . . Decca 18574
2. **MAIRZY DOATS** . . . . . The Merry Macs . . . . . Decca 18588  
(9th Week)
3. **SAN FERNANDO VALLEY** . Bing Crosby (John Scott Trotter Ork.) . Decca 18586  
(5th Week)
4. **IT'S LOVE, LOVE, LOVE** . Guy Lombardo (Skip Nelson and Lombardo  
(5th Week) Trio) . . . . . Decca 18589
5. **POINCIANA** . . . . . Bing Crosby (John Scott Trotter Ork.) . Decca 18586  
(8th Week)
6. **I COULDN'T SLEEP A WINK LAST NIGHT** . . . Frank Sinatra . . . . . Columbia 36687  
(9th Week)
7. **DON'T SWEETHEART ME** . Lawrence Welk (Wayne Marsh) . . . Decca 4434  
(3d Week)
8. **SHOO-SHOO BABY** . . . Andrews Sisters (Vic Schoen Ork) . . Decca 18572  
(16th Week)
9. **WHEN THEY ASK ABOUT YOU** . . . . . Jimmy Dorsey (Kitty Kallen) . . . Decca 18582  
(5th Week)
10. **I LOVE YOU** . . . . . Bing Crosby (John Scott Trotter Ork.) . Decca 18595  
(1st Week)  
**I'LL GET BY** . . . . . Harry James (Dick Haymes) . . . Columbia 36698  
(1st Week)
11. **HOLIDAY FOR STRINGS** . David Rose . . . . . Victor 27853  
(6th Week)
12. **IT'S LOVE, LOVE, LOVE** . The Four King Sisters . . . . . Bluebird 30-0822  
(2d Week)  
**TAKE IT EASY** . . . . . Guy Lombardo (Lombardo Trio) . . Decca 18573  
(4th Week)
13. **THE MUSIC STOPPED** . Woody Herman (Frances Wayne) . Decca 18577  
(3d Week)
14. **HOLIDAY FOR STRINGS** . Jimmy Dorsey . . . . . Decca 18593  
(1st Week)
15. **NO LOVE, NO NOTHIN'** . Ella Mae Morse (Dick Walters Ork) . Capitol 143  
(11th Week)  
**COW-COW BOOGIE** . . . Ink Spots . Ella Fitzgerald . . . . . Decca 18587  
(5th Week)  
**DON'T BELIEVE EVERYTHING YOU DREAM** . . Ink Spots . . . . . Decca 18583  
(2d Week)
16. **MY HEART TELLS ME** . . Glen Gray (Eugenie Baird) . . . Decca 18567  
(18th Week)  
**DO NOTHIN' TILL YOU HEAR FROM ME** . . . Woody Herman . . . . . Decca 18587  
(10th Week)
17. **POINCIANA** . . . . . David Rose . . . . . Victor 20-1554  
(4th Week)
18. **SPEAK LOW** . . . . . Guy Lombardo (Billy Leach) . . . Decca 18573  
(7th Week)

### Coming Up

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

1. **I LOVE YOU** . . . . . Enric Madriguera (Bob Lido) . . . . . Hit 7077  
**BY THE RIVER OF THE ROSES** . . . . . Woody Herman . . . . . Decca 18578
2. **IS MY BABY BLUE TONIGHT?** . . . . . Lawrence Welk (Jayne Walton) . . . Decca 4438  
**I'LL BE SEEING YOU** . . Bing Crosby (John Scott Trotter) . . Decca 18595

### Territorial Favorites

- I'LL GET BY** . . . . . The Four King Sisters (Alvino Rey) Bluebird 30-0821  
(New Orleans)
- ROSALITA** . . . . . Al Dexter . . . . . Okeh 6708  
(Salt Lake City)
- DO NOTHIN' TILL YOU HEAR FROM ME** . . . . . Stan Kenton (Red Dorris) . . . . . Capitol 145  
(Memphis)



**2 new hits!**

**EVERY DAY OF MY LIFE  
ON A LITTLE STREET  
IN SINGAPORE**

columbia 36700  
featuring **FRANK SINATRA**  
with **HARRY JAMES** and Orchestra



**I'LL GET BY  
FLATBUSH FLANAGAN**

columbia 36698  
**HARRY JAMES** and Orchestra

**columbia**

records

## SONG HITS FOR RECORD USERS

**I'D LIKE TO GIVE MY DOG TO UNCLE SAM**  
SAVOY RECORD #130 Sung by Red River Dave

3---Big Ballad Hits---3

**GOOD NIGHT, WHEREVER YOU ARE**  
DECCA #18598 Russ Morgan and His Orchestra  
HIT #7081 Blue Barron Orchestra with Tommy Ryan  
MUSICRAFT #15018 Will Osborne and His Orchestra

**I WISH THAT I COULD HIDE INSIDE THIS LETTER**  
DECCA #4428 Lawrence Welk and His Champagne Music  
HIT In preparation (released shortly)

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DECCA #18578 Woody Herman  
DECCA #4435 Phil Hanna  
HIT #7071 Abe Lyman and His Californians  
MUSICRAFT #15016 Phil Brito

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## PART 3—The Billboard

### RECORD POSSIBILITIES

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

**I'LL BE SEEING YOU . . . . . Tommy Dorsey and His Orchestra (Vocal refrain by Frank Sinatra) . . . Victor 20-1574-A**

Naturally this is a re-issue but just as naturally good T.D. and good Sinatra has a sock that's hard to find any other place at the moment than on a re-issue. This is as smooth as they come and Sinatra comes thru like a million dollars without forcing. It'll sell on the turntable or in the retail store. It does, however, indicate what the present disk hearer is missing generally.

**THESE YOUNG MAN BLUES . . . Bea Booze . . . . . Decca 8658-B**

Decca, in this platter, has taken the familiar race pattern and, cutting out sex-overtones, has produced a singing-sending that is hearable time and time again in the home as well as wherever a juke happens to be. Bea does a nice job selling and the disk starts its sending almost the moment the needle hits the first groove. This is going to be the sleeper on which to put your dough.

**SWINGING ON A STAR . . . Bing Crosby . . . . . Decca 18597-B**

The groaner with his air ork does well by the Van Heusen-Burke ditty and while it doesn't do as well by him, practically any Crosby is good Crosby. The Williams Bros.' Quartet comes in for an assist and while they are okay, the nickel droppers and the home turntable spinners would prefer to have more of the family producer and less quartet. But it's in—on a Crosby and a Trotter.

### POPULAR RECORD RELEASES

(From April 13 thru April 20)

- Baby Polka . . . . . The Jitterettes (Donald's Musette Ork) . Continental 3015
- Bluest Blues . . . . . Ted Daffan's Texans (Ted Daffan) . . . . . Okeh 6719
- Xavier Cugat's Mexico Album . . . . . Columbia 98
- Chiapanecas . . . . . Xavier Cugat . . . Columbia 36695
- Coconito . . . . . Xavier Cugat (Lina Romay and Miguelito Valdes) . . . . . Columbia 36697
- Guadalajara . . . . . Xavier Cugat (Carmen Castillo) . . . . . Columbia 36694
- Jarabe Tapatio . . . . . Xavier Cugat . . . Columbia 36697
- Jesusita . . . . . Xavier Cugat . . . Columbia 36696
- Las Mananitas . . . . . Xavier Cugat (Carmen Castillo) . . . . . Columbia 36694
- Marimba . . . . . Xavier Cugat . . . Columbia 36695
- Ojos Tapatios . . . . . Xavier Cugat (Carmen Castillo) . . . . . Columbia 36696
- Don't You Dare Call Me Darling! . . Singin' Sam . . . . . Beacon 7150
- Gertie From Bizerte . . . . . Dick Haymes and the Song Spinners . . . . . Decca 18560
- G I Jive . . . . . Louis Jordan and His Tympany Five . . . . . Decca 8659
- Girl Crazy Album . . . . . Decca A-362
- Bidin' My Time . . . . . Judy Garland (Georgie Stoll Ork) . . . . . Decca 23310
- But Not for Me . . . . . Judy Garland (Georgie Stoll Ork) . . . . . Decca 23309
- Could You Use Me? . . . . . Mickey Rooney and Judy Garland (Georgie Stoll Ork) . Decca 23308
- Embraceable You . . . . . Judy Garland (Georgie Stoll Ork) . . . . . Decca 23308
- I Got Rhythm . . . . . Judy Garland (Georgie Stoll Ork) . . . . . Decca 23310
- Treat Me Rough . . . . . Mickey Rooney (Georgie Stoll Ork) . . . . . Decca 23309

(See Pop Record Releases on page 67)

**NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES:**  
Atlanta: Cox Prescription Shop, Beverly Hills, Calif.: Martindales'. Birmingham: Norlen's Radio Shop; Louis Pizitz Dry Goods Co. Boston: The Melody Shop, Bridgeport, Conn.: Gilman Music Store; Howland Dry Goods Co.; Whiting Radio Service. Butte, Mont.: Dreibelbis Music Co. Chicago: Goldblatt Brothers; Hudson-Ross; Lyon & Healy; Marshall Field; Sears-Roebuck & Co.; Wurlitzer's. Cincinnati: Song Shop; Steinberg's, Inc.; Willis Music Co.; Wurlitzer's. Denver: Century Music Shop; The May Company; Record Shop; Charles E. Wells Music Co. Des Moines: Davidson Record Co.; Des Moines Music House. Fort Worth, Tex.: Kemble Bros.' Furniture Co. Hollywood: Music Shop; Music City; Hollywood House of Music. Jacksonville, Fla.: Butler's Record Shop. Los Angeles: The May Company. Louisville: Stewart Dry Goods Co. Miami: Richard's Store Co. Milwaukee: J. B. Bradford's Music House; Morton Lines Co.; Broadway House of Music. New Orleans: Louis Grunewald Co., Inc. New York City: Center Music Store; Liberty Music Shop; Galey Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Strauss, Inc.; Broadway Music; Melody Shop. Philadelphia: Downtown Record Shop; Alex A. Gettlin; Highpoint Record Shop. Pittsburgh: Volkwein Bros., Inc. Raleigh, N. C.: C. H. Stephenson Music Co.; Joseph E. Thiem Co. Richmond, Va.: Gary's Record Shop; Walter D. Moses & Co.; Corley Record Co. St. Louis: Aeolian Co. St. Paul, Minn.: Mayflower Novelty Co. Washington, D. C.: E. F. Droop & Sons Co.; George's Radle Co. Westwood, Calif.: Music Shop.

# Music Popularity Chart Week Ending April 13, 1944

## POPULAR RECORD REVIEWS

By M. H. Orodenker

### ARTIE SHAW (Victor)

"Any Old Time"—FT; VC. "My Heart Stood Still"—FT.

Digging back in the master files to the days when Artie Shaw still begging his deserving due of recognition, Victor comes up with a dandy by the old band in the Rodgers-Hart "My Heart Stood Still." With "The Connecticut Yankee" back on the stage boards again, the musical's hit song which has long taken its place with the better of the everlasting show tunes, makes for a timely issue at this date. Compared to present standards, the rhythmic beat of the old Artie Shaw band holds up with the best of them today, with plenty of jump urge for the youthful enthusiasts, nor is the tootling dated, with Shaw's clarinet chorus, highlighting the spinning, pure instrumental sorcery. Side is an instrumental, band taking in three choruses over the stretch. Plattermate is one of Artie Shaw's own ballad tunes, "Any Old Time, originally backing up the "Back Bay Shuffle" classic on the company's Bluebird label. Also taken at a moderate tempo, with bright rhythmic beats sparking the spinning, side also has the present-day advantage of Helen Forrest for the lyrical projection. The maestro shares his instrumental highlight with the tenor sax. In all, side holds up well today, with the song itself falling easy and pleasantly on ears.

Music operators can make effective use of both of these sides for the phonos, particularly where the youngsters congregate. The revived "My Heart Stood Still" is a face-up side, but Helen Forrest's singing should help loads in leading the buffalo heads to the "Any Old Time" side as well.

### FIVE RED CAPS (Beacon)

"Just for You"—FT; V. "I'm Going To Live My Life Alone"—FT; V.

The label's vocal troupe, geared to the Ink Spot style of solo voice against a bank of sustained vocal harmonies, provides lyrical pleasantries for these two sentimental ballads with adequate instrumental support by a small group. Most effective is William Campbell's "I'm Going To Live My Life Alone," with soprano-ranged voice the lonesome troubadour along with the characteristic talking passages. Also taken as a slow ballad is Joe Davis's "Just for You," with the baritone voice in the lead and the piano and guitar sharing the middle chorus to bridge the vocal stanzas.

Considering the huge popularity of the Ink Spots, these similarly styled Red Caps have much to offer for the music box fans. "I'm Going To Live My Life Alone" should hit a wide mark with such fans.

(See Pop. Record Reviews on page 67)

## POPULAR ALBUM REVIEWS

### GIRL CRAZY (Decca)

An outstanding stage success of an earlier year, George Gershwin's "Girl Crazy" comes to the fore again on the silver sheets with Judy Garland and Mickey Rooney for the flicker version. And on the strength of such association, Decca offers up another pre-sold package of platters in a "Girl Crazy" album with the two movie lights on the lyrical front. The screen score, which does not hold the warmth and appeal of the stagework scores, provides the pattern for the album with the songs selected at random rather than seeking to make continuity of story as in the show albums. Nonetheless, it's the singing of Miss Judy for most of the six sides,

(See Pop. Album Reviews on page 67)

## FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Orodenker

### TAMPA RED (Bluebird)

"You Gonna Miss Me When I'm Gone"—FT; V. "I Ain't Fur It"—FT; V.

The race blues singing of Tampa Red, always a heavy favorite with the race fans, carries the standard forward in these two Hudson Whittaker opuses. Accompanied by piano, guitar and drums, with Tampa Red adding his own kazoo playing, the blues shouter strikes home his messages in song. "You Gonna Miss Me When I'm Gone," a slow blues, has Tampa Red complaining of the kind of treatment his girl has been giving him. Stepping it up for "I Ain't Fur It," Tampa advises in no uncertain terms that he will have none of those two-timin' and jivin' women. Both sides loom as long-lifers for the music machines.

**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; Willis 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.: Irving Sklare Music Co., care Meier & Frank Co. San Francisco: Pacific Coast Music Jobbers, Seattle: Capitol Music Co. St. Louis: St. Louis Music Supply Co.

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## Stacey Ork Idea Out; No Sidemen

HOLLYWOOD, April 15.—Lack of available horn tootlers was given as the reason for el foldo of the projected Jess Stacey ork, it was learned here this week.

It is said that Stacey figured to pick up plenty of men from remnants of the old Goodman outfit. Also there was possibility that he could snag top men from the Harry James combo when it breaks up. So far, none of these deals has materialized. Result: Stacey has joined the Horace Heidt band, currently playing at Trianon Ballroom, Southgate, Calif.

Stacey will hang on there until he can round up enough musikers for a 15-piece ork.

## Three Moves on Herman Chess Board

NEW YORK, April 15.—Vido Musso, given a three to six-month delay before being called to active duty with the marine corps, has rejoined the Woody Herman band and will occupy the hot tenor seat formerly filled by Herbie Fields while latter was bidding time before reorganizing own crew.

Juan Tizol, tram star who left the Duke and was skedded to join Herman, changed his mind and left for the West Coast with no definite plans. Herman picks up another reed man April 21 when Sam Marowitz, ex-Harry James sideman, takes over lead alto chair.

## Reichman Waxes 2 From '4 Jills' Pic

HOLLYWOOD, April 15.—Recording date with Standard Records was made yesterday by Joe Reichman and ork, who waxed *How Blue the Night* and *You Send Me*.

Both numbers clefled by Jimmy McHugh and Harold Adamson are from the Robbins Music catalog and are featured in the 20th-Fox film *Four Jills in a Jeep*.

## ON THE STAND

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

### Louis Prima

(Reviewed at Park Central Hotel, New York)

ABOUT seven years ago, Louis Prima took this town by storm with a hot five at the Famous Door. In fact, Prima, if anyone, made 52d Street the gut-bucket gulch of these parts. Today L.P. is fronting a 16-piece ork in his first hotel stand in the Big Town. And, today, as then, the show is still Louis Prima, his trumpet, his antics.

Today he may not take the town by storm, since hotel habitues are not accustomed to such personalized showmanship. Rather, he will prove a slow starter in this spot. But once the word-of-mouth gets around, Louis Prima should mean solid business.

His sidemen are young and adequate, except for the trombones which, paced by Milt Kabak, are really the backbone of the combo. Jimmy Vincent is a fast and flashy stick-handler a la Krupa and sparkles in *Sing, Sing, Sing*. And Charley Kennedy does well with tenor sax solos.

But without its head man, the Louis Prima combo is nothing. On every number, L.P. is soloing or vocalling, and never does he stop mugging, prancing and gesturing, which is at once a sign of strength and, oddly enough, weakness. Even the best performer is better for a change of pace.

At the midnight show on opening night, Louis did *The Blizzard*, with a solo on the horn, then vocaled *I'll Be Seeing You*, with subtle fingering of the mike as he sang. For laughs, on *Robin Hood*, he soloed and clowned with Milt Kabak, an admirable straight man, and on *White Cliffs of Dover*, he both sang and soloed. Even when Lily Ann Carol, luscious-looking and raven haired, chirped *Besame Mucho* and *Amour*, Prima was in action.

For the Prima fans, it's wonderful, for (See ON THE STAND on opposite page)

## Coast Pluggers' Busy Weeks Ahead

HOLLYWOOD, April 17.—Song placements will keep tune pluggers busy the next few weeks as new numbers continue to come out. Mills Music has picked up the publishing rights to *Would You for a Big Red Apple?*, which was clefled by Josef Myrow and Sam Lerner. It is understood that Mills will make this their No. 1 push.

Leeds Music has signed a deal with Columbia Pictures, whereby studio will have use of *My Heart Isn't In It*, written *Stars on Parade* and will be plugged by Jack Lawrence. It will be featured in Lynn Merrick and Larry Parks.

## Bradshaw Gets 2d Orph Date Chance

HOLLYWOOD, April 15.—Tiny Bradshaw and his band are going to get a chance to play their Los Angeles Orpheum date after all. Band was pulled by American Federation of Musicians first part of the year when pit band at Orpheum walked out. Strike was settled and band is now set to play theater week of July 18.

Bradshaw has been penciled in for engagement at the Plantation, Central Avenue nitery, July 27, after winding up theater date.

## Three By Three

NEW YORK, April 15.—Now that *Follow the Girls*, new Broadway musiccomedy, is a safe hit, Robbins Music Corporation is publishing three more of its songs.

Originally tabbed were *Where You Are*, *You're Perf* and *12 o'Clock and All Is Well*. New additions are *I Wanna Get Married*, *Today Will Be Yesterday Tomorrow*, and title song, *Follow the Girls*.

## James Trying To Get Band for May 5-7 Date

HOLLYWOOD, April 17.—After giving his band its notice, effective April 8, Harry James is seeking to reorganize or pick up a crew in order to fill a dance date May 5-7 at Pacific Square Ballroom, San Diego.

Some observers believe that James will try to hang onto the tag outfit he gathers until learning the final word from Uncle Sam regarding his draft status.

After playing Pacific Square Ballroom, San Diego, May 5-7, James and his reorganized crew will open at Hotel Astor, New York, May 15. After the Astor date James and the band have a two-week engagement at Frank Daley's Meadowbrook before returning to the Coast. Dave Hilton, manager of the ork, who took his pre-induction physical this week, trained out for the East to set final arrangements for the band's Gotham appearance.

## Dean Hudson To Leave D.C. For a Kramer Spot in N.Y.

WASHINGTON, April 15.—Dean Hudson, who is showing what a medical discharge can do with the baton at Maria Kramer's Roosevelt here, is smoothing out his band and his library. Seems M.K. has said that he's going to hit one of her New York spots soon.

## Cemetery to Seminary; Tale of Academic Plugger

PHILADELPHIA, April 15.—One of the better stories making the rounds here is about a one-time songplugger who, by a series of bad breaks, has been in Chestnut Hill Hospital four times in the last two years. Having some talent at lettering, the contact man amused himself during hospital stays by drawing signs. He made signs for everything, from visiting hours to his preference in nurses. One sign, however, which he tacked after his own name read: MD., DD. and LLD.

It baffled hospital attendants until the sign maker finally broke down and translated it: "Mairzy Doats, Doazy Doats and Little Lambsey Divey."

## With Goodman on the Farm

NEW YORK, April 15. — If Benny Goodman ever wants to start his ork again he won't have to worry about getting good gal vocalists. Latest announcement from Harmony Farms, the rustic retreat B.G. owns with Willard Alexander, of the William Morris office, has just announced the sale of prize heifers sired by Ch. Globe Hill Karamar.

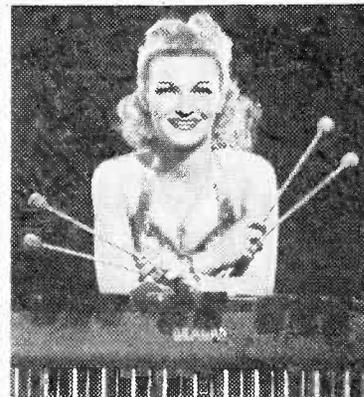
Hold on to 'em, Benny, maybe they can sing!

## Pix Looking for Tunes

HOLLYWOOD, April 15.—Music field here grows lusher and lusher, with studios going nuts for tunes to put into new musical pix. Twentieth Century-Fox is readying 18 new musicomedies and is shelling out plenty of the long green for ditties.

## GLORIA PARKER

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## Sailors Can Roll Their Own Covers

NEW YORK, April 15.—Latest gimmick to cater to the service trade (maybe smart for civvies, too) is Anchorage Music Publishers' *Men of the Navy*, which leaves a space on the front cover where a sailor can put his picture and send it home to the little woman.

Anchorage, a new outfit affiliated with BMI, is a good example of the trend of small bandsmen forming their own pubs. Kemp Read, former ork leader, and Ernest Towle, pianist and arranger, are the head men of the house.

## ORCHESTRA NOTES

CHUCK FOSTER and band have been inked for the Blackhawk, Chicago, starting May 3. . . . AL HERMAN, drummer, who recently left NEIL BONDASHU'S ork, has accepted a similar berth with RAY BENSON'S group at the Ambassador East, Chicago. Herman also takes over the managerial duties with Benson. . . . JAY McSHANN'S band, current at the Plantation Club, Los Angeles, has added PHA TERRILL, who was originally with ANDY KIRK'S crew and later a leader of his own band. . . . LOUIS JORDAN and His Tympani Five took time off between shows at the Regal Theater, Chicago, last week to play for the servicemen at the Gardner Hospital, Chicago. . . . STAN PHILIPPS, pianist with LEONARD KELLER'S ork, is bedded in the hospital from a serious operation. . . . JOHN KIRBY and ork (6) have opened at the Wilson Theater, Detroit, for an indefinite run at \$1,250 per week. . . . AL KAVELIN, Dick Pockels and Patti Howard were bruised slightly when their car rolled over near Bloomington, Ill. . . . RALPH MORRISON is the new band at the Pan-American Room, Chicago.

## Strong Resumes in Ind'p'lis

INDIANAPOLIS, April 15. — Benny Strong, recently granted a medical discharge from the army, has reorganized his combo, and opened Tuesday (11) at the Indiana Roof here. Most of his original men are back in the fold.

## SHEET MUSIC FREAK

(Continued from page 13)

worked three days on a 24-hour basis to get the order out. It was delivered yesterday. Since any pub is as big as his hit tune, this puts Joe Cascales, bass-slapper working for scale on air shows, at the top of the heap.

The Vine Street boys are very glum because they can't understand how a guy, who had spent not more than \$200 on a song up to the time of his popularity, could hit the jackpot.

Songwriter Harry Johnson is undoubtedly the fair-haired boy to thousands of would-be clefters who have always had the dream of hitting the big time with their numbers. As a consequence, music row is a bit pale about the gills anticipating influx of numbers from the free-lance gentry in proportions never before imagined, once the story of Brother Johnson's climb to fame is publicized.

### Top Parlay of \$200

In the meantime, Cascales is walking on his heels as tho he'd just come off the merry-go-round, still wondering how he was able to parlay \$200 into thousands. But those in the know claim that it was Cascales's willingness to gamble that will enable him to clean up.

When tune first began to create interest in New York, a top publisher wired Cascales offering to buy the number outright for \$5,000 with royalty contract. After talking the matter over with Pacific Music Sales, Cascales decided to plunge. He figured he had a hit song, so dug up \$2,000 he had saved from his years as musician to cover the cost of publication.

As a result, Harry Johnson, of Conner, Mont. (population, 350), is about the biggest thing that ever hit Hollywood and Vine.

Johnny Cascales is stepping along in the class with Feist, Mills and the rest of the big boys. Which only goes to prove, what a lot of folks have claimed all along, any guy, provided he has the goods and gets the breaks, can wind up with the income-bracket gang and have more than a casual acquaintance with the Morgenthau boys.

## Wet Strings

TERRE HAUTE, Ind., April 15.—It could only happen to the culture-vultures. Light gleamed on starched fronts of stuffed shirts. The concert audience was hushed. Fabian Sevitzyk, director of the Indianapolis Symphony, raised his baton—and then exploded into the longhair equivalent of: "Where the hell's my cellist." After a hurried search it was found that the missing musician had taken a wrong turn and plunged, complete with soup and fish and cello, into a swimming pool.

Probably thought he needed local color for Debussy's *La Mer*.

## Advance Bookings

LES BROWN: Palace Theater, Cleveland, April 21-27.

HENRY BUSSE: RKO Theater, Boston, 20 (week); Stanley Theater, Pittsburgh, 28 (week).

CAB CALLOWAY: Indianapolis, April 21; Dayton, O., 22.

BENNY CARTER: Armory, Charleston, W. Va., April 22; Hillbilly Farm, Bluefield, W. Va., 23; Armory, Greensboro, N. C., 24; Auditorium, Raleigh, N. C., 25; Army, Charlotte, N. C., 26; Army, Durham, N. C., 28.

BOB CHESTER: Adams Theater, Newark, April 20-26.

SONNY DUNHAM: Armory, Elmira, N. Y., April 21; Allentown, Pa., 22; Ritz Ballroom, Bridgeport, Conn., 23; Empire Theater, Fall River, Mass., 25-27.

CHUCK FOSTER: Hub Ballroom, Edelstein, Ill., April 29; Crystal Ballroom, Dubuque, Ia., 30.

GLEN GRAY: Pennsylvania Hotel, New York, April 20 (10 weeks).

FLETCHER HENDERSON: Plantation Club, Los Angeles, April 20.

WOODY HERMAN: State Theater, Hartford, Conn., April 21-23; Stanley Theater, Utica, N. Y., 24-26; Adams Theater, Newark, 27.

LOUIS JORDAN: I.M.A., Flint, Mich., April 22; Club Forest, Detroit, 24; Akron, 25; Cleveland, 26; National Theater, Louisville, 28 (week).

SAMMY KAYE: Riverside Theater, Milwaukee, April 21-27.

JOHNNY LONG: Metropolitan Theater, Providence, April 21-23; Frolics Club, Miami, 25 (3 weeks).

CLYDE LUCAS: Plantation Club, Dallas, April 22-May 7.

FRANKIE MASTERS: National Theater, Louisville, April 21-27.

RUSS MORGAN: Claremont Hotel, Berkeley, Calif., April 25 (indefinite).

WILL OSBORNE: Turnpike Casino, Lincoln, Neb., April 22; Naval Training Center, Oklahoma City, 24; Auditorium, Tulsa, Okla., 25; St. Charles Theater, New Orleans, 28 (week).

TONY PASTOR: Albee Theater, Cincinnati, April 28 (week).

CHARLIE SPIVAK: Paramount Theater, Toledo, April 21-23; State Theater, Hartford, Conn., 28-30.

JACK TEAGARDEN: Rainbow Randevu, Salt Lake City, April 24-May 3.

TOMMY TUCKER: Albee Theater, Cincinnati, April 21-27.

LAWRENCE WELK: Orpheum Theater, Davenport, Ia., April 21-23; Ballroom, Ottumwa, Ia., 24; Ballroom, Oelwein, Ia., 25; Ballroom, Fairfield, Ia., 26; Oriental Theater, Chicago, 28 (week); Stanley Theater, Pittsburgh, May 5-11.

## U. & Paramount Recording 4 Pix; Music Dep'ts in Gear

HOLLYWOOD, April 15. — Music departments at Universal and Paramount are in high gear with season's top films at the recording stage. Mark Sandrich is recording six Harold Arlen and Johnny Mercer tunes for Paramount's *Here Come the Waves*. Numbers include *Let's Take the Long Way Home*, *I Promise You*, *Göt a Fellow in Poughkeepsie*, *My Mama Says I'm a Star*, *Join the Navy* and *A Woman's Work Is Never Done*. Bing Crosby will do the first two numbers.

At Universal, Don George has assigned Edward Ward to record his original music for *Gypsy Wildcat*; Hans Salter will score *San Diego*, *I Love You*, Paul Sawtell handles the scoring on *Jungle Woman*, and Sam Freed Jr. scores *Make Way for Love*.

## ON THE STAND

(Continued from opposite page)

the others it might be better to have Lily Ann Carol do her vocals straight, after which L.P. could resume. It can be done without affecting the quality of the combo, since Louis is subdued when they are on the air, yet the music is neat for dancing.

Of course, Leon Prima, Louis's brother, who normally provides a change of pace, missed this engagement. He's homeward bound to visit the family before coming up for induction. Lou Frankel.

# Easter Bunny Drops Golden Eggs on Stem; MH, 109G

NEW YORK, April 15.—Easter week with the kids out of school helped hypo Stem grosses all up and down the line. Practically all houses had lines waiting to feed the b. o.

Capitol (4,627 seats; house average, \$59,000), for third and last week with Jimmy Durante, Bonita Granville, Raye and Naldi, Sonny Dunham's ork and *Heavenly Body*, rose to \$57,000 from previous week's \$50,600. First week bill counted \$63,000. Current show, opened Thursday (13), has Ginny Simms, Mitzi Mayfair, Arthur Blake, Frankie Carle's ork and *Broadway Rhythm*.

Roxy (5,835 seats; house average,

\$62,000), for opener with Harry Richman, the DeMarcos, Dave Appillon (doubling from Latin Quarter) and *Four Jills in a Jeep*, took in \$92,000.

Radio City Music Hall (6,200 seats; house average, \$101,000), with Harrison and Fisher, Grace Panvini and *Cover Girl*, registered \$109,000 for second week as against \$94,000 in opener.

Paramount (3,664 seats; house average, \$42,000), for seventh week with Cugat ork, Dean Murphy and *Lady in the Dark*, came up with \$68,000. First week bill got \$130,000; second week was \$110,000; third week, \$89,000; fourth week, \$95,000; fifth was \$75,000; sixth was \$62,000.

Strand (2,758 seats; house average, \$42,000). First week's take with Ted Lewis ork and *Uncertain Glory* zoomed up to \$60,000.

Loew's State (3,237 seats; house average, \$28,000) for the first week of a two-week-run bill consisting of Allan Jones, Canada Lee, Happy Felton, Dick Buckley and first-run picture *None Shall Escape* shot up to \$38,000 from last week's \$21,800.

## Biz Up in Chi; Raye 34G; Gay 90's 30G; Barrie Okay

CHICAGO, April 15.—Business perked up after the Easter holiday, with both vaude-pic houses here showing increase in receipts.

Surprise of the week, however, was the grosses rolled up at the Oriental Theater (3,200), with Martha Raye, headlining and the Condos Brothers and Roy Smeck as the added attractions hitting a good high of \$34,000. Current bill features a girl revue, *The Gay '90s*, which is a natural for the house. Bill opened good and should do a nice \$30,000 for this week.

Second week holdover of the entire show, starring Grace Barrie, at the Chicago Theater (4,000) held to a good \$48,000. This week's show started off with a good pace, with Joan Merrill as the star attraction and Betty Hutton in the pic *Miracle of Morgan's Creek*. Both should give the Chicago a good week, and the box office should ring up a nice total of \$54,000 for the week.

## Philly Easter Big With Busse's 23G

PHILADELPHIA, April 15.—Despite intermittent rains, Easter holiday business piled up an impressive \$22,750 for week ended Thursday (13) at the Earle Theater (seating capacity, 3,000; house average, \$20,000), with Henry Busse's band in the top spot.

Borrah Minevitch's Harmonica Rascals, heavy faves here, helped brighten the marquee. Barbara Blaine the added act, with Betty Brownell, Wyatt Howard and Red Wright, out of the band, rounding out the bill. Screen showed *Chip Off the Old Block*.

## Spivak Ork Socko \$22,300 in Balto

BALTIMORE, April 15.—Charlie Spivak ork grossed an excellent \$22,300 at the Hippodrome Theater week ended April 12. Irene Day and Jimmy Saunders, out of the band, and Wally West, and Grace and Mickey Carol rounded out the bill. Pic, *Beautiful But Broke*.

## Morse 19G in LA

LOS ANGELES, April 15.—Ella Mae Morse pulled strong Easter week to roll up \$18,800 at the Orpheum here. Also on the bill were the Watson Sisters; Coco, Steve and Eddie; the Briants, and Buster Shaver and Company. Pic, *Suspected Persons*. House seats 2,200 and charges 75 cents top.

## Manone 30G in S.F.

SAN FRANCISCO, April 15.—"Wingy" Manone and His Dixieland Band pulled a smart \$30,000 at the Golden Gate (2,850 seats) week ended Tuesday (11). Other acts included Beny Rubin, Johnnie Johnson, and Taras and Masters. Pic, *Tarzan's Desert Mystery*.

NEW YORK, April 15.—Frederick Bros. has signed a long-term contract with Dr. Giovanni, pickpocket magician currently at the Pierre Hotel.

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# WM Claims Results With Combos Used Like Big Bands

NEW YORK, April 15.—Long-range planning and the application of big bandmen and principles to little band operations has put the William Morris cocktail department in a strong competitive position during the present 30 per cent amusement tax era, according to Joe Marsolais, headman of WM's lounge sector.

Marsolais claims that with few exceptions he is having little difficulty peddling his cocktail attractions, even to the 30 per cent struck locations.

This is so, says Marsolais, because about a year ago WM launched on a policy of acquiring many of the top names in big bands or in jazz pop music in order to sell them as singleton attractions or as the stellar heads of small combos.

Along with this talent grabfest, says Marsolais, went plans to handle the big individual names or name-combos the way big bands are handled: with radio breaks, recording dates and film assignments. Presumably this kind of exploitation preserves the name value of the musician and even enhances it, and also makes possible the attachment of a high-price tag on the attraction.

William Morris, says Marsolais, pursued this policy without regard to the 30 per cent amusement tax. In fact, the policy was under way long before the tax was even being considered.

However, WM now finds itself in a position where it has many strong non-vocal items to sell to tax-blasted operators, says Marsolais. For example he is able to offer a trio with Coleman Hawkins as the star, a quartet headed by Sidney Bechet, a sextet led by Art Hodes, a five-group piloted by Anne Dupont, a trio under Loumel Morgan, a sixer featuring Eddie Farley. And he has Art Tatum, Meade "Lux" Lewis and Joe Sullivan available for solo star spots.

Fats Waller was also being offered by Marsolais prior to the pianist's death, at about \$1,000 weekly.

A similar policy may be in the making at the Joe Glaser office. This outfit recently induced Sidney Catlett to pull out of the Teddy Wilson band and set up in business for himself as the star of a quartet, which also includes Ben Webster, ex-Ellington sax flash. The Glaser office has had the John Kirby band (7), the Stuff Smith bunch (5) and Eddie South (6) for some time, as well as Red Allen and J. C. Higginbotham as a unit, and Red Norvo (7). All of these men are band stars.

MCA is in position to offer Roy Eldridge, and Cy Baron is peddling Oscar Pettiford, also in the same category.

## Ops Gripe Over Unit Musicship, Says N.Y. Agent

NEW YORK, April 15.—Cocktail lounge agents here are finding out that in many cases their newly created "musical units"—ex-comedy and singing outfits—are poor musicians, according to a top percenter who has been comparing experiences with his brethren.

The agent opines that the musickers will have to go back to "college" to learn how to handle their instruments. Location owners, he reports, are complaining about the low-wattage entertainment they are now getting from the outfits they bought to escape the 30 per cent amusement tax.

As to what can be done—the spokesman shrugs his shoulders.

## WM-MCA War Looms Over Act-Snatching

NEW YORK, April 15.—The spark of competition that has been smoldering between the William Morris office and Music Corporation of America threatens to burst into flame.

The first piece of fuel added to the smoking pile came when the Morris office, in a formal newspaper release, announced the acquisition of the Milt Herth trio, a former MCA property, effective May 19. "The addition of this major attraction," said the release, "gives the Morris Agency top position in the small unit field."

The agency explained this wasn't the only MCA act it had acquired or was in the process of acquiring. "It's strictly a matter of business with us—good business. If we see an act and like it we try to buy it. It's just business," a WM spokesman declared.

The claim of top billing in the cocktail combo field by the Morris office seemed to amuse MCA. "It looks like we are cutting into their business more than we know for them to make such a statement," was its opinion.

Then warming to the subject, the spokesman for MCA pointed out that a long-time Morris stand-by, Andy Padova, was now an MCA account. He also said that one night last week the entire cocktail department of the Morris office was in the Colonial Inn, Paterson, with the operator of the Enduro, Brooklyn, to show him Padova, who was working there. "Apparently the boys in the Morris shop don't even know they lost Padova," was the comment of the MCA-er.

About the Milt Herth switch the MCA spokesman said, "We don't mislead. We do not tell our acts we can get them more money unless we can. Herth is a good act no matter who has it. But we booked Herth into the Philadelphia Hotel, then the Sheraton in New York and it's now in the Diamond Horseshoe. We would be interested to see what the Morris office will do with it."

## PROFILES



**CHUCK WRIGHT**

With a background of 15 years as a singing pianist, Chuck Wright is deservedly called the "one-man show." His repertoire consists of every type of song imaginable—classics, opera, popular ballads, swing tunes, novelties, risqué ditties and authentic Irish songs. Besides doing a skillful job at the piano, Chuck possesses a rich baritone voice, and his personality gains him friends wherever he plays.

Considered one of the most entertaining singles in the business, Wright also has worked at Chicago radio stations as a singing guitarist, altho he confines his cocktail lounge and night club work to the piano. He is under personal management of and booked by Phil Shelley, Chicago.

## Special Dabbles In Radio Field

NEW YORK, April 15.—Mike Special, the lounge-act pilot, is making a dash for radio.

Next week a show called *American Women's Jury* debuts on the Mutual (WOR) air, and Special says he worked out the format for this daylight sustainer and put the author, Brad Simpson, under contract.

Meanwhile for the past month Special has been peddling the early episodes of two soap operas—*Mary Foster, Editor's Daughter* and *Linda's First Love*—to stations around the land.

The chapters are transcribed, with the masters controlled by World Transcription. Special is doing the selling job.

The shows were originally made from 1938 to 1941, and between them number 2,500 segments, 15 minutes long.

The act-agent reports that he is having success with his new sideline—which will remain a sideline with him, he says.

## Ladies Want In, Or—

BALTIMORE, April 15.—The women barristers of Baltimore last week berated the barring of unescorted women from hotel bars, blustering that Baltimore is backward and promised to seek revocation of liquor licenses if night spots and cocktail bars continue to bar the skirted strays. The Women's Bar Association put its stand in the form of a resolution of protest to the Board of Liquor License Commissioners, which didn't seem to feel it could help much. The resolution asked that the licenses of such hotels be revoked "unless this discriminatory rule is abolished."

The hotel men, however, put it this way: Bars are crowded, help is short and such women make trouble, whether intentionally or not. As for the liquor board, member Delano Ames said it had no jurisdiction because "a liquor license carries the privilege of selling to whom you please." If you want to turn away people with red hair and gold teeth that's your privilege, said Ames.

## Kelton G.P.M. at Peer

NEW YORK, April 15.—Frank Kelton, vet music man, has been appointed general professional manager of the Peer Music firms. Formerly West Coast manager for some outfit, he took over today. Included in the Peer company are Southern Music, Melody Lane Publishers, Peer International Corporation, LaSalle Music and Charles K. Harris, Inc.

## Off the Cuff

### EAST:

JOANA LOUISE LESCHIN, concert pianist, signed by Joe Marsolais, of William Morris office. . . . NOBLE AND KING set for MGM. . . . JONES BROTHERS current at Aquarium, New York. . . . JOAN GILBERT, assistant to Mike Special, gets a vacation. . . . CHARLEY LANGE has opened at Eddie's Glendale Manor Roof, Glendale, Long Island. . . . MIRETTE PONSELLE, Leo Pleskow and Eric Askin open at Paris Qui Chante, New York, when room changes to no-tax policy April 20.

### MIDWEST:

BILLY CHANDLER (4) opened at the Preview, Chicago. . . . CARSON DONNELLY, pianist, is celebrating his second year at Helsing's Hyde Park Restaurant, Chicago. . . . NETTIE SAUNDERS, sepi pianist, currently at the Eastown, Milwaukee. . . . VAUGHN AND WHITNEY, organ-guitar, are appearing at the Bowl, Springfield, Ill. . . . JANE WILLARD, piano, has been held over at the 5100 Club, Chicago. . . . GENE LEWIS (3) has opened at the Waldorf Liquor Lounge, Fargo, N. D. . . . TOM LOW TRIO inked in for Martin's 71st Lounge, Chicago. . . . CHUCK CHANDLER, piano, held indefinitely at the Beritz, Chicago. . . . LOLA HILL (4) now appearing at the Zebra Lounge, Chicago. . . . HORTENSE DORAN, sepi organist, skedded to go into Indiana Lounge, Peru, Ind. . . . MINTO MARVIN TRIO are at the Duluth Hotel, Duluth, Minn. . . . THREE STEPS OF JIVE currently at the Pine Room, Chicago. . . . LIL ARMSTRONG can be heard at the Flame, Duluth, Minn. . . . BOB ZIEGLER, organist, is at the Hotel Menoa, Madison, Wis. . . . WALLY KUBECK and His Rhythmairs are at Bill's Lounge, Chicago. . . . LOUIS BALLOG TRIO are at Fort Hayes Hotel, Columbus, O. . . . PAT O'DARE, organ, now at Sandy's Lounge, Indianapolis. . . . EVELYN AND LARRY playing James Lounge, Chicago. . . . DAVE BOLD, currently at the Rendezvous Club, Chicago. . . . DALLAS BARTLEY'S SMALL TOWN BOYS (6) inked in for the Silver Frolics, Chicago. . . . CHARLIE ROTHERMEL is at the Crown Lounge, Chicago. . . . MIKI (See OFF THE CUFF on opposite page)

# REVIEWS

## Jack Crawford

(Reviewed at the Little Club, Chicago)

The group, headed by Jack Crawford, who formerly fronted his own 17-piece ork, gives out with a varied repertory of swing, comic novelties and old-time favorites. Music is sweet, with plenty of rhythm. Crawford leads with some sharp clarinet playing a la Ted Lewis, and also doubles on sax. Also does some smart imitations of Clyde McCoy and Louis Panico.

Rhythmic backing is furnished by Ted Brown, an accomplished guitarist. Mrs. Crawford adds to the musical backing with distinctive pianistics.

Margaret Reed, vocalist, who has been with Crawford for over nine years, does a neat bit of warbling. Gal has a pleasant-sounding voice, and sings numbers ranging from Latin American melodies to pop tunes. Has a good flare for comedy and works well in duet bits with Crawford. *Jack Baker.*

## Juan Panalle Trio

(Reviewed Hollywood Circle, Hollywood)

This trio as such is new to the game. Despite the newness of the title, the mainstays of the outfit, Juan Panalle and Art Edwards, have been around for several years. They were with the Bud Scott Troubadours.

Panalle paces the group at piano with Edwards, one-time member of the Walter Barnes band and one of the two survivors of the fire in Natchez, Miss., that wiped out the band and about 200 other lives, is heard on bass. Stanley Morgan, guitarist, has played with Harlan Leonard and other well-known colored orchestras.

This septa group specializes in warm numbers. Panalle's piano is featured with the bass and guitar blending well into the tunes of boogie-woogie flavoring. Most of the sessions are instrumental but sufficient vocalizing is inserted. Panalle takes the regular run of numbers with Edwards singing out on the novelties. Morgan's singing, too, is highly satisfactory.

Group makes a nice appearance and the brand of showmanship is above average. Library is up-to-date including the newbies as well as a repertoire of the oldies. *Sam Abbott.*

## French Beguine

NEW YORK, April 15.—Latest drop in the middlebrow bucket is release of French lyrics to Cole Porter's *Begin the Beguine*, by Harms Music Company. The parlez stuff is expected to appeal to longhairs now in middlebrow biz who believe that foreign lyrics have more oomph than English.

Emelia Renaud is the lyricist.

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## Decca Disking of U.S. Dog Tune Up Before Out

NEW YORK, April 15.—Decca pulled all the stops and arranged a special recording of Shapiro-Bernstein's new novelty number, *I'd Like To Give My Dog To Uncle Sam*. Advance orders piled up so high that waxery will have the tune out in three weeks. Dick Robertson's the ork.

Tune was originally cut by Savoy Records, with the composer, Red River Dave, doing vocal and instrumental honors.

## Al Friedman To Coast ABC; Link East for MGM '2 Girls'

HOLLYWOOD, April 15.—Changes in music publishing personnel were made here this week when Al Friedman came to town to handle the West Coast office of ABC Music, Inc. Friedman formerly was Chicago rep for Leeds Music.

Harry Link, general professional manager for Leo Feist, trained out for New York this week to handle Eastern musical campaign for MGM's *Two Girls and a Sailor*. Link will return here around June 1 to spend a year in the local office.

## Bob Wills Signs With MCA For Seven-Year Stretch

HOLLYWOOD, April 15.—After signing new seven-year pact with MCA, Bob Wills plays final local date May 5-7 at the Aragon Ballroom, Ocean Park. Wills and crew then head east for tour of theaters, one-nighters and Western show dates.

Other local booking finds Hal McIntyre and ork going into the Orpheum Theater, Los Angeles, week of May 23.

## S.S. Ruling on Over 26 Saves Sammy Kaye for Now

OMAHA, April 15.—Sammy Kaye, who appeared at the Orpheum Theater here this week, was scheduled to take his physical examination at Fort Crook, Neb., Monday, but received a postponement, but he doesn't know for how long.

Monday, Kaye turned his papers over to an Omaha draft board until a definite status has been determined.

## MGM Music Man State Dep't Adviser on Clefs

HOLLYWOOD, April 15.—Nathaniel Finston, head of MGM's music department, has been appointed to the U. S. State Department's advisory committee on music. Purpose of the group is to keep the State Department advised on musical interchange among the American Republics. So far, Finston is the only Hollywoodite to be named to the committee.

## New Ground Forces Ditty

NEW YORK, April 17.—Army officials are looking over a crop of infantry songs written at their request by top men in the Music War Committee. Ditties by Oscar Hammerstein II and Dick Rodgers, Irving Caesar and Harry Pyle, and other biggies are being considered. One will be chosen this week as official song of the U. S. ground forces.

## MacDonald To Fredericks

HOLLYWOOD, April 15.—Billy MacDonald joined Frederick Bros. agency here as booker in the band department and assistant to Ed Fishman. Prior to joining the firm, MacDonald had his own band, the Royal Highlanders.

## OFF THE CUFF

(Continued from opposite page)  
ORCHART (4) can be heard at the Club Morocco, Chicago.

MURRAY, septa pianist, has been booked in at the Hotel Custer, Galesburg, Ill. . . . LAURA LEE ANGELS, organist, currently at Packer's Palladium, Green Bay, Wis. . . . NIKI NICHOLS is at the Arden Lounge, Chicago. . . . CAROL THOMPSON, pianist, is appearing at the Rose Bowl, Chicago. . . . THE CAPTIVATORS, formerly with the William Morris Agency, have been signed to a long-term contract by Frederick Bros., Chicago. Unit has been booked in at the Steuben Inn, Milwaukee. . . . CHUCK WRIGHT, one-man show, has returned to the Skyrise, Chicago, and will alternate with Phil Forrest. . . . THE MU-

SICAL CO-STARS (3) opened at Traums, Terre Haute, Ind. . . . JOHNNY KAAIHUE and His Royal Hawaiians booked for nine weeks at the St. Paul Hotel, St. Paul. . . . DUCI KEREKJARTO (4), violin concert artist, has opened at the Miami Hotel, Dayton, O. . . . BILLY CAREY (4) are now appearing at the Bar of Music, Chicago. . . . TOBY BROWN, four-piece comedy unit, has been inked in for the Germania Club, Freeport, Ill. . . . MARY ELLEN DANIELS, accordion-singer, opens at the St. Paul Hotel, St. Paul, May 1. . . . JULIE HUTH (4) just rounded out a 12-week run at Paradise Beach Hotel, Pensacola, Fla., and will open at Auggie's Lounge, Minneapolis. . . . LOUANNA RUDD, piano-vocal, has been inked for the Esquire Club, Sioux City, Ia. . . . ROSALINE MALONE, piano-singer, has opened at the Admiral Lounge, Chicago. . . . RAY-NOR LEHR, emcee, currently at Andy's, Minneapolis.

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## Band Packages and Units Help Agents Collect 2 Ways; Bundles Better Shows

### Act Scarcity One Reason for Growth

(Continued from page 3)

—seven or eight, by general agreement. The main causes seem to be:

(a) The growth of name band popularity;

(b) The growth of big talent agencies; (c) The acute attraction shortage.

Box-office \$\$ pullers that many bands are, they still need bolstering as stage spectacles. They did it for eye-appeal and show-pacing. When a band is booked for vaude tour, it is generally wrapped up with two or three acts. For the most part these turns stay with the ork for the whole tour.

The acts do not have to be attractions themselves—merely of a caliber good enough to appear with the musical aggregation. The most important consideration in selecting them is the question of whether or not they have appeared recently in the houses involved in the projected tour. Other considerations are whether or not the band leader (or his manager) wants them; whether or not they will balance the other talent and the regular features of the band. As a rule, if the leader wants them, and they are available, he gets them.

Sometimes the reverse is true and a top attraction brings in a band to fill out the bundle. An example of that is the Andrews Sisters use of Mitchell Ayres's outfit.

### Two Advantages Also

There are two major advantages to tying up two or three acts for a band tour: (a) The need for constant rehearsals is eliminated, and (b) the combination of performers with a musical aggregation permits the development and retention of good stage business, which adds to the entertainment values of the show.

Packaging would still exist if there were no big talent agencies. However, the fact that large agencies exist and have long lists of what is generally the best—or at least the most successful—talent available, contributes greatly to the bundling practice. A major talent office can give a band leader his choice of dozens of acts, among which he has a pretty good chance of getting what he wants . . . and can collect two ways—on the unit and the acts represented.

Yet, very often and especially today, even the big offices run out of acts to offer their band leaders—and in that case they are forced to go outside to rival big agencies and even small independent percenters.

This leads to the odd spectacle of one big office creating a hefty commission for its most potent rival, and the other way around.

### Question of Who Owns What

The question of who is the employer in the package situation—the band leader, the agency or the theater—is now very much up in the air. The Treasury has recently ruled that all vaude performers are independent contractors, but this ruling is only temporary, and may be reversed.

However, no matter who is the employer, it is a fact that packaging has led to the growth of accounting offices as attachments to band business because it was and may soon again be necessary to figure Social Security taxes, withholding and so on.

While band bundles make up the largest part of today's prefabricated vaude show, the packaged proportion is pushed upward by the presence of regular, produced units capable of giving shows running up to two hours—units like the Earl Carroll spectacles, the Harry Howard shows, the *Latin Quarter* and *Diamond Horseshoe* revues, and items of this type. These shows fill in much of

the available vaude time—perhaps as much as 20 per cent.

### Radio Bundles

But with the present talent shortage, bookers are reaching out to other fields—notably to radio—for the personnel to form unit attractions. One of the earliest radio units to hit vaude stages was the *Truth or Consequences* outfit. Now comes word that *The Goldbergs* will be going to presentation houses, and so will the *National Barn Dance*. And something dubbed *Golden Era*—comprising Fred Stone and other oldsters—will shortly be available.

The facts of prefabricated vaude as outlined here do not, of course, apply to the big houses of this town's Main Stem. These spots play very few units and no band bundles. It is true that when a big band plays a Stem house, two or more acts are added, but these are bought at the wish of the house booker and not the leader of the band.

Estimates of the amount of prefabrication existing in vaude today range from 20 per cent to 75 per cent. However, the average is somewhere between 50 and 60 per cent. This is not to imply that a vaude house, necessarily, plays a package show every other week because it's entirely possible that a spot will be without a bundle for 10 weeks running.

Yet were this to happen, it is also entirely possible that for the next 10 weeks all shows in the house would be prefabricated.

In other words, package building is dependent on variable factors such as the seasons, holidays, act availability, the talent demand from other types of show business, and so on. But despite these, the chances are a vaude house today will present a bundle program one out of every two weeks the year around.

### Jerry Lester to Vaude

NEW YORK, April 15.—Jerry Lester, comic now on the Sinatra air show on a six-week paper, is planning to do a single in vaude and niteries as soon as his contract is up. He plans to open out of town to break in his new material.

## “War Will Insure Vaude's Place in Post-War Showbiz,” Says Ed Wynn, After GI Tour

### Units Selling Hospitalized Boys Flesh Shows

(Continued from page 3)

jokes included nothing about the war, deaths, sickness or wounds.

Ed believes that “nothing is so essential to the happiness of a community as the theater. The reception that we got from those boys proves that it is essential. People like Danny Kaye, a real performer, are going to keep the spirit of the theater alive and take advantage of the definite need for live performers.”

As far as the men in the hospitals are concerned, he says that they don't want a hand-shake and an autograph from a name. They want entertainment. He didn't have much time to see anything outside the hospitals but things that the entertainment boom is no mirage.

The reception he got from the men

### One of Those Things

NEW YORK, April 15.—One of New York's class hotels, booked by MCA, bought a dance team to work the dinner show. Hotel always holds acts, so it looked like a nice deal for all concerned.

Immediately after the first show, however, the team was canceled, hotel claiming that patrons considered act “vulgar.” Team, a nice pair of kids, do a fast apache routine.

Turns out that hotel talent buyer had never seen the act, depending on agent, who claimed it was “terrific.” Later the agent admitted that he hadn't seen the act either. And, anyway, it was one of those things.

P.S.: Newspapers were told gal member of team had “sprained her ankle necessitating withdrawal.”

## BIR Cautions Monte Carlo On Taxless View

NEW YORK, April 15.—Monte Carlo, East Side chi-chi spot, has been informed by the Bureau of Internal Revenue here that it will be responsible for the 30 per cent on its bar business if it doesn't curtain off its dance floor from the bar area.

Spot operated by Webb & Knapp, real estate firm, has a cord stretched across the entrance to dance floor. Cards, placed on tables, say, “The 30 per cent tax will not apply to guests at the bar or guests at tables in bar area.”

Nitery has two orks each with a canary who can be seen and heard in bar area.

### Roxy's Balaban Going Legit

NEW YORK, April 15.—A. J. Balaban, Roxy operator, has two legiters in the hopper. The first is a musical, second is a comedy-drama with a musical background.

Both are skedded for openings on the Stem some time next fall. Comedy-drama is taken from a book now in the public domain. Balaban plans to run both shows with an eye to television to which both will be fitted.

To operate television angle Balaban has plans to start a producing unit, with personnel drawn from men in key jobs in show business.

## AGVA Going To D.C. Again On 30% Tax

NEW YORK, April 17.—Bureau of Internal Revenue will hear from AGVA again this week regarding the 30 per cent amusement tax.

On Wednesday (19) or Thursday (20) Matt Shelvey, national administrator of AGVA, and Mortimer S. Rosenthal, associate counsel, are skedded to huddle with BIR officials in Washington regarding AGVA's contention that the bureau has ample power to interpret the new tax law in such a way that the performer's interest will be safeguarded instead of jeopardized as at present.

Rosenthal, due to be inducted last week, was spared by the “over 26” stay granted by Selective Service and thus will be on hand for the next Washington pitch at the door of the BIR.

The pair will go armed with a brief prepared by Jonas Silverstone, AGVA counsel now serving in the army. Shelvey said an effort will be made to obtain a leave for Silverstone so that he may attend the Washington confab. Silverstone's argument is based on the contention that the night club performer is being harmed by the tax law, while other forms of entertainment are benefiting.

This week's Washington conference will be the second held in less than a month at the request of AGVA. Prior to going, Shelvey will try to establish contact with several U. S. senators known to be friendly to labor, in hope that these men will lend their prestige to the cause of the tax-slugged actor.

## “Radio Cavalcade” Lays a Trenton Egg in Two Days

(Continued from page 4)

smooth and effortless they failed to “get” the audience as they have on the radio and concert stage.

Borrah Minevitch and His Harmonica Rascals came on to garner a few laughs with the clowning of Sammy Ross and William John McBride.

The much-touted Joan Brooks (WABC) came on with a medley of ballads heard on her radio program nightly. She received two encores—both of them forced.

Gus Van came on with his amusing impersonations in dialect and garnered laughs galore. A master showman with perfect rhythm in every movement, Mr. Van drew thunderous applause and much laughter with gags that were clean and new. In addition to a medley of tunes in dialect, his song repertoire included *Hi Ya, Neighbor; Me and My Gal, When Paddy McGinty Plays the Horn and Paper Doll*. Two encores and he could have had another one.

John Feeney, “celebrated” Irish tenor, was next with a repertoire of traditional Irish airs. It was unfortunate that a man like Feeney who possesses a beautiful voice is colorless and not exactly a Beau Brummel. If he is going to appear in productions of this sort, it seems to this reviewer that he might fare better if he wore Irish costume.

Feeney introduced Howard Hughes who is rated here as another Bobby Breen. Altho he followed Feeney, he fared much better and in the opinion of this corner his applause was deserved and not given out of sympathy for his age. Possessed of a clear and very high soprano—the boy's voice reaches a perfect pitch as he progresses with a song. He received several encores and could have had more. Boy is under contract to Fulton Arnold, of WTTM, and it is understood that arrangements have been made to have him appear on two programs in New York over a Coast-to-Coast hook-up. Minevitch came on again to close the show and a tired and disappointed audience went home. *Wendell Goodwin.*

# NIGHT CLUB REVIEWS

## Latin Quarter, New York La Vie Parisienne, New York

Talent policy: Dance bands and floor-shows at 8:30 and 12:30. Owners-operators, Lou Walters and E. M. Loew; production, Walters and Mme. Kamarova; ensemble, Wally Wanger; publicity, Zussman & Bayne. Prices: \$2-\$3.50 minimum.

Well-rutted and lacking an inspired touch, the spring edition of *Montmartre Madness*, which opened here last Monday (10), is nonetheless a fairish offering considering the price scale maintained at the Latin Quarter.

Best thing in the proceedings is Dave Apollon and his three "Royal Pennsylvanian 4-F Gypsies"—Filipinos, to you. Standard act projects well from the club floor, reaps plenty of giggling and Apollon and company have to "thank you" their way off.

Other strong item is the Blanchards, he-and-she goof ballroom team. Pair involve themselves in the usual comedy-dance scrambles, but don't stick to this alone. Also mingle with the customers selling "popcorn," trying on coats, snatching bread baskets and so on. Pull a crop of laughs and good hands.

Son and Sonny, Negro acro-tap team, show to much better advantage here than they did at the Zanzibar and earn good responses for the toe-taps specialty of the short one and the repetitive front-flip into-a-full-split feat of the tall one.

Walter Nielson, standard trick bike act, provides a nice note of novelty midway in the show with his big and little wheels, Rube Goldberg gadgets and casual patter, all adding up to a sprinkling of chuckles and applause.

Mazzone-Abbott Dancers, held over, knocked each other about violently, shriek, shoot revolvers, jump on a barrel and drag far less commotion from the table-squatters than they cause on the floor.

Henri Therrien, also held over, gets a fair hand for his *Donkey Serenade* and *Last Time I Saw Paris*. Other retentions from the previous show are Adele Parish, blond fiddler, and Una Cooper, fast-spinning acro dancer. Gals work in three production numbers with the Wally Wanger line (18), and are nicely received. Chorus routines and costumes are hackneyed, and draw commensurate hand-slapping. Finale is a cheesy try for a topper effect—dragging out the American flag.

Done McGrane's ork (9), with Winnie Walsh on vocals, do a passable job of show-backing and dance-playing, and Ferando Canay (7) relieves with the rhumbas. Place would be a lot more comfortable if the screeching p.-a. system were toned down. Biz fair when caught. *Paul Ross.*

THE NOVELLOS, after a 11-week hold-over at Colosimo's, have begun an indefinite stand at the Blackhawk Restaurant.

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Talent policy: No Dancing; shows at 8, 12 and 2:30. Owner-operator-manager: Arthur Lesser; publicity, Lyn Duddy. Prices: \$2.50-\$3.50 minimums.

Peggy Fears reappeared on the local night club scene Wednesday night (12) in this Frenchy boîte, and if the response of the crowd at the last show is any indication she will do well at La Vie. This reviewer found much of her work less than satisfying because of its general quality of hoke, but the a.m. mob pulled four encores out of her and could have stood for more.

Miss Fears opened with *Love Is a Lovely Thing*, followed with *They Say and Falling in Love With Love*. At the "more" demands she announced a new "candle-light song" policy—if the customers will leave their requests she'll warble the tunes next time they come in. Meanwhile she gave 'em an *Oklahoma* medley, *Speak Low*, and two others, all received big.

Newcomer to this spot is a fresh-looking, red-headed French-English chanteuse named Jeanne Morain. Chants a couple of love songs and the marching song of the French underground in the guttural and dramatic French style—but gal gives the stuff punch and class, and she carries off a good hand. Her English-version *My Bill*, however, suffered from being too French in styling, altho accent is Americano. When canary gets her teeth into pop pieces she ought to do well in the town's bistros.

Tony Ferrar, a nice-looking kid with a good idea, falls somewhat short of making it click. Youngster starts out to do a comedy act using gag material and dance-steps to underline it. Mimics Draper, Astaire, Fanny Brice, Eleanor Powell, Javenese and Spanish dancers, a woman gossiping and like stuff. Makes his point with his hooves, but mild material on the tongue trips him up. With better patter and more experience, lad may come along.

Dick Delton's trio do neat job assisting the performers. Biz fair when caught. Adele Lambert, programed, was unseen. *P. R.*

## Camillia House, Chicago

Talent policy: Dance band and attraction. Owner: Arnold Kirkeby; head-waiter, Frank Olmsted; publicity, Mary Anderson. Prices: No minimum.

David Brooks, new singing star in these whereabouts, is the personable chap now entertaining the smart clientele of this intimate room.

Arriving here from the East without any fanfare, he immediately scored a hit and has been attracting crowds with his fine singing and pleasing personality.

Blessed with a rich baritone voice, having received his training with the Philadelphia Opera Company, Brooks gives out with a refreshing style that easily rates him as one of the season's new "finds."

He sells well and puts over his numbers with finesse. Audience reaction was tremendous when caught. Does remarkably well with ballads and old favorites. This type of selection seems to be his forte. His six-foot frame and good looks help. *Jack Baker.*

## Restaurante Del Paseo, Santa Barbara, Calif.

Talent policy: Dance band and floor-shows at 8:10 and 11 p.m. Management: Russell Smith, owner-manager. Prices: Dinner, \$1.50 up.

Russell Smith is doing a land-office business at his Del Paseo restaurant in the patio of the Paseo de la Guerra. It is the top dining and dancing spot in historic Santa Barbara. With the first evening show skedded for 8:10, Smith has so much business that he holds reservations only until 6:30.

Music is Latin flavored by Felix Lorea and six sidemen. Featuring only one brass, a trumpet, music is easy to listen to as well as danceable, but always keeping on the sweet side.

Current show is especially strong with Marie Caruso, a perennial favorite, handling singing as well as emcee chores. Miss Caruso, neatly draped in a red, white and blue gown with midriff showing, opens her turn as well as the show with *(See Night Club Review on page 28)*

# Follow-Up Reviews

LA MARTINIQUE, NEW YORK: Buddy Lester, the agent-agitating comic, stepped into this spot Wednesday night (12) and scored well with his whistling, stomping, wheezing, trumpet-playing comedy act. The crowd, jamming the place to the walls, was strictly showbiz and Lester milked this situation heavily, so that it is hard to say how he'd go over with a mob of homebodies. The industry-ites welcomed him sure enough.

Opened with a nod to Milton Berle, among the table-sitters, ad-libbed a few ticklers, and then more or less sang *Honey*. After which he worked a gag horn-tooting routine ostensibly aping James and Busse, with the band assisting handsomely. Seemed to drag this out too long and titters began to taper off. Brought 'em back a-laughin', however, with Lawrence Tibbett and Harry Richman take-offs, tapped his noggin to produce sound, tossed in a cooch dance and went out to whistles. On demand, for an encore, he did the *Africa* routine of his brother, Jerry, and had to beg off. Generally proved himself an able buffoon with nice timing and delivery but prone to over-play.

Sunny Skylar, radio "voice" and composer, the other new act opening here, is a personable lad who's been making his living writing *Besame Mucho*, *Move It Over*, *Amour, Amour, Amour*, and other hit tunes. Somebody figured this qualifies him to be a singer. It doesn't. He sings like a composer—in a free-wheeling, shapeless style with excessive use of arms and a plain, artless voice. His numerous friends in the audience insisted on a couple of encores and he went out with a thank-you.

Other two acts, Betty Garrett, comedienne, and Fanchon, terper, reviewed in *The Billboard*, issue of April 8. *P. R.*

BLUE ANGEL, NEW YORK: Two new acts are on tap here. First 's Robert Crum, a keyboard artist of the concert school who seems to do just as well on the hot licks as he does on the long hair stuff. Repertoire, when caught, Tuesday (11), ran too much to latter type with crowd getting a little restive.

His *Rhapsody in Blue*, delivered with variations plus some new arrangements, carried an authoritative sock. Segued into boogie-woogie with both feet, and we mean feet. Keeps beat with first one foot, then the other, and sometimes both, pounding almost thru the floor.

On the long hair material, Crum obviously knows what the 88 keys are for. After first two numbers piano pounder had crowd in his palm and lost it when he stretched his act. Trimming seems indicated.

Second act is Norah Sheridan who does a couple of songs with slightly blue tinge. Her hillbilly number was terrific and so was her *Let's Fall in Love*. Thrush doesn't have a voice but overcomes it with a socko delivery plus good showmanship. Gal's *Tea Room* bit went over with a wallop.

Evelyn Knight, the Bernards and the Ellis Larkin Trio, also on bill, were reviewed in *The Billboard* February 26. *Bill Smith.*

PERSIAN ROOM, PLAZA HOTEL, NEW YORK: Laurette and Clymas, dance team which has played the West Side clubs, and was last caught at Loew's State, managed to make this chi-chi place, opening in the dinner spot.

First number was a smooth bit of ballroomology drawing a comfortable hand from the diners. Next was a before-and-after marriage dance team bit which garnered fair applause and laughs.

Followed with a glow worm number with Bob Grant's ork coming in on lighting business. Act was draggy. A Girl-Meets-Boy routine was team's best. Fem moved gracefully and the boy followed along. The body spin finale of latter was tricky but detracted from smooth impression team left.

Last bit was announced as *Park Avenue Episode*, which segued into a fast apache number. First the gal got a tossing around and then she did the tossing. Work was slick and smooth but didn't seem to fit in the room. *B. S.*

VERSAILLES, NEW YORK: Carl Brisson, back here after a run earlier in the season, is still a wonder boy with the Versailles set. When caught Wednesday night (12) at the dinner show, he did no less than seven encores and left 'em applauding.

Introed with a medley of his past hits, including, of course, *Cocktails for Two*, he galloped into *Beer Barrel Polka*, and from there sat on chairs, climbed the piano and skittered all over the place with a hand-mike, shedding Continental charm with great ease and warbling *Another Old Fashioned*, *Lovely Little Manicurist*, *Mairzy Doats* and other tunes. *(See Follow-Up Review on page 28)*



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## Oriental Out-Sprinting Chi In Vaude Talent Rivalry

CHICAGO, April 15.—The new spring show season here looks like a terrific battle for the Windy City's show crowd. Contestants are the lone independent Oriental Theater and the Balaban & Katz's ace house, the Chicago Theater.

Each side seems to be matching its skill against the other in booking top attractions. It looks as if the Oriental is passing the winning mark with an elaborate package of talent set for the theater during May.

Charlie Hogan, booker for the Oriental, has stepped out and pulled a real entertainment scoop in getting the Andrew Sisters for a p.a. starting May 5. This is first time in the history of the theater that these gals have played the house, having appeared at the Chicago Theater seven times during their career. Competing with the sisters, the Chicago has booked Sammy Kaye. Kaye's pulling power certainly cannot be matched with that of the Andrew Sisters, and it will probably be a march of the theatergoers to the Oriental during that week.

Woody Herman is the next star attraction booked into the Oriental, having been inked for the week of May 12. This is his first appearance also and he will vie against Vaughn Monroe at the Chicago. Herman appeared at the Chicago only a few weeks ago and rolled up a neat gross of \$56,000.

Not to be stopped with the booking of the Andrew Sisters and Herman, Hogan has also inked in *George White's Scandals* for the week of May 19 and Xavier Cugat for his first appearance at the house starting May 26.

The Oriental's bookings for May have definitely placed the spot into a Class A position among Chicago's theaters, regardless of the fact that it cannot, because of the pic deals Balaban & Katz have with the major studios, get good pictures to help bolster business. If the

house can hit high grosses with only name attractions, which it did when Martha Raye and the Condos Brothers helped to hit \$35,000 last week, then it is reasonably sure that it can deliver in the future.

## SAG Also Bans Unauthorized "Celeb" Shows

NEW YORK, April 15.—Screen Actors' Guild is backing the American Guild of Variety Artists in AGVA's crackdown on the "celebrity night" nuisance.

The last issue of SAG's official publication, *The Screen Actor*, carried an article warning that such appearances "are prohibited unless sanctioned by Theater Authority" or other official sources.

Florence Marston, Eastern representative of SAG, said the blast lined up her union beside AGVA in trying to put an end to the free-show practice except under authorized circumstances.

## Redstone Blue Over Hub Biz

NEW YORK, April 15.—Mickey Redstone, operator of the Boston Latin Quarter and Mayfair, in town to arrange for the opening of his outdoor movie theater at Valley Stream, L. I., reported that the Mayfair was reopened after being closed for one night by the city authorities over a fire hazard.

Business, he reported, is sagging in the Hub over the 30 per cent amusement tax. His own net, he said, is 22 to 25 per cent off, even tho his grosses are higher.

The difference, he declared, is due to the fact that allowance must be made for the 30 per cent tax. Thus the Mayfair, whose gross last week was up 10 per cent, actually lost 25 per cent business, while the L. Q., which ran 13 per cent ahead in gross, took a drop of 22 per cent.

## Harlequin Satisfies AGVA

NEW YORK, April 15.—The Harlequin, night spot formerly called the Casablanca, will be allowed to open after being stricken from AGVA's "unfair" list. The club put up one week's bond and agreed to settle a long-time wage claim held by the union against Ralph Maurice, one of the Harlequin's new owners. AGVA officials said yesterday (14) that they expect to sign a minimum basic agreement with the place.

## Easter Tax Egg

NEW YORK, April 15.—A religious service held last Sunday (9) in the lobby of the Waldorf-Astoria to celebrate Easter brought a lot of pleasure to Waldorf patrons who sat in the lobby sipping tea, soft drinks and, in some cases, highballs.

But—it also brought the tea drinkers a tap for 30 per cent amusement tax.

Since there was singing and music, the service was "entertainment" and therefore subjected the audience to the tax bite.

## Rose Forces Act Out of State

NEW YORK, April 15.—Ross and La Pierre, who were to have gone into the next show at Loew's State, were canceled out by Jesse Kaye, Loew's booker, after he had received notification from Billy Rose that the pair were under contract to him not to play at the State or any other theater where Rose's show, *Post-War Preview*, is skedded to appear.

The cancellation is the finale of a complicated tangle. Ross and La Pierre were booked into the Diamond Horseshoe by Johnny Singer on a two-week contract which permitted cancellation by either party after one show.

According to the agent, he notified Rose verbally of intention to conclude the contract and took his act out on Thursday night (13).

Meanwhile, says Singer, Rose demanded that the act stay in the Horseshoe show when it goes on the road two weeks hence and at their present salary of \$500 weekly. Singer says he won't permit his act to hit the road at this figure, and so he booked them into the State.

Yesterday (14) formal notification arrived in Jesse Kaye's office of Rose's contentions in the matter, and to avoid a dispute Kaye rubbed out the booking.

## Detroit AGVA Local Dissolved

DETROIT, April 15.—Detroit local of AGVA has been formally dissolved by action of the AAAA national board, and Billy Grubbs, in charge of the Michigan and Ohio territory as national representative, has taken charge of the Detroit office.

Background of the move, Grubbs said, was the desire of Carl Dennis, executive secretary, to return to active show business and the lack of another suitable individual available to step into the post at present. Accordingly, it became necessary for the national office formally to take over the situation. Dennis went into Mickey's Show Bar, leading north end spot, Monday as master of ceremonies.

## Coast Flesh Biz Builds Small Units; Everything Terrif

HOLLYWOOD, April 17.—Local flesh picture is brightening, with public really rooting for performers and causing bookers no end of trouble keeping top names available for talent buyers. As an example, King Cole Trio has been booked for a return engagement at the Orpheum May 16. Combo is the first small musical group to get such a quick repeat engagement at this theater. Boys were such a draw that management decided on getting them back in as soon as possible.

Nitery picture is nearly as good, with such top draws as Joe E. Lewis really packing them in. Lewis just completed an engagement at Slapsy Maxie's and would have been welcome to stay on indefinitely but previous bookings interfered. Lewis trained out for New York last week to open Thursday (20) at the Copacabana.

Even dance teams are coming in for their share of the public's support. Maurice St. Clair and Gloria Day have proved such a hit at the Biltmore Bowl that they are going into their 12th week.

## Union Holds Davis Still Liable for Pay

NEW YORK, April 15.—American Guild of Variety Artists will hold Benny Davis, former proprietor of the bankrupted Frolics night spot, responsible for about \$1,200 in back salaries to performers even tho the property has gone thru receivership.

Dave Fox, head of local AGVA, yesterday declared that out of some \$2,417 in assets left by the Frolics—which stood on the site of the present Zanzibar and folded last year—only \$347.60 had been turned over by the receivers to satisfy all wage claims, including those of kitchen help. Out of this sum about \$92 was turned over to AGVA in settlement of about \$1,200 in claims, Fox said.

Among the acts caught by the shutting of the Frolics were the Barry Sisters, Walter Long, Leonard Sues, Mildred Wayne, Roberta Ramon and eight chorus girls.

Fox declared that the small sum given AGVA to pay these performers was a perfect illustration of the futility of waiting for legal processes to settle wage claims instead of insisting on a wage-bond. He said AGVA had allowed the spot to open without a bond at the request of the actors.

Fox declared that AGVA considers the wage payment made insufficient and will continue to hold Benny Davis responsible for satisfaction of the claims.

NEW YORK, April 15.—Frank and Jean Hubert, now on the Coast in pictures, are set for their first vaude show. Pair will open at Loew's State June 1.

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## Barbaro Drops Grand Casino

DETROIT, April 15.—Detroit's most startling night club deal went into reverse this week when Frank Barbaro, operator of the Bowery, gave up the Grand Terrace Casino, which he had planned to operate as the Latin Quarter.

Barbaro took actual possession and was running the place for the past couple of weeks, but decided to return it to the original owners.

Background of the decision was the sentiment of the Michigan Liquor Control Commission against night club "chains." Their objection is to ownership of more than one spot by one owner, altho instances of such cases already exist in the city. Rather than risk a challenge of the commission's ruling, Barbaro gave up the spot.

## ATTENTION!

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CITY	PLACE	DATES
Boston	Garden	April 17 thru April 23
Providence	R. I. Auditorium	April 24 thru April 30
Pittsburgh	Duquesne Gardens	May 3 thru May 13
Grand Rapids	Auditorium	May 15 thru May 20

## SKATING VANITIES

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ASTOR HOTEL, ALEXANDRIA, LA.

**Capitol, New York**

(Reviewed Thursday Afternoon, April 13)

A show which has the makings of a good grosser preemed here today. In the top slot is MGM's Ginny Simms, who is also in the pic, *Broadway Rhythm*. For Miss Simms stint, Frankie Carle's ork is augmented by eight fiddles, a cello, harp and xylophone.

Thrush, wearing a rose-colored gown, comes on to a good hand to do five numbers. She sells nicely. For encore she gave out with *Eli-Eli* which deserved and won a sock mitt. After last number roses handed up by a page got her another wave of applause.

Frankie Carle's crew (15), five reed, six brass and a four-man rhythm section, including Carle on the keyboards, got groovey right from curtain raiser, *Sunrise Serenade*. Socked with *Don't Sweetheart Me*, seguing into a crowd-pleasing boogie. Maestro, on the piano in practically all numbers, backed by an excellent rhythm combo with brasses coming in muted, gave set-up a listenable quality few orks achieve in so short a time.

Mitzi Mayfair opens with a poor *You Can't Say No to the USO* but delivers solidly with her heel and toe stuff. Her tricky leg twists and side kicks win fine audience response.

Paul Allen, ex-nitery warbler, now with Carle's ork, almost stopped the show with his *I'll Get By* when the bobby-sock section began whooping it up. He worked to a beg-off.

Betty Bonney, ork canary, a tall brunette with a white gown cut down to here, did well with *Is My Baby Blue Tonight*. Gal's pipes are only so-so but appearance makes up for it.

Lee Columbo, guitarist, comes down front to sing *How Blue the Night*. Lad's voice is small and bill has too many vocalists anyway.

Arthur Blake with take-offs of Frank Morgan, Zasu Pitts, Ronald Coleman, Bette Davis, FDR and Mrs. Roosevelt seems miscast. Impression sharpened when crowd sees Dean Murphy in feature pic doing the same routine. Blake, however, worked to a nice hand.

Harry Gourfain's sets and lighting give the flesh show a handsome frame. Lobbies jammed when caught.

Bill Smith.



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**VAUDEVILLE REVIEWS**

**Earle, Philadelphia**

(Reviewed Friday Afternoon, April 14)

A well-rounded bill, rich in music and song, with Les Brown and his band of 16 going a long way in keeping the kids crowding the house at opening show in the swing mood. For added measure there is Carol Bruce.

Brown band tees off with a 52d Street adaptation of the *Anvil Chorus*, also going gut-bucket for *Bizet Has His Day*, keeping to conservative lines only for an interesting arrangement of *Holiday for Strings*.

Carol Bruce, living up to all the advanced bally as to her loveliness and in pink gown with a neckline that beach-heads well into the danger zone, won the eyes and ears and the attending plaudits handily. Fares best when getting real cuddlesome for the ballads, both old and new, and had to fight her way off the boards.

With all due respect to Miss Bruce's talents, the Brown band boasts of a canary who seeks no quarter from anyone in the same lyrical department. Beautiful and blonde Doris Day, tall and tantalizing, is more than slightly terrific in exciting the youthful enthusiasts to whistling and stomping. Gal gives out equally effective for a brace of three rhythm and ballad ditties, and each canto counts for plenty.

More vocal force is added to the bill by Butch Stone stepping out of the sax section. His characteristic jive chants also count for much in the sign-off spot, with *A Good Man Is Hard to Find* and *Slender, Tender and Tall* polishing off the bill with leg-lifting in the jitterbug way.

Gordon Drake, the band's romantic troubadour, is lost in the singing stakes. Comes on early and barys in the Sinatra manner for *The Music Stopped* and *Smoke Gets in Your Eyes*.

Band specialty also goes to drummer boy Dick Shanahan after Miss Bruce gets off. In the least it was appropriate, with the kids yelping at Miss Bruce to bring on Gene Krupa, indicating that even juvenes read the gossip columns.

Two added acts were in high order, also adding comedy content to the running. The Albins, comprising an overly tall male and a contrasting half-pint female, are socko with their comedy adagio dancing. For added measure male member rings in a devastating take on Boris Karloff impersonating Frankenstein singing like Frank Sinatra.

Chris Cross, with his cowboy dummy and luminous puppets, also scores heavily with his ventriloquism, enjoying the same reception accorded the top-liners.

Screen shows *Knickerbocker Holiday*.  
Maurie Orodener.

**Olympia, Miami**

(Reviewed Wednesday Afternoon, April 12)

A swell show, with plenty of variety and novelty.

Earl Lindsay Girls, eight lovely femmes, open and close and do another number called *Broadway Bits*, reviving the old-time favorite dances of the gay '90s. A well-dressed and trained chorus, and well liked.

Don Dorsey, single trap act from the circus, does plenty of hair-raising balancing and swings. Earned a big hand.

Dot and Dellan, doubling from Club Bali, have two boxing cats who work in a miniature ring and go three fast rounds. A real novelty.

Gus Van opened with *Hy, Neighbor* and went thru a routine of dialect parodies and character bits, his stories getting many laughs. Customers were reluctant to let Gus go, and he responded for an encore with his own version of *Paper Doll*, a honey. Van proved that time has not dimmed his ability.

Joey Adams, emsee, and his partner, Tony Canzoneri, former boxing champ, talked and gagged themselves into a big hit.

Pic, *Standing Room Only*. Biz good.  
L. T. Berliner.

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**Orpheum, Minneapolis**

(Reviewed Friday Afternoon, April 14)

Sammy Kaye ork, 15 strong, and his regular coterie of entertainers headline, giving off with usual Kaye style. Sammy must be having trouble getting musicians—he plays clary with ork in practically every set.

Show gets off with novel arrangement of *Pistol Packin' Mama* by the band, with Four Kayettes doing the vocals. Arthur Wright's tenor is just right for *Oh, What a Beautiful Morning*. Would have been good for at least another tune or two. Robert Sisters and Frances Wright, tap terpsiters, turn some fast routines on circular stage of their own. But where does Kaye get the idea they're youngsters?

If Hollywood doesn't catch up with Sally Stuart before long it'll be a surprise to many. Here's a gal with looks, a figure and voice, and stops show with her vocals of *I Had a Man* and *Do Nothing Till You Hear From Me*. She's a beauty. Ork hits out on swing version of *Smiles*, with Kaye joining clary section for spotlight, followed by trumpets.

Billy Williams, bary, gets the hepcats humming with *San Fernando Valley* and *Lovely Way To Spend an Evening*, but it's *One o'Clock Jump*, spotlighting Don Martin, trombone; Tiny Silver, sax, and Jerry Carr, piano, that has the gaters in a frenzy. Silver, especially, is tops with his jam-session music.

Ben Beri, comic juggler, does his usual act to good hand. Tambourine number best of lot, as usual. Nancy Norman, ork's second canary, is a bit off key on *G. I. Jive*, but the cats don't care. Her specialties, *I'm in Love With a Sailor Boy* and *It's Hard to Be Good*, are well received, but latter is a bit risque for afternoon audience of kids, especially the gestures. Nancy and Billy Williams join for some clever lyrics on *Love, Love, Love*. Kaye's inevitable "So You Want To Lead a Band?" still big favorite, as kids clamored to get up there. Pic, *Chip Off the Old Block*. Lower floor three-fourths full afternoon show despite heavy rain.  
Jack Weinberg.

**Orpheum, Los Angeles**

(Reviewed Tuesday Afternoon, April 11)

Freddie Slack and orchestra have top billing this week, with the King Cole Trio taking second honors. Cole group is the drawing card and the only act on the bill that really gets applause. Augmenting acts include Joey Rardin, Three (See Orpheum, Los Angeles, on page 32)

**Oriental, Chicago**

(Reviewed Friday Afternoon, April 14)

This girl revue is a breezy package of talent, combined with lavish sets and a stage full of orb-filling beauties parading around in scantily attired costumes.

Curtain rises with singing introduction to show by John Muccio and Larry Stuart, featured a parade bit by six lovelies, fashioned in red velvet gowns, followed by the line of 14 girls dressed in pink shorts. Girls do a slow chorus routine that lacks rhythm and co-ordination. No introduction is made of Vio Hyde, one-man band, who certainly deserved a build-up. Lad show-stopped and had the bobby-soxers wild with his musical impersonations of Henry Busse, Abe Lyman, Tommy Dorsey, Louis Armstrong and Harry James. Also does a good imitation of Clyde McCoy's *Sugar Cure Blues* and a Fats Waller piano melody. Has plenty on the ball and does a lot of trick work on the trumpets, trombones, piano and drums. Got a terrific mitting when he played *Margie* on two trumpets and *Sleep* on three trumpets. Had to beg off after a military number when he played four bugles at the same time.

Charlie Kraft, musical comedy dancer, appeared in another production number. Has a style similar to Georgie Tapps and does a fine job in a series of fast tap steps and whirls. Appeared later on the bill in a smart dance number to the tune of *Holiday for Strings* when he really showed his versatility as a dancer. Received very little hand-slapping for his work and would have made a bigger hit if he were spotted as a single instead of appearing with the production numbers.

The Brickayers, Leonard Gautier's trained canines, surprised the audience with their clever work and tricks.

Dave Barry, emsee impersonator, was another show-stopper. Has a good repertory of different impersonations which include various defense factory sounds, around the radio dial, how Donald Duck would sing *Mairzy Doats* and a good likeness of F. D. R. and Winchell Churchill. Chatter clean and well suited to a family trade theater.

Chaz Chase furnished the comedy sparkle to the show. With the exception of a strip-tease number which he does exceedingly well, he hasn't changed his routine. Act has the backing of a smartly produced production number featuring the paraders and the 14 cuties.

Bill is fast paced and has plenty of novelty, comedy and flash. Pic, *Trocadero*.  
Jack Baker.

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

## A

Adler, Larry (Palmer House) Chi. h.  
Aida (Cinderella) NYC, nc.  
Akin's, Bill, Continental Four (Indiana) Fort Wayne, Ind., h.  
Alexander, Fulton (White City) Springfield, Ill., cl.  
Amazing Mr. Ballantine (National) Richmond, Va., t; (Center) Norfolk 20-26, t.  
Amsterdam, Morey (La Martinique) NYC, nc.  
Andre, Rod (Circle Bar) Kankakee, Ill., nc.  
Apollon, Dave (Latin Quarter) NYC, nc.  
Arren & Broderick (Hipp) Baltimore, t.  
Ashley, Barbara (Lookout House) Covington, Ky., no.  
Albins, The (Earle) Phila. t.

## B

Baker, Jerry (Embassy) NYC, nc.  
Baker, Zig & Viv (Buffalo) Buffalo, h.  
Barbary Coast Boys (Tony Pastor's Uptown) NYC, nc.  
Barnett, Chester Bobo (Polack Circus) Sacramento, Calif., 17-22.  
Barry, Dave (Oriental) Chi. t.  
Barton & Brady (National) Louisville, t; (Cotton) Houston 22-May 13, nc.  
Belmont Bros. (Palace) Rockford, Ill., t; (Andy's) Minneapolis 24-May 6, e.  
Belmore, Barbara (Clover Club) Miami, nc.  
Bennett, Dave (Dixie) NYC, h.  
Berry Bros. (Chicago) Chi. t.  
Beri, Ben (Orpheum) Minneapolis, t.  
Betty Jane (Medford) Medford, Ore., 19-22, t; (Grant) Grants Pass 23-26, t; (Ashland) Ashland 26-27, t.  
Betty & Leona (Palmer House) Chi. h.  
Billetta Sisters (Hipp) Baltimore, t.  
Blair & Dean (State) NYC, t.  
Blake, Arthur (Capitol) NYC, t.  
Blanche, Jeanne (Tony Pastor's Uptown) NYC, nc.  
Blue, Betty (400 Club) NYC, nc.

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Boag, Wally (Hipp) Baltimore, t.  
Boots & Saddles (State) Allentown, Pa., t.  
Brisson, Carl (Versailles) NYC, nc.  
Brown, Evans (Clendening's) Upper Darby, Pa., cl.  
Bruce, Carol (Earle) Phila. t.  
Buckley, Dick (State) NYC, t.  
Burton's Birds (Hurricane) NYC, nc.

## C

Cabin Boys (Club de Tour) Chi. nc.  
Cadinus, Bill, Trio (Aquarium) NYC, re.  
Canada Lee (State) NYC, t.  
Carlisle, Charlie (Bowery) Detroit, nc.  
Carlos, Senor (RKO-Boston) Boston, t.  
Carroll, Jane (Fifth Ave. Hotel) NYC, h.  
Carroll, Jean (Capitol) Washington, t.  
Chase, Chaz (Oriental) Chi. t.  
Chester, Eddie (3-Ring Circus) NYC, nc.  
Chords, The (Slapsie Maxie's) Hollywood, Calif., nc.  
Clark's Hawaiians (Rogers' Corner) NYC, cl.  
Coke, Frank & Peggy (Towers) Camden, N. J., t.  
Coley, Worth & Marcla (Center) Norfolk, Va., t.  
Condos Bros. (Palace) Cleveland, t.  
Cordon & Sawyer (Adams) Newark, N. J., t.  
Cortez, Florez (Te Pee) Miami, nc.  
Costello, Jimmy (Helsing's) Chi. cl.  
Courtney, Diane (Ruban Bleu) NYC, nc.  
Crane, Phil & Mildred (Roosevelt) St. Louis, h.  
Cross, Chris (Earle) Phila. t.  
Cross & Dunn (Chez Paree) Chi. nc.  
Crum, Robert (Blue Angel) NYC, nc.  
Cugat Choir (Paramount) NYC, t.

## D

Davis, Diane (Camella House) Chi. h.  
Davis, Eddie (Leon & Eddie's) NYC, nc.  
Dawn, Dolly (RKO-Boston) Boston, t.  
De Croft, Ann (Astor) Montreal, nc.  
Delahanty, Irene (Zamboanga) Los Angeles, nc.  
DeMarcos, The (Roxy) NYC, t.  
Dennis & Sayers (Pines) Youngstown, O., nc.  
Denny, Dorothy (New Yorker) NYC, h.  
Dombey, Ken (Puritas Springs Park Rink) Cleveland, p.  
Don & Cassandra (Patino) Cincinnati, nc.  
Drake, Robert, & Little Jeanne (Hi-Lo) Battle Creek, Mich., nc.  
Draper, Paul (Mayfair Room) Chi. h.  
Drayson, Danny (Adams) Newark, N. J., t.  
D'Ray, Phil (Bismarck) Chi. h.  
Duffy, Kathryn, Dancers (Beverly Hills) Newport, Ky., cc.

## E

Emmy, Carlton (Stanley) Pittsburgh, t.  
English, Ray (Stanley) Pittsburgh, t.

## F

Fears, Peggy (La Vie Parisienne) NYC, nc.  
Fellows, Edith (Carman) Phila. t.

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

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# ACTS·UNITS·ATTRACTIONS ROUTES

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

Felton, Happy (State) NYC, t.  
Fields, Sally (Ernie's) NYC, nc.  
Fostaire (Esquire) Norfolk, Va., nc.  
Francisco (Edgewater Beach) Chi. h.

## G

Galante & Leonarda (Statler) Cleveland, h.  
Gall Sisters (Towers) Camden, N. J., t.  
Gall-Gall (Earle) Washington, t.  
Garrett, Betty (La Martinique) NYC, nc.  
Gaudsmith Bros. (Roxy) NYC, t.  
Gautiers Bricklayers (Oriental) Chi. t.  
Gaynor & Ross (LaSalle) Chi. h.  
Gentry, Leroy (Metropole) Chi. re.  
Gifford, Moya (Jimmy Kelly's) NYC, nc.  
Gillette & Richards (Edgewater Beach) Chi. h.  
Glenns, The (Center) Norfolk, Va., t.  
Glover & LaMae (Hollenden) Cleveland, h.  
Gory, Gene, & Roberta (Kitty Davis) Miami Beach, Fla., nc.  
Gray, Bill (Chez Paree) Chi. nc.  
Green, Al (Club Zebra) NYC, nc.  
Green, Harold (Rogers' Corner) NYC, cl.

## H

Hanneford, George, Family (Olympia Circus, Stadium) Chi. until May 7.  
Harrison & Fisher (Music Hall) NYC, t.  
Haukane & Lonya (Iceland) NYC, re.  
Hawkins, June (Paris Qui Chante) NYC, nc.  
Healy, Eunice (Latin Quarter) Chi. nc.  
Hearts, Three (Keeney) Elmira, N. Y., t.  
Henning, Pat (RKO-Boston) Boston, t.  
Henry, Art & Marie (Moose Club) Erie, Pa., 14-20.  
Herberf, Jack (Cotton) Houston, nc.  
Herzogs, The (State) NYC, t.  
Hildegard (Palmer House) Chi. h.  
Howard, Bob (Greenwich Village Inn) NYC, nc.  
Howard, Eddy (Towers) Camden, N. J., t.  
Hughes, Mary Beth (Palace) Columbus, O., t.  
Hyde, Vic (Oriental) Chi. t.

Jagger, Kenny (Sportsman Club) Indianapolis.  
Jaxon, Great (Faust) Peoria, Ill., nc.  
Jones, Allan (State) NYC, t.

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Joyce, Jacqueline (El Patio) nc, and (Folles Bergere) Mexico City, nc.  
Jules & Webb (Mayflower) Akron, O., h.  
Juvelys, The (Chicago) Chi. t.

## K

Karson's, Maria, Musicales (Plains) Cheyenne, Wyo., h.  
Kaye, Stubby (Hipp) Baltimore, t.  
Kimball, Dude (Dixie) NYC, h.  
King, Bill (Showboat) Cleveland, c.  
Kraft, Charles (Oriental) Chi. t.  
Kramer's, Henry, Midgets (Hollywood) Kalamazoo, Mich., nc.

## L

LaBato, Paddy (Hi Lo) Battle Creek, Mich., nc.  
Lane, Camella (Palmer House) Chi. h.  
Lang & Lee (Hilltop) E. Dubuque, Ill., nc.  
LaPearl, Harry, Revue (Medford) Medford, Ore., 19-22, t; (Grant) Grants Pass 23-25, t; (Ashland) Ashland 26-27, t.  
Latinos, The (Cronin's Circus) Hollywood, Calif., 18-28.  
LaVola, Don, & Carlotta (Utah Canteen) Salt Lake City.  
LaZellas, Aerial (Cow Shed) Oklahoma City, nc.  
Lee, Lois (Glenn Rendezvous) Newport, Ky., 7-20, nc.  
Leolita (LaSalle) Chi. h.  
Leopold, Herman (Blackhawk) Chi. re.  
LeRoy, Hal (Palace) Columbus, O., t.  
Lucas, Nick (Olympia) Miami 19-25, t.  
Lyon, Bob (Fifth Ave. Hotel) NYC, nc.  
Lyon, Ladd (Palmer House) Chi. h.

## M

McGuire, Marcy (Adams) Newark, N. J., t.  
Mack, Larilyn (Tropic Isle) NYC, nc.  
Mario & Floria (Palmer House) Chi. h.  
Marshall, Jack (Chicago) Chi. t.  
Martingales, The (Lookout House) Covington, Ky., nc.  
Maurice & Maryea (Blackhawk) Chi. re.  
Mayfair, Mitzl (Capitol) NYC, t.  
Merrill, Joan (Chicago) Chi. t.  
Midnight Zombie Jamboree (Cord) Champaign, Ill., 21; (Hub) Rochelle 22; (Apollo) Princeton 23; (State) Mendota 26, t.  
Miles, Jackie (Chez Paree) Chi. nc.  
Millers & Walter (La Conga) NYC, nc.

Mills, Buster (Cedar Gardens) Cleveland 17-21, nc.  
Mitzl (Colosimo's) Chi. t-re.  
Moody, Linda (Glenn Rendezvous) Newport, Ky., nc.  
Moon, Charlette (Edgewater Beach) Chi. h.  
Morris, Doug; Fort Worth, Tex., 17-19.  
Morrison, Johnny (Glenn Rendezvous) Newport, Ky., nc.  
Murphy, Dean (Paramount) NYC, t.  
Murray, Steve (Tony Pastor's Uptown) NYC, nc.

## N

Nance, Ray (Hurricane) NYC, nc.  
Nelson Novelletes (Lookout House) Covington, Ky., nc.

## O

O'Keefe, Walter (Capitol) Washington, t.  
Overman, Wally (Circle Bar) St. Louis 15-21, nc.  
Oxford Boys (Beverly Hills) Newport, Ky., cc.

## P

Page, Joe & Nona (Tivoli) Melbourne, Australia, until May 21, t.  
Panvini, Grace (Music Hall) NYC, t.  
Parks, Bernice (Chez Paree) Chi. nc.  
Pavells, The (Wivel's) NYC, re.  
Perry, Fraen (Club 78) NYC, nc.  
Pretenders, The (Nicollet) Minneapolis, h.  
Princess Chlo (Casanova) Detroit, nc.  
Princess & Willie Hawaiians (The Tropics) Battle Creek, Mich., nc.

## R

Raft, Tommy (Brown Derby) Chi. nc.  
Rand, Wally (Capitol) Washington, t.  
Ray, Martha, & Co. (Palace) Cleveland, t.  
Reeves, Cy (Palace) Columbus, O., t.  
Regan, Phil (Center) Norfolk, Va., t.  
Remos, Paul (Earle) Washington, t.  
Rester, Harry, Quartet (Rogers' Corner) NYC, cl.  
Richey, Jean (Earl Carroll Theater) Hollywood, re.  
Rich, Adele (LaSalle) Chi. h.  
Richman, Harry (Roxy) NYC, t.  
Ring, Ruby (Roosevelt) New Orleans, h.  
Rio, Terry & Ralph (Keeney) Elmira, N. Y., t.  
Ritter, Eileen (Earle) Washington, t.  
Robert Sisters & White (Orpheum) Minneapolis, t.  
Roberts, Whitey (Walton Roof) Phila. nc.  
Robinson, Bill (RKO-Boston) Boston, t.  
Rock & Dean (Walsh's) Pawtucket, R. I., t. re.  
Rollini, Adrian (Rogers' Corner) NYC, cl.  
Romas, Flying (Police Circus) St. Louis, 16-30.  
Rooney, Ed & Jenny (Hamid-Morton Circus) Hartford, Conn.; New Haven 23-29.  
Ross & La Pierre (Diamond Horseshoe) NYC, nc.  
Rossini, Paul (Versailles) NYC, nc.  
Roy, Don (Lakota's) Milwaukee, re.  
Russell, Strawberry, & Julia Davis (Music Box) Seattle, nc; (Beacon) Vancouver, B. C., Can., 23-29, t.  
Ryan Twins (Greenwich Village Inn) NYC, nc.

## S

St. Claire Sisters & O'Day (Stadium) Chi. until May 8.  
Savoy, Harry (State) Allentown, Pa., t.  
Schultz Sisters (Neon) Louisville, nc.  
Semon, Primrose (Esquire) Montreal, nc.  
Sharon, Nita (Esquire) Norfolk, Va., nc.  
Shirley, Lyn (Paramount) NYC, t.  
Shutta, Ethel (Rio Cabana) Chi. nc.  
Simmons, Hilde (Swan) Phila. nc.  
Simms, Ginny (Capitol) NYC, t.

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Slyder, Prof. (Beverly Hills) Newport, Ky., cc.  
Smeck, Roy (Palace) Cleveland, t.  
Smith, Betty Jane (Earle) Washington, t.  
Standish, Kay (51 Club) NYC, nc.  
Stevens, Al (Greenwich Village Inn) NYC, nc.  
Stone, Justine (400 Restaurant) NYC, nc.  
Stoner, Percy (3-Ring Circus) NYC, nc.  
Stuart, Helen (St. Regis) NYC, h.  
Sumner, Helen (Ivanhoe) Chi. re.  
Suns, Three (Piccadilly) NYC, h.  
Swifts, Three (Palace) Cleveland, t.  
Sylvia & Christian (Beverly Hills) Newport, Ky., cc.

## T

Talla (Waldorf-Astoria) NYC, h.  
Talley, Mona (Louise's Monte Carlo) NYC, nc.  
Tanner, Elmo (Helsing's Lounge) Chi. cl.  
Taylor, Hilda (51 Club) NYC, nc.  
Thomas, Jimmy (Windmill) Charleston, S. C., nc.  
Terry Sisters (Carman) Phila. t.  
Torres, Albert (Havana-Madrid) NYC, nc.  
Tudell, Julio & Jean (Bismarck) Chi. h.

## V

Vaughn, Vicki (Cedar Gardens) Cleveland 17-31, nc.  
Victor, Frank (Hipp) Baltimore, t.  
Vierra, Manuel (Riverside) Milwaukee, t.  
Vine, Billy (Latin Quarter) Chi. nc.

## W

Walker, Hobby (Gamecock) NYC, c.  
Wallace Puppets (RKO-Boston) Boston 13-19, t.  
Walter, Cy (Trouville) NYC, c.  
Warren, Annette (Carter) Cleveland, nc.  
Wayne, Justin (George Washington) NYC, h.

Wayne, Shirley (State) NYC, t.  
Wesson Bros. (Center) Norfolk, Va., t.  
West, Wally (Carman) Phila. t.  
Whalen, Betty (Latin Quarter) Chi. nc.  
Whalen, Maurice (Latin Quarter) Chi. nc.  
White, Sammy (Towers) Camden, N. J., t.  
White's, George, Scandals (Albee) Cincinnati, t.  
Whitson Bros. (Towers) Camden, N. J., t.  
Williams, Rosetta (Metropole) NYC, re.  
Wilson Trio (Carman) Phila. t.  
Winter, Jane (Fifth Ave. Hotel) NYC, nc.  
Winter Sisters, Three (Palace) Cleveland, t.  
WKRC Jamboree (Tipp) Tipp City, O., 20;  
(Brad) Bradford 21; (Logan) Logan 25, t.  
Woods & Bray (Madrid) Louisville 10-23, nc.  
Wynn, Ruth (Tony Pastor's Uptown) NYC, nc.  
Wynthers & Angeline (Pierre) NYC, h.

## Y

Yeo, Mary Jane (New Yorker) NYC, h.  
Young, George (Music Hall) NYC, t.

## ICE SHOWS ON TOUR

Carnival on Ice (Netherland Plaza Hotel) Cincinnati.  
Francy's, Dorothy, Ice Time (Adolphus Hotel) Dallas.  
Ice-Capades of 1944 (Coliseum) Fort Worth, Tex., 17-19; (Auditorium) Los Angeles 28-June 6.  
Lamb-Yocum Ice Parade (Ben Franklin Hotel) Phila.  
McGowan & Mack Ice Revue (Wm. Penn Hotel) Pittsburgh, until May 6.  
Skating Vanities (roller): (Garden) Boston 17-23; (R. I. Auditorium) Providence 24-30.  
Stars on Ice (Sonja Henle & Arthur Wirtz) (Center Theater) NYC.

## NIGHT CLUB REVIEW

(Continued from page 25)

top warbling of *Granada*. Oh, *What a Beautiful Morning* with an interlude of *People Will Say We're in Love* brings on rafter-shaking applause. Encores with *Easter Sunday With You*. Gal's a looker and her exotic appearance goes well in the spot.

Gracie Doyle, pianist, gets off to a slow start with her interpretation of *Mairzy Doats*, a la Chinese, and boogie-woogie. Takes *Minuet* and gives it a Mexican peppering by a boogie beat. Next, player piano style, an old music box imitation and Irish tunes with harp effects on the piano. Good for applause. Acts fills in nicely and is good entertainment.

Robert Dennis makes his entrance singing *The Desert Song*. Bartoning in good style, Dennis follows thru with *Stout-Hearted Men*, encoring with *Star-dust*. Never fully relaxing and going to town, Dennis sells the act strictly on his fine voice.

Gilbert and Lee is a knockabout act with plenty of punch. Miss Lee makes apologies for not having a partner to start when Gilbert, guised as old and decrepit, comes out of the audience to help. With Miss Lee serving as understand, Gilbert takes over for hand-to-foot antics. Keeps up a steady banter that is effective. It's clever comedy and acro work and tops for the finale.

Sam Abbott.

## FOLLOW-UP REVIEWS

(Continued from page 25)

Smart showman that he is, he turns children in the audience to his account and leads the oldsters in community singing. They like it.

Diana Corday, handsome brunet trush, does a nifty job with *Embrace Me* and *Amour, Amour, Amour*, and nets a neat reception. Gal appears up near the head of the bill and is a newcomer to it. Also in the replacement category is Paul Rosini, a quiet magico with a likeable floor-working style. Did the egg-and-bag trick and the double-hoop-over-tied-hands mystifier, in latter using a patron as stooge. Earned laughs and a good hand.

Jack Blair, Ronnie Cunningham, Larry Douglas and the Ver-Sighs (6) are all that's left of the original show reviewed in *The Billboard*, issue of February 12.

P. R.

## Mayer O.O.'s U.S. Show

NEW YORK, April 15.—Harry Mayer, Warner booker, is down South taking a peek at *Spars and Tars*, featuring Victor Mature. Show is set for the Strand to follow Ted Lewis ork now current, and was produced by the coast guard as an enlistment pitch.

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## RTPB FM Panel Suggests Band Take No. 1 Video Channel

CHICAGO, April 15.—The muddle of allocation of FM wave lengths was brought one step closer to clarification this week at a meeting here of the High-Frequency Panel of the Radio Technical Planning Board. The confab decided that future FM channels should be located in the 40 to 56 megacycle band; now they are between 40-50, with educational FM outlets nesting in the 40-42 slot.

In recommending that the FM band be extended, the panel absorbed the No. 1 television channel (50-56 megs). The panel also decided against any definite grooves for educators; they want commercial and educash FM-ers intermingled. Panel also recommended that each FM band be 200 kilocycles wide.

Recommendations of the panel will be forwarded to the parent Radio Technical Planning Board. There they will be considered and passed on, in present or changed form, to the FCC, which will have final word on the proposed allocations.

Meeting was attended by such top-rankers as O. B. Hanson, NBC v.-p. and chief engineer; G. L. Beer, co-ordinator of advanced development engineering for RCA; George Lang, chief engineer of WGN, Chicago; Walter Damm, president of FMBI, and Jim Beloungie, chief engineer of CBS's Central Division.

## Pix Buy Lots of Air In Philly for Plugs

PHILADELPHIA, April 15.—On the heels of the picture companies buying local air time to plug the new movie openings, Warner Bros. Theater Circuit, operating all the first-run cinema temples here, is conditioning its ad budget to time buying. Warner circuit, faced with increasingly tight newspaper space for its ads, made its first large-scale buy on KYW, purchasing five station breaks to bally opening of *Cover Girl* and four one-minute announcements for *Broadway Rhythm* over a three-day period, and between April 16 and 30 will use five quarter-hour periods to plug *The Adventures of Mark Twain*.

In addition, KYW grabbed off a 52-week renewal from Paramount Pictures calling for two spots weekly.

WCAU, which also figures prominently in air sales to the movie companies, has been selected by RKO to handle the radio campaign in connection with the world preem here of *Days of Glory*.

## WEEK RUNS FOR VIDEO

(Continued from page 10)

a national sponsor. The only way they can lick this, certain video interest believe, and GE's Gibson is, of course, in the forefront of these, is by repeating a show so that nearly all the available receivers within reach of the station will have seen it. This means they can deliver nearly a 100 per cent coverage.

### Talent Aspects

Besides the commercial side of week runs there are certain talent aspects as well. Week runs will enable the station to hire talent on a weekly basis, not on a per-program basis. It will mean a living, not a catch-as-catch-can job for actors. It will make it possible for stations to have their own "stock companies," just as WGY had one of the first radio stock companies during the diaper days of broadcasting.

It is not Gibson's idea to have an entire evening's video entertainment repeated. As a matter of fact, only the big hour show would be on for a week's run. The other shows, newscasts, sports, musical events, would change from night to night. There would be features that would be seen Monday, Wednesday and Friday, and others aired on Tuesday and Thursday. He's definitely of the opinion that it will be impossible to maintain the killing program pace of sound broadcasting in the vision field. A well-known comic, who has never met Gibson, backed him up nevertheless. The comic pointed out that if it is tough to plan new sock material every week for ear appeal it is next to impossible to think of new physical routines every week without landing in the nuthouse. A comedian might get by miking special material that's written in his style—without too much rehearsal—but stage business isn't something that can be memorized in a few hours. Visual routines takes hours and hours of patient work not only on the part of the star but on the part of all the stooges that go to make the star click. A new sock comedy television show can't be done week after week unless, and this suggestion has been made by a producer of musical comedies, the comedian is only part of the show, i. e., has one or two spots of about three minutes each in a musical revue. The day, claims this producer, of the air-star comedian dominating an entire half hour will be over, come video.

While time will have to prove or disprove the contentions of the producer and the comic, what they have to say bolsters up GE's Gibson's idea of runs for shows.

The future of television may well be—"one-a-day" for those stars who yenned not too many years ago for "two-a-day." "Two-a-day" at the Keith Palace.

## Five-Way Pick-Up

NEW YORK, April 15.—Bob Shepard replaces Ken Roberts as spieler on Mutual's *Your Date With Cugat* effective April 26. Roberts is navy-bound. . . Lord Halifax, Rear Admiral DeWitt Clinton Ramsey; Joseph C. Grew, ex-ambassador to Japan; Maj. Gen. Lewis B. Hershey and Bob Hope make return appearances on *We, The People* next Sunday (23), marking second anniversary on air-broadcast from Washington.

Whitford (Nick) Carter, ex-*New York Times* reporter and copy editor, has joined WOR as news editor. . . Mutual's Hugh Thompson, baritone on *Music for Remembrance*, will play the role of Achilles in the forthcoming Broadway musical, *Helen Goes to Troy*. . . Norman Brokenshire will attempt a local air comeback over WBYN beginning Monday (17) when he broadcasts the first of a one-hour, five-a-week chatter platter show. . . Mutual's *American Eagle in Britain* changes time effective today. . . Show, formerly aired 5-5:30 p.m., Saturdays, to be heard now from 7-7:30 p.m.

Roy Fant, of Broadway's "Chicken Every Sunday," is doubling as Mr. Wiloughby in "The Goldbergs." . . Pat Ryan cast as Nancy Wright in "Now and Forever." . . Ted Osborne now in cast of "Joyce Jordan, M.D." . . . John Newhouse, ex-WFiler and formerly program director WSRR, Stamford, Conn., newest addition to WOR announcing staff, replacing George Willard, upped to night supervisor. . . Katharine Hepburn to guestar May 10 edition of "Arthur Hopkins Presents" featuring "Philadelphia Story." . . Hugh B. Terry, manager CBS Denver KLZ, in town for 10 days.

Mutual's new soldier quiz-show, *It's Miami Beach Time*, skedded to debut the 16th, temporarily canceled. . . Radio Reports, Inc., adding to office space, due to increased business brought about by addition to duties, i. e., checking spot radio advertising, recently undertaken. . . Helen Hayes first to sign new guest register for CBS *Stage Door Canteen*. . . First register was auctioned for \$12,500 during Fourth War Loan Drive. . . Constantine Balaleinikoff, RKO musical director, now waving baton on NBC's *Your Date With Judy*. . . Dell Peters, radio p. r., takes over new duties effective immediately as Eastern rep for Henri, Hurst & McDonald, Chicago. . . Jerry Wayne Doubles into Loew's State next week, beginning Wednesday (19). . . Lon Clark, announcer on *Dunninger*, is Nick Carter in series of that name. . . Karl Swensen, charter player in *Mr. District Attorney*, has important part in forthcoming Broadway play, *A Highland Fling*. . . Songwriters are seeking permission to use the title of radio's *We Who Dream* for a Tin Pan Alley pic.

CHICAGO, April 17.—Red Grange, ex-football star, has agreed to act as moderator on WBBM's new juvenile anti-delinquency program slated to hit the air next week. . . WMAQ, oldest station in city, celebrated 22d anniversary this week. . . *Open House With Johnnie Neblett*, heard locally on WGN for two years, now aired on Coast-to-Coast Mutual net. . . Violet Kmety, program head of Zenith's FM station, WWZR, in New York for FMBI meeting. . . George Gilbert, formerly in the communications department, has been promoted to post of assistant night manager for NBC Central Division. . . Percy Faith, *Carnation Contented Hour* maestro, has signed to do recordings for Decca. . . Harry Elders newly cast in role of Jeffery Powell on Ma Perkins serial. . . Kay Campbell now cast as Sheryl Brooks in NBC soap opera, *Helpmate*.

PHILADELPHIA, April 15.—P. Hollingbery new national sales rep for WIP. . . Harry J. Duffy, for 25 years with N. W. Ayer agency here, joins Grey Advertising in New York to succeed Maria J. White as director of media and time buying. . . Carolyn Harris, radio vet of Carnation Milk net shows, back on the air as narrator of WCAU's *G.I. Wife*, with Elsie Morris, local freelancer, dramatizing problems presented.

Leslie Joy, KYW general manager, will represent the NAB at 48th annual meet here of the American Academy of Political and Social Science. . . Alex Griffin, WIP-Mutual news commentator, has a set with National Lecture Bureau for extensive speaking tour. . . WPEN turning over virtually entire day to its "950 Club," which spins the pop platters from 2 to 5 and now adds the 9-12 morning slot. . . Thomas Deren, WHAT announcer, recovered from leg injury and back at the mike.

Marie Cornet third gal engineer at KYW. . . Stoney McLinn, WIP sports director, interviewing major league ball players at the near-by training camps and rush platters back for airing as a *Batter Up* series. . . Roger W. Clipp, WFIL prez, elected to board of directors of local convention and tourist bureau. . . Dixie Humming Birds, formerly the *Jericho Singers* on WCAU, will take the Mutual net with Joe Frassetto's band at WIP, starting next Sunday (23). . . WPEN programing weather reports for first time.

DETROIT, April 15.—Andrew (Freddie) Friendenthal back at WJR as chief control engineer after three-month hiatus on Coast supervising installation of equipment at KMPC, Los Angeles. . . Margaret Pratt, traffic manager at CKLW, hospitalized. . . Grace Sabbath, newest addition to control room staff at CKLW, upped from switchboard operator. . . Bud Mitchell, director of operations for WJR, recently elected prexy of new Center Exchange Club, local service organization. . . WWJ has added Bob Conrad, army medical dischargee, formerly with WEXL, Royal Oak, Mich., and Gordon Kibby, ex-WLAV, Grand Rapids, Mich., to its announcing staff.

HOLLYWOOD, April 15.—Ben Pollack looking very happy after listening to playback of new package featuring Hal Derwin and Carol Matthews. . . John Elwood, San Francisco manager for NBC, training home after confab with Sidney Strotz. . . Lucian Curtis Davis, formerly of KNX-CBS production and commercial editing departments, now a private first class in marine corps. . . Leo Cleary and Forest Lewis in new *Press Club* airer. . . Carlos Gutierrez-Riano joining Jack Runyon's staff at the Office of Co-ordinator of Inter-American Affairs. He was formerly radio director of a station in Bogota, Colombia. . . Jimmy Mundy in town to turn out some quickie arrangements before his furlough is up and he has to return to camp. . . Jim Jordan (Fibber McGee) holding up production on his new film, *Heavenly Days*, at RKO, due to slight relapse of pneumonia.

Charlie Kantor, Finnegan in "Duffy's Tavern," has been signed for film version of show by Paramount. . . Felix Mills has ork of 55 members and 16-voice chorus lined up for audition at NBC for summer sale. . . Lum and Abner film winding up May 20, so Norris Goff (Abner) can report to armed forces on that date. . . Bill Goodwin getting up an album of candid shots of Hollywood celebs which he will send to friends in the service. . . Emerson Foote reporting for induction.

## Radio Reviews

### Irving McDonald

Reviewed Sunday (9), 12:15-12:30 p.m. Style—News commentary. Sponsor—Boit, Dalton & Church. Station—WEEI, Boston.

The sane, well-balanced news commentaries of Irving T. McDonald over WEEI (CBS outlet here) are a far cry from the frantic, sometimes hysterical soothsayings of the average radio columnist. The tenor of McDonald's sponsorship, Boit, Dalton & Church, conservative insurance brokers and counselors, is indicative of his soundness.

He is heard regularly on this Sunday spot in addition to three weekly shots at 6 p.m. McDonald has spent a lifetime indulging a hobby of study in world affairs. As librarian at Holy Cross, where he also taught English literature, coached dramatics and wrote verse, he had ample opportunity to extend his studies. His approach is that of the scholar, but he never becomes pedantic.

Rather than a speculative analysis of world affairs, he presents an informed discussion which often is more enlightening. This is not to imply that his work is dull: It simply is not artificially primed.

On the show caught, he reviewed the week's events in the Pacific, Burma, Russia, the Balkans and Italy, with side excursions into recent diplomatic developments. He pulled no punches in criticizing the "too little and too late" policy in Burma and the disappointing action in Italy. Throut, he maintained a clear identification of the subject, so the listener always knew what he was

### Primer on Corwin

Reviewed Wednesday, 8-8:30 p.m., EWT. Style—Satire. Sustaining on WNEW (New York).

The idea behind the program, i. e., a primer about Norman Corwin, was okay. After all, when a guy uses the ABC technique, as Corwin did, on radio and films, it sounds good to measure him by his own alphabetical yardstick. But any such application must top the output of the one being needed.

And that's where the Corwin rib collapsed. It just never sparked. It was strictly a carbon copy. It was, by comparison, a novice matching words and wits with an expert. Thus when Corwin waxes satirical only his thoughts, his meanings, are satirical. Where WNEW went off was in having the cast, the production and even the music—at least I hope it was purposely blowing sour—off the beam. This coupled with a satirical script was just too much.

Satire must be smart, subtle and shrewd. WNEW's program—even to the title, "Priming the prime primer or it's Corwin's turn to burn"—was anything but smart, subtle and shrewd.

Nevertheless the station; the producer, Ted Cott, and the writer, Milton Robertson, rate applause for the try. Considering their handicaps they did a worthwhile job. If more stations would try their hand at this sort of thing radio's local programs would be better.

Lou Frankel.

talking about. Presentation was clear, unhurried and confident, tho a trifle pompous. Bill Riley.

## Pasadena To Do 7 Cohan Plays

PASADENA, Calif., April 15.—Tenth annual Drama Festival of the Pasadena Community Playhouse, skedded from June 15 to August 27, will be dedicated to the memory of George M. Cohan. Exhibits and lectures about America's beloved song-and-dance man will be interspersed with the presentation of seven Cohan plays.

The plays which will run a week apiece include: *Forty-Five Minutes From Broadway*, *A Prince There Was*, *Get Rich Quick Wallingford*, *Pigeons and People*, *Hit the Trail Holiday*, *Seven Keys to Baldpate* and *The Song and Dance Man*.

## Philly Legit Going Full Blast; Summer Biz Outlook Okay

PHILADELPHIA, April 15.—Home-stretch of 1943-'44 legit season finds local theaters getting fresh wind instead of petering, with indications that there will be little or no summer hiatus. Week found four instead of the usual three legit temples in full swing, William Goldman's Erlanger Theater, offering legit on a catch-as-catch-can basis, reopening with *Porgy and Bess*. Shubert interests operate the three regular legit houses with the Locust Street Theater bringing back *Arsenic and Old Lace*, Walnut Street Theater offering *Janie*, and the Forrest Theater keeping *Rosalinda* until the end of the month for a six-week stay.

Advance bookings are heavy. May 1 returns *Blithe Spirit* to the Walnut and *The Family Carnovsky* back the same day to the Forrest for one week. Forrest continues on May 8 with Katherine Cornell in *Lovers and Friends*. Locust has Ethel Barrymore for another call-back in *The Corn Is Green*.

Indications are that the Forrest, an air-conditioned house, will carry on thru the summer, already inking in the preem of *The Stovepipe Hat*, new musical, on June 5. Bucks County Playhouse, presenting legit in the ballroom of the Bellevue-Stratford Hotel, with guesters heading a stock summer cast, has set June 16 as the opening date.

### DRAMATIC AND MUSICAL

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

- Able's Irish Rose (Studebaker) Chi.
- Able's Irish Rose (Lyric) Vancouver, B. C., Can.
- Arsenic and Old Lace (Locust St.) Phila.
- Barrymore, Ethel, in *Corn Is Green* (National) Washington.
- Blithe Spirit (Victory) Dayton, O., 18-19; (Cox) Cincinnati 20-22.
- Blossom Time (Metropolitan) Seattle.
- Blossom Time (Blackstone) Chi.
- Connecticut Yankee (Colonial) Boston.
- Dante (Ford) Baltimore.
- Decision (Copley) Boston.
- Doughgirls (Shubert Lafayette) Detroit.
- Dream With Music (Shubert) Boston.
- Gilbert & Sullivan Operas (Court Sq.) Springfield, Mass., 19; (Academy of Music) Northampton 20; (Memorial Aud.) Worcester 21-22.
- Good Night Ladies (Hartman) Columbus, O.
- Highland Fling (Shubert) New Haven, Conn., 20-22.
- Janie (Walnut) Phila.
- Janie (Erlanger) Buffalo.
- Junior Miss (Nixon) Pittsburgh.
- Kiss and Tell (Harris) Chi.
- Kiss and Tell (Auditorium) Laramie, Wyo., 20; (Broadway) Denver 21-22.
- Kiss and Tell (American) St. Louis.
- Life With Father (Biltmore) Los Angeles.
- Oklahoma (Erlanger) Chi.
- Rebecca (Selwyn) Chi.
- Rosalinda (Forrest) Phila.
- San Carlo Opera Co.: Dayton, O., 19; (Masonic Temple) Detroit 20-23; (Center) New York 26.
- Something for the Boys (Cass) Detroit.
- Sons o' Fun (Curran) San Francisco.
- Student Prince (Auditorium) Oakland, Calif., 18-20; (High School Aud.) Stockton 21; (Memorial Aud.) Fresno 22.
- Tobacco Road (Colonial) Utica, N. Y., 17-19; (Erie) Schenectady 20-22.
- Tomorrow the World (Fischer) Danville, Ill., 19; (Coliseum) Evansville, Ind., 20; (Memorial Aud.) Louisville 21-22.
- Three's a Family (State) Kalamazoo, Mich., 19; (English) Indianapolis 20-22.

## BROADWAY OPENINGS

### THE SEARCHING WIND

(Opened Wednesday, April 12, 1944)

#### FULTON THEATER

A drama by Lillian Hellman. Directed by Herman Shumlin. Settings by Howard Bay. Costumes by Aline Bernstein. General manager, Kermit Bloomgarden. Stage manager, B. D. Kranz; Press Representatives, Richard Maney and Peggy Phillips. Presented by Herman Shumlin.

Moses Taney.....Dudley Digges  
Samuel Hazen.....Montgomery Cliff  
Ponette.....Alfred Hesse  
Sophronia.....Mercedes Gilbert  
Emily Hazen.....Cornelia Otis Skinner  
Alexander Hazen.....Dennis King  
Catherine Bowman.....Barbara O'Neil  
1st Waiter.....Edgar Andrews  
2d Waiter.....Joseph de Santis  
Hotel Manager.....Walter Kohler  
Eppler.....William F. Schoeller  
Edward Halsey.....Eric Latham  
James Sears.....Eugene Earl  
Count Max von Stammer.....Arnold Korff

What Lillian Hellman feels, she feels intensely—and her resulting forthright and grim words have impact. In *The Searching Wind* once more she speaks her mind, and to the point.

Audiencewise, her latest effort lacks the warmth and sympathy of *Watch on the Rhine*. *Rhine* was a saga of heroic, simple people battling brute force. It had guts and heart-pull. *Wind* is an angry, bitter indictment of the appeasers—not only the present day ones, but of the blinker-wearers as far back as 1922—who allowed that force to grow hydra-headed. *Wind* does not duplicate her *Rhine* achievement. Make no mistake, however, Herman Shumlin and Lillian Hellman have another hit on their hands.

The focus of Miss Hellman's arraignment is once more an American family. This time the assemblage consists of an ex-newspaper tycoon; his wealthy daughter; her diplomat husband; their wounded son, and a lady with whom the diplomat has been having a sporadic affair thru the years. The wife asks the other woman to dinner for the purpose of squaring the triangle. The son sits in on the geometry seminar, and during the mutual airing of suppressed emotions gets a post-graduate course in family background.

Via flashbacks to post-World-War-I years in Rome, Berlin and Paris, the boy learns that his grandfather was content to throw up the sponge, when he couldn't print the truth; that his father who was in a position to see the writing on the wall was equally ready to compromise with the future; and that his mother was the friend of international crooks and schemers.

Their aggregate bungling doesn't add up to much in the opinion of a lad who is about to lose a leg as part-payment on account of their stupidity—and he tells them so roundly in a final scene which is top-notch Hellman. He doesn't begrudge his leg, but he wants the loss to mean something beside a preface to another worldscape for the schemes and swindles of international phonies.

*Wind* is absorbing, but as Miss Hellman becomes increasingly concerned with international affairs, the personal problem of the triangle which is the essence of her story seems puny in the glare of the events in which it moves. This may be done with definite aim at contrast. But at all events, the emotional bickerings of the three take an unconscionable time in the unraveling. And become slightly boring in the process. Also, it is evident that Herman Shumlin has approached the direction chore with something like reverence so that *Wind* moves for the most part with majestic and decorous dignity. The trio go about like tensed-up springs and seldom uncoil.

However, that's the way Hellman and Shumlin have made them, and in spite of it there are frequently eloquent per- (*The Searching Wind* on opposite page)

### Latin Ice Planned

MEXICO CITY, April 15.—An ice palace is being planned for Mexico City. Plans being readied by Fernando L. Rodriguez, brother of the ex-president. Rodriguez figures current wide-open spending spree plus influx of rich Americans and Latins will make venture a smash. Attempt will be made to bring Sonja Henie here.

### —BUT NOT GOODBYE

(Opened Tuesday, April 11, 1944)

#### 48TH STREET THEATER

A comedy by George Seaton. Staged by Richard Whorf. Setting design by Richard Whorf. General manager, John Pollock. Stage manager, William McFadden. Press representatives, Bernard Simon and Maurice Turet. Presented by John Golden in association with Harry Joe Brown.

Sam Griggs.....Harry Carey  
Howard Baker.....Wendell Corey  
Amy Griggs.....Elizabeth Patterson  
Jennifer Griggs.....Sylvia Field  
Tom Carter.....Frank Wilcox  
Ralph Humphrey.....Hal K. Dawson  
Limmie Griggs.....John Conway  
Dr. Wilson.....Raymond Largay  
Benjamin Griggs.....J. Pat O'Malley  
Rev. Pritchard.....Harold McGee

George Seaton, who has done good pix-scripting, comes up for his first Broadway try with a fantasy about ghosts. There will likely be divergence of opinion about it, because some people expect an up-to-date ghost yarn to have the sophisticated, metaphysical pyrotechnics of *Blithe Spirit*. —*But Not Goodbye* isn't like that. It is a simple, sentimental comedy about nice people—with something of the quality of *Outward Bound* and much more of *On Borrowed Time*. There were a lot of people who liked those two, and the same kind are going to like *Goodbye*. It is ingratiating and amusing—the best thing to reach a Stem stage via a Hollywood typewriter in a long time.

*Goodbye* plots an amusing idea—about a father who sticks around after kicking-off to get his family out of a jam—with an assist from the jocular shade of his own father, a two-fisted gent who has been quite a guy in his time. Sam Griggs, alive in the first act, has nothing to worry about but his angina pectoris. But Sam Griggs, dead in the second and third, has plenty on his mind—what with the family savings sunk in a real estate deal that nobody knows about but a land-crazy pal, a sweet wife who will have to take in boarders, a son who will have to give up a career of a shipwright, and a nice daughter who will have to break her engagement and stay home with ma. Pa can't go away with grandpa and leave them in the mess he's cooked up. He's got to stand by. Grandfather Griggs, because he finds them a kindly, unselfish lot, stays, too.

It takes quite a bit of grandpa's pull with someone higher up to iron out the dilemma. But as he explains, he rates an occasional favor. He's good for anything from a healthy cloud-burst to a bolt of lightning, the last being good for a laugh finale.

Seaton has been smart in his scripting. There is no fishing for belly-laughs. *Goodbye* humor is geared to chuckles, but they come close together and there are several honest guffaws. There are some throat-tightening spots, too, but there's almost always a comic nip-up to ease the tension and keep matters out of the sticky groove. It's an over-all job of good writing, excellent character drawing, and catches an atmosphere of homely goodwill that will have a definite appeal.

Appeal also stems from the efforts of a fine lot of players. John Golden and Harry Joe Brown haven't spared on the production. The cast has been picked with care, and is smoothly directed by Richard Whorf. The latter has likewise concocted a New England living room set, which is a credit to the proceedings. Harry Carey is a natural for the blunt and honest Sam Griggs, and J. Pat O'Malley is a wow in his first Stem appearance. Seaton has hung most of the laugh assignments on his ghost with a Lancashire accent, and O'Malley handles them in top form. Elizabeth Pat- (*—But Not Goodbye* on opposite page)

### Pfeiffer Setting Two On Road; One in Chicago

CHICAGO, April 15.—Julius Pfeiffer, who with Danny Goldberg is currently sponsoring *Unexpected Honeymoon* at the Great Northern Theater, brings in the Thomas Job psycho-thriller, *Uncle Harry*, which had a year's run in New York, Saturday (29). *Unexpected Honeymoon* closes a run of 17 weeks Thursday (27) and is being booked for a road tour. *Maid in the Ozarks*, which had a short road trek after a run of 63 weeks at the Great Northern, is being readied by Pfeiffer for another tour.

## Show-Hungry Detroit Getting New Theater

DETROIT, April 15.—Construction of a new 1,200-seat theater, the first to be erected in Michigan in two years, was announced this week by the W. S. Butterfield Circuit. New house, as yet unnamed, will be located at the Willow Run town-site center and designed primarily to serve the thousands of war workers at the Ford bomber plant who are housed near by.

Announcement follows closely on the release of information on theater construction needs by the Office of Civilian Requirements, showing this center as the nation's No. 1 area in recreational needs.

New theater is being erected as a government project and will be rushed to completion for opening in about 60 days. It will be equipped to handle stageshows as suitable attractions are available, but will probably operate on a motion picture policy.

## Coast Music Box Saved for Legit

HOLLYWOOD, April 15.—Flesh outlook here improved somewhat this week with announcement that a deal had been made to keep Hollywood Music Box Theater legit, instead of turning it into a grind picture house as originally intended. Theater skeds *Meet the People of 1944* as first attraction under new set-up, when *Yours for Fun*, which has been playing for the past four months, goes on the road.

Purchase of the theater by Principal Pictures was announced sometime ago, and original deal called for operation by Fox West Coast. Current flesh set-up gives Hollywood two first-rate legit houses. Other theater is El Capitan, where Ken Murray's *Blackouts* is in its second year.

## Philly Adds Opera To Summer Music

PHILADELPHIA, April 15.—Negotiations now in progress will, if successful, establish a season of light opera in the Academy of Music during the late spring and summer. Will compliment the outdoor symphony concerts at Robin Hood Dell and ambitious summer legit plans now under way to make for a big theatrical season this summer here.

### Small Bids for Big Names; Second Unit Heads East

NEW YORK, April 15.—Paul Small's unit, *Yours for Fun*, headed by Billy Hanna and Eddie Garr, heads east after filling the Los Angeles Orpheum date. Package may play Loew's State middle of May if date is available.

For Small's second unit set for an August opening on the Coast a large list of name acts are now being sought. Among them are Lou Holtz, the De Marcos, Marion Hutton, Carol Bruce and Sophie Tucker. If the vaude unit clicks it will head east.

### "Jr. Miss" 12G in Balt.

BALTIMORE, April 17.—*Junior Miss* made a second appearance at Ford's Theater in something over six months and the third in a year. Week's stop ending Saturday (15) grossed a hefty \$12,000.

Press excellent, with special palms to leads Lols Wilson, Eddie Nugent and Patricia Peardon.

### Kavanagh Replaces Munro

NEW YORK, April 17.—Mike Kavanagh leaves today to take over management of Shubert theaters in the Hub. He will replace A. G. Munro, for many years Shubert's Boston general manager, who is on leave due to illness.



# BROADWAY SHOWLOG

Performance Thru April 15

## Dramas

	Opened	Perfs.
<b>Angel Street</b> (Golden)...	12- 5, '41	997
<b>Arsenic and Old Lace</b> ... (Hudson)	1-10, '41	1,373
<b>—But Not Goodbye</b> ... (48th Street)	4-11, '44	7
Drew mixed press for a score of 44 per cent. Yes: Burton Rascoe (World-Telegram), Robert Garland (Journal-American), Robert Coleman (Mirror), John Chapman (News). No: Ward Morehouse (Sun), Wilella Waldorf (Post), Lewis Nichols (Times), Howard Barnes (Herald-Tribune), Louis Kronenberger (PM). Reported take \$6,000 to \$6,500 for first seven performances with considerable late-week build. Harry Carey would like the thief, who crashed his dressing room on preem night and got away with his wallet and watch, to know that he doesn't begrudge the \$70 loot. But the watch is an heirloom and he'd like it back.		
<b>Chicken Every Sunday</b> ... (Miller's)	4- 5, '44	13
Youngster, Guy Stockwell, left for Hollywood pic job Thursday (12). Ted Rose replaced him. Company long on air-casters, with Anne Thomas on "Easy Aces" (Blue), Roy Fant in the "Goldbergs" (NBC) and auditioning for role of Papa Yocum in "Lil' Abner" transcriptions, and Hope Emerson guesting on Milton Berle program (Blue) and on Adrienne Ames's seg over WHN. Strong biz and a Chi company already being talked-up.		
<b>Decision</b> (Ambassador)...	2- 2, '44	87
Newly launched road company closes in Boston Saturday (15). Drum-beater Howard Newman back in town. Paul Anderson understudies John DeShay in N. Y. company.		
<b>Doughgirls, The</b> ... (Lyceum)	12-30, '42	548
<b>Jacobowsky and the Colonel</b> (Martin Beck)...	3-14, '44	39
Annabella guested on Kate Smith Hour Friday (14). Saturday (15), presents new flag for Greater New York Fund Drive to hizzoner at City Hall. Monday (17), guests on Louis Sobel's air-seg. "Jake" strong as ever with capacity biz around \$21,000.		
<b>Kiss and Tell</b> (Biltmore)...	3-17, '43	459
Dudley Thomas took over for Robert Schenk Jr. Monday (10). Youngsters will alternate in part hereafter, probably on weekly basis. Joan Caulfield was a hostess at Yankee-Giants Red Cross Benefit Thursday (13).		
<b>Life With Father</b> ... (Empire)	11- 8, '39	1,867
Pamela Gillespie goes into ingenue lead Monday (17), replacing Carol Wheeler. Lassie Moores takes over "Delia" chore Monday (24), and becomes Gillespie understudy. Coin spurt to \$16,500 for holiday week, upsy of 4 C's over previous. Road troupe jumps to Coast from Texas Monday (17). Final week of South-west one-nighters took in over \$19,000.		
<b>Lovers and Friends</b> ... (Plymouth)	11-29, '43	158
John C. Wilson has optioned Andrew Rosenthal's script, "Fifty-Fifty." Intends fall production.		
<b>Mrs. January and Mr. Ex</b> (Belasco)	3-31, '44	18
Nicholas Joy guested by Ethel Colby, on WMCA, Wednesday (12). Billie Burke ditto by Mary Margaret McBride (NBC) Friday (14). Profitable biz with week's take clocked around \$13,000.		
<b>Only the Heart</b> (Bijou)...	4- 4, '44	15
Claim slight pick-up over previous week. June Walker guested by Mary Margaret McBride (WEAF) Tuesday (11). Eleanor Anton has had bids from two major film orgs.		
<b>Othello</b> (Shubert)...	10-19, '43	208
League of African Affairs sponsor a birthday party for Paul Robeson at 17th Regiment Armory Sunday (16). Jose Ferrer will emcee.		
<b>Over 21</b> (Music Box)...	1- 3, '44	122
Tryouts of streamlined troupes skedded for USO-Camp Shows overseas trek made preems. Unit headed by Nedda Harrigan tested at Governor's Island Saturday (8). Philip Ober-Vivian Vance troupe went on at Fort Tilden Thursday (13). The New York company will put on a show at Halloran General Hospital, Staten Island, Sunday (30).		

	Opened	Perfs.
<b>Public Relations</b> ... (Mansfield)	4- 6, '44	12
Between \$3,000 and \$4,000 claimed for week. However, two-for-one pitch started Thursday (13) is hoped to juice the b. o. Expect to give it at least another two-week trial.		
<b>Ramshackle Inn</b> (Royale)	1- 5, '44	118
Harlan Briggs returns to his original role of constable Monday (24). Replaces William Nunn.		
<b>Searching Wind, The</b> ... (Fulton)	4-12, '44	6
Polled a score of 89 per cent with the crit. Yes: Howard Barnes (Herald-Tribune), Lewis Nichols (Times), Ward Morehouse (Sun), Walter Winchell (Mirror), John Chapman (News), Louis Kronenberger (PM), Robert Garland (Journal-American), Burton Rascoe (World-Telegram). No: Wilella Waldorf (Post). Tabbed \$14,500 for first five performances.		
<b>Three's a Family</b> ... (Longacre)	5- 5, '43	400
Celebrated 400 performance milestone with a backstage baby party, Friday (14). Guests were 42 kids, each related to somebody in the show. All were ice-creamed and gifted. Una Merkel judged on "Swingshift Frolic" program (WJZ) Friday (14).		
<b>Tomorrow the World</b> ... (Barrimore)	4-14, '43	423
Finished 2d year on Stem Friday (14). Celebrated with cast party at Sherry's. Joyce van Patten missed performance Monday (10). In Chi for screen test for United Artists. Dickie Tyler, kid lead in Chi troupe, tested at same time. Lester Cowan wants them for screening of "Tomorrow." Johanna Douglas has replaced Lulu Mae Hubbard in Chi cast. Latter in hospital for minor operation.		
<b>Two Mrs. Carrolls, The</b> (Booth)	8- 3, '43	296
Victory Jory will shortly take over a one-shot emcee chore on "Double or Nothing." He is currently recording scenes from various shows for platters plugging Community Chest Drive.		
<b>Voice of the Turtle, The</b> (Morosco)	12- 8, '43	150
Margaret Sullivan and Elliott Nugent both profiled in current Theater Arts mag. Stage manager William Richardson is understudy for Nugent. Mary Dixon performs same chore for Audrey Christie. Stage Relief Benefit performance Sunday (16).		
<b>Wallflower</b> (Cort)...	1-26, '44	94
Sunny O'Dea queens it Saturday (15) at New York University Senior Ball at Hotel Delmonico. Stage manager, Jack Daniels, is directing Ewing-Elkins "Hickory Stick."		
<b>Winged Victory</b> ... (44th Street)	11-20, '43	172
General shake-up in b.-o. staff. Sgt. George Hanly, show treasurer, who previously held down a similar chore for "This Is the Army" has been returned to duty at his base. Because of his exit both of his assistants, Pvts. Lex Conlin and Barney Bowman, asked to be relieved and returned to base duty. All were men with two years of b.-o. experience. Shift puts it up to Pvt. Gordon Cramer and two green assistants on the fix racks with a madhouse advance sale coming up for "Victory" tour.		

## Musicals

<b>Carmen Jones</b> ... (Broadway)	12- 2, '43	157
Carmencita Romero, dancer, joined company Monday (10). Richard James, dancer, left Tuesday (11) for emergency appendectomy. Posie Flowers got two weeks' leave, Monday (10), to see C.I. husband in New Orleans. Frank W. Neal, dancer, won first prize with a canvass in Atlanta University's exhibition of painting and sculpture.		
<b>Early to Bed</b> ... (Broadhurst)	6-17, '43	349
Mary Small back in cast Wednesday (12). George Zoritch now fully recovered from back ailment and doing full dance stint. Jane Deering will do an additional stint in the Marilyn Miller role in "Sally" for a local opera company at the Fair Park Casino, Dallas, after the close of her summer engagements at San Francisco and Los Angeles with the Civic Light Opera. Ann Francine has been offered a lead in the road company of "Early." Ralph Bunker has left to join "Dream With Music." Bernie West has now moved into the vacant slot.		

	Opened	Perfs.
<b>Follow the Girls</b> ... (Century)	4- 8, '44	9
Practically a top scorer with the crit at 94 per cent. Yes: Lewis Nichols (Times), Howard Barnes (Herald-Tribune), Robert Coleman (Mirror), Ward Morehouse (Sun), Wilella Waldorf (Post), Burton Rascoe (World-Telegram), John Chapman (News), Louis Kronenberger (PM). No opinion: Robert Garland (Journal-American). Hit around 40 G's for week with advance sale to June 30 going into effect next week. Monday (17), New York Savings Bank will present check to Gertrude Niesen for \$1,000,000, proceeds of War Bond sales which she brought in. She will turn it over to Mr. Morgenthau. Jackie Gleason's billing has been upped to par with Irina Baronova and Frank Parker.		
<b>Mexican Hayride</b> ... (Winter Garden)	1-28, '44	101
Harry Levant returned to the baton Monday (10) after prolonged illness. Mike Todd back Friday (14). With Bobby Clark he attends Lambs' Club activities night, Saturday (15). George Givot will emcee. Arthur Mayberry, stage manager, will make his acting debut in "Pick-Up Girl." Wilbur Evans solos with Rochester Symphony Sunday (30).		
<b>Oklahoma!</b> (St. James)...	3-31, '43	447
Betty Gard and husband, Frank Lennon, have skipped town while she recuperates from illness. No forwarding address. Howard Da Silva leaves Saturday (22) for Coast date with Paramount. No replacement set. Bob Kennedy leaves cast early May for lead in Irving Gaumont's "Stovepipe Hat." Betty Jane Watson honored-guested at Red Cross dance by R. H. Macy employees, 17th Regiment Armory, Saturday (15). Resolution naming title song "Oklahoma" as the official State song was readied for submission Friday (14) to the Oklahoma State Legislature. State does not have an official chant, Governor Robert S. Kerr told reporters: "Oklahoma could feel proud to adopt it as its own."		
<b>One Touch of Venus</b> ... (46th St.)	10- 7, '43	223
Kenny Baker guests on Coca-Cola air show Sunday (23). Paula Lawrence out with laryngitis, Wednesday (12) thru Thursday (13). Jane Hoffman had to take over for her on moment's notice. The Teddy Harts, who are bassinetting in August, have stepped from a 3 to a 10 room apartment. Teddy must figure he's Papa Dionne.		
<b>Stars on Ice, 2d edition</b> ... (Center)	6-24, '43	401
Closes Sunday (16) with a run of 403 performances. First edition ran 427 for a total of 830 blade fiestas. New spec to be readied by mid-June will be titled "Hats Off to Ice."		
<b>Ziegfeld Follies, The</b> ... (Imperial)	4- 1, '43	444
Sue Ryan out with cold Tuesday (11) thru Thursday (13). Nina Olivette subdued. Milton Berle sponsor "Same Time Next Week," in rehearsal, Monday (10), under direction Franklin Heller. Paul and Grace Hartman head cast.		
(Revivals)		
<b>Cherry Orchard, The</b> ... (National)	1-25, '44	106
Closes Saturday (15).		
<b>Merry Widow, The</b> ... (Majestic)	8- 4, '43	297
Forty-Fourth Street reports have Jan Kiepora feuding with ork leader Van Grove. Kiepora out Thursday (13), mat and eve. Donald Gage subdued. Lisette Vereia out Wednesday (12), Renee Rochelle filled in. Melville Cooper missed performance Wednesday (12), due to staging chore for "Helen Goes to Troy." Karl Farkas subdued for him. Ralph Dumpke quips that "Helen" is "Wallflower" set to music.		
Ballets		
<b>Ballet Russe de Monte Carlo</b> (City Center)	4- 9, '44	8
Reports close sellout with take of over 30 G's for first eight performances. Sked two extra shows for Center run Monday (17) and Monday (24).		
<b>Ballet Theater</b> ... (Met. Opera House)	4- 9, '44	8
Crossed \$44,500 for first eight showings. Agnes De Mille guests on "Information Please" Monday (17). Sir Thomas Beecham guest-conducted Thursday (13). Tuesday (18) Leonard Bernstein guest-batons his own ballet, "Fancy Free."		



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## THE SEARCHING WIND

(Continued from opposite page)

formances by Cornelia Otis Skinner and Dennis King, as the wife and husband. Barbara O'Neil brings great dignity to the second fem side of the triangle. Dudley Digges rates a vote of thanks for another delightful portrait—the grandfather. It is practically flawless. A bow also is due to young Montgomery Clift for a poised and moving performance of the bewildered young G.I., and another to Arnold Korff for a top character-bit contribution as an elderly Nazi diplomat. There are sharp and canny vignettes in lesser roles played by a completely competent cast.

With a bit of properly scripted background, the last scene would make a terrific spot for an air-show. It is poignant, and packs power and impact. Played as at the Fulton it would have air-listeners on the edges of their chairs.

Over-all, *Wind* is as perfect in detail as care and planning can make it. Shumlin has given it gemlike production. Howard Bay's four sets are splendid. The cast is lush with talent. The writing is top-drawer craftsmanship. If it fails to stir like *Rhine*, there is still no doubt that the Fulton will be full-up for months to come. *Bob Francis.*

## —BUT NOT GOODBYE

(Continued from opposite page)

terson as the mother of the household, can slip from comedy to tragedy, and vice versa, at the drop of a hat, for a performance that is human and absolutely right. Sylvia Field comes back to Broadway after a long absence to make the daughter a nice gal, and there are other good character jobs by Wendell Corey, Frank Wilcox, Raymond Largay and John Conway. In fact, there isn't a let-down performance in the lot.

"Goodbye" could be put to effective use for air-casting. It has a homely, man-in-the-street appeal which should click via the loud speaker. However, it is of the stuff which needs careful scripting to vamp for the air, and could turn to corn and whimsy under unsympathetic hands. However, properly streamlined, it can be a happy addition to parlor chair listening.

Goodbye deserves a good run—and should get it. *B. F.*

# MAGIC

By BILL SACHS

THE PARTNERSHIP recently formed by Dr. Frederick Karr and Claude H. (Kid) Long, calling for an extended tour of theaters with Karr's spook opry, with Long as pilot, has been interrupted by an unfortunate and tragic incident. While jumping from Omaha to Cherokee, Ia., April 3, Dr. Karr struck a six-year-old girl with his car, fatally injuring her. He is being held at Onawa, Ia., under \$3,000 bail which, up to this writing, Karr or Long have been unable to raise. Apparently Dr. Karr was not at fault in the accident, as the sheriff and town people at Onawa are reported to be according him every kindness and consideration. The new partnership had started out well, with bookings already set until July 10, which included 34 towns for the Minnesota Amusement Company, Long says. Long has been scouting for another magician to fill the dates until such time as Dr. Karr can resume again. . . . CAPT. KENNETH SHEELOR, popular magic enthusiast, after three years in the Pacific area, is back in this country and stationed at present at Camp Croft, Spartanburg, S. C. . . . LEONORE WALTON has just concluded three weeks at Wisteria Gardens, Atlanta, having originally been booked in for a fortnight's stand. During her stay there, Atlanta magi tossed a Magicians' Night in her honor. Among those who took in the affair were Tommy Hanlon, who was in town with the Camel Caravan; Joe and Jean Eisenbarth, playing army camps with an hour's show; A. L. Terry, Robert F. Maddox Jr. and George Kitzinger. . . . CLARENCE SLYTER opened Friday (14) at Beverly Hills Country Club, Newport, Ky., for a two-weeker, and the Cincinnati dailies on Saturday carried rave notices on his clever routine. . . . THE MAGINIS are winding up a two-week stand at Glenn Rendezvous, Newport, Ky., and the Cincy press, likewise, gave them glowing lines on their magical achievements. They followed Gail-Gall into the Rendezvous, with Jack Gwynne showing the same spot a few weeks before. . . . DUNNINGER is putting the finishing touches to his new book *What's On Your Mind?*, which will be published by the World Publishing Company. In his book, Dunninger will explain the technique of "thought reading" and will offer numerous tests and illustrations. The work will carry a \$1 price tag.

JACK HERBERT was forced to cut his engagement short at the Cotton Club, Houston, after eight weeks to undergo and emergency appendectomy. He's convalescing at Herman Hospital, Houston. . . . DANTINI, who opened last week at

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# Report Walters Ready to Sell At Right Price

NEW YORK, April 15.—Lou Walters, co-owner of the money-making Latin Quarter here, would sell his half interest in the place if a suitable offer was forthcoming, according to a reliable night club-vaude source who says he heard it from Walters himself.

No reason was ascribed for this by the industry source. However, another club owner and friend of Walters declares that the Latin Quarter entrepreneur has long been more interested in Florida than New York as a business locale, and now may be looking for a way to transfer his activities to the South altogether.

## DC Owner Challenges Fate, Opens New Spot

WASHINGTON, April 15.—Despite fact that to a man DC nitery ops are chanting the blues over sagging business, a new spot entered the field this week. Apparently another operator now can cut himself in on the worry.

Late comer is the China Clipper, which in addition to Chinese-American cuisine will also feature dancing and cocktails. Spot has been on the threatened list for some time, and in view of terrific slump in local after-dark trade, many thought it may be called off. However, it opened Wednesday (12) with a big for buy splash in local papers.

## Diosa Costello for L.Q.

NEW YORK, April 15.—The new Latin Quarter show set for mid-June will have Diosa Costello, Raye and Naldi, and Cross and Dunn. Show to be produced by Wally Wanger will also have a new line.

Jack Bowes's Club, Washington, being held over this week. . . . MRS. HARRY JANSEN flew from the Coast to Pittsburgh to visit with her hubby, Dante the Magician, playing the Nixon Theater there. . . . GUY L. GERBER, after a fortnight at Hotel Seelbach, Louisville, has opened for a like period at the Continental Club, Springfield, Ill. . . . MAL B. LIPPINCOTT, in his sixth week in Martin theaters in the South with his spook opry, says he is mopping up, despite the fact that two other spookers have played the same circuit in the last 18 months. . . . FAIRFAX BURGHER, actor-magician, has been signed by Felix Young to appear in his forthcoming musical, *8:30 Revue*, opening in May at the Belasco Theater, Los Angeles. He will work in sketches and do magic. Burgher recently completed work in the picture *It Happened Tomorrow*. . . .

LESTER LAKE (Great Marvel), now on tour with Camp Show Unit No. 10, posts from Matagorda Island in British Columbia: "Just had lunch with Sergeant Down, who with his brother, Bob, owns the W. W. Durbin magic theater and shrine in Kenton, O. Fishing and swimming perfect here." . . . JACK W. THOMAS, of Columbus, O., whose Jack Frost Sugar Magic Show pooped out when Uncle Sam rationed sugar in 1942, is revamping his show for a full-evening's stint to work army bases, theaters and private club dates within reasonable distance of the Ohio Capital. He's being assisted by his new bride, Stella Blankenship, who contributes a mental turn to the new show. . . . SADHU (Joseph Kashnick Jr.) is set for an indefinite period with his mental turn at the Casablanca Club, Minneapolis. . . . JOHN MATTHEWS, who has made his headquarters in Detroit for a number of years, specializing in private club work, joined the Dante show at the Nixon Theater, Pittsburgh, last week. . . . JOHNNY PLATT is back in Chicago working club dates after polishing off his sixth return engagement at May's Paddock Room, Savannah, Ill. Johnny put in most of the winter on the West Coast.

# BURLESQUE NOTES

NEW YORK:

DOROTHY SPAULDING, strip-tease, has changed her name to Sherry Lea. . . . BOOGY AND WOOGY, dancers, ditto to Tony and Harold. . . . BILL KENNEDY, house vocalist the last year at the Casino, Montreal; Gayety, Toronto, and Roxy, Cleveland, left the latter to join Vaughn Monroe's ork here. . . . SUNNY LOVETT held over as feature by Zorita for the new show that started April 13 at the 606 Club.

DAWN BROTHERS, whistlers, opened April 10 with a USO unit playing nearby camps starting at Camp Dix, N. J. . . . JOHNNY A. KANE, former house and stage manager of burly houses, at Fort Meade, Md. . . . AL K. HALL, ex-featured comic on the old burly wheels, returned from an overseas tour for the USO. His act includes Lee Sullivan, Virginia Lotito, Ginger Wallace, Charlotte Wayne, and Mary Lou Howard, and is skedded for another European trip soon. . . . CHUCK WILSON, comic, was at the Hudson, Union City, week of April 2, the first time in the East since 1929.

CORP. HANK HENRY, ex-burly comic, now with *This Is the Army*, sends word from North Africa that he picked up old copies of *The Billboard* at the Red Cross there. . . . PENNY NICHOLS doubling between war work and the chorus at the Hudson, Union City. . . . DOTTIE BATES, former burly soubret, again in the costume department for the Ringling circus, and Billie Bernard, former burly principal, helps wardrobing in *Mexican Hay Ride* at the Winter Garden. . . . BOB COLLINS, comic, is in his 16th week at the Moulin Rouge, Oakland, Calif. . . . LEO MANTIN calls his girl act Hollywood Stars. . . . BILLY WATSON'S suit for infringement of title *Beef Trust Beauties* against Sam Briskman settled out of court. UNO.

## ORPHEUM, LOS ANGELES

(Continued from page 27)

Brian Sisters and the Three Drakes. Pic, *What a Man*.

Program is band from start to finish, with Slack toting five reed, six brass and five rhythm, including his piano in the double ivory set-up. Slack is no emcee but a fine musician. His pianology is well received. Starting out with *Furlough Fling*, Slack Ivory presides for a specialty done by Johnny Mercer. As the Mercer tune gives the maestro free range, a good job is the result. *Kitten on the Keys*, with Slack's boogie treatment, is a humdinger. His *Southpaw Serenade* also rates high.

Band's thrush, Imogene Lynn, ex-Ray McKinley band, hits high with her vocals. These include *Couldn't Sleep a Wink*, *Silver Wings in the Moonlight* and *It's Love*.

Three Brian Sisters take over following the band's opener for vocaling on *San Fernando Valley* and *Stardust*. Warbling fits into the bill neatly, but is nothing to write home about.

Joey Rardin, a pint-sized Jimmy Cagney, with high hat and shillalah, goes thru a medley of George M. Cohan tunes to open. Follows with imitations of a hot trumpet, Tommy Dorsey's tram, and a Scotch bagpipe. Taking on engineer's kerchief and cap, Rardin's *Casey Jones* goes straight to the depot for applause.

Smooth terpsing by the Three Drakes is well received, even by the heps. Working with two fems, Drake executes dance steps as a regular two-part ballroom team. Swings and spins are easily and smoothly executed. Polkas and rumba steps featured following the adagio break-in. Act is sure-fire.

King Cole Trio had the bull by the horns from the start. Taking over at the piano, Nat Cole warbles his side-men's introduction, going quickly into *Do Nothing Until You Hear From Me*, adding his vocals. A medley of tunes that respond to boogie treatment, including *All for You*, gets a fast once-over. Heps applause is appeased with *Straighten Up and Fly Right* and *That Ain't Right*. Instrumental treatment by the guitarist and bass man lend able support to Cole's pianology. Fans yelled for F. S. T. and other recorded tunes, but a jam session with Slack's boys joining in ends the show in bang-up fashion.

It was Freddie Slack's show when it started, but Nat Cole's when it ended. Sam Abbott.

SAN FRANCISCO, April 15.—Pancho and His Society Orchestra are booked to open at the St. Francis Hotel April 25.

# Drama Scribe Gets Mad at Dick Foran

WASHINGTON, April 15.—Irked over failure of Dick Foran, male lead of *The Connecticut Yankee*, currently at the National here, to show up for a benefit show at the Naval Medical Hospital, Jay Carmody, drama scribe of *The Washington Star*, gave the actor one of the sharpest lacerations any daily here has passed out in years.

A stinging column, in the form of a letter addressed to Foran, was carried in all editions Wednesday (12) with a note that the critic would display equally as prominently any explanation which Foran may have.

Carmody declared that he had tried to get some explanation for Foran's failure to show up from theater attaches, and that their only comment had been that the actor was "emotionally upset" as a result of having become the father of a new baby and simultaneously being reclassified 1-A in the draft.

This explanation only moved Carmody to observe sarcastically that "millions of Americans have been classified 1-A at one time or another, and as for new babies, tens of thousands of fathers already in the service have never even seen theirs."

Chester Stratton, Vera-Ellen and Mimi Berry, all of the *The Connecticut Yankee* cast, appeared at the benefit, which was to entertain 600 sailors and marines in Naval Medical Hospital.

## 1-A Applause

"I have a feeling, however, that your loss was greater than theirs," Carmody wrote in the open letter to Foran, "for when it was explained—for want of any other explanations and in considerable embarrassment—that you had just been put in 1-A, the applause was virtually deafening. I am sure you cannot have heard anything so enthusiastic in your artistic, so to speak, life. You should not have missed it."

Carmody acknowledged that Maurice Winter, manager of the company, had received a wire from Foran in New Jersey saying, "Sorry unable to make benefit regards," but contended that those running the benefit did not have even this notice until 16 hours after the benefit was to have occurred.

"After all," Carmody declared, "you did get back in time for the performance before your paid audience at the National just a couple of hours later."

Carmody declared that the benefit audience was made up of wounded and sick veterans of Guadalcanal, Buna, Tulagi, Sicily and Anzio.

NEW YORK, April 15.—Ada Leonard and her male ork skedded for a three-week stay at Jantzen Beach, Portland, Ore., beginning May 1.

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# The Final Curtain

**ALEXANDER**—Walter C., 52, traveling representative of National Theater Supply, in Knoxville April 1. Survived by a sister and two brothers.

**BRUNI**—Mrs. Matilda, 74, mother of Frank R. Bruni, owner of Florentine Gardens, Hollywood, April 6 at her home in Oakland, Calif. Services April 8, with interment at Mountain View Mausoleum, Oakland.

**CASWELL**—Pvt. Donald G., 29, former assistant manager of Station WFEA, Manchester, N. H., in a train accident in French Morocco, Africa. Survived by his widow, mother and a brother.

**CHAPMAN**—Ira A., 59, former stage manager of the Rialto Theater, Bremer-ton, Wash., in that city recently. He had also been company manager for many legit shows in this country and Australia.

**CHESTER**—Capt. Bruce, operator of a Deep Sea Exhibit with various shows, found dead in a cabin near Collinsville, Ill. Last season he was with the World of Today Shows and he was booked with the Cavalcade of Amusements for the coming season. He had not appeared in ill health previously. Body was taken to Shroupe Funeral Parlors, Collinsville, to await coroner's inquest. Arrangements for burial will be made after relatives are located.

**CONDRON**—William A., 68, proprietor of Billy's restaurant and tearoom, New York, at his home in that city April 11. Requiem Mass at Church of St. John the Evangelist, with interment in Calvary Cemetery, Brooklyn. Survived by his widow and a son.

**ELLIS**—George D., 70, a past president of the St. John Exhibition Association, April 2 in St. John, N. B. He was a 33d degree Mason. Survived by his widow, son and daughter.

**ERKMANN**—George C., 36, in charge of Electrical Statistics for Loew's Theaters, in Mercy Hospital, Rockville Center, L. I., N. Y., April 8. He was associated with Loew's for 23 years. A Requiem Mass was said April 12 at Our Lady of Lourdes Church, Malverne, L. I., with interment in St. John Cemetery there. Surviving are his widow, a son, mother and three brothers.

**FAIRBROTHER**—Frank, 70, manager of the Asquith, Sask., Fair, at his home in Asquith. Burial in Maple Ridge Cemetery, Asquith.

**GRAY**—Barry (D. H. Overbaugh), 83, veteran showman, following a heart attack in Hemet, Calif., recently. He started in showbiz as a piano player with E. W. (Pop) Wiggins Fair Ground Show in 1883. He joined Harry H. Walker in 1885 and toured for three years as Gray and Walker, marionettes. He married the late Ella De Vaux in 1888, and continued as the team of Gray's Marionettes for 27 years in vaude and with Ringling Bros. and Barnum & Bailey Circus. He lectured and wrote vaude material as a sideline at Bradenburgh's Dime Museum, Philadelphia, 1903 to 1912. He was with Lubin silent motion pictures in Philadelphia. The last 10 years he was with Dufour & Rogers Attractions at various World's Fairs. He married Nellie Foster, of Lansing, Mich., his home city, who survives in Los Angeles. Also survived by a brother. Elks' Lodge 196, Lansing, conducted services and burial.

**HART**—Mrs. Margaret, 35, wife of Tommy Hart, of Hart and Dines, vaude performers, in Boston March 24. In addition to her husband she is survived by a daughter, Mary Ann; a sister, and father. Interment in Mount Auburn Cemetery, Cambridge, Mass., March 27.

In Loving Remembrance of Our Beloved Husband and Father  
**J. E. HENRY**  
who passed on April 18, 1943.  
"Gone but not forgotten."  
MABEL HENRY and FAMILY

**HOGAN**—Edward A., father of Charles Hogan, theatrical booker, at his home in Chicago April 11. Survived by his widow, Elizabeth; son, two daughters, four sisters and a brother.

**KEENAN**—Edward W., former vaude performer and musician, in the Hall-brooke Sanatorium, Westport, Conn., recently. Survived by his widow, son and two daughters.

**KENWOOD**—John, 83, former director of the Edmonton (Alta.) Exhibition Association and a well-known sheep judge, at his home in Edmonton recently.

**KIMLING**—Jack E., Navy Air Corps, 19, son of 'Skinny and May Kimling, formerly of tab and rep shows, in an airplane

crash at Pasco, Wash., March 28. Also survived by a brother, Harry, in the navy.

**KOLBER**—Abe E., 38, former owner of the Consolidated Amusement Company, Dallas, in a hospital there March 19. Survived by his mother, a brother and three sisters. Interment in Waco, Tex.

**LEE**—P. W., 57, president and secretary of the Shreveport (La.) Local, AFM, recently at a sanitarium after an extended illness. Surviving are his widow, two sisters and a brother, Chet, Massillon, O. Interment in Shreveport.

## George C. Furness

George C. Furness, 60, pioneer in broadcasting commercial radio programs, and father of Betty Furness, screen and radio actress, in Harkness Pavilion of Columbia Presbyterian Medical Center, New York, April 10.

The *Eveready Hour* radio program, which was the first sponsored broadcast to use a network July 26, 1923, was supervised by Furness and led to his participation in the radio industry. During the early years of radio, he met with government officials and broadcasters to overcome problems that existed in the industry then. Several ideas that the *Eveready Hour* is credited with introducing became a permanent part of broadcasting technique.

Survived by his daughter and widow, the former Margaret Rogers.

**LEWIS**—Irene Marie, 43, formerly with John Robinson Circus, from cancer at her home in Swissvale, Pa., February 16. Survived by her husband, Charles E. Lewis, producing clown, and son, Charles Jr. Interment in St. Anne's Cemetery, Castle Shannon, Pa.

**LEWISHON**—Irene, founder, with her sister, Mrs. Alice Lewishon Crowley, and co-director of the neighborhood Playhouse School of the Theater, and founder and president of the Museum of Costume Art, New York, in Doctors Hospital, New York, April 5. Many of the costumes of the Museum of Costume Art were originally obtained by Miss Lewishon in her travels abroad. Interested in various social and philanthropic organizations, she was a senior hostess at the Stage Door Canteen and at the Merchant Seamen's Canteen. She also had been an active worker in the Woman Suffrage movement. Surviving, besides Mrs. Crowley, is another sister and a brother.

**MALCOLM**—Frederic, 72, retired actor, producer and director, at his home in Bedminster, N. J., April 6 after a long illness. In show business for more than 50 years, he toured the Middle West with stock companies before going to Broadway. He appeared with Lionel Barrymore in *The Copperhead* and the late Joseph Jefferson in *Rip Van Winkle*. Survived by his widow.

**MASON**—William E., 83, formerly associated with circuses and later superintendent of concessions at Krug Park, Omaha, for many years under W. W. Cole, April 5 at Los Angeles. After leaving

Krug Park, he operated a restaurant in Omaha for many years. Surviving are a son, Edgar Eaton (Eddie) Mason, former circus clown and musician, and who formerly for a number of years operated a country store giveaway feature in Mid-western theaters, and a daughter, Mrs. Leo P. Graves.

**MILLER**—Frank Frederick, 77, showman, in Findlay, O., April 4, six weeks after the death of his wife, former Beth Kinsey, of the original Kinsey Comedy Kompany, well-known tent show organization. He began in show business with the late Marie Dressler.

**PIGGINS**—William S., father of Corp. Stuart F. Piggins, orchestra and choral director, now stationed at Chanute Field, April 5 in Detroit. Survived by his widow and another son.

**PURCELL**—Dick, 38, picture actor, suddenly in Los Angeles April 10. He had just finished playing a round of golf at the Riviera Country Club and was found dead in the club's locker room. Purcell played in a number of New York successes before moving to Hollywood in 1935. He also played in many film productions. In recent years he had freelanced and recently completed *Leave It to the Irish* at Monogram Studio. He was divorced from Ethelind Terry, former *Ziegfeld Follies* star, in 1942. He was a member of the Civil Air Patrol. Survived by his parents, Mr. and Mrs. Richard G. Purcell Sr., Los Angeles. Requiem mass at St. Mary Magdalen Church April 13, followed by interment at Holy Cross Cemetery, Los Angeles.

**RAGAN**—Carroll, publicity man and radio script writer, at his home in Yonkers, N. Y., April 9. In recent years he was associated with the Commerce and Industry Association in New York. Survived by his widow, two sons, a daughter and three sisters.

**STENSON**—Dave, 48, outdoor showman and brother of the late Frank Stenson (Johnny O'Shea), April 9 at his home in Chicago. Burial in Calvary Cemetery there. Survived by his father, a sister and two brothers.

**SULLIVAN**—Hugh, 59, former circus employee, killed by train in Barberton, O., April 10. He was formerly with Ringling Bros., Tom Mix and Young Buffalo shows. He was a World War I veteran. Survived by a sister in Portland, Me.

In Loving Memory of Our Beloved Husband and Father  
**HARRY D. WEYDT**  
Who passed on APRIL 20, 1941  
MRS. PEARL WEYDT, AND SON, CHARLES

**WEST**—Arthur Pat, 55, for 30 years an actor, at his home in Van Nuys, Calif., April 10. As a youth he entered vaude and spent 15 years playing the circuits with his wife, Lucille. Following his vaude work, he became a featured Broadway comic. About 17 years ago he moved to Hollywood, where he appeared in films up until a few weeks ago. A World War I veteran, he was former commander of Sierra Madre Post, Veteran of Foreign Wars. Besides his widow he leaves two daughters. Services April 12 in the chapel of the Veterans' Hospital, Sawtelle, Calif., followed by interment in the veterans' cemetery there.

**WINTER**—Mrs. Thomas G., 78, former director of studio and public service

for Hays office on the Coast, in Pasadena, Calif., April 5. She was president of the General Federation of Women's Clubs from 1920-'24.

**ZIMMER**—Pvt. Lloyd, 31, 80th Signal Company, in a truck accident in Arizona March 31. He was assistant ride foreman with the Gooding Greater Shows until he entered the service in July, 1942. Survived by his parents, Mr. and Mrs. Otto Zimmer, and sister, Emma Marie, Lewis Center, O. Services April 7 at Lewis Center, with interment in Greenlawn Cemetery, Columbus, O.

## Marriages

**BACH-SWEENEY**—O. J. Bach, owner and manager of O. J. Bach Shows, to Harriett Sweeney, nonpro, in Bonell, Fla., April 5.

**BOYD-HOPPER**—R. L. Boyd, concessionaire with World of Today Shows, to Flora Lee Hopper, of Raleigh, N. C., in Dallas March 21.

**CUSTER-WILLIAMS**—Andy Custer to Betty Lou Williams March 25 in Cuero, Tex. Bride is the daughter of Mr. and Mrs. Bill Williams, and bridegroom is the son of Mr. and Mrs. Ted Custer. Both families and the young couple are on Jack Ruback's Alamo Exposition Shows, with which they have trouped for a number of years.

**DRAKE-SEVERINO**—Stephen (Cyclone) Drake, motordrome rider with O. C. Buck Shows, to Josephine Severino, nonpro, in Carlsbad, N. M., April 9.

**FOSTER-SHAW**—Maj. Clarence Turner Foster, air transport command, to Hollace Shaw, coloratura soprano of General Electric's *Hour of Charm* and the Phil Spitalny all-girl orchestra, April 12 in New York.

**HENDERSON-MAYFAIR**—Charles Henderson, associate head of 20th Century-Fox music department, to Mitzl Mayfair, actress and dancer, in Santa Barbara, Calif., April 8.

**ILLIONS-LUSSE**—Harry A. Illions to Florence M. Lusse in Bethel Lutheran Church, Jamestown, N. Y., April 12. Bridegroom is president and bride is vice-president of Celoron Realty Corporation, operator of Celoron Park, Jamestown.

**KAYNE-LEIDEN**—Dave Kayne, former Hirst Circuit burly show and theater manager, and later a nitery operator, to Mae Leiden, Wally Wanger chorine, April 3 in Union City, N. J.

**MARSHALL-CASSIDY**—Everett Marshall, star of *The Student Prince*, to Agnes Cassidy, singer in *Blossom Time*, in San Francisco April 8.

**RAESLY-BUOTE**—Sgt. Richard S. Raesly, former manager of the Oxford Theater, Philadelphia, to Helen Buote, formerly with Warner Theater Circuit, that city, in Lincoln, Neb., April 2.

**SNYDER-MARSTERS**—William Snyder, ork leader at the Camillia House, Drake Hotel, Chicago, to Ruth Marsters, music critic, in Chicago April 4.

**STEVENS-SETTERLUND**—Johnny Stevens, drummer in Hi-Flyers band, to Naomi Setterlund, nonpro, at Spokane March 24.

**SWEENEY-BENTON**—Neal J. Sweeney, nonpro, to Helen Benton, singer, in Philadelphia April 2.

**THURSTON-GRIBBLE**—Dan B. Thurston, known in outdoor show biz as J. Jimmy Six, to Jean Ellen Gribble, in First Methodist Church, Bowling Green, O., March 30.

**WOODS-FITZWATER**—Doc Harold L. Woods, of Woods Health Chautauqua, to Edna Fitzwater, nonpro, in Bonell, Fla., April 5.

**WYATT-WORTHAM**—Walter Wyatt to Billie Wortham, both of St. Louis and with the Dee Lang Shows, at Urbana, Ill., March 20.

## Births

A son to Mr. and Mrs. Andrew C. Mayo March 13 at St. Agnes Hospital, Philadelphia. Father is member of the team presenting the trick stage horse act, Pansy the Horse.

Quadruplets, three daughters and a son, to Mr. and Mrs. Harry Zarief at Sloane Hospital for Women, New York, March 30. Father is assistant concert master for CBS, New York.

A son to Sgt. and Mrs. Ezra Stone in Hollywood March 31. Father is former Henry Aldrich of radio.

A daughter, Beverly Jo, to Sgt. and Mrs. Joseph G. Unick in Miami April 14. Mother is Winona Wehle, daughter of Billy and Marlon Wehle, well-known tent show operators, and father was formerly with Hefner-Vinson Tent Show.

In Loving Memory  
of  
**RUBIN GRUBERG**  
April 16, 1942  
Sadly Missed By  
Wife and Daughter



# TEMPS BATTLED TO WINS

## Marks Beats Record Cold In Va. Starter

RICHMOND, Va., April 15.—Rain and snow greeted opening of the John H. Marks Shows here April 3 and the second night was the coldest April 4 recorded by local weather bureau in 47 years. Weather broke Wednesday and remainder of the first week saw excellent business. Saturday night's gate gross was larger than any on previous Saturday here since Manager Marks broke in the Broad Street lot a decade ago. Business was at high level thru the second week.

New staff member, Promoter Harry Wilson, Monday had as guests of the management the winning company from a local cadet contest staged by Harvey Hudson, staff member of Station WRVA. Tuesday, United Nations Night, all servicemen were admitted free at the gate. A portion of Wednesday's proceeds was donated to the Joe Brown "Smokes-for-the-Wounded" fund. Thursday was Ladies' Night. Saturday Joe Brown and His Radio Kids (WRVA) were guests at a Young American Matinee. Norman Manwaring, WMBG; Al Jones, WRNL; with Edith Lindermann, Carl Thilow and Frank Tunis, *Times-Dispatch* and *News Leader*, co-operated with Ban Eddington, who handled advance publicity, awaiting Wilson's arrival.

Chet Dunn's Fly-o-Plane and the show-owned Rocket ran neck and neck for top ride money, with Pete Thompson's Girl (See *Marks Wins Over Cold on page 57*)

## C & W Pulls Heavy in NN

NEWPORT NEWS, Va., April 15.—A healthy opening here Monday night was registered by the Cetlin & Wilson Shows, crowds being unusually large and apparently coming from many adjacent districts, said Ben Braunstein, publicity director.

Season's opening in Petersburg, Va., April 1, was marked by adverse weather most of the week, but over 7,200 checked in Monday night. Rides and shows did well, especially Paradise Revue, with Helen Hart and her gorilla. World Circus Side Show again had a top gross for Petersburg.

Issy Cetlin and John W. Wilson were hosts to Petersburg Shrine Club in the Pin-Up Girls tent, where a buffet supper was served after a special performance. General Manager Wilson emceed and Lieut. Col. J. Maizel and Rennie Arnold, past potentates of ACCA Temple, spoke. A special performance of the Paradise Revue was given at Post General Hospital, Camp Lee, Red Cross Recreation Hall being filled. Lieut. Col. J. R. (See *C & W DRAWS IN on page 57*)

## Jones Has Top Charleston Take

FLORENCE, S. C., April 15.—Business on the last three days in Charleston last week for the Johnny J. Jones Exposition exceeded best expectations said publicity director Walter D. Nealand. After a bad start due to a soft and muddy lot, the show grossed the largest receipts at any recent still date. Four ticket boxes were used on the 25-cent gates. Some shows ran until 1 a.m. for night shift workers.

Del Rio Midgets drew a full house at a 1:30 a.m. show Friday night. Allen Walker is handling the front. Show talent staged a special performance Thursday afternoon at Starke General Hospital for wounded veterans, hospital theater being filled to capacity. Among those who participated were the Del Rio midgets; Allen Walker; Francene and (See *JJJ HAS TOP TAKE on page 39*)



TECH. SGT. ED M. EDWARDS, former concessionaire with Bill H. Hames Shows, George J. Loos Shows, Forsythe Shows and Charles Ziegler Shows, was reported missing after a flight over Germany, March 23, as a flight engineer on a Boeing Bomber B-17.

## Fire for Lawrence Loses Nights; RC Gets Bit of Gross

ROCKINGHAM, N. C., April 15.—Fire April 7 destroyed a trailer truck, two transformers and eight small concessions on the Lawrence Greater Shows here, reported Manager Sam Lawrence. Friday and Saturday nights were lost. Equipment was replaced for operation this week, the second week here, under auspices of the fire department. Despite cold weather, business has been fair.

In accordance with Manager Lawrence's policy to donate 10 per cent of weekly gross receipts to local chapters of the Red Cross, a check for \$125 was sent to Mrs. George Bowles, chairman of the Rockingham Chapter. Another check for this week will be sent.

## Two in Dixie to Hennies

CHICAGO, April 15.—General Agent Louis J. Berger, Hennies Bros.' Shows, returned from Mobile and Pensacola. At Mobile he contracted to play Greater Mobile and Gulf Coast Fair, and at Pensacola to play for the Elks' annual Fall Festival. Show will open its season April 17 at Anniston, Ala.

## ACA Quiz for WPB Covers All in Industry; Recap To Be Used for Priorities Plea

ROCHESTER, N. Y., April 15.—Max Cohen, general counsel American Carnivals Association, announced from ACA offices here that copies of the questionnaire in connection with the industry survey being conducted by the association were sent to all known shows in the United States, whether or not they are ACA members.

"All shows and all independent operators, large and small, are requested to fill out the questionnaire and forward them to the association's offices," said Counsel Cohen. "The replies on individual questionnaires will be retained as confidential information, but it is planned to issue periodic reports showing the over-all needs of the industry.

"The purpose of the survey, of course,

## Crafts Jaunt Okay on Coast

COMPTON, Calif., April 15.—Biz continues good for Crafts 20 Big Shows, which opened the season January 29. Imperial Valley dates were much better than previous ones. Best spot to date this year was Yuma, Ariz., said Auditor Harold Mook. Week-end play in San Diego was near capacity despite counter attractions.

Several shows and an Auto Scooter and Spitfire were added, the show now carrying 10 major rides, 50 concessions and 8 shows. All attractions are neonized, with light towers in the center and main entrance arch ablaze with neon, as well as small floodlight towers in front of entrances to shows. Org moves on 47 pieces of motorized equipment, mostly 45-foot semi-trailers with flat beds and van-type bodies constructed in quarters. (See *Crafts Okay on Coast on page 57*)

## Krekos Tilts Tops in Calif.

NAPA, Calif., April 15.—West Coast Victory Shows had an opening winner in San Jose, Calif., March 7-April 2, on the South First Street circus grounds, several records being topped, reported General Agent W. T. Jessup. Shows, rides and concessions had much new canvas and new paint, decorated by artist Gene Hudson. Neon and other lighting effects were arranged by Harry Baker. Doing near-capacity business were A. J. Budd's Circus Side Show, Ted Right's Revue and Johnny Branson's Wild Animal Show.

Roster includes Mike Krekos, general manager; W. T. Jessup, general agent; Louis Leos, auditor; Harry Myers, concession manager; Swede Wilson, lot foreman; Virgil Latiker, ride foreman; Harry (See *Calif. Good for Krekos on page 57*)

## Early Biz, Weather Breaks Help Heth

BIRMINGHAM, April 15.—With good business and weather, the L. J. Heth Shows went on the First Avenue and 44th Street lot here April 8. At the opening in North Birmingham March 27 crowds were good and there were 10 days of fair weather, said C. C. Leasure.

Mrs. Mary Moore, released from Jefferson Hospital after a minor operation, was entertained at an Easter dinner. Mrs. Rose Western passed out Easter eggs to all on the show.

Roster includes L. J. Heth, owner and manager; Alfred Kunz, general represen- (See *Early Breaks for Heth on page 57*)

## WT Hit Hard In Okla. City

### Women Form Novel Club

OKLAHOMA CITY, April 15.—World of Today Shows were hard hit in the opening engagement here March 25-April 1, reported the management. There was not one warm night, a blizzard raged six hours on one day sending temperature to 23 degrees; two nights were so cold that lights were not turned on, a fire at the Merry-Go-Round destroyed side wall and top and did some damage to horses.

But crowds were surprisingly large and business was good. Ethel McCoy's Minstrel Show and Johnny Bejano's Side Show got top money among shows. Other shows are Jim Dunlavey's Snake Show, H. Evert's Glass House, A. Willander's Monkey Show, Jess O'Dell's Hula Show, C. A. Bimbi's Illusion Show, Willis Haghart's Freak Show, Jim Fant's Pennyland and Jack Foster's Crime Show. There are 12 rides.

Executive staff: L. C. Reynolds and H. Wells, owners; L. C. Reynolds, general manager; Noble C. Fairly, business manager; E. S. Spalding, secretary-treasurer; Louis Engleheim, assistant; (See *WT Gets Hard Knocks on page 57*)

## Strates Gets Record 2-Day Biz in Wash.

WASHINGTON, April 15.—A Sunday performance of the James E. Strates Shows here April 9 by special permit, under auspices of Washington Blue Star Mothers' Canteen, gave the group \$900. General Agent William C. Fleming, with their help, received the permit. Easter Monday brought a surprise, the largest still-date business in the history of the show, requiring three extra ticket sellers on the front gate besides four regular boxes, said Assistant Manager Dick O'Brien. This business was credited to publicity about the successful Sunday showing.

Manager Strates is trying out an innovation in the Vanities Show, featuring the Dolly Raoul Precision Dancers, a fair grandstand unit now giving their initial (See *Strates Record in DC on page 57*)

## Grenada Shove-Off Wins for Wallace

GRENADA, Miss., April 15.—For the second consecutive year Wallace Bros.' Shows opened here April 1, and despite rain and cold, the engagement was profitable. Sponsored by the American Legion post, under Commander Ira Whitaker, the show was on the old fairgrounds. Camp McCain being near by, the midway was well patronized by soldiers.

Show has seven rides, six shows and about 30 concessions and plays behind a pay gate. Harry (Sheik) Rosen has 12 concessions, including corn game. Other concessionaires include Shep Miller, Mac Hogue, Adam Erbe, George A. Abbott, Mrs. Dorothy Farrow and Mrs. W. B. Fox.

Staff, still incomplete, includes Walter B. Fox, general agent; Glenn L. Osborne, business manager; L. H. Hardin, lot superintendent and assistant to manager; Dick Hyland, press and radio; Mrs. Margaret Miller, secretary; Ernest E. Farrow Jr., special agent; James L. Reed, ride foreman and mechanic. Reed and Mrs. Miller are starting their 11th consecutive year with the show, while Fox has started his seventh. Show is set to go to Evansville, Ind., to open April 17 for an indefinite run.

# Showmen's League of America



Sherman Hotel  
Chicago

CHICAGO, April 15.—Past President J. C. McCaffery presided April 13, with Treasurer M. J. Doolan, Secretary Joe Streibich and Past President Edward A. Hock. Two more meetings will be held before summer closing. Membership applications came from Al Rukin and W. A. (Bob) Hallock. Sick list includes Nate Hirsch, John Haye, William J. Coultry, Ed Schofield and Hymie Stone.

New servicemen's committee will meet this month to work out plans of distributing a cash bonus to members in armed service, distribution to be made after they are mustered out. Plans are to amend the by-laws so that proceeds of the directory can go to this fund. Red Cross War Relief Drive going along well toward the goal of \$30,000.

Bases are set and the commemoration tablet will be installed at Showmen's Rest before Memorial Day.

### Ladies' Auxiliary

Mrs. William Carsky, president; Mrs. Michael Doolan, first vice-president; Mrs. George Rollo, second vice-president; Mrs. Nate Hirsch, treasurer, and Mrs. Robert H. Miller, secretary, presided April 6. Invocation was by Chaplain Mrs. Bessie Mossman.

Card and bunco party April 28 in Crystall Ballroom, Sherman Hotel, will have Mrs. Lew Keller as chairman. Maude Geiler returned from a month in Jackson, Tenn., visiting relatives. Lee Gluskin back after a Miami vacation. Myrtle Hutt, who bought a new trailer, will be hitting the road soon and visiting her father, J. W. Hodges, in Fargo, N. D.

Elizabeth June Van Kirk, Agnes Henderson, Rose Fisher, Mary Ellen Ragan and Mrs. Mary Lillian Creson were elected members. Auxiliary donated \$25 to the Red Cross, Kathyeen Glosser being a Red Cross representative. Nan Rankine, past president, spent a few days in Michigan. On the sick list are Dolly Victoria Snapp, Mrs. James E. Strates and Mrs. Al Miller. Award books will go out this summer under Lee Gluskin and Kathyeen Glosser, chairmen.

# Missouri Show Women's Club

Maryland Hotel  
St. Louis

ST. LOUIS, April 15.—Some Easter visitors passed thru en route to show openings. Betty Proper was in for a few days, en route to Sacramento and Polack Bros.' Circus. Easter greetings came from Club Mother Mayetta Vaughan and Grace Goss. President Ethel Hesse getting summer award books ready. Membership drive is thriving, most recently elected to membership being Marie Van Zant, Babe Weinstein, Florence Luckett, Pat Seery, Margaret Trippie, Edith Streibich, Ann Sleyster, Hattie Clinton, Jeannette Wall, Pearl McGlynn, Anna Young, Nell Thias, Dolores Cherus, Ann Detwiler and Anita Finkle. Semi-monthly socials bingo is adding to the treasury. Ida McCoy and Kathleen Gawle were reported on the sick list and Aline Hatton and Anna Jane Bunting recovering.

# Rocky Mountain Showmen's Club

Fraternal Building, 14th and Glenarm  
Denver

DENVER, April 15.—At the last big meeting until after the summer season, over 100 attending, President Larry Nolan presided. Enough members will remain here to keep the club active on a smaller scale. Elected as members were C. F. (Doc) Zeiger and Mrs. Zeiger, Rosemary Loomis, George and Bill Hannan, Howard and Mrs. Seifer, Frank Shortridge and Ralph Forsythe. Ralph Smith and Harry Seifers were presented with a silver plaque for outstanding work in the club's behalf. Whitey Johnson and A. A. McVittie, banquet committee, are proceeding with plans for the event to (See RMSC on page 57)

# Club Activities



## National Showmen's Assn.

Palace Theater Building  
New York

NEW YORK, April 15.—Regular and governors' meeting night April 12 was presided over by Secretary Joseph McKee in absence of President O. C. Buck. Also on the dais were Assistant Treasurer Harry Rosen, Chaplain Fred C. Murray, Counselor Max Hofmann, Dr. Jacob Cohen and Executive Secretary W. K. Sibley. Governors decided to make a donation to the Red Cross as usual. Chairman Jack Lichter, veterans' fund, was given permission to start a campaign for continued sending of packages to members in armed forces. Final meeting of the season was announced for April 26. Entire rooms will be redecorated, starting early in May, including Auxiliary rooms.

Date and place of the annual banquet will be Thanksgiving Eve, November 22, in the Hotel Commodore Grand Ballroom. Due to unprecedented attendance last year, subscriptions will be limited to seating capacity. Member L. James Quinn has become associated with Fred Brown, who while in town recently put in a membership application, sponsored by Quinn. They will place some shows on President Buck's carnival.

Among occasionals at the meeting were Harry Heller, Camp Gaw, N. J.; Willie Gottlieb, Baltimore; John McCormick, Asbury Park; Moe Elk, Herman Cohen and others. Letters came from Cliff Wilson, Miami; Max Adams, from the West; Jackson Hyman, Enid, Okla., and Louis King, Baltimore. Pfc. Arthur Goldberg, formerly the club printer, in from the South on special duty. Member S. 2/c Robert M. Drew, M. T. B., Ron, 4, Fleet P. O. New York, reported he had become the father of a girl. He is a brother of Mrs. Joseph McKee.

Bibs Malang still in Veterans' Hospital, Bronx, as is Frank Shillizzi, both doing well. Doc Kelley being prepared for a major operation at his home in New London, Conn. Ben Braunstein, Cetlin & Wilson Shows, sponsored James E. Shelby for membership.



## Michigan Showmen's Assn.

156 Temple Street  
Detroit

DETROIT, April 15.—Future meetings will be on the first Monday of each month. President Harry Stahl was in the chair, aided by Past President Leo Lippa, First Vice-President Jack Gallagher, Second Vice-President Mannie Brown, Treasurer Louis Rosenthal and Secretary Arthur J. Frayne April 3. For the membership committee Mannie Brown reported these elected to membership: Abe Egher, G. L. Fallon, Rex Green, Manuel V. Mendez, Edward Paulus, Frank Resch, Jack Selbin, Bernard Siegel, Harold J. Slater and George W. Walters. Continuing until September 1 initiation fees are suspended in a membership drive, membership fee remaining at \$10.

Art Grzann won a set of hand-made linen pillow cases donated by Mrs. Herb Pence to the sick and relief fund. "Cap" Seymour, fully recovered, attended the meeting, leaving only Vic Horwitz and Joe Vernick on the sick list. Four names were added to the honor roll with induction of Albert (Label) Greenberg and word that Hyman Eisman, George Engelbrink and William Lovchuk had been in service several months. Private Lovchuk visited from Camp Wolters, Tex., and Pvt. Nate (Nise) Sobol from Fort Bragg, N. C. Donations came from Ed Ford, \$5, and the Ray Marsh Brydon Museum, Eastwood Park, \$10, Brydon announcing that the museum troupers had pledged to contribute \$10 weekly to the service fund.

Chairman Dickstein, entertainment committee, announced a summer dance to replace the former moonlights, sched-



## Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, April 15.—H. A. (Pop) Ludwig, first vice-president, presided Monday night in absence of President Ted LeFors, with William Hobday, secretary. Joe Glacy, cemetery board, reported the club had laid to rest a non-member, George Bird, in Cemetery Valhalla. Harry Fink, building fund, reported Mike Krekos was doing a fine job at raising money. J. Ed Brown told the members the club was invited to attend Russell Bros.' Circus night of April 24 and that after the show the circus folks would be guests of the PCSA. The secretary was instructed to send flowers to the Cronin Circus, playing the vicinity of Los Angeles. Members and guests absent for some time: Hort Campbell, who introduced his brother, James Campbell; Joe Metcalf, who has been in Oregon; Baldy Wilson, from an eastern show; Lee Brandon, Crafts Shows; Eddy Wilson, also from an eastern show.

### Ladies' Auxiliary

First Vice-President Mary Taylor presided and 26 members were present April 3. Peggy Bailey wrote that she would give up publicity work because of illness and needing a complete rest. Bank night award went to Dorothy Enfiel, as did one of the door prizes. Other door award winners were Donna Day and Bonnie Mallory. Party tickets and by-laws books were received. Helen Smith reported the Homemaker Club had reserved July 26 for the auxiliary to take part in a quiz over KHJ, participants to be selected later. Frances Barth, who has moved into her new country estate at Culver City, will be hostess at a chicken barbecue. Many members attended the Cronin Circus. Easter bouquets were sent to Mother Minnie Fisher and Margaret Welsh. A War Bond drive will be held in July with a special program. Meetings will be the first and third Mondays of each month. Talks were made by Martha Levine, Ruby Kirkendall, Mother Fisher and Pearl Jones.

# Lone Star Show Women's Club

1928 1/2 Elm  
Dallas, Tex.

DALLAS, April 15.—Members have moved into their new home, 1928 1/2 Elm Street, the rooms being the last word in decorations. Margaret Pugh, Sally Murphy, Louise Hickman, Mabel Welchman, Honey Vaughan, Allyne Morency and Inez Griffith are some of the leaders in bridge parties, dinners and weekly entertainments. Club meets every Monday night. Some members have donated blood to the Red Cross and several go twice a week to make Red Cross surgical dressings. Monday night the club presented a War Bond to little Helen Hickman, club mascot, and door prize, donated by Margaret Pugh, went to Honey Vaughn. New members come in weekly and by fall it is hoped to have 200. Sally Murphy brought in three, Peggy Reynolds, Leona Crowe and Blanche Rae. Members have been calling on or sending flowers to Ed (Blackie) Schofield, who has been in St. Paul's Hospital seven weeks. He formerly was with the World of Today Shows and Hennies Bros.' Shows. Mrs. Tom Melody and Mrs. Dora English, who have been ill, are up and around. Members are mailing many cards to servicemen overseas. Bobby Ayers baked cake for the meeting and Flo Durrett served coffee to members.

uled for Eastwood Park open-air ballroom, featuring a name band, with dancing from 1:30 a.m. to 5:30 a.m., followed by an outdoor breakfast. At the May 1 meeting a life membership will be voted upon.



# Heart of America Showmen's Club

Reid Hotel  
Kansas City

KANSAS CITY, Mo., April 15.—At the meeting April 7, called to order by Past President George Howk, with Secretary G. C. McGinnis and Treasurer Harry Altshuler present, Sam Bunch and James P. Daniels, Sunset Amusement Company; Oland Lay and D. B. Gentry were elected members. Jockey Jones, Strader Shows, was a club visitor, being here on business. Mr. and Mrs. Irv Polack were guests of Mr. and Mrs. Chester I. Levin, en route from Dayton, O., to Sacramento. Mr. and Mrs. K. H. Gorman, Sunset Amusement Company, were here for a week-end.

Fred Tousley, who died April 3, was buried in Showmen's Rest, as was William (English) Barlow, who died in General Hospital, April 3. Third Vice-President Buck Ray's stepfather died April 7 and burial was in Independence, Mo. Silver Jubilee and Banquet and Ball Committees will open an active campaign in the next few weeks to boost the doings to be held December 25-January 1. Secretary McGinnis again requested members to report to him their permanent addresses and names of shows with which they will be.

### Ladies' Auxiliary

At the last social evening of the season, April 7, among members present were two new ones, Mrs. Brunch and Mrs. Lamon. Cards were played, with an Easter prize for each table, and door prize was won by Mrs. Dolly Ross. At the last business meeting it was decided that each member would receive a silver gift during the silver anniversary next year. So a gift fund has been established, with donations from members. Out-of-town members can send donations at any time to Nellie Weber, who has charge of the fund, at the club. An effort will be made to have all members attend the anniversary dinner in February, 1945.

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New and Used Concession, 6x6, 6x8, 8x10, 8x12, 10x10, 10x12, 10x16, Larger Tents, 14x21, 14x24, 20x30, 20x40, 30x45, 40x60. Sidewall 7 to 10 ft. high.  
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# Midway Confab

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

**APRIL showers!**

**JACK GREENSPOON**, Norfolk, Va., was a recent business visitor in Chicago.

**THE B. & O.** lot in Decatur, Ill., that has been used as a show lot for many years, will soon be a thing of the past. It is to become a part of railroad yards.

**CARL J. SEDLMAYR**, who was a visitor in Chicago, said preparations for opening of the Royal American Shows were going forward rapidly.

**J. C. (TOMMY) THOMAS** returned to Chicago April 7 after a swing thru southern territory and left on another trip.

**MANNIE BROWN**, former concessionaire with the World of Pleasure Shows, who returned to Detroit from Florida, will book independent dates.

**OFFICE secretary** was put in 4-F for defective vision.

**AFTER** practicing the past winter in Mobile, Dr. C. Hewe Barnhart closed his offices to join Hennies Bros. Show as physician.

**RECENT** visitors to J. Harry Six in Baptist Hospital, Louisville, were Thomas

Martin and McIntyre have the Girl Revue and Ten-in-One.

**BETTY AND DOC DAWSON**, photo operators, will not be on the road this season, as they are residing in Detroit, where he is chef and she is inspector in a war plant.

**CAP SEYMOUR**, Eastwood Park (Detroit) concessionaire, is out of a hospital after two months, having recovered thru donation of blood transfusions by a number of showfolk.

**ELMER BROWN**, general agent, who for the past year has been promotion and campaign manager for the Black Hills Passion Play, reported the show had its most successful period, an eight-month season, closing in Wichita, Kan.

**MANAGER'S** alibi for firing an agent: "He isn't the bargain I thought he was 15 years ago."

**BOOTS CUTLER**, many years in outdoor show business and who for the past two years has made his home in Oklahoma City, was a nightly visitor to the World of Today Shows when they played there for 12 days.

**MR. AND MRS. W. M. HARTMAN**, with Central Amusement Company last season, pencil from St. Stephen, S. C., that they will not be on the road this year, as they are operating Cotton Patch Cafe, north of Charleston, S. C.

**BERTHA BERT** carded from Wichita, Kan., that the Bancroft Side Show closed

nounced plans to sell the Northwestern Shows.

**CARNIVAL** openings in Philadelphia: Gruberg's World Famous Shows, April 9; Matthew J. Riley Enterprises, April 17; Mike Zeigler's Shows, April 20; A. M. P. Shows, operated by A. M. Podsobinski, Phoenixville, Pa., April 28; Exposition at Home Shows, owned and operated by Rox Gatto, Upper Darby, Elkton, Md., April 15.

**CHARLES S. REED**, general agent Great Sutton Shows, who was transferred from Veterans' Hospital, Marion, Ill., April 11 to Veterans' Hospital, Hines, Ill., will undergo an operation on his throat. Reed said he had the show booked almost solidly for the season opening April 22 and that he would be back with it when he had recovered.

**BILL RICHARDSON**, who started in showbiz in 1920 with the Bruce Greater Shows and has been with W. C. Kaus Shows, Dodson World's Fair Shows, Johnny J. Jones Exposition, Pepper's All-State Shows and others, is starting his 24th year in showbiz this season as manager-caller of Mrs. Sparks's bingo on the J. F. Sparks Shows.

**BUSINESS** was nil for Fay's Silver Derby Shows in Americus, Ga., week ended April 1, reported Shorty Lowe. Three nights were lost because of rain, and a storm demolished the Kettle Sisters' free act rigging. Children's matinee on Saturday was well attended. E. Heller joined with a ride and two concessions and Katie Lowe arrived from Illinois to take over the Kiddie Ride.

**HICK** manager is one who in January asks his \$1,200-a-year general agent how he could have spent all that money.

**JOE COHEN**, Halifax, N. S., vet carnival concessionaire, visited Annapolis Royal, N. S., before getting his equipment ready for opening with the Lynch Greater Exposition Shows in Halifax. He plans to live in Annapolis Royal when he retires. Mrs. Annie Doyle, widow of police sergeant W. J. Doyle, Halifax, and mother of John Doyle, carnival concessionaire, recently celebrated her 82d birthday anniversary.

**VISITING** her husband while he was stationed with the army in California, Mrs. Stanley L. (Virginia Mazvikiewicz) Steele, also visited Mr. and Mrs. W. A. Strode, Los Angeles. She will return to Buffalo, where she is employed in a war plant and where her husband will spend a furlough before returning to the West Coast. Her brother, Pfc. John Garrison, formerly with Kaus Exposition Shows, has been in the marines since July, 1942.

**AT DUNKIRK**, N. Y., Mr. and Mrs. H. K. Leworthy are preparing to launch the Worthy Shows, Inc. Leworthy reported that Marty Smith had completed an extensive booking trip thru Central and Western New York. Fay Lewis is in charge of quarters, where five show-owned rides are being conditioned, show fronts redecorated and a front entrance is under construction. Show is set to open early in May.

**PENDING** in city council, Gary, Ind., is a proposed ordinance providing that all carnivals sponsored by military, religious or charitable organizations will be permitted to operate in the city without a permit. Measure, which was prepared by Richard S. Kaplan, associate counsel of the American Carnivals' Association, is said to have the backing of all veterans' organizations and an excellent chance of being passed.

**ALAMO EXPOSITION SHOWS** moved from Victoria, Tex., to Conroe, Tex., for an eight-day run starting April 8, under auspices of the American Legion Post, reported Ted Custer. Suicide Leo Simon is to open with high dive and fire act in Texas City. Business in Victoria was satisfactory. Blackie MacPeet purchased a new house trailer in Houston. General Agent Louis (Blackie) Ringold was back for a few days. George Prosser was to arrive to take over the Motordrome. Pat Kelley has the Razzle Dazzle. Three more shows will be added in Texas City. All are awaiting the engagement in

**PENNY PITCH GAMES**  
 Size 48x48", Price \$30.00.  
 Size 48x48", With 1 Jack Pot, \$40.00.  
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**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  
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**AGENTS WANTED QUICK**  
 Male or Female for Ball Games, Pitch Till U Win, Penny Pitch and Pop Corn Wagon. Also Man for Kiddie Auto Ride. Open here April 27. Write or wire  
**CONTINENTAL SHOWS**  
 Kingston, N. Y.

**FOR SALE**  
 Herschell-Spillman 40 Ft. 2 Abreast Merry-Go-Round with 5 H.P. Elec. Motor and Wurlitzer, \$800.00; 10 Car Kiddie Ride, 1 H.P. Motor, \$300.00; 8 Seat Kiddie Ferris Wheel, 1 H.P. Motor, \$300.00. All Rides operated last season and are ready to go. 4 Wheel Trailer, \$75.00; House Trailer, \$100.00; Pop Corn Machine, 18 Ft. Tents, Cane and Laydowns. E. PEARSON, 3327 Knox Ave., No., Minneapolis, Minn.

**M. A. SRADER SHOWS**  
 Want to book Pit Show with or without own outfit. Good proposition and good route. Want Manager for Athletic Show. Can use Second Men on Rides. Address: Salina, Kansas, until April 27th; Junction City follows.

**WANT BINGO COUNTER MEN**  
 Conley, come on. Opening Columbus, Ohio, with Gooding, April 27.

**JOHN GALLAGAN**  
 511 E. BECK ST. COLUMBUS, OHIO



**PAUL D. SPRAGUE** is new publicity director of the Happyland Shows and also operates a photo gallery on the show. He has long been active on midways and in museums as talker, lecturer and agent. He has recovered from a lengthy illness which kept him off the road most of last season.

Yanda, Gary, Ind., and Ozro McKelvogue, Fort Wayne, Ind.

**JOHN M. SHEESLEY**, general manager of the Mighty Sheesley Midway, stopped off in Chicago April 13 on his way to Rochester, Minn., for a checkup.

**LEO ARDUENGO**, former special agent of the Buckeye State Shows, visited Dodson's World's Fair Shows in Alexandria, La.

**MINNIE SIMMONDS** has recovered from her illness and after spending some time in Florida will return to Canada to join the Conklin Shows.

**HASKEL AND WARD'S** concessions, which will play defense towns in Mississippi, opened April 1 to excellent business in Union, Miss., it was reported.

**REMEMBER** when a hand-carved wagon front was the last word in elegance?

**SEVERAL** unsigned communications have reached the Confab desk recently. In order to be published, all communications must be signed.

**MIKE CONTI**, who has been employed in Youngstown, O., for 18 months, was a caller at Cincy offices of *The Billboard* April 10 on his way to join the Frank West Shows in Albany, Ga.

**OPENING** April 15, Exposition-at-Home Shows played Elkton, Md., pens Jean Nadja, with some new show fronts. Bull



**PVT. AL DORSO**, of Dorso & Goodman, cookhouse and bingo operators on the Cetlin & Wilson Shows, who is stationed at Camp Crowder, Mo., has been assigned to the Signal Corps.

in Baton Rouge, La., with the John R. Ward Shows and opened Easter Sunday in Wichita with Reynolds & Wells Shows to big business.

**MR. AND MRS. JOE MURPHY**, formerly of the World of Today Shows, went from their home in Dallas to Oklahoma City to visit several days with members of the shows during the dates there. He reported that he would enter the navy soon.

**JOE TRACY EMERLING** left Veterans' Hospital, Dayton, O., stopping for a family visit in New Albany, Ind., to join Dodson's World's Fair Shows in Monroe, La., and to be lecturer on Ray Cramer's Side Show and to present his concession-illusion, Japanese Torture Mystery.

**SOME front talkers** get fightin' mad when a customer calls 'em liars. Nothing gets a man madder than the truth.—Cousin Peleg.

**DETROIT** may have two less carnivals making headquarters there this season, with a statement from Owner Elmer F. Cote, Wolverine Shows, that he would not take out his rides because of shortage of help, and F. L. Flack having an-

**Big Bally**  
 IT'S remarkable how a 10-cent sign on a ducat box will attract attention nowadays.

Galveston, which follows Texas City. Owner Jack Ruback was in Houston buying equipment for added attractions. Opening biz in Conroe was about the same as last season's.

REGULAR Associated Troupers in Los Angeles April 4 referred to the board of governors after much discussion the question brought up by First Vice-President Joe Krug: "Should a member suddenly marry a non-professional, would that party be eligible for membership." The by-laws say no, as every member must have had at least five years in active service in show business and not be over 60 years of age. It was unanimously voted that members accepted after April 1 be given paid-up cards to September 1, 1945.

MIKE KREKOS, chairman of the building fund committee of the Pacific Coast Showmen's Association, said he had mailed 1,000 \$18.75 stamp books to members, to be filled in and signed over to the committee and to be exchanged for bonds to be used in building a home for the club in Los Angeles. He said he was aiming to get returns of at least \$10,000 from the stamp book drive which, when added to what was on hand, would put the organization within striking distance of beginning work on the building after the war.

**Yeah!**  
THERE should be enough rainfall this spring to give the First-of-Mays their basic training.

WEATHER has been bad for the Hap-pyland Shows in Dearborn, Mich., where they will be till May 1, but liberal spending has made grosses consistent, said Paul D. Sprague, publicity director. Heavy splurges of biz come during changes of shifts at a near-by automobile war plant. Co-Owner William G. Dumas and Mrs. Dumas are settled in their new living trailer. Co-Owner John F. Reid reported adding bookings on his return from a trip. Walter King is enlarging his corn game for the next spot. New front is nearly completed for Eddie Miller's girl show. Mrs. Bertha Whittington has taken over dark-room duties in the photo concession.

LAST year press agents had paper shortages and war news to push their stuff out—but election year is here to add to their grief.

ARTHUR P. CRANER, West Coast showman, San Francisco, personal representative of Mike Krekos, president of West Coast Amusement Company, who spent two weeks in Los Angeles visiting piers, beaches, carnivals, circuses and outdoor events, reported: "The season got away to an early start, favored by midsummer weather, but business seemed to be spotty and whether grosses of 1943 will be maintained will be determined by results of the July 4 period. Soldiers' camps, as a whole, are depleted, servicemen are much less in evidence at places of amusement than at any time since the outbreak of the war and traveling shows that will play industrial centers are gambling on peak business that may or may not come up to last season's."

NOTES from J. G. Steblar's Greater Shows by Mrs. Joseph Steblar: Season opened in Goldville, S. C., and did near capacity. Manager Johnnie Steblar is back after medical discharge from the army. He and his brother, Joseph, will own and operate this season. Bob Alexandra joined with three concessions. Herbert Harlow and family are on for the ninth season. In Laurens, S. C., weather was bad but business fair. Mrs. J. G. Steblar and daughter, Elizabeth, purchased a new pan game. Show now has four rides, three shows and 30 concessions. Agent Tommie Scott is on a booking trip in Virginia and West Virginia. Johnnie Steblar is general manager; Joseph Steblar, assistant manager; Mrs. Joseph Steblar, treasurer; Elizabeth Johnston, secretary, and Thelma Brewer, *The Billboard* sales agent.

O. C. BUCK SHOWS, which will open April 22 on the Armory lot in Troy, N. Y., will play eight days before going to Menands, N. Y., reported Roy F. Peugh, press agent. Billy Budrow and crew are readying the Motordrome. George A. Hoar, concessionaire, arrived from Savannah and is assisting Sam Beatty, concession manager. Mr. and Mrs. Eddie Evans, Columbia, S. C., will again have popcorn, candy apples, Penny Arcade and several games. Mr. and Mrs. Paul La Crosse will have their usual concessions. George Dickman, Philadelphia, has been engaged as billposter. Mr. and Mrs. Luke Seifker came from Florida, he to handle the three Diesel plants and she to work with concessions. Mr. and Mrs. Harry Schwartz, who arrived in Troy quarters, will have frozen custard again. Jimmy Hurd is building a new show with modernized front and indirect panel lighting, to be titled *Girls*.

C & V EXPO SHOWS' notes from Manager M. N. Colegrove, Rochester, N. Y.: Pat Higgins is in charge of building and painting. Show has taken delivery on two more trucks and another trailer for the opening the first week in May. Capt. Frank Vogts will come from the South to build two new concessions and get his act ready. The free-gate policy will be continued. Tony's cookhouse and bear pitch have been booked. Roy Beams booked a ball game and slum. C. B. Swain is to have cigarette gallery and penny pitch. Walter Pollack booked Coca-Cola, basketball darts and string game. Bert Hide built a new front for his Snake Show. Blondie Higgins has the girl show. J. P. Johnston is streamlining his photos and striker. Jerry Wright being army bound, Mrs. Wright will carry on with duckpond and clothes. (See *MIDWAY CCFAB* on page 49)

**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.

ALBERT GREENBERG, concessioner with the W. G. Wade Shows, has been inducted into the army.

PVT. HOWARD J. WHITE, formerly of Rogers' Greater Shows, is with Battery B., 50th F. A., APO 5, c/o Postmaster, New York, N. Y.

HYMAN EISMAN, carnival concessionaire and member of the Michigan Showmen's Association, has been inducted and is stationed at Fort Bragg, N. C.

SGT. JAMES SMITH, 34659456, former concessionaire, is with Co. C., 717th Tank Battalion, Fort Knox, Ky., after having been transferred from Camp Chaffee, Ark.

PVT. CLARENCE E. TIVNER, 35627297, former photo gallery operator on Hubbard's Midway Shows, is with Battery A., 334th F. A. Bn., APO 448, Fort Jackson, S. C.

PERRY COWAN, former concession agent on the Cetlin & Wilson Shows, received overseas orders, according to a letter received from him by his brother, Bill Cowan, show's business manager.

PVT. B. R. TROUTMAN, 38629357, formerly with Rubin & Cherry Exposition, Hennies Bros.' Shows and last season with Buckeye State Shows, is with Co. C., 6th Bn., A.R.T.C., Fort Knox, Ky.

WILLIAM (BILL) HARDEN reported from a hospital in Persia that a special service outfit to entertain soldiers was being formed and that he hoped to be transferred to it.

GORDON J. ENGELBRINK, concessionaire in Eastwood Park, Detroit, has joined the navy. His father, Michael Engelbrink, who has the park shooting gallery, was discharged from the army a year ago because of age.

PFC. BUDDY BROCK, 35409215, "human pincushion," infos that he has been overseas since the invasion of North Africa, having sustained a shoulder wound in the battle of Tunisia. His address is 761-394 Rep. Co., 1st Rep. Depot 9th Bn., Unit D., c/o Postmaster, New York, N. Y.

CPL. MICKEY (JABONI) ZAFFARANO, 32783586, member of the National Showmen's Association and former concessionaire, writes from a field hospital overseas: "I'm one of the lucky soldiers in the Southwest Pacific to receive *The Billboard*. It is like a long letter from home." His address is 465th Amphibian Tank Company, APO 503, c/o Postmaster, San Francisco.

**OCTOPUS ROLLOPLANE FLY-O-PLANE**  
World's Most Popular Rides  
**EYERLY AIRCRAFT CO., Manufacturers, Salem, Oregon**

**UNITED LIBERTY SHOWS**  
OPENING APRIL 29, BLOOMINGTON, ILLINOIS

WANT Cook House or Grab Joint, String Joint, Pitch Till U Win, Fish or Duck Pond, Roll Down, Howling Alley, Cane Rack, Darts, BILL GERSBACK and FRANK LEWIS, write, John Walker wants Acts and Canvasmen for Sideshow. RIDE HELPE, COME ON, WE WILL PLACE YOU, All Shows and Concessions contracted report in Bloomington, Illinois, not later than April 27. All Ride Help report in Bloomington, Illinois, by April 24.  
Write: KEN MURRAY, BOX 264, BLOOMINGTON, ILLINOIS.

**WANTED FOR JOHN A. WALKER ATTRACTIONS**  
WITH KEN MURRAY'S UNITED LIBERTY SHOWS  
Open Bloomington, Ill., April 29. Side Show People, Team that does one or more Side Show Acts and Bally, Girls for Illusions and Bally, Midget, Fat, Fire, Cushion, Handless Helen, write. Good Annex Attraction, plenty flashy wardrobe. Boss Canvasman to double tickets and grind. Slim McCoy, write. Want Man and Wife to run my Mechanical City. Want Girls for my Girl Show. Team, man on front, wife inside. This is a real outfit, plays Illinois State Aid Pairs, July 1 to Oct. 1. No money advanced before arrival. No booze or rough conduct. State lowest salary. Will buy P. A. Set. All mail to JOHN A. WALKER, Care Trailer Park, 511 1/2 W. Front St., Bloomington, Illinois.

**WHEELS OF ALL KINDS**  
Tickets—Paddles—Laydowns  
Complete KENO Outfits  
CARNIVAL SUPPLIES AND EQUIPMENT  
GAMES, STRIKERS, ETC.  
Still Available  
**EVANS' BIG PUSH**  
Write for Catalog  
**H. C. EVANS & CO.**  
1520-28 W. Adams St., Chicago 7

**JIMMIE CHANOS SHOWS WANT**  
Legitimate Concessions, Pitch Till You Win, Hoop-La, Bumper Joint, Bingo, Cookhouse or Grab Joint, Caramel Corn. Will book any Show with own outfit. No gate. No racket. Show opens April 29, Union City, Ind., on the Ohio side; Muncie, Ind., following week; all good territory. Answer all replies:  
716 E. 4th St., Greenville, O., until April 24th; then Union City, Ind.

**I. K. Wallace Attractions**  
OPENING APRIL 29TH.  
Playing Lots in Philadelphia, Pa.  
WANT FOREMAN AND SECOND MAN FOR FERRIS WHEEL. Salary \$40.00 and \$30.00; Man for KIDDIE AUTO RIDE, \$30.00 a week. If married wives can work on Concessions or Ticket Boxes, CAN PLACE Duck or Fish Pond, Palmistry, Photos and Cigarette Gallery, or write what you have. No Wheels. Can place Agents. Want to buy Electric Light Wire for Midway. Bill Coyne, Gene, wire. Write or wire I. K. WALLACE, 1316 Spruce St., Philadelphia, Pa.

**FOR SALE**  
NEW CLARION DE LUXE 120 P. A. SYSTEM  
4 25-Watt Speaker, 200 Ft. Speaker Cable, 3 Mikes. Used about 8 weeks. COST \$455.00. WILL SACRIFICE AT \$275.00.  
**LOYD MATHIS** Parsons, Kan.

**SECOND-HAND SHOW PROPERTY FOR SALE**  
\$250.00—REAL NOVELTY. Brand-new Indian Teepee, 42 ft. round top, hand-painted Indian design. Special 6 Ft. Sideshow with hand-painted Indian design. Great flash for Concession Top. Cost \$1500.00.  
\$5.00 Used Fibre Salesman Stock Trunk.  
**WEIL'S CURIOSITY SHOP**  
12 Strawberry St. Philadelphia, Pa.

**HERMAN LIST WANTS**  
Capable Concession People for all departments. Opening with Jones Greater Shows, Charleston, W. Va., Saturday, April 22nd. Bud Dunavant, Tony Martini, Fred and Freda Wisenbaler, Edward Morris, please do not disappoint me. No time to write, wire me Care Grant Hotel, Charleston, W. Va.

**20 CRAFTS BIG SHOWS WANT IMMEDIATELY**  
Auto-Skooter Foreman who can repair cars. Sober and reliable. Top salary.  
Also want man that can handle front arch, act as doorman. Can place Boss Canvasman; handle side wall and crew.  
Ride Help of all kind. Good pay, long season, sunny California. Plus 7 and 10c mile to Truck and Semi Drivers. Spot Ragland wants Ball Game Agent. Good proposition. Write Oxnard, Calif., April 17th-30th, inclusive.

**AMUSEMENT DEVICES MODERN DESIGN—DISTINCTIVE APPEAL**  
Moon Rocket  
Sky Dive  
Carrousels  
Kiddie Auto Ride  
**ALLAN HERSHELL CO., Inc.**  
NORTH TONAWANDA, N. Y.

**Ride Foreman Wanted**  
For Merry-Go-Round, Tilt-a-Whirl, Chair-o-Plane, CONCESSIONS—Small Arcade, Cork Gallery, String Game, Darts, Pitch Games, Etc.  
**E. A. HOCK**  
3011 Montrose Ave. CHICAGO, ILL.

**HOWARD POTTER WANTS**  
For Western New York route, which will open in May. Stock Concessions. No percentage. Want Slum Stores, Shooting Galleries, Penny Pitches, Cigarette Pitch, Hoop La, Dart Stores, Novelties, Coca-Cola Bottles, Pitch-Till-You-Win and Apples. Want Ride Help and other workmen. No age limit. Regarding New York State route write **HOWARD POTTER**, Buffalo Shows, Zone 14, Buffalo, N. Y.

**HOMER M. GINTHER WANTS**  
Experienced Agents for Pea Pool, Jingle Board and Chuck. Wire, do not write, in care of  
**CAPELL BROS.' SHOWS**  
Norman, Okla., week of April 17

**PATSY JONES WANTS**  
GIRLS FOR POSING AND DANCING.  
Jean and Kitty, wire.  
**BRIGHT LIGHTS SHOWS, Buchanan, Va.**

## "First Things First"

Our first responsibility is to the men at the Fighting Fronts and our policy of 100% co-operation with Uncle Sam as evidenced by the award of the Army-Navy E pennant for our "all-out" war effort.

At this time we regret that it is impossible to accept civilian orders until the end of the war. Then we will be able and happy to take care of your canvas needs.



**POWERS & CO.**  
MANUFACTURERS OF  
**CANVAS GOODS**  
PHILADELPHIA, PA. CHICAGO, ILL.

**WANTED—RIDE HELP**  
For GOODING GREATER SHOWS  
Also AMERICAN EXPOSITION SHOWS

Address: E. C. Drumm, Mgr.,  
Springfield, Ohio  
April 20-May 6, Inc.  
Address: Charles O'Brien,  
Mgr., Alliance, Ohio  
April 20-29, Inc.

## Royal Exposition Shows

Wants to join at once Merry-Go-Round Foreman (Ed Libey, have good proposition for you), Ferris Wheel Foreman (Carl Kepley, Clarence Vincent and others, get in touch). Can use small, neatly framed Penny Arcade. Will book or buy Roll-o-Plane with truck to transport same. Must be in A-1 condition. Will book new style Tilt-a-Whirl with own transportation, also Octopus. Want one or two small Shows with own outfits. This show playing Florida and Georgia entire season, right up town where the people are. WE NEVER CLOSE. Wauchula, Fla., until April 29th; then Sebring, Fla. All address as per route: J. P. BOLT, Manager.

## GREAT SUTTON SHOWS

OPENING OSCEOLA, ARK., SATURDAY, APRIL 22

WANT RIDE HELP FOR ALL RIDES. Will pay top salaries. Ride Help, come on. Carl Prewitt, come on. CAN PLACE ONE MORE MAJOR RIDE—ROLL-O-PLANE, OCTOPUS OR FLY-O-PLANE. CAN ALWAYS PLACE STOCK CONCESSIONS OF ALL KINDS.  
All Address: FRANK M. SUTTON, OSCEOLA, ARK.

## GEREN'S UNITED SHOWS

Want Bingo, legitimate Stock Stores. Want Shows: Monkey, Snake, Fat, War, Fun-House, any except Girl. Seymour, Indiana, April 29th to May 6th; Shelbyville, May 8th to 13th, positively downtown, sponsored by Police Department; Richmond, 14 days, Athletic Park, first in. If you want with a show that will put you in the spots, get with Gerén for '44. Featuring Capt. Billy Sells Lion Act. Lot at Seymour open to move on April 24th. All replies:

W. R. GEREN, SEYMOUR, INDIANA.

## WANTED—C. & V. EXPO SHOW—WANTED

Gala Opening May 8th, Firemen's Celebration.

Want Free Act, Cannon or High Aerial. Can place Bingo, Penny Arcade. Few legitimate Concessions open. Holman's Rides can place Ridemen for Merry-Go-Round, Wheel and Swing. Two Agents for Ball Games. Help in all departments. Address:

M. N. COLEGROVE, 515 MEIGS ST., ROCHESTER 7, N. Y.

P.S.: All people contracted acknowledge this ad.

## STAFFORD'S UNITED SHOWS

Open at Holt Rd. & 67 Highway, April 15th to the 22nd; Madison & Troy Ave., Indianapolis, Ind., 24th to the 30th.

Can use a few more Concessions: Basket Ball, Coca-Cola Bottle, Pitch-Till-U-Win, Hoopla, Fish Pond, String, Cigarette Gallery, Bumper. Help: Ride Men, Concession Agents, Show People. Jerry & Kay and Mrs. Spaulding, come on. Would like to buy Animals of any kind.  
RALPH STAFFORD, Gen. Del., Indianapolis, Indiana.

## WANTED J. R. EDWARDS SHOWS WANTED

OPEN WOOSTER, OHIO, APRIL 29TH

Can place Shows with your own outfit, 25%. Concessions—Bowling Alley, High Striker, Penny Pitch, Pan Store, Custard. Can place Banner Man. Want Second Men for Merry-Go-Round, Tilt-a-Whirl, Ferris Wheel and Chair Plane. Perry Stoltz, write. Red Carland, come on or wire. Address all mail and wires to  
J. R. EDWARDS SHOWS, 233 N. Buckeye St., Wooster, Ohio

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 15.—During early years of the association it was comparatively easy to plan visitations on short notices, but increased membership has made it difficult to make plans on short notice. Member shows are requested to contact ACA offices if they are interested in being included in a visitation program. As a result of the intensive year's program planned, including a membership drive and activities being conducted by the public relations fund, a larger number of visitations will be required and trips must begin earlier than usual.

The visitation program was adopted and has been continued annually with a view to affording an opportunity to members and their personnel to discuss with the ACA representative at first-hand problems pertaining to their shows.

It also gives the association an opportunity to obtain first-hand information on subjects paramount in the minds of members during the period of actual operation and affords an opportunity for the association representative to speak to the personnel of member shows where managements desire such talks. The schedule this year will not be limited by proximity to association offices, but will also be handled by associate counsel in the Middle West, South and in Canada.

Endy Bros.' Shows have furnished some exceptional publicity items showing use of the legend, "Member ACA." While the Treasury Department has announced the Fifth War Loan Drive will start June 12, it has as yet been unable to give a favorable answer with reference to an industry War Bond drive under auspices of the association because of the present set-up in which activities in each State are handled by State committees.

Employers in the industry who have been struggling with government reports on withholding taxes and have been attempting, with under-sized office staffs, to keep abreast of the many and complex returns required to be filed, are due for some relief if the pending tax simplification bill is enacted. Altho primary purpose of the bill is to simplify tax returns which must be filed by each individual, its provisions go beyond this purpose and simplification provisions are contained which will aid taxpayers in other respects.

The bill, as now drawn, proposes a new schedule of withholding rates applicable to pay rolls after January 1, 1945, which will reduce clerical work and which would make for automatic refunds without any further computation on the part of employer or employee. This provision should aid office staffs of most shows. The bill also has a proposal to eliminate the age limit for dependents, thus permitting parents to claim exemption for children in school, tho over 18, as well as for jobless children living at home. An increase in this exemption to \$500 is also proposed from the present \$350 allowance.

Altho several provisions would increase the tax burden of those whose income is derived from partially tax-exempt federal bonds and from capital gains, the bill, as a whole, in our judgment, will be of considerable help to the carnival industry.

## St. Louis

ST. LOUIS, April 15.—With rain and cold continuing, shows on the lots here are still waiting for a break. Cecil Turner and Jack Price, co-owner and publicity director Turner Bros.' Shows, were visitors Wednesday on a buying trip. Show opens in Springfield, Ill., April 21. Bill Johnson, custard machine operator, who wintered here, will leave next week for Osceola, Ark., having booked with the Great Sutton Shows. Rex Howe is operating a Penny Arcade here and who will have concessions, restaurant and pool in Sylvan Beach Park, also has concessions on five lots with shows at present.  
John Gallagan, here from Columbus,

O., said he would operate his corn game and other concessions with the Gooding Shows, opening in Columbus April 27. Ralph Robinson, who has had concessions on Fidler's United Shows, left for Paducah, Ky., to join the Al Baysinger Shows. Howard Brandt, Gordon-Howard Company, Kansas City, Mo., was here this week. King Leon, former owner of King's United Shows and now in concession business, arrived Tuesday, saying he would operate some concessions on the Cavalcade of Amusements. Charles T. Womack, for the past two seasons with Moore's Modern Shows, will not go out, having taking a post with a commercial firm here.

April 12 quarters of Al Wagner's Cavalcade of Amusements were notified that Capt. Bruce Chester, manager of the Deep Sea Exhibit, had been found dead in his cabin at Collinsville, Ill., that night. He had been readying his exhibit and had not appeared ill. Remains were taken to the Shroupel Undertaking Parlors, Collinsville, to await an inquest. Burial cannot be arranged until his relatives are located, Wagner said.

Tom Sharkey arrived from Chicago and Bill Kane from the South to take charge of the Cavalcade neon department. Mr. and Mrs. A. J. (Whitey) Weiss came from Fort Lauderdale, Fla., stopping in Shreveport, La., to visit Barney S. Gerety. All work in quarters is on schedule.

## WANT—BINGO CALLER

Must be tops, \$50.00 per week and percentage, that can stand prosperity. No time to write, join by wire.

## Peppers All State Shows

Gadsden, Ala.

## WANT

One Echell's Ice Shaver; will pay good price. Want Help—Men or Women for two Cigarette Pitches and Pop Corn. For Sale—One new 14x10 Tent and Frame; positively new. Have two Big Toms that go with it. For Sale—One Nashville Mfg. Candy Floss. Make me a reasonable offer.

## GEO. HAMILTON

480 N. 24th St., East St. Louis, Ill.

## WANTED!

First and Second Men on Tilt-a-Whirl, Ferris Wheel Foreman and 32-Ft. Allan Herschell Merry-Go-Round Foreman. Top salary.

HADJI DELGARIAN Chicago, Ill.  
2303 N. Melvina Phone: Berkshire 7964

## Wants-Johnny Caruso-Wants

Agents for Roll Downs, Razzle Dazzle, Slum Skillo, Sit Joins. Help in all departments. Tickets if I know you, Tommy Callahan, Norman Ballenger, Kennedy, Toney the Wop and Pat, wire me. Open April 22nd, Johnson City, Tenn., with J. J. PAGE SHOWS.

## Merry-Go-Round For Sale

52 Ft. 4 Abreast Park Type, sell or trade for Portable Ride, any kind.

## A. D. SHARPE

Stoddard Hotel MARSHALLTOWN, IOWA

## Mississippi Park Shows

Want for Permanent Park, Biloxi, Mississippi

Pop Corn, Snow Ball, Candy Apples, any Concession working for Stock. Address all communications to GEO. CAIN, Gen. Del., Biloxi, Mississippi.

## WANT

Agents for Swinger, Razzle Dazzle. Mexican Joe, wire Meyers.

## MOONEY CONCESSIONS

M. A. Srader Shows Salina, Kan.

## SPECIAL

## DRINK MACHINE

Will do its own ballyhoo work. Wonderful where Apple Cider can be sold. Call on

## GOLD MEDAL CANDY CORP.

2857 W. 8th St. BROOKLYN, N. Y.

## KAUS EXPOSITION SHOW WANTS

Legitimate Concessions of all kinds, Custard, Arcade, Roll-o-Plane. Shows with own transportation. Good proposition. Ray Ayers, Charley Fag Ponsiana, get in touch with Dick Harris. Earle Tilghman wants Man-Wife Agents and Electrician Helper. Have for Sale—Two 100 KVA Transformers. Grind Store Agents, get in touch with Dick Harris.

A. J. KAUS, Manager, this week, Sanford, N. C.

# 3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.  
No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

# 3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$9.50.

## LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, 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, 3 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, \$1.40 per M.

Round Gray Cardboard Markers, 1800 for... 1.00  
Thin Plastic Markers, brown color, M. . . . . 2.00  
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 4, Illinois

# LOOK—LOOK—LOOK

In the Heart of Pensacola, Florida

Million dollar payrolls. Central transfer for all city and navy buses at front gate. Post Office and all theaters across the street; Palafax and Gregory. Pensacola Amusement Park can place Concessions, Rides, Shows. Anything that doesn't conflict—only one of a kind. Can use Popcorn, Fishpond, Pony Ride, Funhouse, String Game, Coca-Cola Bottles, Basketball and Ballgames, Drinks, Lunch, etc. If you want a good spot year round without travel address at once:

**Box D-201**

The Billboard, Cincinnati 1, O.  
or JOHN FRENKEL, City Clerk, City Hall, Pensacola, Fla., or see PRESTON on grounds.

# HELP WANTED

FOR FLY-O-PLANE AND OTHER RIDES. Come on—don't write or wire. Will place you! This show is booked until Christmas, and a very good chance to work all of the winter.

**CHAS. T. GOSS**

Care Dodson's World's Fair Shows  
Little Rock, Ark., April 19 to 29

# Gentsch & Sparks Shows

WANT

Big Snake, Illusion Show, Mechanical City. Also Ride Help. Charlie Bailey wants Skillo and Roll Down Agents. Polock wants one Grind Store Agent. Ross Crawford wants Musicians and Performers for Minstrel. Grenada, Miss., this week.

# WANTED

**CARMEL CORN MAN**

One who can make taffy. Work year around.

Address:

**CARL CALLIE**

Summit Beach Park AKRON, OHIO

# Dansville, New York

Annual  
**JULY 4th and FIREMEN'S CELEBRATION**

Center Main St. Location, Defense Center.  
July 3rd to July 8th, Inc.

Can use good Show. Can place Scales, Hi Striker, Photo and other legitimate Concessions.

Write or Wire  
T. P. TOMASIK, Secy., Dansville, N. Y.

# Outdoor Notes

By VIRGINIA KLINE

SALEM, Ore.—The war effort has slowed up publishing of the promised booklet on amusements after the war by H. G. McQueston, Portland, Ore., as his secretary joined the WACS, but he is going on with his work and the book is now in the hands of printers.

Walter Hale, publicity impresario, formerly with the Conklin Shows, Fairly & Little Shows and Hennies Bros.' Shows and others, who is located in Portland, publishes a weekly booklet on "Where To Go and What To See in Portland."

Easter greetings were numerous, Ruth Martone, corresponding secretary of the Kansas City Auxiliary, remembered many friends with beautiful cards with a personal greeting on them. Viola Fairly chose cards with Easter lilies on them, Hattie and George Howk had spring flowers for the theme and Sophia Carlos sent gay cards with pictures enclosed of the two talented chimps from Belle Isle, Detroit. One can always look for Clara Zeiger to be different. Her greeting contained a small cloth sock, with two heart-shaped tags attached with "Heart of America Auxiliary" on them and a poem, asking the recipient to fill the sock for the Kansas City Auxiliary to buy War Bonds with. She is president this year and has started early to make a good showing while she is in the chair.

When Walton de Pellaton bought his new house trailer de luxe there was a name engraved on the body of the trailer, the linen and the stationery that looked like Japanese to him, namely, Hassayampa. On demanding that the name be removed, he was informed that the word was Mexican and was the name of a river in Arizona made famous by Arizona writers because of a legend that "Anyone partaking of the waters of the Hassayampa will turn into a liar." He wrote that as for some time there has been a legend that he held the uncontested title of the tallest untruth-teller (polite spelling), he had decided to let the name stay on the trailer and try to live up to the challenge.

My big brother, Art Brainerd, fell from a high ladder at the Tower Theater, Kansas City, Mo., where he is maintenance man. Four stitches were taken over his left eye, he broke the third finger on his right hand and fractured ribs on the left side. A pretty big boy, the fall shook him up considerably, but his wife says he still has a fair appetite, so he must be holding his own.

Lee Eyerly has planted many acres of peppermint on his Salem ranch, but he declares that it will in no way help the death of peppermint gum in the Northwest.

# JJJ HAS TOP TAKE

(Continued from page 34)

Ann, Follies Revue; Carl J. Lauther's Odities, including Emmett Bejano and Percilla; Jerry Mady; Lady Crystal, mentalist, and Art Converse and the "Gay New Orleans" Minstrel Revue. Show ran an hour and was emceed by Walter D. Nealand. Dr. John La Marr, show physician, was stage manager.

Morris Lipsky's concessions had a big week. Among visitors were Sam E. Prell, Cash Miller, Charles Powell, Joe Prell, Endy Bros. and Prell Shows; R. F. Judy, World of Mirth Shows, and Tom and Jeanette Terrill, retired and in cafe business there. George Reinhardt's midway cafeteria, for showfolk exclusively, is an innovation. Joe Redding, who joined as business manager, laid out the lot.

RIDES and shows will be furnished by the F. E. Gooding Amusement Company for the annual Firemen's Celebration and Old Home Week of Punxsutawney (Pa.) Fire Department, reported celebration secretary F. E. Smith.

WATCH THE LETTER LIST EACH WEEK. MAIL IS ADVERTISED ONLY ONE TIME.

Advertising in the Billboard since 1905

# ROLL FOLDED TICKETS

DAY & NIGHT SERVICE  
SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

★ 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 TICKETS** **ROLL TICKETS** **WELDON, WILLIAMS & LICK**  
FORT SMITH, ARK.

2000 PER ROLL  
1 ROLL.....@.....75c  
5 ROLLS.....@.....60c  
10 ROLLS.....@.....50c

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.

# Want-PEPPERS ALL STATE SHOWS-Want

Gadsden, Ala., Across From Post Office, April 17th to 22d

WANT CONCESSIONS: String Joint, Dart Joint, Coca-Cola Joint, Bumper Joint, Scales, Bowling Alley, Cane Rack, Heart Shape Hoopla, Jewelry. Will sell Ex. on a neat Photo Gallery.

WANT RIDE HELP: Foreman for Allan Herschell Kiddy Ride, Second Men for Ferris Wheel, Chair-o-Plane and Flying Twister. Top wages. WANT SHOWS: Funhouse, Crime Show, Illusion Show, Fat Show (Jumbo Finn, get in touch with me, will furnish transportation and top). WANT: Barkers for Snake Show, Girl Show. Ticket Sellers.

Wire BOBBY SICKELS, Manager, Gadsden, Ala.

# WANT

RIDE FOREMAN AND SECOND MEN FOR TILT-A-WHIRL, MERRY-GO-ROUND, CHAIR-PLANE, LOOP-THE-LOOP. FIRST-CLASS MECHANIC THAT CAN KEEP MOTORS, TRUCKS IN A-1 SHAPE. ALSO SOBER, RELIABLE TRUCK DRIVERS; TOP SALARY TO THOSE THAT CAN QUALIFY. EXCESSIVE DRINKING THE CAUSE OF THIS ADVERTISEMENT. CAN USE GOOD COOKHOUSE HELP OF ALL KINDS. PHOTOS AND CUSTARD OPEN.

# ROGERS GREATER SHOWS

WEEK APRIL 17TH, MT. VERNON, ILL.; WEEK APRIL 24TH, CHRISTOPHER, ILL.

JOHN F. REID WILLIAM G. DUMAS

# Happyland Shows

PERMANENT ADDRESS  
3633 SEYBURN AVE.  
DETROIT 14, MICH.  
PHONE - PL 7924

Shows—if you have your own equipment and transportation we can offer you a proposition that will make you think Santa Claus is no longer a myth. We play the most ideal money territory in the country and put you within a stone's throw of the city hall in many of our proven spots. Want to hear from Glass House, Animal or Monkey Show, Fat Show, Midget Show, Snake Show or WHAT HAVE YOU. Top salaries to good Ride Help. Will book or buy Roll-o-Plane, Snake Show, Fly-o-Plane. Want at once, capable Ride Superintendent, Ferris Wheel Foreman, Merry-Go-Round Foreman. Can place a good Billposter, especially interested in one with own truck.

# WANTED TO BUY

**Octopus or Roll-O-Plane**

Want Foreman for Tilt-a-Whirl. Man and Wife or Man to take full charge of Bingo. Man for Snow Ball and Pop Corn. Agents for new built Concessions, Coca-Cola Bottles, Clothes Pin and other Grind Stores.. Will book Photo Gallery. H. O. Edgar, contact Fred Boswell at once.

SEVEN DAY PARK—NO TEAR DOWNS

**COLUMBIA AMUSEMENT PARK**

Address Mail and Wires to S. B. WEINTROUB, West Columbia, S. C.

# LAWRENCE GREATER SHOWS

WANT FOR

BLACKSTONE, VA. (CAMP PICKETT), TWO WEEKS, MAY 1ST TO 13TH

SNAKE SHOW, MONKEY SHOW — We have modern front, 75 feet long.

ROLL-O-PLANE, OCTOPUS

CONCESSIONS — Arcade, Photo Studio, Ball Games and All Stock Concessions. No Wheels or Coupon Stores.

ONE HIGH SENSATIONAL FREE ACT.

RIDE HELP — Second Men for all Rides.

All Address: HIGH POINT, N. C., THIS WEEK.

# Sunset Amusement Company

OPENING SATURDAY, APRIL 29, EXCELSIOR SPRINGS, MO.

Want Grab Joint or Cookhouse. We have the points. Can use a few more 10c Stores. Have 2 outfits open for Girl Shows. Want other Shows with own outfits. Ray Wheelock wants Athletic Show talent. Can use Arcade and Second Men on Rides. Will book Chair-o-Plane, Loop-o-Plane, Ponies or Roll-o-Plane.

701 N. MAIN STREET

EXCELSIOR SPRINGS, MO.

# WANT-ORGANIZED COLORED SHOW-WANT

Good Colored Organized Show with band and wardrobe; prefer one with transportation for people, we will furnish complete new outfit with Fulton Blue Top, 42x62. Guaranteed salaries from office and 50-50 on profits. Sol Speight, Scottie, Rucker, write details; pay own wires. Show to open Concord, N. C., May 8th. Colored Performers and Musicians, write Fat Kelly. Sparky Jones, get in touch with us. We play Kannapolis, April 24th to May 8th; Concord, N. C., in town, May 8th to 15th; then Lenoir, Morganton and Newton. Concessions—Fish Pond, Duck Pond, String Game. Mr. Drew Jr., wire.

L. C. McHENRY, Mgr., Hamlet, N. C., this week; then Kannapolis, N. C.

NOTE: We play Galax, Va., July 4th.

# GATES SOAR AT BOW-INS

## Ringling Pace Up in Garden; Mats Sell-Outs Advance Sales Hold

NEW YORK, April 15.—The Ringling circus, well into its second week at Madison Square Garden, is running smoothly and attendance figures are keeping pace with those of last year. After the SRO (War Bonds only) opening night, April 5, attendance dropped during the remainder of the week, averaging 10,000 per performance. Since Sunday all matinees have been sellouts, and night houses have been averaging 12,200.

Management's breakdown of the take thru April 15 is: Total paid attendance, 242,600; receipts, \$485,200.

Ticket brokers in the vicinity of the Garden are doing thriving business, as when the SRO signs go up at the circus ticket windows the latecomers rush the nearest dugouts. Advance sales are much the same as last year's despite the extra time that the show will be here this season. Here again the brokers benefit, as many people wilt at the sight of the triple lines besieging the advance (See Ringling in Garden on page 59)

## B-R Strikes L. A. Bonanza

LOS ANGELES, April 15.—First weekend of a 24-day stand here proved a bonanza with three shows on Easter Sunday for the Clyde Beatty-Russell Bros.' Circus, headed by Art Concello as general manager. Show debuted in near-by Santa Ana March 20, moving to Oceanside and later to San Diego for a five-day stand. Opening here April 7, business started off well. Show stacks up well and moves smoothly for an hour and 45 minutes. First half is made strong with wild animal acts handled by Clyde and Harriett Beatty and Albert (See B-R L. A. BONANZA on page 59)

## St. Louis Shrine Again to Packs

ST. LOUIS, April 15.—Thomas N. Packs signed contracts here Tuesday to produce and direct the St. Louis Moolah Temple Shriners combined circus and fireworks display July 2-8 at the Public Schools' Stadium.

Packs staged a similar show for the Shriners here last July, which drew capacity crowds. The Temple circus committee is made up of Roy Woodworth, potentate; Dan M. Kerckhoff, general (See S. L. Shrine to Packs on page 59)

## Siegrist Club Notes

CANTON, O., April 15.—Plans are being mapped by club directors for a summer festival, first to be held inside the city here in many years. Louis Leitchamer, concessionaire, leaves soon to join a Gooding unit, opening in Columbus. He will have his cookhouse and root beer stand.

Jack Hamilton (the Great Knoll) sends greetings to fellow club members from Windsor, Can., where he is interested in staging a several weeks' rodeo and thrill show. Dorey Miller, general agent, and Bobby Burns visited club officials, while making Eastern Ohio contracts for Wallace Bros.' Circus.

Larry Fallon, Akron, is readying his bingo and other concessions for a late April start in district amusement parks. Charles Siegrist, troupe is playing army camps in the South.

New members are F. E. Gooding, Johnny Enright, H. Deal and Byron Himmell. Reported by Rex McConnell, secretary.

## Moving Grief Doesn't Halt Aussie Shows

CHICAGO, April 15.—Handicaps imposed by the war have curtailed but not stopped operation of circuses in Australia, where traveling conditions are none too good, even in peacetime. No longer can the tented shows travel by train, all rolling stock having been pre-empted for war needs, but the shows continue to move about the country by truck.

Billy Ward, aerialist, recently returned from a six-year stay in the Antipodes, gives some interesting sidelights on present-day trouping in Australia. Number of circuses now on the road there has been greatly reduced, he says. Principal shows still operating are Wirth's, Holden Bros.' and Perry Bros.' circuses, of which Wirth's is by far the largest. There are a number of small circus units playing vaude houses in larger cities.

Since show owners no longer can ship their paraphernalia by rail, they are using charcoal-burning trucks instead, (See Aussie Shows Moving on page 59)

## Harry Waters Gives \$50,000 for New Home

DERRY, N. H., April 15.—Harry (Dare-Devil) Waters, who was given favorable mention in a contest conducted by *The Billboard* in 1939, has given the Derry Athletic Association, of which he has been a member for more than 25 years, \$50,000 to build a home for the association when building restrictions are removed. He is the last of the famous Flying Waters family. Born in a Pullman car while his parents were traveling with the Ringling Bros.' circus, he started his career at age of five. He is now 57.

He has played in vaude units all over the United States and traveled around the world five times practicing his profession. On his last trip he spent seven months in Japan. In 1919 he married Nina Morrison, of Derry, who died several years ago. Waters was an intimate friend of the late Harry Houdini. He has made his home in Derry since 1919.

## Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

Peru, Ind.  
April 15, 1944.

Dear Editor:

If you have never wintered in another show's quarters as an uninvited guest, you don't know what day-and-dating another, while in the barn, means. According to the office, Won, Horse & Upp Circus will open in a week. The only thing that is holding it here is the tradition of not opening a circus season until on or after May 1 plus the short bank roll. We have had our troubles here because two circuses in the same quarters are too many. For some reason our lumber has been getting mixed up with theirs and, as all lumber looks alike, our men can't tell it apart. We are willing to admit that we arrived here on the cuff, which doesn't mean that some of our concessionaires and ticket sellers are broke.

Another thing that looked a bit off-color was that when they spread red paint, our painters used a like color. Manager Upp has a receipt to prove that he bought the paint four years ago while wintering at Layover, Ga. When a haystack on his farm disappeared during the night Terrell Jacobs came over to our barn to eye up the hay pile. We have ample proof that a storm raged dur-

## HM Pull Heavy In Initial 6 at Bison City Date

BUFFALO, April 15.—First three days of the engagement of the Hamid-Morton Circus, which opened Monday, had almost full houses at the six performances, reported Edwin Ziegler, assistant general chairman of the Ismailia Temple Shrine event. Show, the 10th annual, ends today in Memorial Auditorium. Attendance was well on the way to outdoing all previous records. Advance sale was heavy.

Henry P. Bronkie was again general chairman, and Bob Morton emcee and general manager of the show.

Advance publicity (newspaper, radio, posters, etc.) was handled excellently, especially by *The Buffalo Evening News*, which shares in the proceeds of the circus for its Smokes for Soldiers fund. (See HM in Buffalo Bow on page 59)

## CB Out for War Bond Record

LOUISVILLE, April 15.—Finishing touches are being put on the acts, wardrobe and equipment at Cole Bros.' quarters preparatory to opening here April 20. Two performances are slated for Thursday, Friday and Saturday with a matinee Sunday, after which the circus will go to Owensboro, Ky., Owner Zack Terrell's home town.

This year the show is out to beat its 1943 record of more than \$1,000,000 in War Bond sales. The local drive opened Thursday at a downtown department (See Cole Seeks Bond Top on page 59)

## Reo To Play Sponsored Dates

CAMDEN, N. J., April 15.—Reo Bros.' Circus, motorized, will open early in May for a season of sponsored engagements. Performance will be staged under a new 70-foot tent with three 40's. A side show will be carried.

Lloyd Reo is manager and Edward Schuster general agent. Tex Magee will be in charge of transportation, Joe Conway will handle publicity, and Edna Mae Watkins will be equestrian director.

## Dailey Straws For Getaway in Lone Star State

## New Railer Sprung

WACO, Tex., April 15.—Dailey Bros.' Circus, owned by Ben Davenport and wife, went into the barn last December 4 as a truck show and it emerged April 1 as a complete railroad show. The train of steel cars is very attractive, the color scheme being aluminum and orange, with lettering done by Willie Rawls. The sleepers are finely equipped and furnished, Mrs. Eva Davenport having given her personal attention to the details. Pete Lindemann is trainmaster.

All canvas is new and every top has been parafined. Altho temporarily working with a short crew, Ralph Noble is getting the show up promptly and gets it to the train before midnight. Management has three new light plants.

The performance, under direction of Leon Snyder, is running two hours, with the musical program directed by Frank Rossi. Three rings are used and are full most of the time.

The menagerie is without a monkey, due to the fact that recently the three two-year-old tigers broke thru the party. (See Straws for Dailey on page 59)

## Cronin Playing 7 Days in Hollywood

HOLLYWOOD, April 15.—S. L. Cronin's Circus got off to a good start on the first two days of a seven-day engagement here at Cahuenga and Santa Monica boulevards. Show moved in Thursday from North Hollywood, where it had played three days. Cronin bowed in El Monte April 1, playing to a good stand two days. April 3 was dark, show being in Pasadena April 4 to 8. Easter Sunday was a dark one, with show starting a three-day run in North Hollywood and following with a night off before the local run. Out for 15 days the show has had three dark nights, intentionally skedded to facilitate moving. Labor needed to get the show up and down is none too plentiful in this area.

Local run was heralded with good publicity thru the War Bond drive. Community's largest department store gave one of its best located windows in announcing the show's tie-up with the War Bond drive. Owner Cronin has set aside a number of seats at each performance, allowing admission and a reserved seat (See Cronin in Hollywood on page 59)

## Showfolk Find Train Butchering Profitable

CHICAGO, April 15.—The tremendous amount of train travel these days and the consequent increased demand of passengers for food and drink has opened up a profitable field for many former circus men, most of them from the concession stands. These boys, skilled in the art of selling, have found the crowded trains of the Central and Middle West a bonanza.

The limited facilities of the diners provide food for only a small percentage of the passengers. The remainder have to depend upon sandwiches and coffee, chocolate, fruits and soft drinks dispensed by the butchers. On a 300 or 400-mile run, such as from Cincinnati to Chicago, St. Louis to Columbus, Chicago to Cleveland, etc., the crowds demand a great amount of food and drink, and seldom do the butchers have sufficient goods to last them thru the trip.

Among the former circus boys who are now butchers are Charles Frank, Nate Alberts, Allen King, "Rosy" Rosenberg, Curly Hays, Red Ball, Robert Pashoan, Joe Dersey, George Lilly, Vernon Cash and Joe Quter.

# Under the Marquee

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

## PLENTY hands?

**BOB EUGENE** has left Los Angeles for his home in North Adams, Mass., and his troupe will play in the East.

**STORY** of the sale of the Benson Animal Farm, near Nashua, N. H., appears in the Park Department of this issue.

**EDWARD A. JOHNSON**, recently with RKO, has joined the press staff of Cole Bros.' Circus.

## ANY First-of-May crop?

**CLOWN Hughie Fitz** and his dogs were at Gimbel's in New York last week. He presented his comedy magic.

**R. M. HARVEY** is routing Dailey Bros.' Circus, directing the advance and making the railroad contracts.

**AERIAL Christensens** (Lew and Elsie), Sheboygan, Wis., spent several days in Chicago last week. Elsie, injured in a fall last season, has recovered.

**SOME announcers** should have their English edited.

**A. E. (BUCK) WALTRIP**, formerly of Cole Bros.' Circus and now with RKO, visited district headquarters in Chicago last week.

**AFTER** playing the St. Louis Police Circus James (Stilts) Cogswell is booked for Jack Knight Circus in Houston and New Orleans.

**ERNEST BURCH**, clown, who will be with the Cole show, visited his parents in New Jersey and was a guest of Happy Kellems and Van Wells in Evansville, Ind., en route to Louisville.

**GOOD idea** created by a workingman is never wasted—only shelved.

**LEE SMITH**, clown policeman, en route from his home in Rochester, N. Y., to Louisville to join Cole Bros.' Circus, stopped off in Cincinnati and visited *The Billboard* offices.

**ERNE YOUNG Agency** has signed a contract to produce the first annual circus for the Springfield (Mo.) Boosters' Club, May 5-7. Show will be held in the Coliseum building in the fairgrounds.

**HAVING** finished a successful winter engagement with Harry Lewiston's Oddities, Willard Backenstoe will again be with Tommy Buchanan on Wallace Bros.' Circus. He called at *The Billboard* Cincinnati offices last week.

**WHEN** two side-show fat gals meet their conversation usually drifts to loss or gain of poundage.

**GREAT LeROY**, high wire, has been contracted by Jack Knight and Jerry Edward (Ray Bros.' Circus), to play Houston and New Orleans. He will then (See *UNDER THE MARQUEE* on page 59)



## With the Circus Fans

By THE RINGMASTER

CFA

President Secretary  
**THOMAS M. GREGORY** **W. M. BUCKINGHAM**  
 1014 Hardesty Blvd. P. O. Box 4  
 Akron, O. Gales Ferry, Conn.  
 (Conducted by **WALTER HOHENADEL**, Editor  
 "The White Tops," care Hohenadel Printing  
 Company, Rochelle, Ill.)

**CFA L. Wilson Poarch Jr.**, with the armed forces at Mobile, gave the Merle Evans band broadcast on the Fitch Bandwagon a heavy advance plug thru his company newspaper, on which he is one of the co-editors. The notice was titled "Strike Up the Band."

**Joe Minchin**, CFA member, Paterson, N. J., was among those at the Jersey City yards when the two trains of the Big One arrived there April 1. Joe greeted many friends among the personnel of the show.

**George H. Barlow III**, Long Beach, Calif., writes: "Saw Arthur Bros.' Circus several times when it played here. Renewed acquaintances with Martin E. Arthur, Poodles Hanneford, Jorgen M. Christiansen and the Ascevedos family. I saw the Beatty-Russell circus when it played here. Donned 'clown white' one night and clowned thruout the performance for the first time in my life. Appeared in 'firehouse' and 'boxing numbers.'"

**Member B. T. Viering** and wife, West Hartford, Conn., returned to their home March 29 following a short trip to Texas, where they made Dallas their headquarters; also visited with relatives in near-by Greenville. Frank, who comes from a musical family, was particularly interested in the recent broadcast of Merle Evans and his band on the Fitch Bandwagon program, for the reason he is a trumpet player and formerly led a 25-piece band in Collinsville, Conn.

**CFA Eric F. Olson Jr.**, with the armed forces at Camp Crowder, Mo., caught the Benny Fox Star Spangled Circus at his camp, which stars Mickey King. He reports an excellent performance.

## THE CORRAL

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

**A RODEO** will be held at Assiniboia, Sask., in July, under auspices of the Civic Improvement Association.

**ROBERT MARKLEY** (Arizona Charley), in show business 46 years, and who is in Government Hospital, Barracks 1, Mountain Home, Johnson City, Tenn., is a veteran of World War 1. He recently visited the J. L. Page Shows in quarters at Johnson City and talked with Jack King and Sam Hausner.

**SECOND** annual Brownwood, Tex., rodeo, sponsored by the Junior Chamber of Commerce and presented by the World Championship Rodeo Association, will be held May 2-3, according to Dean Williams, chamber president. Everett E. Colborn will be the producer.

**THREE** thousand saw the opening performances of the third annual All-American Rodeo and 4-H Championship Livestock Show April 9 at LSU center, Baton Rouge, La., when professionals competed for \$4,000 in prize money. Show was under direction of Homer Todd, with Alfred C. Ellis, arena director; George Elliott, announcer, and Charlie Broadnax and Ernie Barnett, judges. Under contract were Cecil Cornish, Juanita and Weaver Gray, Buff Brady Jr., and Buck Robinson as clown. First round, calf roping, Jiggs Burke, first; Clyde Burke, second; Jess Goodspeed, third; Royce Sewalt, fourth. Bulldogging, Clyde Wier, first; Royce Sewalt, Charlie Broadnax and Harold Ridley. Saddle bronk riding, George Yardley, Texas Kidd Jr., Ken Roberts and Private Fletcher. Girl bronk riding, Alice Adams and Vivian White tied for first and second.

## WANTED—RODEOS, CIRCUSES

and other outdoor exhibitions to show in **HARTFORD, CONN.**

Exceptional lot adjoining our arena, 250'x300', in heart of great war boom city. State dates available.

**HARTFORD AUDITORIUM**

331 WETHERSFIELD AVENUE

HARTFORD, CONN.

## NOTICE ACTS ON PACIFIC COAST

write open time

## Polack Bros.' Circus

Will Play in California. Opening April 13, Auditorium, Sacramento, Calif., 10 Days, Then

San Francisco	Los Angeles
Oakland	San Diego
Fresno	Long Beach

Until July 4. Address

**IRV. J. POLACK**

1411 Ashland Bldg. Chicago, Ill.

Or as per route.

## WALLACE BROS.' CIRCUS

WANTS

A-1 BANNER MAN

Wire Charleston, April 22, 23; Huntington, 24; Point Pleasant, 25; Parkersburg, 26; Wheeling, 27; all West Virginia.

## WANTED

TO JOIN ON WIRE

One more Clown, Cornet, Trombone, Bass, Trap, Drummer, Combination Lithographer for Advance.

Circus Opens Saturday, April 22.

## MILLS BROS.' CIRCUS

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## WANTED TO BUY

Small Animals for Live Animal Show. Name price and details with first correspondence.

F. RAFUL

## SUMMIT BEACH PARK

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## ACTS WANTED

Suitable for Indoor Circuses and Fairs.

## ERNE YOUNG AGENCY

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## RINGLING BROS.-BARNUM & BAILEY

SARASOTA WINTER QUARTERS AND GALA PRE-VIEW VIEWS. Clear post card size views of grounds, buildings, outdoor menagerie and midway, spec. in back yard, loading scenes, magnificent RINGLING ART MUSEUM, etc. Send 20c for lists and samples.

## ROBERT D. GOOD

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## SPANGLES TIGHTS

ALBERTIS CO.

440 W. 42 ST., N. Y. C.

Paste This in Your Address Book.

## WANTED COWBOYS AND GIRLS

Long season—20 weeks. Top salary guaranteed. With finest outfit in America. CAN USE Bronco, Steer, Trick and Fancy Riders, Ropers, Australian Whips, Special Acts and Clowns. Write **AL KANNON**, Gen. Del., Alledo, Illinois

## ARABIA TEMPLE SHRINE CIRCUS

HOUSTON, TEXAS

Representatives will be at the Sherman Hotel, Chicago, Illinois, April 27, 28, 29, 30.

T. K. FLACK, General Chairman.

## WALLACE BROS.' CIRCUS WANTS

For Big Show Band, Baritone and Clarinets, wire Mike Guy; Candy Butchers, Second Cook and Cook House Help, wire Jack Fox as per route—Mullins, Wednesday, April 19; Beckley, Thursday, 20; Oak Hill, Friday, 21; Charleston, Saturday and Sunday, 22-23; all West Virginia.

## CIRCUS AND THEATRE MATERIAL

Play-Bills, Posters, Books, etc., always wanted. Quote collections and single items.

## WILLIAMS BOOK STORE

85 Washington St. BOSTON, MASS.

## RIGGING MAN WANTED

Capable Truck Driver, season booked, good salary. Robert Jacobs, contact; good proposition for you. Can use a Trampoline Worker. Address:

## CARL SAHLEN

6 Walnut Street EVANSVILLE, IND.

## AL G. KELLY & MILLER BROS.' CIRCUS WANTS

At once Lithographer, Drummer, Trombone and one more Trumpet, also good Groom.

Address: Hugo, Okla.

## WANT

Side Show Acts, useful Side Show Acts, Musical Act. Wire

## TED MILLIGAN

Mills Bros.' Circus Ashland, Ohio

## WANTED

FIVE BILLPOSTERS AND HELPERS

## CONSOLVO & CHESHIRE INC.

215 COLLEY AVE., NORFOLK 7, VIRGINIA

## BAILEY BROS.' CIRCUS

WANTS

Two more Billers, Lithographers. Hotel accommodations. Langhart, Tittle, Adelman, Falconberry, if at liberty, answer. **JAMES M. BEACH**, Gen'l. Agent, Bailey Bros.' Circus, 7 Clinton St., Seneca Falls, N.Y.

## CAPT. LATLIP

Will sell two Van Wyck Nickel Plated Swinging Ladders. Address:

209 Elm St., Charleston, W. Va.

## WANTED

Clowns, Dancing Girls, Family Act; Bob Russell, write; good Agent. Show will furnish car.

## BOB DICKMAN CIRCUS

Per Route

## Dressing Room Gossip

**BEATTY-RUSSELL** — At Los Angeles. Fourth week of the season and what terrific business. First Sunday (Easter) of the 24-day stand show rang the bell with three performances. For the opening there the usher department blossomed out with blue jackets trimmed with gold and gold skirts for the usherettes. Buddy Richards, head usher, is doing a nifty job, assisted by Mrs. Al Beck and Mrs. R. W. Rogers. Brownie's daughter, Eleanor Gudath, arrived from Chicago April 10. She was greeted at Union Station by a delegation from clown alley, headed by her dad, Jim Green, George Perkins, Renee Thezan, Walt Mathie, Alvin Evans, Dave Fullmore; Harry Quillan, photographer, and the writer. Pappy bought flowers and Quillan took shots. Visitors, George Barlow, Mr. and Mrs. Lee Powell; Kenneth Audibert, of Uncle Sam's navy; Bob Downie, CFA; Doc Cunningham; Sam Abbott, of *The Billboard*; Billy Hoffman, Hugh McGill, Bob Hatie, Wallace Beery, Bing Crosby and sons, Mrs. Tom Mix; Scotty, of the PCSA; Carl Norton, Curly Phillips, Slat Beeson, Bones Hartzell, Fred Delmar, Art Cooksey (all the way from San Diego to clown one performance), Phil Bailey, Charles and Percy Clark, Bernie Griggs and folks from S. L. Cronin's Circus, Fay Avalon, Babe Velarde, Phil Escalante, Capt. and Mrs. H. B. Phillips, Ed Clyde, Mr. and Mrs. C. W. Webb, Dail Turney and wife, Paul Eagles, and if I missed any forgive me. On the sick list, Harriet Beatty, out for a few days with a cold, and the writer.

**HATS OFF DEPARTMENT**—To Marie and Earl Pettus for their work with Beatty's elephants; the Gutierrez family for their pleasing wire and loop-the-loop numbers; Pauline Penny for another pleasing wire routine; Sancho Morales, Gus Lind and Alex Chappel for their clever dog acts; Norma and Mac for their center ring bull number.—**DICK LEWIS.**

**WITH** its sensational new 1944  
Robert Ringling, Aubrey Hale  
acclaimed as the finest in the  
traveling amusement organization

**RINGLING BROS** and

**CIRCUS**

is in full swing at Manhattan's  
shattering all records in the annals

As the press and public of  
this year's brighter and gayer city  
**The Greatest Show on Earth**, now  
its good friends, the American

**44 performance, produced by  
y and Mrs. Charles Ringling,  
history of the world's largest  
on, the**

# **BARNUM & BAILEY**

## **CUS**

**Madison Square Garden and  
als of big top business.**

**New York emphatically approve  
cus staged by Robert Ringling,  
y truly greater than ever, greets  
people.**

# EARLY BIZ POINTS TO WOW '44

## Jantzen Opener Sets New Mark For Sunday Play

PORTLAND, Ore., April 15.—Jantzen Beach opened its 1944 season last Saturday (8) to a near-capacity crowd despite adverse weather conditions, and the following day, with the weather again on the inclement side, Managing Director Paul H. Huedepohl and an inexperienced crew struggled thru the largest Sunday in Jantzen's history, exceeding the gross take of July 4, 1942, the funspot's previous high day. All rides had long lines all day Sunday, and every concession on the grounds was greeted with record-breaking business, Huedepohl says.

Anson Weeks and his orchestra broke all opening, week-end records in the ballroom with a \$4,700 take at \$1.25 per person. This marked the 10th season the Weeks band has played the spot. He will continue for three more weeks, to be followed by Ada Leonard and her all-girl ork for a three-weeker. Other orchestras definitely set for the season, according to Huedepohl, are Gus Arnheim, Henry King, Joe Reichman, Louis Armstrong, Les Brown, Jack Teagarden, Jan Garber and Bob Willis. One-nighters will be played by Horace Heidt, Phil Harris, Xavier Cugat and Lionel Hampton.

Jantzen Beach has been completely renovated and many new features added to the Gay Way for the new season. All rides and concessions were in action opening week-end, except the Natatorium, which gets going May 10.

### New Jantzen Staff

Charles F. Keller, formerly with Harry (See Jantzen Sets Mark on page 50)

## Eastwood, Detroit, Sets Name Bands Preview Biz Pleasés

DETROIT, April 15.—Eastwood Park will have an impressive array of bands this season for its dance patrons. Thru General Amusement Corporation, Henry Wagner, Eastwood's manager, has booked eight bands, including some of the top names. The list and tentative dates are: Johnny Long, May 26-June 1; Jerry Wald, June 2-8; Sonny Dunham, June 16-22; Will Osborne, June 31-July 6; Woody Herman, July 16-22; Glen Gray, July 28-August 3; Charlie Spivak, August 11-17; Tony Pastor, August 18-24.

Eastwood opened last Saturday (8) with a warm, sunny day that helped build business to a good pre-season figure. Sunday, however, was handicapped by rain thruout the day. Despite the rain, however, attractions that operated did fair business, Manager Wagner said.

## 15,000 Take in Glen Echo Bow; Schloss Hopeful

WASHINGTON, April 15. — Warm weather drew an estimated 15,000 people crowded into Glen Echo (Md.) Park last Saturday (8) for the opening of its 34th annual season.

All concessions, rides and attractions were in operation, with the exception of the swim pool, which bows late in May. The ballroom has dancing every night except Sunday, from 9 to midnight, with Paul Kain fronting the ork.

Glen Echo is well maintained despite labor shortages and difficulties in obtaining some materials. Plenty of paint has been added, and all of the concessions put up a good flash.

Leonard B. Schloss, who has directed the park's operation for 34 years, is optimistic about the coming season because of the tremendous number of people now holding war jobs here.

"We have a full crew of 128 employees," said Schloss, "which is approximately the same number as last year. While we have lost many workers to the armed forces during the year, we have been able to replace them with women or other draft-exempt employees."

## Record Mob at Riverside Bow; Spending Terrif

SPRINGFIELD, Mass., April 15.—Riverside Park, Agawam, opened its 1944 season with a bang Saturday night (8) with well over 3,500 on the midway despite a cold rain. On Sunday, with overcast skies, more than 20,000 crowded the amusement center, setting a new Riverside record, according to Harry Storin, ad and publicity head.

Business on rides and concessions was "terrific," Storin said, and stands began to run out of supplies early Sunday evening. Replenishments were rushed from Springfield, he said.

Edward J. Carroll, Riverside owner-manager, said that the opening was very encouraging. "It was way ahead of last year," he said, "and is an indication that 1944 will be a great year." Carroll said the park's only new attraction, *World Aflame*, an army exhibit replacing *Hobbyland*, caught on fast.

Riverside did not use its transmobiles opening week-end, but has them in readiness to supplement bus service from downtown Springfield. Carroll said bus service over the week-end was adequate and that he wouldn't put the "gas-less" transmobiles on the road unless they were needed.

## AC Easter Big As Crowd Tops '43 by 50,000

ATLANTIC CITY, April 15.—Clearing skies, after intermittent rains in the inland cities, brought this resort an Easter Sunday crowd estimated at more than 150,000, at least 50,000 larger than in 1943. The railroad lines, which ran seven special sections from Philadelphia, estimated that they carried approximately (See AC TOPS '44 on page 56)

## Syl Esler Again Takes Green Bay Spot on 10%

GREEN BAY, Wis., April 15.—Bay Beach opens the season May 1, under management of Sylvester (Cooney) Esler, Enos Colburn, president of the board, has announced. Esler's contract is the same as last year—10 per cent of gross receipts.

The bathing beach will be reopened, Colburn said, unless the health department forbids it because of polluted water.

## Old Policy Sticks in Sale of Benson Farm to Hub Syndicate

NASHUA, N. H., April 15.—A syndicate composed of Capt. Raymond W. Lapham, Lieut. Col. Walter A. Brown, Harry G. Collier and Lieut. Charles G. Keene, all of Boston, April 8 purchased the John T. Benson Animal Farm, Hudson, on the outskirts of Nashua. Purchase price was not disclosed. The new owners said they intended to operate the farm under the same policy as marked the administration of the late John T. Benson. The present name will be retained and improvements will be made and features added. It will be conducted as a training farm, where wild animals will be brought, trained and sold.

The Benson Animal Farm was established at Hudson some 25 years ago by John T. Benson, who had spent his entire life in the circus and show business and in association with the promotion of amusement parks. Benson made a business tie-up at that time with the Carl Hagenbeck interests of Tierpark, Stellingen, Alton, on the outskirts of Hamburg, Germany. This connection was continued for a number of years, with

Benson receiving from the Hagenbecks consignments of lions, tigers and other wild animals for sale and export to other parts of the Americas.

The new owners of the Benson Farm are young men whose interests have long been associated with both amateur and professional sports and with their allied amusements promotions in Boston. They are known particularly because of their association with the Boston Garden and Boston Arena. It is understood, however, (See BENSON FARM SOLD on page 56)

## Buckroe Passes To New Owner

NEWPORT NEWS, Va., April 15.—New ownership for Buckroe Beach, near here, was announced today. Peter V. Stieffen, of Newport News, purchased the capital stock in the corporation which controls the resort from the four owners who had purchased the property in 1942.

The outstanding stock was sold by Dr. R. Cowles Taylor, mayor of Newport News; City Manager J. C. Biggins, M. F. Carrier and C. E. Minnigerode, president. (See New Boss for Buckroe on page 56)

## FOR SALE

### 8 Aerial Joy Ride Cars

New Upholstering and Paint, Cables and Pulleys.

Will Fit Any Plane Tower.

PRICE \$1200.00

### Wesley Amusement Co.

643 Mattison Ave., Asbury Park, N. J.

## WANTED FOR PARK

Opening May 1st in Owensboro, Ky.

Will buy, book, lease Whip, Loop-o-Plane, Chairplane, Wheel. Concessions—Novelty Jewelry, Snow, Cotton Candy, any legitimate Concession that works for Stock, Kirby, write Henry Breed, come on. For sale—20 K.W. Generator.

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501 W. Main OWENSBORO, KY.

## WANTED

Silodrome for one of the best Parks in the State of Ohio. Long season on percentage basis. Write or wire

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### SUMMIT BEACH PARK

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## FOR SALE

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One more Ride; will book or buy. I have Merry-Go-Round, Roll-o-Plane, Tilt-a-Whirl, Ferris Wheel. Third year on location.

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- One 9-Car Tilt-a-Whirl .....\$1,700.00
- One 4-Unit Loop-the-Loop ..... 1,000.00
- One Fun on the Farm, Needs Little Work ..... 700.00
- One 1937 Stub Nose Chevy and 20-Foot Semi; Good Tires.
- One 1936 Ford Tractor and 22-Foot Semi; Good Tires.

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225 Market St., Chester, Pa.,

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R. H. BROWN,  
Deemer Beach Park, Newcastle, Dela.

# UTAH, IDAHO SWING INTO LINE

## AROUND THE GROUNDS

**CORSICANA, Tex.**—Corsicana Livestock and Agricultural Show will present 1944 Food-for-Freedom Exposition and Texas Championship Rodeo, Manager Robert G. Dillard said.

**PALESTINE, Tex.**—Anderson County Fair (Texas Fruit Palace) will operate here this year under his management, said Manager C. O. Miller Jr., and with F. H. Ellenberger as president. No fair was held in '43.

**LE CENTER, Minn.**—Le Sueur County Fair board has booked attractions for the 1944 fair here thru Rube Liebman, Barnes-Carruthers. Program committee made the contract for the grandstand show. Golden West Shows will be on the Midway, said Secretary W. J. Baker.

**TRENTON, N. J.**—Roy Bryson, owner of Bel Air, a half-mile track in Maryland, and several associates have again made application to the State racing commission for a license to conduct a 50-day program beginning with pari-mutuel betting, beginning September 16, at New Jersey State Fair track here.

**HARTFORD, Mich.**—Van Buren County Fairgrounds here may be converted into a camp for Axis prisoners of war. Fair board granted approval for use of the grounds, which would require considerable remodeling, and final action awaits army approval. Object is to have prisoners available for labor on farms in this agricultural area.

**MIAMI, Okla.**—After a three-year lapse, Ottawa County Fair here will be resumed this year, said H. B. Cobban, president, sponsored by the chamber of commerce under direction of the Imaim Amohalko Committee. Arrangements for a carnival and horse racing have been made. Chamber elected C. H. Mullendore chairman of the fair committee, with Gaston Franks, county agent, and Marie Haber, county demonstration agent, assistants. On the board in charge of the program are President Cobban; R. W. Skinner, vice-president; H. A. Berkey, secretary.

**LITTLE ROCK.**—Site committee of Arkansas Livestock Show Association voted to hold the 1944 exposition on Fair Park site, leased from the city for one year, but announced that a permanent location in Little Rock would be selected and purchased before the show is held in the fall. Residents of the park area have objected to the location and the association went on record as "forced to stay for the year because it is too late to develop a new track by fall." The '44 show will be under canvas, with emergency rodeo arena.

### Wisconsin Regionals Set

**BEAVER DAM, Wis.,** April 15.—Four regional spring meetings have been set for Wisconsin Association of Fairs, said Secretary J. F. Malone from his offices here. Meetings will be in Fond du Lac, April 20; Marshfield, April 21; Chippewa Falls, April 25, and Viroqua, April 26. Secretary Malone will attend the sessions. The annual regional meetings have been found of great value to members of the association in making plans for their fairs.

### CARNIVAL WANTED

**KANSAS THIRD LARGEST FREE-GATE FAIR**

August 28 to Sept. 1, 1944, Belleville, Kansas.

Average attendance daily—25,000.

Write, Wire or Phone

**THEO. A. SANBORN, Secy. Concessions**  
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### WANTED

Bleacher Seats, knockdown, capacity up to 1000 persons. Must be in A-1 condition and priced right.

**Rush Co. Agri. Association**

Rushville, Indiana  
E. E. Privett, Secy.-Treas.

### Seven Out of Nine Set Dates in N. H.

**CONCORD, N. H.,** April 15.—At the annual meeting of New Hampshire Fairs Association here April 11 James Montgomery, Pittsfield, was elected president; vice-president, Neal J. Rice, Hopkinton; secretary-treasurer, Dr. R. W. Smith, Laconia; directors, Leo O. Connary, Lancaster; J. A. Stevens, Rochester; William J. Neal, Plymouth; H. O. Bolton, Keene; Lynn Webster, Canaan; Harry Blanchard, Sandwich; Leon M. Fitch, Deerfield.

Seven of the nine associations have decided to operate this year and dates were set for fairs in Lancaster, Hopkinton, Pittsfield, Plymouth, Rochester, Deerfield and Sandwich. Canaan Fair may operate again. Cheshire board, Keene, is uncertain.

### Sask. Exhib Improvements May Be in Reconstruction

**PRINCE ALBERT, Sask.,** April 15.—Expenditure of \$100,000 on improved facilities on the grounds to permit annual Prince Albert fairs to play a more important role in encouraging scientific agriculture was proposed to Saskatchewan Reconstruction Council by C. M. Learmonth, chairman of the governors of the exhibition grounds. He suggested that the city bear 25 per cent of costs and that the balance be borne by the government. These expenditures were recommended: Livestock building, \$50,000; agricultural hall, \$15,000; administration building, \$15,000; improvements to grandstand, \$5,000; fences, entrances, landscaping and hard-surfacing, \$15,000.

### Wis. Tackles Grand Opera

**MILWAUKEE, April 15.**—For grand opera at the '44 Wisconsin State Fair here, pageantry, massed choral singing, ballet and scenes from *Faust*, *Aida* and *Lakme* will be presented by members of Wisconsin Federation of Music Clubs at the premiere on the night of Sunday, the second day, said William T. Marriott, fair manager. The performance is being set by the federation in co-operation with the fair and rural sociology department, University of Wisconsin. John Anello, Milwaukee, will direct the production and Loraine Voss, Milwaukee, will direct the ballet. A symphony orchestra will accompany soloists and choristers, soloists to be chosen by audition.

### Big N. E. Season Is Seen

**BOSTON, April 15.**—There is a big season ahead, particularly at fairs, for outdoor business in New England, declared Paul N. Denish, manager of the George A. Hamid, Inc., Boston office. Nearly all main New England fairs will be held. Henry Cogert, who has been with the Hamid office in New York 15 years, often acting as a company manager, is now in the Boston office as artists' representative.

### Kalbus Moves Up in Wis.

**MILWAUKEE, April 15.**—A. W. Kalbus, West Allis, has been promoted from associate manager of Wisconsin State Fair here, to supervisor of county and district fairs for the State department of agriculture. He began work in agricultural department offices in Madison April 1.

### Fair Elections

**SAN FRANCISCO.**—Governor Warren has appointed Hal Hotchkiss, San Diego, and J. E. O'Neill, Fresno, to the board of directors of the State Agricultural Society, which administers California State Fair, Sacramento.

**HUNTINGBURG, Ind.**—Southern Indiana Fair Circuit elected: President, Ralph Ritchie, Rockport; vice-president, Orval Kemp, Huntingburg; secretary-treasurer, A. C. Derr, Boonville. Princeton became a circuit member, making a total of six.



INTEREST in resumption of Bay State fairs will be boosted at the Western Massachusetts Fairs' annual meeting in West Springfield April 20. George H. Bean, Northampton (above) to lead a panel discussion with L. B. Boston, is a vet exec of Northampton Fair, established in 1818, and a past president of Massachusetts Agricultural Fairs Association.

### Pyro Firm Given Second Citation for Its War Work

**NEW YORK, April 15.**—Henry L. Rapp, president of the American Fireworks Company, Randolph, Mass., has received notification from the office of the Under Secretary of the Navy that the firm has been awarded a second citation for its production of war materials and will receive a new army-navy E pennant with a star. Accompanying notice of the award was a letter from Admiral C. C. Bloch felicitating the management and employees for their efforts.

### Bay Staters Will Huddle

**SPRINGFIELD, Mass.,** April 15.—Annual Western Massachusetts Fairs meeting will be held in Hampden County Improvement League building, West Springfield, April 20, and speakers will include Louis Webster, acting commissioner of agriculture; Alfred W. Lombard, Boston, State Department of Agriculture; Earle S. Carpenter, secretary of Massachusetts State College Extension Service; Horace M. Jones, State 4-H Club leader; Mrs. C. O. Carlson, West Springfield Community Fair, and George H. Bean, Northampton, and L. B. Boston, managing director of the League, will lead a panel discussion of fair problems.

### McLennan Resumes Post

**VANCOUVER, B. C.,** April 15.—Maj. S. C. McLennan, camp commandant at Hastings Park here, has reverted to civilian status and will resume his duties as manager of Vancouver Exhibition.

**NASHVILLE, April 15.**—Jack Price Jones is unopposed for the nomination of trustee of Davidson County, under which Tennessee State Fair here is operated. Now in business here, he formerly promoted wrestling for the American Legion and is an old professional friend of J. C. (Tommy) Thomas, Royal American Shows. Manager Phil C. Travis reported that, altho military maneuvers have ceased in the vicinity and grounds that have been evacuated, the army still holds a lease on many buildings and no '44 fair will be held.

**SPRING HOPE, N. C.**—Secretary Hobart Brantley said he had contracted with General Agent G. C. Mitchell for the Zaocchini Shows to be on the midway at the '44 Nash County Fair here.

**DETROIT.**—Frank N. Isbey, former manager of Michigan State Fair here, is being boomed as a potential Democratic candidate for governor in the fall elections. For two years he has directed sale of War Bonds in the State.

## Managers Act For 25% Tilt Over '43 Dates

### Stock Shows Are Admitted

**SALT LAKE CITY, April 15.**—Wartime county fairs in Utah and Idaho will increase more than 25 per cent in 1944 over 1943, it was revealed at the annual meeting of the Association of Utah Fairs here. The increase in number will be nearly 100 per cent over 1942, when an all-time low was established. The association, by action of the board of directors, was expanded to admit livestock shows held in the State. Two members of Utah Association of Livestock Shows will be added to membership on the board of directors.

Nearly 200 delegates attended the sessions, including representatives of Southern Idaho district and county fairs, who participated mainly in setting dates. Rodeo interests, since rodeo is a favorite grandstand attraction in many Utah and Idaho localities, were represented by R. E. Richter, Bozeman, Mont.; E. W. Hutchison, Burley, Idaho, and Leo J. Cremer, Big Timber, Mont. Governor Herbert B. Maw of Utah was guest speaker and arrangements were under direction of Secretary Sheldon R. Brewster, Salt Lake City.

Elected for 1944 were E. E. Brown, Coalville, president; Mrs. Pearl Hunsaker, Honeyville, vice-president; Sheldon R. Brewster, Salt Lake City, secretary-manager of Utah State Fair, secretary, and Mrs. Mae Bello, Magna, director. Two directors will be named by the livestock group, J. H. McGibbeny, secretary of that organization, said.

FOR REAL THRILL—INDOORS OR OUTDOORS—BOOK MY ACT FEATURING THE ONLY 35 FT. SWAYING HANDSTAND ATOP A HIGH POLE. WRITE FOR DETAILS... ANOTHER CARTOON STRIP NEXT WEEK.

**THE STRATOSPHERE MAN**

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Reorganization assures active promotion of exhibits, rodeo, races, etc. Want attractions to feature between race heats and various other times and places. Write giving full details. ROSS A. HOLLIDAY, Secy.-Treas. Frankfort, Ind.

### MARION COUNTY FAIR

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August 14, 15, 16, 17, 18, 19, 1944

Want five or six Rides, also Shows and Concessions. Write HARRY C. ROBERTS, Secy., Wanamaker, Ind., or call Irvington 8514 of Market 8972.

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### WANTED: LARGE CARNIVAL

SOME TIME IN OCTOBER FOR

**DILLON COUNTY FAIR**

Contact L. B. ROGERS, Secy., Dillon, S. C.

# Nationals of RSROA Pull Entrants, Delegates Aplenty

DETROIT, April 15.—For the 7th annual national convention of the Roller Skating Rink Operators' Association and U. S. amateur championships in Arena Gardens, Detroit, May 1-6, reports indicate big attendance and plenty of entries, despite the transportation situation. Fred A. Martin, RSROA secretary-treasurer, announced this schedule of events:

Monday (1), 1 p.m., speed events in all divisions continuing until finished. Awards at 10 p.m.

Tuesday (2), 8 a.m. to 1 p.m., junior boys' and girls' school figures (simultaneously); 1 to 4 p.m., novice pairs; 4 to 6 p.m., junior boys' free skating.

Wednesday (3), 8 a.m. to 2 p.m., novice dance eliminations; 2 to 4 p.m., junior girls' free skating; 4 to 6 p.m. Novice dance finals.

Thursday (4), 8 a.m. to 1 p.m., novice men's and ladies' school figures (simultaneously); 1 to 5 p.m., junior dance eliminations; 5 to 6 p.m., junior dance finals.

Friday (5), 8 to 10 a.m., senior men's school figures; 10 a.m. to 1 p.m., senior ladies' school figures; 1 to 3 p.m., novice men's free skating; 3 to 6 p.m., novice ladies' free skating.

Saturday (6), 8 a.m. to noon, senior

dance eliminations; noon to 1 p.m., junior pairs skating; 1 to 2 p.m., senior dance finals; 2 to 3 p.m., senior ladies' free skating; 3 to 4 p.m., senior men's free skating; 4 to 5 p.m., senior pairs skating; 5 to 6 p.m., fours.

All dance, figure, pairs and fours trophy awards will be made at 10 p.m. Saturday.

## State Champs Set For ARSA Meet

CHICAGO, April 15.—Ozzie Nelson, president of the ARSA, was in Chicago officiating at the Illinois State championships at the Roller Bowl in preparation for the ARSA national championships to be held here May 1-5. With State titles already decided in New York, New Jersey and Connecticut, and with Utah, Michigan and Missouri picking their teams, it looks as if the title meet will draw record entries. From California comes a report that several stars of the dance and figure events will come to Chicago to compete for titles. West Palm Beach and Jacksonville, Fla., also will be represented.

In the Illinois State speed tryouts, several boys made an impressive showing. Among these are Russell Brown, of the Madison Garden Club, who made a clean sweep of all five events in the senior division. Brown is a former record holder in the two-mile event. In the midget class, Larry Richter, wearing the colors of the CYO, won both the 220 and 440-yard races at the Bowl. Sam Shaffer, owner of the Bowl, plans to dress the rink up in great style for the nationals and will install additional seating accommodations to handle the expected overflow crowd.

HAROLD JACOBSON, owner of Singing Wheels Arena, Shrewsbury, N. J., reported money and merchandise were taken from vending machines in his place April 13. Thieves are believed to have hidden in the place until employees had closed up.

CINCINNATI newspapers gave front-page space with pictures to a group of juveniles representing Sefferino Roller-drome there who took off two days from school to participate in the Ohio State amateur championships in Cleveland's Rollerade, April 13-15. It was at first believed the teen-agers had left without

permission from their respective school principals, altho investigation after the first story proved they had received okays. Dr. Claude V. Courter, superintendent of schools, stated that Cap Sefferino was in no way responsible for the children cutting classes. He is in hearty accord with all amateur athletic contests and permits the children to make up any school work they miss in connection with such affairs. It was great publicity for roller skating.

RED CROSS drive, March 26-April 3, in all America-On-Wheels rinks, resulted in a \$3,239.01 take. Collections were made among employees and patrons, with entire proceeds for one night at each rink added. AOW rinks participating were Mount Vernon (N. Y.) Arena; Boulevard Arena, Bayonne, N. J.; Perth Amboy (N. J.) Arena; Casino Arena, Asbury Park, N. J.; St. Nicholas (N. Y.) Arena; Twin City Arena, Elizabeth, N. J.; Capitol Arena, Trenton, N. J., and Passaic (N. J.) Skating Rink.

DEEP BROOK (N. S.) Rink at the Canadian naval training station there is being readied for roller skating following a season of ice hockey games. Rink is 180 by 80 feet with seating capacity of 3,000 and 1,000 pair of skates are available.

DOROTHY LAW won four titles in Michigan State championships, taking the senior ladies' speed title at Jackson, and the novice pairs, senior ladies' figures, novice and dance at Arena Gardens, Detroit. Pat Hogan, her partner, shared honors with two titles, in novice pairs and dance. Both are from Detroit Figure Skating Club. Other Michigan title winners at Arena were: Junior figures, Nancy Lee Parkes, DFSC; novice figures (ladies), Dolores Miller, DFSC; novice men's figures, Douglas Breneiser, DFSC; senior dance, Julia Brunk and John Prendergast.

CLUB ALICIA, Detroit night spot, is presenting practically an all-roller program, *Roller Skating Follies*, starring Eleanor Emanuel. Other skating acts on the bill are the Sarmon Sisters and Page, and Cornell and Nester.

FRED H. FREEMAN, Boston, president of RSROA, has ordered hotel reservations for 30 contestants, judges and rink associates for the national championships in Detroit the first week of May.

WILLIAM T. BROWN, Southgate Rollerdrome, Seattle, and fourth vice-president of RSROA, with W. J. Betts, Redondo, Wash.; Mrs. Hazel LaTourette, Portland, Ore., and Mr. and Mrs. Glenn Hubbard, Spokane, are to lead a delegation of 75 skaters and operators from Washington and Oregon to the Detroit RSROA championships. Twelve contestants are entered from Oak Rink, Portland. Mr. and Mrs. George Otto, Roller-bowl, Tacoma, Wash., will also attend, as will Walter Anderson, Centralia, Wash.

ED STOLLERY, who has been operating a roller rink on Bayshore Highway, near San Mateo, Calif., for 12 years, has closed the spot for the duration, he having been inducted into military service.

S. G. LOEFFLER JR., manager of Riverside Stadium Rink, Washington, is holding a city championship in dance, figures and pairs events, under RSROA sanctions.

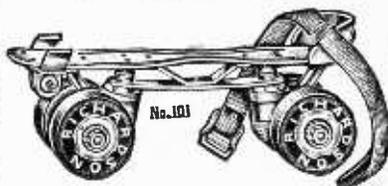
FRED A. MARTIN, secretary-treasurer of the RSROA, reports that advance train and hotel reservations already received indicate the largest attendance on record for RSROA national championships, which will be held in Detroit the first week of May.

# Philly Contest Draws 5,000 Specs; Champs Decided

PHILADELPHIA, April 15. — Willow Grove Skateland made a clean sweep in finals of *The Philadelphia Daily News* seventh annual championship contest in Adelphia Rink April 5. About 5,000 fans watched Howard and Florence Nothe, husband and wife, win the most graceful skating championship, and Ruth Crockett and Jack Crockett capture the waltzing title. Both couples represented Skateland, operated by A. C. Dean. In scoring victory in the most graceful skating event, the Nothes defeated Mr. and Mrs. Senaca, winners for the past two years. They represented Adelphia.

Joe Barnes, operator of Adelphia Rink, was emcee. Judges were Anne Manion, Billy Ryan and Shirley Brink, stars of the *Roller Vanities* show which opened at the Arena here this week. Winners were given War Bonds and small statuettes, presentation being made by June McAdams, "Miss Philadelphia, 1943." Seven local rinks entered contestants, Crystal Palace, Circus Gardens, El Torian, Carman, Dance Box, Adelphia and Skateland.

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Chicago Shoe Outfits or Rink Skates (new or used). Also Parts. WILL PAY TOP PRICES. Write BOX 586, care Billboard, 1564 Broadway, New York City 19.

Communications to 155 North Clark Street, Chicago 1, Ill.

# Industry Seeks Critical Rating

**Film manufacturers, hit by man-power drain, appeal to government agencies**

NEW YORK, April 15.—New employees and lack of employees are two major headaches for the film companies. So serious has the man-power drain become in the manufacture of raw film and in the film laboratories that efforts are being made to include film manufacturers on the super-critical labor list to be drawn up sometime this month.

A representative of the War Activities Committee has met with War Man-Power Commission officials to review the situation, and further meetings are planned. Should the industry be put on the super-critical list, it will have grounds for demanding consideration from local draft boards. There will be no relaxation in efforts to obtain consideration directly from local man-power officials in areas where film is manufactured or processed. Recommendations from the army and navy will be placed before the inter-agency committee compiling the labor list, but there is no assurance that

the film manufacturing industry will be included.

New employees are held responsible for many of the problems arising in film exchanges and theaters. A long campaign of education and supervision prior to the war had brought exchange employees to a state of near perfection in handling films. Film in transit—if being carried by the specialized film delivery services—received great care. Projectionists, for the most part, were sufficiently trained to take excellent care of their machines.

When the draft and enlistments began hitting the exchange staffs, the life expectancy of film prints took a nose-dive. Later the shortage of raw stock, forcing a cut in the number of prints in circulation, further complicated the situation. Then the projection equipment began to wear out as repair parts grew scarce. Inexperienced women went to work in exchanges; new men went to work for express services and tossed film about as carelessly as other merchandise, and veteran projectionists moved on to better jobs.

Conditions are slowly improving as the new employees gain experience and repair parts are released by WPB, but they have a long way to go before they return to normal, it is generally agreed by the trade.

## Special Pricing Order Shows How Grants Are Made

WASHINGTON, April 15.—As dollars and cents ceiling prices went into effect this week on used cameras, projectors and other equipment, there was increased interest in the following pricing permit order issued to a manufacturing firm on its film splicers:

Order No. 1408 under Sec. 499.158 of Maximum Price Regulation No. 188. Manufacturers' maximum prices for specified building materials and consumers' goods other than apparel. Approval of maximum prices for sales of film splicers manufactured by Bala Motion Picture Engineering Company.

For the reasons set forth in an opinion issued simultaneously herewith and filed with the Division of the Federal Register, and pursuant to and under the authority vested in the Price Administrator by the Emergency Price Control Act of 1942 as amended, Executive Orders No. 9250 and 9328, and in accordance with Sec. 1499.158 of Maximum Price Regulation No. 188. It is ordered:

(a) Bala Motion Picture Engineering Company, 166 Victor Avenue, Highland Park 3, Michigan, may sell to consumers and deliver the film splicer of its manufacture at a maximum price of \$10.95 per unit. This maximum price shall be subject to a discount of 40 per cent of sales to dealers, and 50-10-10-5 per cent sales to distributors. Maximum prices for sales to consumers shall include delivery. In all other cases maximum prices shall be f. o. b. factory.

### Discount Rate

(b) Any person, other than the Bala Motion Picture Engineering Company, may sell to dealers and deliver the film splicer manufactured by Bala Motion Picture Engineering Company at a price no higher than \$10.95 per unit, less 40 per cent discount, f. o. b. factory.

(c) Any person may sell to consumers and deliver the film splicer manufactured by the Bala Motion Picture Engineering Company at a delivered price no higher than \$10.95 per unit.

(d) At the time or prior to the first invoice to each purchaser for resale, the seller shall notify the purchaser of the maximum prices and the conditions set by this Order No. 1408 for resale by the purchaser. This notice may be given in any convenient form.

(e) This Order No. 1408 may be revoked or amended by the Price Administrator at any time.

This Order No. 1408 shall become effective on the 27th day of March, 1944. Issued this 25th day of March, 1944.

CHESTER BOWLES,  
Administrator.

COMPLETED NEGATIVES of *Go Down, Death*, all-Negro religious feature distributed thru Sack Amusement Enterprises, Dallas, have been shipped to New York for printing. Shooting will begin immediately on an all-Negro Western, *The Chocolate Kid*.

## REPertoire-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

### Pat Mills Want to Borrow Material for Seabees Show

CINCINNATI, April 15.—Pat E. Mills, who spent 18 years in rep, tab and stock and now a cook in the Seabees at Camp Endicot, Davisville, R. I., in a letter to the rep desk this week stated that he has been asked by his officers to produce a show at the camp, but that he is sadly lacking in material—bits, blackouts, sketches, gags and numbers. He asks repsters holding a supply of such material to help him out, and promises to return all such material when he has finished with it. His address is Pat E. Mills, S. C. 2/c, 54th N. C. D. Hdqtrs. Co., Camp Endicot, R. I.

Mills has been in the service 18 months, 10 of which he spent in North Africa. He was with such shows as John Winingner, Chase-Lister, Jack Brooks, Neale Helvey, Obrecht Sisters, Hila Morgan, Monroe Hopkins, Jack Kelly, Margarite Fields, George Broadhurst, Lole Bridge and many others. Prior to his enlistment in the Seabees he operated a night club in San Jose, Calif.

Thompson said: "If we opened with such bill on Monday, we'd be looking for customers on Tuesday. When I want something without sentiment I'll put on vaudeville."

Old-time rep managers saw to it that juveniles played their scenes long and warmly. A good-looking pair of kids making love is an eye-ful for any age.

Eva, Uncle Tom and Marks were merely feeders for Eliza and George Harris. The lovers carried the ball.

## Rep Ripples

BILLY AND MARION WEHLE are celebrating the arrival of a granddaughter, Beverly Jo, born April 4 in Miami to their daughter, Winona (Mrs. Joseph G. Unick). The proud daddy, Sgt. Joseph G. Unick, formerly trumpeter with the Heffner-Vinson Company, is in Miami on furlough at the moment. . . . C. W. BODINE, vet agent, postals from Pittsfield, Ill., that that town hasn't had a carnival, circus or tent show in several years and is definitely ripe for an attraction of that kind. The old-timer says he may take another fling at agenting this season. . . . MRS. MARIE LUND, widow of Danny Lund, who for many years had his own tabs on the old Spiegelberg and Sun circuits, has settled in Philadelphia, where her daughter, Etta, is serving with the marines. Mrs. Lund says she'd enjoy hearing from showfolk in the Philly area who formerly worked for her late husband. Her phone number is LOmbard 4125. Danny Jr. is also in service, at present attending radio school. . . . BABE MASON, wife of Eddie Mason, former country store giveaway magnate, is visiting for four weeks with Mrs. E. B. Howard, widow of the late agent and promoter, in Norfolk. . . . HARRY ROLLINS, formerly with Billroy's Comedians and other rep and tab organizations, has been house singer all season at the Gayety, Cincy burly house. . . . BENNY DOSS, now Pvt. Benjamin F. Doss, 38641432, Co. D, 58th Bn., 12th Regt., Camp Fanin, Tex., scribbles that he's keeping his hand in by doing quite a few shows for Special Service, and says he expects to be transferred to that branch of the army soon. Benny says he'd like to hear from Chick Varnell, T. C. Jacobs, Al K. Hall, Jack Merrell, Guy Stanley, Dan Wilcox, J. D. Kilgore, Ray Smith, Ann Fleming, George Marquis and others he has worked for and with.

## Old-Time Bills

By E. F. HANNAN

FROM the days of 10-20-30 down to the present, simple rural bills have held their own with any of the more sophisticated opuses. The customer has never looked down upon the farm or country-store setting, except in special cases—which have never kept rank-and-file actors eating.

Take old-fashioned sentiment from the radio and the squawks are heard quickly. Rep of the '90s mixed sentiment and comedy. Monte Thompson, of the old-time Bennett and Moulton companies, was once pressed by a playwright who wanted to interest Thompson in a new kind of play, one without sentiment.

### Regional Offices Notify Trade of Price Ceilings

CHICAGO, April 15.—Regional offices of the Office of Price Administration were busy early this week notifying the photographic trade that price ceilings became effective April 6. No trade reports of reactions to these price ceilings had been received of consequence yesterday and today.

OPA officials said the ceiling prices were placed on used cameras and projectors because consumers were being charged fabulous prices on this equipment. OPA officials in many districts called attention to the fact that one individual can bring legal action against another individual for selling used equipment above ceiling prices. This fact is said to make the photographic order different from many other ceiling orders. The order sets dollars and cents prices for a long list of used equipment, including cameras and many types of projectors.

## CUTTING IT SHORT

By THE ROADSHOWMAN

FILMOSOUND LIBRARY has just released *Pittsburgh*, with an all-star cast including Marlene Dietrich, Randolph Scott, John Wayne, Frank Craven and Louise Albritton.

EDWARD SMALL, producer of *Up in Mabel's Room*, has donated 65 16mm. prints of the film to the army overseas motion picture service for exhibition in combat areas.

THE ARMY PICTORIAL service announces that 16mm. prints of the following MGM pictures have been sent overseas for the fighting forces: *Rationing* (Wallace Beery, Marjorie Main), *Meet the People* (Lucille Ball, Dick Powell), *Andy Hardy's Blonde Trouble* (Mickey Rooney) and *Broadway Rhythm* (George Murphy, Ginny Simms).

## WANTED

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### Jack and Maude Brooks Co.

BOSS CANVASMAN, if possible to drive truck. Also Novelty Vaudeville Feature, change for four days, and useful people in all lines. Rehearsals in May. Address: JACK BROOKS, Sebula, Iowa.

## The Princess Stock Co.

### WANTS

General Business Team with Specialties, other useful people for week-stand tent rep. Long season. Top salary. Rehearsals April 23rd. Open May 1st. Address: E. C. WARD, Cole Camp, Missouri.

### ENDURANCE IS WAR

#### WAR IS ENDURANCE

Would Like To Hear From My Old Friends: Joey Ray, Alice Krug, Squirms Bradley, Ted Brown, Mr. and Mrs. Don King (Orchestra), Judy Pleva, Peggy Downing, Santa Claus Miller, Ronnie Cassidy and all others. DANNY SALISBURY, Box 3004, Seattle 14, Wash.

### WANTED

### WANTED

For "Wandy Green From New Orleans" Minstrels. Colored Musicians and Performers. Dancing Girls for Line, Blues Singer. Show plays one day and week stands. Big Tent Theatre. Pay each day if you want it that way. Write HORATIO A. THOMAS, 505 4th Ave., No., Nashville, Tenn.

## WANTED

For Famous Players, Northwest Iowa. People in all lines. Those doing specialties preferred. Contact

### VINCENT DENNIS

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SONGS-LYRICS-ARRANGEMENTS CAREFULLY examined. Honest opinion, advice, no other services. Fee, \$2.00. Tune Doctor, P. O. Box 551, New York 1. ap29x

AGENTS & DISTRIBUTORS

AGENTS, PITCHMEN — WRITE FOR FREE sample of the hottest 25¢ seller on the market. Olson Sales Co., Des Moines 9, Iowa. ap22
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BEAD NECKLACES FOR JOBBERS, FAIR Workers, Carnival Men. Particulars free. Sample line, \$1.00. Mission, 2328 W. Pico, Los Angeles 6, Calif. ju17x
CIGARETTE PRODUCTION — A CIGARETTE produced from mid air. A good seller. Sample and prices, dime. Eastwood, Box 623, Parkersburg, W. Va.
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GENUINE LEATHER CHANGE AND TOKEN Purse. Has 2 pockets. Assorted colors. Fast 25¢ seller. Jobbers, write. Sample, 20¢. E. Gameiser, 146 Park Row, New York 7. ap29

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KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates and Social Security Plates. The Art Mfg. Co., 303 Degraw, Brooklyn, N. Y. my27x

MAGIC RACES — AT CIGARETTE TOUCH SIX horses are off. Fast seller. Big profits. 40 Races, \$1.00. Quantity prices. Sample free. Barkley, A-1316 Arch, Philadelphia 7, Pa. ap22

MEDICINE MEN — WRITE TODAY FOR FREE sample of our new Medicine Package. Eagle Laboratory, 4014 Lindell Blvd., St. Louis, Mo. ap22

PITCH MEN — CLOSE OUT 25¢ WOOL Blankets, beautiful pastel colors, \$2.95; in quantity, \$2.75. Kemp, 39 Mt. Hope Ave., Rochester, N. Y.

PITCHMEN WANTED FOR DEMONSTRATING New Soap Deal in department stores. Miraco Supply Company, 704 N. Wells St., Chicago 10, Ill.

PICTURES OF GLAMOUR GIRLS, BOOKLETS, Books, Comic Cards, large assortment, \$1.00. List with order. Frank Cardoue, Box 6818, Pittsburgh, Pa. ap29

SELL STORES, HOTELS, RESORTS, ETC. OUR Genuine Photographic Cards and Specialties. True Art Studio, 614 Temple Court Bldg., Chattanooga, Tenn.

127 WAYS TO MAKE MONEY, IN HOME OR office, business of your own. Full particulars free. Elite, 214 Grand, New York. ap29x

\$100 WEEKLY FOR YOU EXTRA — ARE YOU with a circus or carnival? Write at once. No selling or buying anything. A. Talis & Co., 3 Loxwood St., Worcester, Mass.

ANIMALS, BIRDS, REPTILES

BABY SPIDER MONKEY, TAME, \$60.00; large Spiders, \$45.00; Red Fox Pups, \$10.00; Turkey Buzzard, \$7.50. Charone Animal Ranch, Jefferson, Wis.

2 EXTRA GOOD ARAB AND BACK SOMER-Sault Dogs, \$100.00 each. Wick Leonard, 3209 Sullivan Ave., Columbus, O.

BUSINESS OPPORTUNITIES

FULL FASHION HOSIERY SPECIAL — LADIES' Full Fashion Thirds, \$3.50 dozen; 45 Gauge, in 10 dozen lots, \$3.25; in 100 dozen, \$3.10. Ceiling price, \$5.40. Ladies' 51 Gauge Irregulars, \$6.50 dozen; Ladies' Nylons, thirds, \$6.75. No money refunded on Nylons; refunds on everything but Nylons. The Nylons are sewed up thirds. Ladies' and Children's Anklets, assorted sizes and colors, 10 dozen, \$10.00. Men's Banner Wrap Long Thirds, \$2.00 dozen; Shorts, 75¢-\$1.00-\$1.50-\$2.00. Big values in hosiery. Send \$1.00 for any samples. National Trading Co., 112 E. Markham, Little Rock, Ark.

SALE OR LEASE — OUTDOOR PICTURE SHOW. Park; 1,000 cars, thirty acres. Ready to run. State Route 4, Hamilton. Herschel Jefferis, Palestine, O.

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COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column.

A-1 CIGARETTE AND CANDY VENDING MACHINES — All makes and models, lowest prices, from operators being drafted. Unedapack Parts in stock. What have you to sell? Meck Postel, 6750 N. Ashland, Chicago. ap22x

ALL REBUILT! — 25 U-SELECT-IT, 54 BARS capacity, 5¢ Candy Venders, \$39.50 each; Floor Stands, \$4.00. Other 5¢ machines, LoBoy Scales, 1¢ Peanut Venders. Adair Company, Box 166, Oak Park, Ill. ap29

ATTENTION, JOBBERS — IF YOU PASS THRU Pittsburgh we have Pin Games, Guns, Diggers and Arcade Equipment of all types. Can make truckloads. If interested write. Pennsylvania Vending Co., 1207 Muriel St., Pittsburgh, Pa. ap29

CALLE COMMANDERS, THREE-FIVE PAY, nickel play, club handles, \$57.50 each; Calle Cadets, quarter play, \$69.50; nickel play, \$50.00; Jennings Nickel Play Duke, \$25.00; Jennings Penny Play Duchess, \$25.00. Grand Valley Novelty Company, Traverse City, Mich.

CLOSE-OUT — BALLY GOLD CUP MULTIPLE with Jackpot, A-1 condition, \$49.50; Bally Victory, multiple free play, \$69.50; Mills 1-2-3, free play, perfect condition, \$34.50; Green Vest Pockets, \$37.50; Longchamp P. O., \$29.50; Westing Rola-top, 1¢, \$24.50. Kaw Specialty Co., 715 Kansas Ave., Kansas City, Kan.

FOR SALE — PACE SARATOGA, 10¢, MECHANISM like new; needs new slug rejector, skill field covered, \$160.00. Square Deal Novelty Co., Manteno, Ill.

FOR SALE — FIVE PIKES PEAKS, A-1 CONDITION, \$15.00 each. Wanted: Old 10 Record Selective Capheart Phonograph. P. Markwith, Fairbury, Neb.

FOR SALE — JEEP, \$75.00; ARGENTINE, \$50.00; Sea Hawk, \$40.00; Wildfire, \$35.00. All in first class condition. 1/3 cash, balance C. O. D. L. Tullis, 950 Madison, Lima, O.

FOR SALE — ONE COLUMBIA GOLD AWARD 5¢ Slot Machine, good working condition, \$40.00. G. B. Levy, 206 River Rd., Dodge City, Kan.

FOR SALE OR TRADE FOR 61, 71, 700 OR 800 Wurlitzers — 3 Keeney Air Raiders, \$225.00; 1 Keeney Submarine, \$200.00; 1 Jungle, 1 Victory, \$65.00 each; 1 ABC Bowler, \$45.00; 1 Twin Six, \$50.00; 1 Towers, \$55.00; 1 Home Run, 1942, \$85.00. Trade or sell any part or all. West Coast Vending Company, 912 Seventh Ave., N. St. Petersburg 6, Fla. x

GOOD OPERATING CONDITION — 5¢ JACK-pot Slots, \$37.50; 10¢ play, \$44.50; 25¢ play, write. Parts for rebuilding Mills Slots to Brown Fronts. Coleman Novelty, Rockford, Ill.

HOLCOMB & HOKE FULLY AUTOMATIC floor model Popcorn Machines, factory rebuilt (send for actual photo), two only, \$195.00-\$250.00. Rays Tracks (Brown), \$95.00; like new Bomb Hits, \$12.00; Holly Grips, \$10.00; Seeburg Photo-chutes, \$125.00; Rock-Ola and Seeburg Phonographs, all models; Popmatic (coin operated popcorn machines), Motorola Car Radio, \$25.00 (cost \$75.00). We buy, sell, trade. The P. K. Sales Company, 6th and Hyatt, Cambridge, O. x

I WILL PAY \$375.00 EACH FOR WURLITZER 700's, 800's, 750's, 780's 750E's, 730E's. Ship, wire or write. F. J. Heryneck, 508 Gough St., San Francisco, Calif. ap22

MUTOSCOPES WITH STANDS, \$25.00 EACH; 2 Monkey Meters for \$45.00; 2 Ask Me Another, \$25.00 each; 4-in-1 Venders, \$5.00 each; Home Runs, Wizards, Oracles, Model P Targets and Bingo, \$10.00 each; Ranger Gun or A.B.T. Duck Guns, only \$35.00 each; Lifter, \$10.00. E. W. Schnepel, Red Bud, Ill. x

ONE WURLITZER PHONOGRAPH WITH THREE 15" Speakers. Best offer takes it. Mages Sport Stores, 4019 W. North Ave., Chicago, Ill.

OPERATOR WILL BUY UP TO FIVE 3-BELLS or 4-Bells if priced right. Must be late serials. Box C-20, Billboard, Cincinnati 1.

PHOTOMATICS WANTED — WILL PAY CASH for late model Photomatics. Please describe fully. McGuire, 313 N. Santa Ana St., Bellflower, Calif. ap29x

QUICK CASH FOR WURLITZER "600," \$235.00. State condition. Will wire deposit. Kaw Specialty Co., 715 Kansas Ave., Kansas City 3, Kan. my20

SKILL SHOTS OR ZOOMS, \$16.00; APT MODEL E, \$17.50; Scooter, \$10.00; Charms Venders, \$9.50; Ten Strikes, uncrated, \$50.00; Flippers, \$4.50; Pikes Peaks, \$18.50. Wanted: All types Arcade Guns, Games, Phonographs, Skeeballs, Belgian Pool Tables. McLennan, 17704 John R., Detroit, Mich. Tr-26480.

THREE 5¢ D.J. Q.T.'S, LIKE NEW, TRADE OR pay cash. Want Rally Basket Ball, Bally Magic Ball, Exhibit Hi Ball, Exhibit Screen Test, Rockola Major Series, Parket. Star Vending Co., 194 S. Penn., Denver, Colo.

WURLITZER 616, ILLUMINATED, \$85.00; Wurlitzer 616, \$75.00; Keeney Submarine, \$185.00; Mills Punching Bag, \$95.00; Western Deluxe Baseball, \$90.00; Peo Basketball, \$75.00; Kirk Night Bomber, \$360.00; Scientific X-Ray Poker, \$40.00; Deluxe Texas Leaguer, \$40.00; Vibrator, \$40.00; Panoram Solovue with Film, \$395.00; Kicker-Catcher, \$18.75. Herb Ever-schor, 276 S. High, Columbus, O. x

1 RALLY SHOOT THE BULL 1 SHIPMAN BAR Vender, 1 Imp, 1 Bally Beauty, 1 7-Column DuGrenier Cigarette Machine. All machines ready for location. Drafted, sacrifice, \$125.00 for lot. C. E. Gould, Box 26, McGuffey, O.

2 MILLS AND 1 JENNINGS ESCALATOR Slots, 5¢ play; 3-5 pay, clean, \$100.00 each or \$275.00 for all. John M. Stuart, Paris, Ky.

8 ERIE DIGGERS, 8 EXHIBIT TRAVELING Cranes, 4 Exhibit Merchants, 2 Yankee Cranes for Arcades. National, 4242 Market, Philadelphia, Pa.

950 WURLITZER, \$625.00; 500 WURLITZER, \$298.50; Mills Owl, \$75.00; Western Base Ball, \$60.00. Ridge Music Co., 10 W. Center, Sebring, Fla.

COSTUMES, UNIFORMS, WARDROBES

A BUY! — CHORUS BRAS OR G-STRINGS, 75¢ strip or Chorus Net Panties, \$1.00; Rhinestone Center Bras, \$1.50; Garter Belts, \$2.50; Cellophane Hula Skirts, Bra and Lei, \$7.50; Gold, Green, White, Red or Blue Rhinestones and Settings, Spangles, Braids, Beaded Fringe, Feathers, Rhinestone Trimmings, etc., for sale. Add 25¢ postage. C. Guyette, 346 W. 45th St., New York 19.

ABOUT 2,000 PIECES OF CHORUS WARDROBE and Accessories, mostly sets of eight. Many materials off market now. For sale reasonable. Tom Drake Agency, 2 Midland Bldg., Kansas City, Mo. ap29

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CHORUS COSTUME CLEARANCE — ONE DOLLAR, perfect condition; Principals, three dollars. Men's Wardrobe. Guttenberg, 9 W. 18th St., New York City. je17x

CURTAINS (20) DIFFERENT SIZES, COLORS, \$15.00, \$20.00 each. Large Cyke, \$100.00. Cellophane Hulas, Ballyhoo Capes, Orchestra Coats. Wallace, 2416 N. Halsted, Chicago.

WIGS FOR VENTRILOQUIST DUMMIES, ALSO Men's Characters, some used, at bargain prices. Rauch, 109 W. 47th St., New York City.

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FORTY FAMOUS FORMULAS OF FAST Sellers, \$1.00, with catalog of money making plans. Co-Operative, Box 638-B, Chicago. ap22x

MAKE GOOD BEER — RECIPE BY BREWER of Norwegian "Bock-Bayer" beer sent for \$1.00. J. Russell, Gunter Bldg., Shelbyville, Tenn.

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ALL AVAILABLE MAKES POPPERS, FIFTY All-Electric Machines cheap. Burch, Advance, Cretors, 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

ALL KINDS POPCORN MACHINES — ALL-Electrics, Burch, Star, Cretor, Carmelcorn Equipment, Burners, Tanks, Fittings, cheap. Northside Sales Co., Indianapolis, Iowa. je10x

FOR SALE — PORTABLE RINK, 53 BY 120, good maple floor, poles, underframe, fence, side-walls. No top. \$1,300.00. Nevin Lewis, Peru, Ill.

FOR SALE — SOUND EQUIPMENT, SIX VOLT direct current Turntable, Mike, 2 Dual Speakers, 1 Single Speaker, new 52 plate Battery with Charger. All in good condition. Bargain price, \$100.00. Write Richard Baird, 748 Sweitzer St., Greenville, O.

55 WATT OPERADIO AMPLIFIER — ALSO like new Microphone, 4 Speakers, Turntable Record Player, 2 Spotlights, Cash Register, Best cash offer takes all. Mages Sport Store, 6216 S. Halsted, Chicago, Ill.

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CANVAS—VARIOUS WIDTHS AND WEIGHTS. Tarpaulins, Waterproof Covers, 8x12 ft., \$8.10; 12x14 ft., \$11.75; 15x20 ft., \$21.25. Imitation Leather, Paints, Enamels and many other items. Michigan Salvage Co., 609 W. Jefferson, Detroit 26, Mich. ap22x

COMPLETE PENNY ARCADE — INCLUDES 65 machines, most of them bought new in 1942 and only used one season. Counters, good Automatic Record Player System, 30"x42" Tent, Poles, Stakes, 1935 Ford Truck, van body, mechanically good. Good rubber. Everything ready to operate on carnival and make money. If you want the best, this is it. Positively no junk. Reason for selling, my husband is in foreign service. My price, \$3,500 cash. If you don't have cash, don't bother. Mrs. Paul E. Rollins, 2617 Live Oak St., Dallas, Tex. x

ELECTRIC FANS — CORRECTLY BALANCED 16" aluminum blades, 1/2" bore, \$3.00; Heavy Guard, \$2.00. Use 1/4 or 1/6 H.P. electric motor and make your own fans. Ted Riseman, 427 E. Jefferson St., Springfield, Ill. ap29x

ELECTRIC PLANTS — FROM 800 WATTS TO 10,000 watts. E. F. Schmaltz, 215 Wyoming Ave., Kingston, Pa.

FOR QUICK SALE — COMPLETE BOOTH Equipment for two 500 seat theatres. Bargain. Movie Supply Co., 1318 S. Wabash Ave., Chicago. ap29

FOR SALE IN CANADA — LARGE KIDDIE Aeroplane Ride, Connors make, 5 planes, seats 20 passengers. Sacrifice for cash. Donald Laughlin, Tecumseh, Ontario.

FOR SALE — 2 MIDGET STEEL B GALLERIES on trailer, \$150.00. Gross, P. O. Box 1143, Bethlehem, Pa.

FOR SALE — COMPLETE 35MM. PORTABLE Projector with Sound and Screen. Simplex Semi-Pro equipment, with interchangeable mazda and low-intensity carbon lamp houses. Variety of lenses. When dismantled, packs neatly into 13 shipping cases. This equipment gives perfect projection and excellent sound. Machine carries single, double or 4,000 ft. reels. Ideal equipment for screening rooms, small theatres or roadshows. This equipment is positively like new; less than 20 hours' use. Owner going to army. Must sell at once. \$1,000 cash buys complete outfit. Guaranteed. Write or wire Box 249, Wilmington, O. x

FOR SALE — MERRY-GO-ROUND, BUILT BY Philadelphia Toboggan; has 51 horses, 2 chariots, 2 inside rows jumpers, outside row stationery, ceiling on ride, 10 H.P. 3 phase motor, Wurlitzer organ. Everything in A-1 shape. Olympia Park, McKeesport, Pa. x

FOR SALE — COPPER WIRE RUBBER, stranded single, No. 2 to 4.0, 35¢ a lb.; Switch Box, 60 amp, to 600 amp, 1/2 price; Blowers for air conditioned tents. High grade Enamel Paint, \$2.00 a gallon; 1/4 H.P. Grinders, \$21.00; 1/3 H.P., \$31.00; two wheel rubber Hand Trucks, \$21.00. What are your needs? Send 25¢ deposit. C. & H. Electric Co., 436 W. Juneau Ave., Milwaukee 3, Wis. ma13x

FOR SALE — 30x60 TENT AND SIDEWALL complete with poles. New proscenium and marquee with electric sign. New ticket box, some seats, stringers and jacks; 35MM. Feature for sale, 30 W. Amplifier for sound pictures. All equipment in perfect condition and reasonable. Write or wire at once. Dixie Tent Theatre, Blackville, S. C.

FOR SALE — UNICYCLE AND BREAKAWAY Wheel. Edwin Roth, 2103 Summit Ave., Union City, N. J.

FOR SALE — 32 K.W. A-C ELECTRIC LIGHT Plant, direct drive. Will buy Roll-Plane and Wurlitzer Organ. State all. Wayne Hale, Lenox, Iowa.

LOOP THE LOOP RIGGING — VAN WYCK make. 30 ft. high, seven ft. loop, 10 guy lines, block and tackles. First \$75.00 takes it. Williams and Lee, 464 Holly St., St. Paul, Minn.

PENNY ARCADE — 35 MACHINES, 20x30 TOP, Poles and Counters. Punching Bag, Striking Clock, Card Venders, Microscopes, Electric Piano, etc. Also other machines for parts. Country Store, 10x10 Top and frame with 6 fraud-proof Cash Boxes. Priced to sell. P. G. Rust, 21 S. 20th, Belleville, Ill.

SELLING OUT — 35MM. SILENT FILMS, Serials, Comedies, Westerns. Big selection. Buy now. Garnette Boyd, 126 E. Ninth, Indianapolis 2, Ind.

TENT AND FRAME COMPLETE, 17 1/2' x 18'. Good condition, \$100.00. John Mohr, Buckeye Lake, O.

TENTS — SKATING RINK, SHOW AND CON-cession, all khaki, new and slightly used. Tarpaulins. Campbell Tent & Awning Co., Springfield, Ill. je3x

TENTS — 12x12 TO 40x200. ALL PUSH POLE. Complete list \$1.00. Hand roped, good as new, rented couple weeks. Sidewall, Poles, Stakes, Sledges, etc. Describe fully. Send stamp. Smith Tents, Auburn, N. Y. je17x

TRADE 50x80 BAIL RING ROUND END TENT complete for 20x50 Square End Tent. Homer A. Dixon, Box 15, Wellston, O.

TWO PORTABLE 35MM. SOUND PROJECTORS, 2,000 Ft. Magazines, Amplifier and Speaker, \$650.00. Box 709, Mobile, Ala.

WAIKIKI DANCING GIRLS, 8MM., 50 FT., \$1.75; 16MM., 100 ft., \$3.50, prepaid U.S.A. Complete lists of pretty girl, comedy, cartoon and travel films plus glamour, sample, dime. Jenkins, Box 392-T, Elmira, N. Y. ap29x

60x200 FT. TENT, 10 OZ. D.F. KHAKI WATER-proofed, 20 ft. middles; six 16x20 Tents of 12 oz. Vitatone woven stripe; Blue Velour Travel Curtains; 1,000 ft. #8 Non-Kink Rubber Cable; Flood Lights; Spots, Baby Spots. H. Z. Freeman, 772 Century Bldg., Indianapolis, Ind.

HELP WANTED

ADVANCE AGENT-MANAGER FOR SENSATIONAL One-Man Show. Known Coast to Coast. Hundreds of feature stories recently. Life, Saturday Evening Post, Coronet, Read, etc. Working Lyceum circuit at present. Wishes organizing sponsored programs. Excellent salary, rare opportunity. Box 585, Billboard, Ashland Bldg., Chicago 1. ap29

DRAMATIC PEOPLE, WRITE ME — I AM CON-templating opening a show here in Morganton, N. C., under canvas. Write for details. Organized preferred. Dramatic Show, 408 S. Green St., Morganton, N. C.

DRUMMER, TENOR SAX WANTED — PERMANENT location guaranteed thruout duration. Fine large instrumentation with big time library of specials. Building band for post-war upper brackets. Six nights, salary forty dollars weekly. State age, experience, draft classification and phone number. All other musicians invited to write. Orchestra Leader, Box 2011, Wichita 1, Kan. ap22

DRUMMER — EXPERIENCED, STEADY, WHO likes and can play considerable two-beat rhythm. Tenor band. \$55.00. Lynn Kerns, Fairmont, Minn.

DUCHIN STYLE PIANIST OR ACCORDIONIST for name cocktail unit. Read, fake, transposer. Good character, neat appearance, personality. Playing only the better hotel lounges. Currently eighth week of long contract Fort Wayne's finest hotel. Salary \$90.00 weekly. Have opening April 21. Wire Bill Akin, Fort Wayne Athletic Club, Fort Wayne, Ind.

HAMMOND ORGANIST — MALE, TO JOIN name unit. I own organ. You must read, fake, modulate, know old and new tunes. Playing best hotels. No lush, no jazz. Don't misrepresent. Orchestra Leader, Neil House, Columbus, O. ap22

HAMMOND ORGANIST THAT CAN PLAY WITH circus band; also 2 more Trumpets. Show opens April 24. State salary. We furnish board and transportation. Hunt Bros.' Circus, Bordentown, N. J.

LEAD TRUMPET FOR TENOR BAND — GOOD tone, register, phrasing, intonation essential. Only dependable musicians, write. Box C-35, The Billboard, Cincinnati 1, O.

MUSICIANS WANTED — ESPECIALLY PIANO and Drummer. Others write. Room, board, good and good kicks. Read or not, union or not, hush or not. Write Tom Smith, 58 White St., Danbury, Conn.

PIANO FOR SOCIETY BAND — READ STOCKS and chord symbols, featured solo and fill-ins. Also Drummer. Others write. Howard LeRoy, Hotel Ross, Amarillo, Tex.

TENOR SAX DOUBLING FLUTE, CLARINET. Must have good tone, read well and be dependable. Write Box C-34, The Billboard, Cincinnati 1, Ohio.

WANT LEAD TENOR — ALSO STRING BASS doubling Vocals. Excellent salary to right men. Contact Roy Williams, Biltmore Hotel, Dayton, O.

WANT MUSICIAN — TRUMPET AND CLARINET for carnival band. Join at once. Wire Vincent Bellomo, Bee's Old Reliable Shows, Clinton, Tenn.

WANT EXPERIENCED TRUMPET — MUST read, fake for Dixieland combo. Long location. Also Piano Man. Leader, Gilbert Hotel, Daytona Beach, Fla.

WANTED — FIVE OR SIX PIECE ORCHESTRA girls or boys. Play floor shows. Mgr. Jerry Carman, 402 Club, Port Huron, Mich. ap29

WANTED — EXPERIENCED ALTO-CLARINET Man. Must read, fake; also Piano. Location, long contract, cheap living. Leader, Gilbert Hotel, Daytona Beach, Fla.

WANTED — PIANO, BASS AND TRUMPET. Other musicians, write. Well organized, Midwest band. Salary \$50.00 per week. 4-F or draft exempt. Write Box 152, Grand Island, Neb. ap29

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EASEL PHOTO MOUNTS, ALL SIZES — WOOD, leatherette, glass frames, latest styles. Sizes 2x3 to 8x10. Patriotic Heart Mirrors, Frames, Easels for 1 1/2"x2". Everything for direct positive operator. Prompt shipment. Capitol Equipment Co., Box 287, Saint George, N. Y. je3x

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FACTORY PRICES ON D.P.P. — ALL DELIVERY 1944 or 1945 dating. Minimum order, \$50.00. 25% deposit, balance C. O. D. Following available at these prices: 2 1/2" x 2 1/2", \$4.97; 4" x 5", \$5.65; 5 1/2" x 2 1/2", \$6.76; 5 1/2" x 3", \$7.97; 2 1/2" x 3 1/2", \$8.62; 1 3/4" x 2 1/2", \$9.21. Albany Camera Shop, Inc., 204 Washington Ave., Albany, N. Y. my6x

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FOR SALE — 12 ROLLS 3 INCH EASTMAN D.P. Paper, dated July '44, \$100.00 takes all. Miniature Photo Studio, Burlington, N. C. x

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QUIT MAKING PICTURES IN REVERSE — Our Reversal Device will put soldiers' insignias, etc., on the side they belong. For 1 1/2" camera, \$10.00; for 2 1/2", \$12.50; for all other cameras, \$15.00. Send full amount with order. Hudson Photo Mfg. Co., Chattanooga, Tenn. x

WE BUY, SELL EASTMAN D.P.P., ANY SIZE, at your price. Will accept reasonable offer. Write what you have or need. We make new Vertice D.P. Cameras and Equipment. 1 1/2"x2 Photo Comic Cards, \$2.00 hundred; Foregrounds, \$7.50. Bonomo, 25 Park St., Brooklyn 6, N. Y. ap29x

2 1/2 x 2 1/2" D.P. CAMERAS — BEST 2.9 STEINHEIL lens automatic Ibsor shutter complete, without booth, \$200.00. Beautiful booth wired, with above camera installed, \$475.00. Box 1991, Oklahoma City, Okla. ma6

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ALL KINDS OF JOB PRINTING — 100 LETTERHEADS and Envelopes, \$1.00 postpaid. Comic Cards, 25¢. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. my13

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SCENERY AND BANNERS

SIDE SHOW BANNERS FOR CIRCUSES AND carnivals. Small Scenery Drops; reasonable; estimates. United Scenic Studio, 5918 W. Cermak Rd., Cicero, Ill. ap22

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TATTOOING OUTFITS AND SUPPLIES — Send for illustrated literature. Also Diamond Equipped Engraving Outfits for concessionaires. Moore, 651 S. State, Chicago. my13

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A-1 CIGARETTE AND CANDY VENDING MACHINES. Will pay \$15.00 for Blondie, Powerhouse, Formation. Mac Postel, 6750 N. Ashland Ave., Chicago, Ill. ap22

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CHAIR PLANE OR ANY RIDE IN GOOD CONDITION, ready to work. D. J. Van Biliard, North Wales, Pa. ap29

HIGHEST PRICES PAID FOR OLD GENCO Pin Games. Do not have to be in working order. Will pay 5¢ each for any quantity used records. H. Perin, 123 W. Runyon St., Newark, N. J.

USED TENT — ABOUT THIRTY OR FORTY BY sixty, suitable for picture show; also Hand or Power Driven Snow Machine. William Whisenunt, Meadow, Tex.

WANT TO BUY PUNK RACK BALL GAME with or without top and frame. Write full details and price. John Noble, Puritas Spring Park, Cleveland, O.

WATCHES WANTED — BROKEN OR USABLE, all kinds, even Ingersolls. Highest prices paid for Jewelry, Rings, Spectacles, Alarm Clocks, Razors, Cigarette Lighters, Gold Teeth, etc. Cash mailed promptly. Loew's Holland Bldg., St. Louis 1, Mo. x

WANTED — ALL KINDS POPCORN POPPERS, gasoline, electric; Kettles, Peanut Roasters, Venders, Adding Machines, Office Supplies. Northside Sales Co., Indianola, Iowa. je3x

WANTED—RHINESTONES, ANY SIZE, LARGE or small quantities. Harry Klitzner Co., 433 Westminster St., Providence, R. I. ap22x

Sound Projectors, Amplifier, Speaker, Western, Comedies, Shorts, Serial. Other show equipment. Fred Bennett, Kennard, Tex.

WANTED — ADVANCE SINGLE COLUMN Vending Machines. Must have 25¢ mechanisms. Any condition. Please state in first letter price, condition and quantity. C. B. Murry, 3607 Paseo, Kansas City 3, Mo.

SMM MOTION PICTURE PROJECTORS — 500 watt, any make. Will wire your price same day projector is received. M. C. Berry, P. O. Box 6027, Kansas City, Mo.

At Liberty Advertisements 5c a Word. Minimum \$1. Cash With Copy.

AT LIBERTY BANDS AND ORCHESTRAS

TRIO — USING PIANO, SOLOVOX, VIBRA-harp, Violin, Sax, Cello. Want summer location June 1. Address Trio, 504 Perry, Vincennes, Ind. ap22

AT LIBERTY COLORED PEOPLE

EXPERIENCED PIANIST — READ, FAKE, transpose. Want medicine show, or road show engagement. Draft exempt, free to travel. State salary and full details in first letter or no answer. Also bring other useful people. Ted Ashleigh, 415 E. Columbia St., Detroit 1, Mich. ap22

AT LIBERTY MAGICIANS

"LA-MAR." THE MAGICIAN — LADY ASSISTANT. One-hour show. For club, floor shows, lodges, entertainments. Myers, 519 Wheeling Ave., Cambridge, O. ap22

AT LIBERTY MISCELLANEOUS

AT LIBERTY — MED LECTURER AND OFFICE Worker. Will play Piano and works in acts. Address Doc Matt Harlan, 434 4th St., N. W., New Barborton, O. ap22

RADIO OR STAGE UNIT COMEDIAN, DOUBLING Washboards, Drums and Bus or Truck Driver. Only top units reply. Union, sober, white, reliable with A-1 references. Songwriter with own books and photo sales. Prefer radio barn dance set-up on locations. State all in first or no reply. Nationally known. Roy Scrubboard Wallace, 2205 Bellefontaine, Indianapolis 5, Ind. ap22

AT LIBERTY MUSICIANS

ALTO SAX AND CLARINET—EUGENE SIX, Congress Hotel, Amaha, Neb. ap22

AT LIBERTY — EXPERIENCED GIRL DRUMMER. Union. Rita Senard, 101 Cherry St., Punxsutawney, Pa. ap22

AT LIBERTY MAY 1—TENOR MAN DOUBLING Clarinet; Trumpet Man doubling Vocal Worked at team two years in jam combos. Separate jobs considered. Prefer jam band, location only. Must be dependable. No drunkard, no jerks. Walter Elkin, Box 762, Scottsbluff, Neb. ap29

BAND CONDUCTOR, TEACHER — WITH CONCERT band library. Sober, reliable, industrious. Formerly with Sousa. Experienced in production, personnel and shipping. Bart Lyons, Back Bay Station, Box 141, Boston, Mass. ap29

BIG TONE ON EACH INSTRUMENT — TENOR and Clarinet. 4-F, age 25. Prefer four to seven pieces. Low salaries void. What have you? Best offer gets me. Union, sober. Read, jam. All offers considered. Bill Theodore, Rm. 220, LaSalle Hotel, Battle Creek, Mich.

DRUMMER — 21, EXPERIENCED, ARMY discharge. Read, fake. Union (802). Free April 22. Write Drummer, 1740 New Hampshire Ave., Washington, D. C.

DRUMMER — 30, SINGLE, 4-F, UNION. Resort, travel, location. Prefer dance band. State salary. Bob Johnson, 1641 Solivant Ave., Columbus, O.

NOVACHORD OR HAMMOND ORGAN POSITION wanted for summer months. Anywhere. Varied experience. Juilliard graduate. S. Bregman, 3971 Gouverneur Ave., New York 63.

RADIO ARTIST — QUEEN OF THE ORGAN. Piano, Novachord, available June for theatre, radio, restricted clientele hotels. Do not own instrument. Beautiful wardrobe. Strictly class spot considered only. No night clubs. Agencies, contact. Box C-38, Billboard, Cincinnati 1.

RHYTHM GUITAR MAN — 10 YEARS' EXPERIENCE with top cowboy and hillbilly bands; 1-0 classification. Wife expert Singer and Yodeler. Want job for both or for man alone. Prefer cowboy unit. Write, wire Smiley Wilson, General Delivery, Gadsden, Ala.

AT LIBERTY PARKS AND FAIRS

BINK'S CIRCUS ATTRACTIONS — WORLD'S best Wire Act, Comedy Clown Juggling, Novelty Trapeze, Hand Balancing and Acrobatic. Four acts. R. I. Cudahy, Wis. my20

F. E. D. (DAREDEVIL) MARTISH SPECIALIZING in latest thrills "headstands" atop auto at 30-45-60 M.P.H. Latest out because no one else is doing same. Offering anyone one hundred dollars (\$100.00) to do same. Have few good hooking dates open. Write or wire P. O. Box 3353, Portland 8, Ore. ap22

OUTSTANDING TRAPEZE ACT FOR OUTDOOR and indoor events. Attractive equipment. Platform required for outdoor. Charles La Croix, 1304 S. Anthony, Fort Wayne 4, Ind.

THE GUTHRIES — FOUR DIFFERENT FREE Attractions. Tight Wire, Balancing, Trapeze Iron Jaw, Butterfly and Double Trapeze. Reasonable. 220 W. 9th, Cincinnati 2. ap22

AT LIBERTY PIANO PLAYERS

PIANIST — SOLOIST OR RHYTHM MAN. Union, cut shows. Congenial, sober, good wardrobe. Best references, play all requests. Desire hotel cocktail lounge or dining room; or placement with name band. Will travel anywhere. State all in first letter. Available immediately. Care H. Doieg, 817 Olympia Bldg., Miami 32, Fla.

PIANIST — PROFESSIONAL, TRAINED, talented musician. Gentleman, single, union. Experienced all lines. Salary \$100.00 weekly. Box C-22, The Billboard, Cincinnati 1, O. ap20

PIANIST — READ, FAKE, RIDE. 4-F, UNION. Excellent rhythm. Do not drink. Location only. Al Rucker, 2105 14th, Phenix City, Ala. Phone 9750. my6

PIANIST—MALE, HONORABLY DISCHARGED. Good appearance, style, repertoire. Prefer alone or with good singer. Long experience, go anywhere. Al Nash, 1229 Locust St., Philadelphia, Pa.

AT LIBERTY SINGERS

FEMALE WHITE COMEDY BLUES SINGER. Sing 120 songs with character acting. Have diploma, three stage dresses. Age 28, attractive. All offers considered. Write Hannah Trinker, 461 W. 46th St., New York City. ap22

AT LIBERTY VAUDEVILLE ARTISTS

LADY COMEDY SINGING, DANCING, TALKING Specialties. Change ten nights. Med, tent, vaudeville. Gussie Flamme, 35 N. Ontario St., Toledo, O.

MIDWAY CONFAB

(Continued from page 37) pin pitch. Candy Apple Smitty is building new booths. Bee Barker booked popcorn again. Hilda Colegrove's three new ball game tops arrived. Paul Johnston, going over electrical equipment, built two front towers with plenty of neon. A new office trailer will arrive for the opening. Mr. and Mrs. Harry Agnew, Mr. and Mrs. Speed Sprague and Lewis Hollman have rides with the show.



# HOW ONE GIFT SHOP GREW

## Merchandise Trends . . .

By CAROLINE ASPRAY

CHICAGO, April 15.—The second week in April was marked by a continued flow of reports on the pre-Easter sales and predictions of what trends would be in the next few months. The rush to beat the federal tax and the holiday season apparently boosted the sales for last week over the same period last year. Specialty items were in the limelight because of the new federal tax. Stocks were exhausted in a lot of specialties. Dun & Bradstreet, Inc., reported retail sales 15 to 19 per cent above 1943. The Federal Reserve Board said the general boost in sales for retail outlets was about 31 per cent.

**OUTLOOK FOR THE NEXT FEW MONTHS.**—Wholesale markets continued quiet for the holiday period. Retail outlets wired late orders for a lot of small items. The Journal of Commerce (N. Y.) said in its editorial columns that some declines in the next few months should certainly be expected. It suggested, however, that the present national pay roll is big enough to support continued buying at practically the holiday rate. Reports also show that money in circulation is increasing rapidly. Experts are wondering whether shortage of stocks of the exact kind of goods wanted may discourage buying in the future. Buying in wholesale markets for the fall trade is expected to get under way in June. Vacation needs and Victory Garden items will dominate the specialty market in the next few months.

**TVA SELLING IDEAS.**—The TVA is known to have created an immense market for electrical appliances of all kinds, including a lot of specialty items. Two of the largest manufacturers in the electrical field cleaned up by making special appliances for this market to sell at low cost. The new book, "TVA-Democracy on the March," by David E. Lilienthal, covers many of the ideas controlling the influence of TVA. Detailed explanation is given of the merchandising policies followed by TVA officials. Much information is given about sales of electrical appliances and how electricity made available to new homes boosts the sales of even the smallest of electrical items. Re-

cently the REA reported that there are still more than 7,000,000 farm homes in the United States without electricity. Extension of power to these farm homes and new homes built in the post-war era is expected to increase the electrical market by leaps and bounds.

## Expands Mdse. With Changed Tourist Tides

Management must be alive to all changes in type of customers, owner says

By SAM ABBOTT

One of the most colorful merchandise men on the West Coast is immaculate, restless and affluent Walter D. Newcomb Jr., who operates the Santa Monica Pier Gift Shop in connection with the handling of his Santa Monica Pier in California. Newcomb can be found on the pier almost any hour and during his leisure time (which isn't much) likes to tell explosively and in high glee how he made the 40 by 30-foot spot pay.

Newcomb is one of the biggest dealers in novelties and souvenir items in this section. Until recently he concentrated on items that would appeal to tourists. These items included many lines, but the best was picture post cards, ash trays in the low price group and other items that could be sent home to let those left behind know the person traveling was having a wonderful time. That type of merchandise has gone by the wayside now, for Newcomb has converted his spot into a gift shop. It's not a bad idea, as his books show, and he is anticipating a bigger and better year in 1944. "It will be his best year since he (See How Gift Show Grew on page 52)

### From Washington

WASHINGTON, April 15.—The first explanatory details from the Internal Revenue Department on collecting the new excise taxes on jewelry, luggage and other items was published in the Federal Register April 4. The bulletin is T. D. 5353, Retailers' Excise Taxes. It may be had from any of the regional offices of the Internal Revenue Department, or by addressing the department in Washington. . . . The list of firms given allotments for making pens and pencils under order L-227, as amended April 1, was published also April 4. The list of firms was published again April 7, with a correction in the base date of the original order on pens and pencils. . . . WPB has issued an amended form of L-260-a which relates to wood furniture. The order has two lists of items, one list including small specialty items in wood sold to the home. . . . The new head of the Consumer Durable Goods Division of WPB, Stanley B. Adams, has stated that requests by manufacturers for materials to be used for repair parts of electrical (See FROM WASHINGTON on page 54)

### CARNATIONS—FOR MOTHERS' DAY



No. 51—Carnation, Red, White, Pink, \$37.50 per 1000; \$4.00 per 100. Prepared Green Foliage for Carnation, Per Lb. 50¢. Two Lbs. Foliage Required for 100 Carnations. Send for Price List of All Flowers and Novelties. 50% Deposit, Bal. C.O.D.

**FRANK GALLO**  
Importer  
and Manufacturer  
1429 Locust Street  
ST. LOUIS 3, MO.



**LOOKING FOR IDENTIFICATION BRACELETS?**  
Gold-Filled — Sterling Silver

**No. 3G92—Sterling Silver \$3.75 Each Boxed**  
Sterling Identification Bracelet. Heavy curved oblong plate and link chain. Each in cloth lined gift box.

**No. 3G116—Gold-Filled \$6.75 Each Boxed**  
1/20th—12K Gold-filled identification bracelet. Heavy oblong plate and flat link chain. Each in gift box.

"Yes"—If you are looking for Identification Bracelets in Sterling Silver or Gold-Filled your search is over. Our line is complete—unlimited quantities of "Best Sellers" priced for quick turnover

WRITE FOR IDENTIFICATION BRACELET CATALOGUE

**BIELER-LEVINE** 37 So. Wabash Avenue. Chicago 3, Ill.



**MUSICAL POWDER BOX, Assorted Colors. Each.. \$3.50**



**STERLING SILVER MEDALIONS, Boxed. Per Doz.. \$9.00**



**MEN'S 4-JEWEL ROSKOPF FLAT ASSORTED DIALS. Each..... \$6.18**



**LADIES' 4-JEWEL PIM LEVER WATCHES M5502—6x8 and 5 1/4 Ligne. Ea... \$8.06**

Terms: 10% Deposit, Balance C. O. D.  
**MERCHANTS ONLY**

**TUCKER-LOWENTHAL**  
5 SOUTH WABASH  
CHICAGO 3, ILLINOIS

**PREPARE FOR MOTHER'S DAY NOW**



**with this 1944 TREND CREATOR!**

No. 491—Genuine Mother of Pearl Heart with wire work of Rolled Gold Plate on Sterling Silver Base. Carded, \$4.20 Doz.

1/3 Dep., Bal. C. O. D.  
**SEND FOR CATALOG!**

**TREND CREATORS**  
1265 BROADWAY  
NEW YORK, N. Y.

**CARNIVAL AND PARK MERCHANDISE FOR IMMEDIATE DELIVERY**

ALL ITEMS MADE IN U. S. A.

101	Jumbo Fur Dog, Ea.	\$3.25
108	21" Dutch Doll, Ea.	2.00
1028	30" Chenille Doll, Ea.	1.75
1029	36" Boudoir Doll, Ea.	3.25
1031	Large Sleeping Eye Baby, Ea.	1.50
1032	Medium Sleeping Eye Baby, Ea.	1.00
1040	36" U. S. A. Doll, Ea.	2.75
1041	Cel. Wrap Puggle Doll, Ea.	1.00
1042	27" Jr. Deb. Boudoir Doll, Ea.	2.50
201	Ind. Boxed Vanity Pictures, Doz.	6.00
203	3 Pc. Silk Lined Box Military Set, Ea.	1.75
205	Fibre Lunch Boxes, Ea.	.45
208	Ass't Animal Vase Flower Pots, Doz.	2.25
2010	12" Canvas Bathing Bag, Ea.	.90
2011	Flashy Carded Oplino Earrings, Gr.	8.00
302	18" Cotton Stuffed Plush Bear, Ea.	1.75
304	34" Plush & Velour Bear, Ea.	3.25
307	27" Standing Plush Bear, Ea.	2.75
3012	23" Moving Eye & Wig Doll, Ea.	3.00
401	15" Full Composition Dressed Doll, Ea.	1.10
402	12" Composition Diaper Dolls, Doz.	4.75
405	8" Rag Dolls, Doz.	6.00
4015	26" Cotton Stuffed Jumbo Elephant, Ea.	2.00
4016	26" Cotton Stuffed Jumbo Bear, Ea.	2.00

**OUTSTANDING PLASTER ITEMS**

601	Plaster Dog & Chair, Gr.	\$12.00
602	6" Plaster Terrier Head Plaques, Gr.	12.00
603	Plaster Baby Face Plaques, Boxed, Gr.	18.00
604	4" Plaster Pig, Gr.	12.00
605	5" Assorted Plaster, Gr.	1.25
607	10" Assorted Plaster, Gr.	2.50
608	Plaster Angel Child, Gr.	12.00
6011	Plaster Novelty Picture Frames, Pr.	.25
6012	15" Plaster Figures, Gr.	7.20

701	Blankets, Cel. Wrap & Boxed, Ea.	\$2.00
703	Wig Warm Blankets, Ea.	2.00
7012	Boxed Cotton Stuffed Satin Quilts, Ea.	7.50
7014	Chenille Robes, Ea.	2.65
7015	Bath Mat, Cel. Wrap & Boxed, Ea.	1.60
7016	Chenille Spread, Cel. Wrap & Boxed, Ea.	2.50
7017	Towel Set, Boxed, Ea.	1.00
7023	Cel. Boxed Shag Bath Mat, Ea.	1.75
801	2 Oz. Whiskey Glasses, Gr.	2.25
901	3 Pc. Dresser Set, Ea.	.55
902	3 Pc. De Luxe Dresser Set, Ea.	2.25
903	14" Leatherette Case, Ea.	.30
906	Bath Salts Set, Cel. Wrap, Doz.	2.25
9014	Wallets, Ind. Boxed, Doz.	3.00
9015	Ass't Wood Dice, Gr.	.90
9016	Comic Metal Lapel Carded Buttons, Gr.	1.40
9017	Novelty Rayon Handkerchiefs, Gr.	7.20
9018	Plastic Springtop Cigarette Cases, Doz.	2.75
9019	7 Pc. Men's Tourist Set, Ea.	2.00
9020	7 Pc. Leather Tourist Set, Ea.	3.25
9022	8 Pc. Black Grain Tourist Set, Ea.	1.35
9029	5 Pc. Dresser Set, Bulk Packed, Ea.	1.85
9034	Desk Fountain Set, Ea.	.65
9038	8 Pc. Lucite Dresser Set, Silk Lined, Boxed, Ea.	6.50
9040	3 Pc. Set, same as above, Ea.	3.75
9043	8 Ft. Carpet Runner, Fringed Ends, Ea.	1.25
9044	1" Hawaiian Leis, Gr.	3.25
9045	2" Hawaiian Leis, Gr.	7.20
1004	Glassbake Double Boiler, Ea.	1.75
1005	Glassbake Saucepan, Ea.	1.25
1006	Glassbake Sizzler Frying Pan, Ea.	.90
1007	Glassbake Tea Kettle, Ea.	1.25
10013	7 Pc. Demitasse Set, Wood Rack, Ea.	1.25
10015	Flashy Boudoir Lamps, Ea.	2.25
10017	Flashy Large Table Lamps, Ea.	3.25
10027	Flashy Heat Resistant Bridge Table, Ea.	3.25
10031	5 Pc. Metal Carving Set, Ea.	.80
10032	12" Wooden Lunch Boxes, Ea.	1.00
10033	Flashy Wood & Glass Serving Tray, Ea.	2.35
10036	Glass Ash Trays, Gr.	6.00
10037	Engraved Wedding Rings, Gr.	1.00
11016	21" Silk Coat Doll, Ea.	3.00
11017	21" Organdy Dress Doll, Ea.	2.00
11018	13" Organdy Dress Doll, Ea.	1.00

**ORDER BY NUMBER**

Save This Ad—All Prices F.O.B. N. Y. C. 25% Deposit—Balance C. O. D.

USUAL ONE DAY SERVICE MONEY REFUNDED MERCHANDISE NOT SATISFACTORY

**JERRY GOTTLIEB, INC.**  
303 FOURTH AVENUE  
NEW YORK 10, N. Y.

**HOW GIFT SHOW GREW**

(Continued from page 51)

opened the gift shop five years ago. "You have to have merchandise to sell to sell it," Newcomb relates rather ambiguously.

This merchandise man doesn't depend entirely upon good merchandise. No matter how good an item is it will never sell itself, he relates. He has come a long way in the last five years in this shop, but his future plans are indicative of a new trend in beachside merchandise.

The wooden cutouts over the front of the building identify it as the Santa Monica Pier Gift Shop and under the sign are the words "Gifts, Toys, Films, What-Not, Curios, Beach Togs." This sign has been there since the place was opened. It holds true to a certain extent today.

"When we started we tried to give some general idea of what the shop contained," Newcomb said. "To some proportion we have a number of those same kind of items, for they will always be a part of any beach gift shop. We have tried to convert or develop the shop into a gift shop rather than a novelty stand."

**War Influence**

The war has had its influence on the shop operation. It has cut down on the number of available items, yet on the other hand it has brought plenty of money into the section. South of Santa Monica there are a number of defense plants. Humming Mustangs overhead patrolling the Coast and B-24 trainees are things that are strictly up to date, and this modern setting fits into the progress of the store.

"It was our policy to have just an average store at first. Our pottery lines were local output and none too good. The prices on the merchandise ran from moderately priced to low. We've come away from that policy. The idea today is to offer quality merchandise and at a price which isn't too high but by no means low. Increase of our business shows that we are on the right track," Newcomb said.

**WANT**

**Capable Bingo Manager**

Excellent New Jersey seashore resort. Work on commission basis.

BOX D-192, The Billboard, Cincinnati 1, O.

Continuing his discussion of the shop, Newcomb said that on December 7, 1941, he was in Phoenix, Ariz., on his way to the Coast from a business trip to New York. While traveling he had worked out many plans for the shop. One, of course, was expansion. He was planning at the time to take over the ownership of the pier. When he heard news that the Japs had attacked Pearl Harbor he was almost willing to throw in the towel and give up. He continued his planning and in the middle of 1942 took over the pier, which he had operated for some time under lease. His decision was a wise one.

"The store has worked up a nice trade," Newcomb relates. "Much of it is repeat, for we have people who drive down from Beverly Hills, Hollywood and other places to buy from us." He displayed a small card that is inserted in each package. It is in the form of tent with an aerial picture of the pier taking up more than half of the inside spread. Also are listed the items in which the store deals. "The entire story is here. When our customers want to re-order they have the information needed. Even the telephone number is given." This is one of the policies that is used to increase sales.

Looking around the store, one sees neat displays of items. Neatly decorated tiered showcases line the walls, and the floor are loaded with items. Prices are visible and it has been found that shoppers can shop without the aid of a clerk. In the matter of labor shortage this system has been found to work out well.

**Redwood a Must**

One of the tables contains California Redwood items, including redwood jewelry, ash trays, urns and lapel pins. Redwood is definitely a California item, and the tourists visiting the spot want something that is associated with the State. Because redwood items do not run high in price a large business is done in this line.

In the import line there are English, Canadian, Chinese, Philippine and Hawaiian items. Mexican glass and jewelry always find a ready market with customers because of the nearness of Santa Monica to the border.

To satisfy those looking for souvenir items, Newcomb has secured a small but neatly prepared sticker that indicates that the tourist has visited Santa Monica.

**IMMEDIATE DELIVERY GUARANTEED!**

WE ARE UNUSUALLY WELL STOCKED AND ABLE TO SERVICE YOU IN ANY QUANTITY WITHOUT DELAY.



**9-100 SWEETHEART Diamond Ring Sets**

**10-K. Gold Mounting**

9-100 1-Diamond Engagement Ring \$4.50  
3-Diamond Wedding Ring  
8-200 3-Diamond Engagement Ring 6.00  
3-Diamond Wedding Ring  
8-300 3-Diamond Engagement Ring 8.25  
5-Diamond Wedding Ring

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  
For Resale Only.

**SUPER JEWELRY MFG. CO.**  
45 Astor Pl. New York 3, N. Y.

**CARNIVAL AND PARK SPECIALS**

Our buyers have scoured the markets for merchandise U. S. MADE SLUM

	Per Gross
Hawaiian Leis	\$ 3.25
Hawaiian Leis, Med. Size	3.75
Hawaiian Leis, Lge. Size	6.75
Bamboo Canes	13.50
Jr. Chesterfield Canes	12.00
Straight Heavy Maple Canes	24.00
Medium Size Plaster Dogs, Etc.	6.50
Straight Wood Canes, Per 100	6.50
Animal Shaped Glass Liquor Bottles, Per Case (36)	9.00
U. S. Weighted Darts, Doz.	1.20
4 to 7 inch Hoop-La Hoops, Doz.	.55
8 inch Hoop-La Hoops, Doz.	.65
Shooting Corks, Per 1000	2.25

**BINGO SPECIALS**

Lunch Kits, Each	\$ .85
8 Pc. Fire King Cooking Set, Each	.85
7 Pc. Whiskey Set, Each	1.25
Glass Coffee Maker, Each	1.50
Straw Horse and Rider, Doz.	6.75
3 Pc. Fire King Mixing Bowl Set, Each	.40

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.**

**ALL YOU NEED!**  
IN FANCY BOXES AND PACKAGES

WRITE FOR DETAILS

**NEW ORLEANS CONFECTIONS**  
4837 ELSTON AVE., CHICAGO 30, ILL.

**INTRODUCTORY LISTINGS** Covering All Items NOW READY  
Still Available

IF YOU ARE A SHOWMAN, PREMIUM USER, SPECIALTY MAN OR NOVELTY OPERATOR, WE STILL HAVE LIMITED STOCKS OF POPULAR NUMBERS.

IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

**1-day Service**

**ACME PREMIUM SUPPLY CORP.**  
3333 LINDELL BLVD., ST. LOUIS 3, MO.

**MOTHER'S DAY SPECIALS!!!**

**CEDAR CHESTS**

With Beautiful Etched Mirrors Containing Box of Assorted Chocolates.

Quantity Ordered	With 1 Lb. Chocolates	With 2 Lb. Chocolates
1 to 3 Doz.	\$2.35	\$2.85
3 to 6 Doz.	2.25	2.75
1/2 Gross	2.15	2.65
1 Gross	2.00	2.50

No Items Sold Less Than One Doz.

**New Fast-Selling Deal**

2 Cedar Chests Filled with 1 Lb. of Chocolates Each, 2 Streamlined Cigarette Lighters as Extra Prizes, 1 Push Card, Complete Deal, \$5.25 Ea. Minimum Order, 6 Deals.

WRITE FOR ILLUSTRATED CIRCULAR

1/3 Deposit Must Accompany All Orders, Balance C. O. D. All Prices F.O.B. Detroit.

**Novelty Chest & Sales Co.**  
3750 Rochester St. DETROIT 6, MICH.

**SMOKERS FUN SHOP**  
(53 Items) \$1.60 PER CARD.

BOB PINS (Made in U. S. A.), Finest Quality, 144 Pkgs., \$11.40 PER GROSS.

**ERNIE'S ENTERPRISES**  
725 PINE ST. ST. LOUIS 1, MO.

**BRACELETS AND ANKLETS**

Fast seller. In one day I sold 165 Bracelets in Kresge at \$1.98. Free engraving. These Bracelets are sterling silver plated heavy curved oblong plate, 1 1/2 x 3/4 and link chain. Sample \$1.00; Doz. \$5.72; Gross \$63.64.

**MILLER CREATIONS**  
6928 Kenwood Avenue CHICAGO 37, ILL.

roll; Will Z. Smith, glass blower; L. R. Douglas with wire jewelry, and Mrs. Douglas with heart ailment, and Jack Lee and wife, wire artists, with a circus.

K. MAX SMITH . . . cards from Camp Peary, Va., where he is in navy training, that his wife is back at Russells Point, O., after a visit with him and will look after their jewelry and photo stands at the resort spot.

LOTS OF old-timers again writing pipes. Thanks.

ART HOUSE . . . reports geedus plentiful in New York, where he is working gadgets in a Fifth Avenue spot. He adds that he recently ran into Paul L. Keim, medically discharged from Uncle Sam's service after seeing some real action. "Keim was one

of the ace pitchers before he joined up and showed a lot of folk how to do it," House writes. "I have never seen a cleaner-cut, faster demonstrator, and he will go to the top again in a short time." He wants pipes from Ted Butler, George Huss Jr. and Mickey Reynolds.

WELCOME BACK to Pitchdom. Homefolks are proud of what you did in the service.

DOC GEORGE M. REED . . . a veteran of 40 years in Pitchdom, pipes from Columbus O., that he recently met Jimmy Danforth with garnishing sets at the H. L. Green store there, and Doc Edward N. Golden working to big geedus with oil. Reed asks for pipes from Kid Carrigan, Bob Wilson, Doc Ross Dyer, "Fergie" Ferguson, Harold Woods, Tom Kennedy, Sam Hunter, Art Cox, Ned House and Jimmie Hayes. Doc is on tickets on the Merry-Go-Round on the Byer Amusement Company for the summer, and adds that Jimmie Dougherty will be on the same show with a store.

CORP. JULIAN SHIFFLETTE . . . recently piped to Jack (Bottles) Stover in Harrisonburg, Va., that he is stationed in England and wants to help General Eisenhower get this biggest-of-all Hey Rubes over so he can come home to his wife, Lois.

PVT. EDWARD F. TURNER . . . pipes from O'Reilly General Hospital, Springfield, Mo., where he has been confined with a broken pelvis, ribs and other parts as the result of a bus accident at Camp Crowder, Mo., in January. He says: "Previous to the accident, I was working thru the Special Service office there, producing shows on the post. Now that I am able to be up in a wheelchair, I have been asked to organize a group of ambulatory patients and put on shows for the rest of the 2,200 patients here. This has been quite an undertaking, but I have put on several shows to date. I also put on a carnival, complete with guess-your-weight, age, handwriting analysis, mitt camp and yours truly giving out with a pitch on Svengall decks and Wonder Mouse. Of course, nothing was sold, I merely demonstrated. I could have unloaded many gross of stock if it were allowed here. But the felows enjoyed the pitch just the same and everything went over even better than I expected. It felt good to get back in the groove again after so many months. It made me want to send for the old tripe and keister and hunt an empty doorway! Oh, well, perhaps before too long I'll be on the road again, hitting the fairs and shows. I can dream can't I?"

"It was just about five years ago that Emil Seibold and I opened up with mice at the World's Fair to tremendous business. Since then a lot of C coupons have carried me to fairs and celebrations all over the continent, and I am constantly bumping into other G. I.'s that remember seeing me and my mice at their State fair. It does the old heart

a lot of good to be remembered, favorably, like that. I still have two of my trick and novelty stores in operation, having closed up the others when I enlisted. The family is looking after my interests at present. When it's all over over there I have big things planned. In fact, while in the hospital I've had a lot of time to think things over and plan future enterprises.

"I'd like to read pipes from Emil Seibold, Eddie Wahl, Art Fredette, Speed Hascal and other card and mouse workers. And if anyone cares to write directly to me, I'd be more than happy to get mail from them.

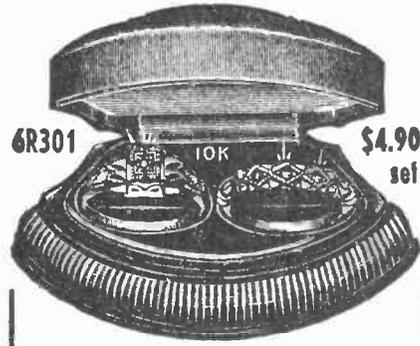
"Well, Bill, I've got to start writing another show for this coming week here. It's a tough job, because I have to allow for the lack of costumes, make-up and spotlight. If we ever acquire those items, our shows will be easier to do, and go over much better, too."

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 helps. Subscriptions on 35 per cent basis. Get aboard summer boom.

Service Men's Magazine 169 Duane Street N. Y. 13, N. Y.

AMERICAN 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.



DIAMOND RING SETS 10K Gold Mountings 6R301—1 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . Set \$4.80 6R305—3 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . Set 6.40 6R302—3 Diamond Engagement Ring and 5 Diamond Wedding Ring . . . Set 8.65 WRITE FOR NEW CATALOG FEATURING MILITARY JEWELRY & DIAMOND RINGS. BIELER-LEVINE 27 South Wabash CHICAGO 8



AFTER VICTORY OAK-HYTEX TOY BALLOONS

WE'LL BE SEEING YOU The OAK RUBBER Co. RAVENNA, OHIO

COMIC CARDS Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 25¢ for sample cards and folder. M & M CARD CO. 1033-1035 Mission St., San Francisco 3, Calif.

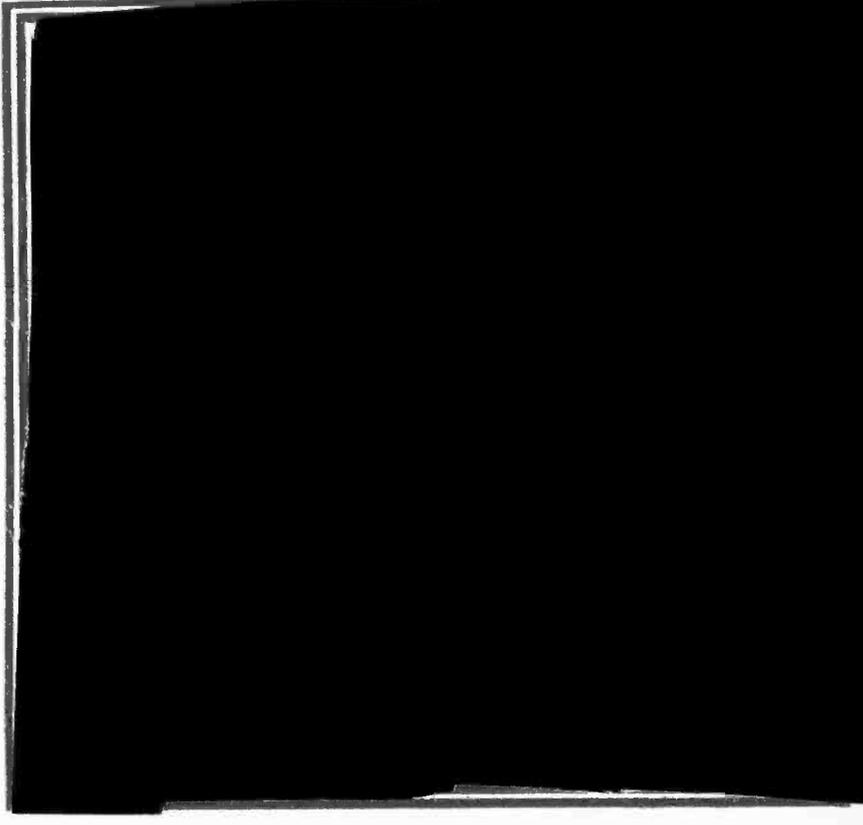
VERD-A-RAY ARE YOU FAMILIAR WITH THE NEW INCANDESCENT LAMP? WRITE FOR DATA SAVE ELECTRIC CORP., Toledo 5, Ohio

MAGIC RACES Don't Pass This By If You Want Something Hot That Sells Fast At BIG PROFITS Touched with cigarette 6 horses are off. 40 Races \$1, quantity prices, sample free. BARKLEY 1318 Arch, Philadelphia 7, Pa.

FINE WATCHES MEN'S & LADIES' And Novelty Jewelry. Wholesale Only. MARLENE SALES 105 N. Clark St. Chicago 2, Ill.

THEY'RE SMART OUR NEW FOTO-GLOSS COMIC POST CARDS Including Exclusive Hollywood Subjects ONLY \$20.00 PER 1000 FAST 5c SELLERS Sample Set 50c MOVIE STAR "Pin-Ups" 10 Glamorous Pictures, 8x10 Retail 25c—\$13 Per 100 Sets Sample 25c AIRPLANE PICTURE PACKS 30 Army . . . Navy . . . 8 1/2 x 11 Retail 50c - Sample 25c (Direct from manufacturer) M. B. LIBMAN CO. Box B7833, Del Valle Sta., Los Angeles Send \$1.00 for above sample lines together with our other sample items.

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.



FOR REAL PROFITS ORDER J527—DIAMOND RING 10K yellow gold mounting, neatly engraved, set with genuine diamond, similar to illustration. Special Price EACH \$4.10 Post. Extra Mail orders must carry signed statement that purchase is for resale or 10% Federal Tax will be included if order is not accompanied by "resale" statement. Send Cash with Order for Sample Ring. 25% Deposit Required With All C. O. D. Orders LEVIN BROS. TERRE HAUTE, INDIANA

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 14¢. 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 Salescards, Push Cards, Jackpot Cards, Bookboards

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.

# WALLACE BROS.' SHOWS

NOW SHOWING—EVANSVILLE, IND.

## WANT

Photo, Frozen Custard, Penny Arcade, American Palmistry, Cotton Candy, Snow Cones, Novelty Jewelry, Country Store, Cork Gallery, Fish Pond, Ball Games, String Game, Coca-Cola Joint, Scales, Guess Your Age, Rat Joint, Jingle Board or any 10¢ Concession. Not sold exclusive. What have you? Wire or write. Want Agents for Wheels, Grind Stores, Ball Games, Slum Joint. Help for Bingo and Cook House. Can place 2 Men on Tilt, must be experienced and drive semi. Can place Working Men in all departments, Ticket Sellers, Help on Marquee, Truck Drivers, Ride Help, Working and Selling Acts for Side Show. Want Geek Show, Working World, Fun House or small Grind Shows not conflicting. Whitie Noltie, wire me if you are at liberty. L. H. Hardin wants to hear from the following people at once: Whitie Jackson, Freddie Stocton, Phil Murphy, Benny Seroggins, Chief Fairbanks. Can place Octopus, Fly-o-Plane with own transportation. Will buy No. 5 Eli if in good condition and price right, also Octopus with or without transportation. Dough Boy, Jeff Kaiser, Pollock, Kid Hunt, wire me. Want Colored Musicians, Comedians, Blues Singer, Chorus Girls, salary paid from office. Dancers and Entertainers for Girl Shows; must be experienced in this line of work. Salary the best. Write or wire Dick Hyland. Want to hear from Banner Man and Promoter with sound car.

WALLACE BROS.' SHOWS, Evansville, Ind., April 17 to 23; East Gary, Ind., May 2 to 14.

## AC TOPS '44

(Continued from page 44)

7,000 more passengers than last Easter. Good Easter business was reported by Steel Pier, which opened the day previous for its 47th year. The only major amusement center open, Steel Pier headlined Tommy Dorsey's orchestra, featuring Gene Krupa, with Alex Bartha's band making it continuous dancing in the pier's Marine Ballroom. The pier program in the Music Hall was headed by Jean Bartel, the Miss America of 1943, with the surrounding vaude bill, including the Whitson Brothers, Arren and Broderick, Sammy White, Allen and Kent, the Three Wells, and Grace Johnson, with Jack London the photoplay. The pier's midway, including six funhouses, was also in operation.

Hamid's Million-Dollar Pier for the first time presented no entertainment bill for the Easter crowds. Instead, the pier housed the 24th Annual Dog Show sponsored by the Atlantic City Kennel Club. An added event this year was an exhibition ball game at Bader Field between the New York Yankees and Giants.

Garden Pier is not expected to be in operation this season. The Pier, taken over by the city, stands the city about \$115,000 in past due taxes, plus interest. In bad repair, it is estimated that to replace ramps, decking and ceiling in the pier's theater and other repairs would cost approximately \$50,000.

Cameramen for the forthcoming motion picture, *Atlantic City*, shot their last yards of background and color film last week and returned to Hollywood for the completion of the production. The Republic Pictures production will have its world premiere here this summer.



TWO FIGURES well known in amusement operation extended their business relations into the matrimonial brackets, when President Harry A. Illions (above), Celoron Park, N. Y., and Florence M. Lusse, an executive of the park company, vice-president of the Celoron Realty Corporation, were married April 12. Bride is the daughter of Robert Lusse, Scooter manufacturer, who died six years ago.

## NEW BOSS FOR BUCKROE

(Continued from page 44)

vice-president, secretary and treasurer, respectively.

While the purchase price was not disclosed, the former owners bought the property from the Virginia Public Service Company for \$50,800. Upon an order from Judge John Weymouth in Elizabeth City County Court April 3, a local tax which had been billed at \$30,810 was reduced to \$16,000.

Stieffen said he had no plans at present except to continue operation of the beach as in previous years.

## BENSON FARM SOLD

(Continued from page 44)

that the Benson Animal Farm is to be conducted as a separate and distinct venture and is in no way to be connected with the Boston Garden Corporation.

Captain Lapham and Lieut. Col. Brown are on active duty with the army, and Lieut. Keene is stationed at the navy base at Squantum, Mass. Collier has long been associated with the advertising department of Boston Garden, and has been connected with the legitimate stage, the Ringling circus and the Brockton (Mass.) Fair. Collier has been appointed general manager of Benson Farm and will take up active direction at once.

Rocket Foreman, Whip Foreman. Best of salary, long season. Slim Kemp can place Freaks for Side Show. Leona Halligan wants Girls and Musicians for Follies. Charlie Johnson wants Girls for Posing Show. Mrs. Newman can place Musicians and Girls for Hawaiian Show. Can place good Ride Help. Good salaries. Come on, can place you. South Norfolk, Va., Week April 17-22; Baltimore, Md., Week April 24-29. J. C. WEER SHOWS, INC. Address Per Route.

## Monarch Midway Wants

FOR ALL FLORIDA DATES IN BEST MONEY LOCATIONS

Want Flat Ride, Tilt, Ridee-O or Octopus. Will book, lease or buy Kiddie Ride. Want legitimate Concessions of all kind. Short moves, located in the heart of towns. E. C. Eastin, answer. Address: N. P. ROLAND, PLANT CITY, FLORIDA, THIS WEEK.

## NORTH STATE SHOWS

PLAYING ALL UPTOWN LOTS

Want Popcorn, Floss, legitimate Stock Concessions only. One of a kind. Want Ride Help. Electrician that can build transformer wagon or will lease or buy transformer wagon ready to operate. Want A-1 High Free Acts. Concession Agents and Bingo Help. Wonderful opportunity for a Flat Ride and Roll-o-Plane. Will book, buy or lease. All address: NORTH STATE SHOWS, Liberty, N. C., this week.

## A. M. P. SHOWS

OPENING PHOENIXVILLE, PA., APRIL 28 FOR 8 DAYS

WANT Flat Ride with or without transportation. Few more Concessions that do not conflict.

P.S.: Mart Fisher wants Side Show People. Jackie-Francis, Bobby Jones, wire me. Have a nice frame up. ANTHONY M. PODSOBINSKI, 514 HIGH STREET, PHOENIXVILLE, PA.

## WANT—CUMBERLAND VALLEY SHOWS—WANT

Opening Tullahoma, Tenn., April 29—Soldiers' Camp—Big Pay Roll

Will book or buy Tilt-a-Whirl or Roll-o-Plane or any other Ride that does not conflict. Want Shows with or without outfit. Reasonable percentage. Want organized Minstrel Show with band and talker. Salary and percentage. All legitimate Concessions open except Bingo. Want Man to take charge of well-equipped Cookhouse or will book same. Need Ride Foremen on all Rides. Agents for Concessions. All who want to make money contact this show at once. Address all mail and wires to ELLIS WINTON, Mgr., 108 E. McLean St., Manchester, Tenn.

## WANT FOR SEASON

OPENING SUNDAY, APRIL 23, ON CHARLESTON'S ONLY BEACH

ARCADE, FUN HOUSE. Will book Fly-o-plane and Rolloplane, etc. All Sales and Stock Concessions OPEN, Frozen Custard, Popcorn and Peanuts, Crackerjacks, Candy Floss, Taffy Candy, Apples, Potato Chips, Snowcones, Photo Booth, Guess-Your-Age or Weight, Cane Rack, Hoopla, Corn Game, Pitch-Till-U-Win, Fishpond, Ball Games, Hi-Striker, etc. No other Amusement Beach or Park within radius of forty miles. All replies

SECY. FUN CENTER

Box 78, Folly Beach, S. C. Phone Charleston, S. C., 23025.

## WANT—L. J. HETH SHOWS—WANT

Leaving Birmingham, Ala., April 30—Outstanding Spring Route

Manager with Girls for Girl and Posing Shows. Must have own wardrobe and sound set. Acts and Freak to feature for Sideshow. Will book any Show not conflicting. Man and Wife to take charge and operate office Corn Game. Good proposition. Agents for Grind Stores, write Henry Heth. Good opening for few more legitimate Concessions. Ensley, Ala., this week. All wires care Caswell Hotel.

Address All Mail to North Birmingham, Ala., Care General Delivery.

## AL BAYSINGER SHOWS

WANT FOR SPRING FESTIVAL, MORGANFIELD, KY. — FIRST SHOW IN!

Two Girl Shows With or Without Outfits. One or Two Good Grind Shows. Legitimate Stock Concessions.

Floyd Matter wants Cook House Help. Side Show People, contact Mark Williams.

Address: PADUCAH, KY., This Week; MORGANFIELD, Next.

## ALLEN & NICKERSON SHOWS WANT

THE FOLLOWING HELP: Second Man for Wheel, \$40.00 per week; Second Man for M-C-R, \$40.00 per week; Loop Foreman, \$50.00; Second Man for Whip, \$45.00. Chick Allen wants Help for Slum Stores. All address

ALLEN & NICKERSON SHOWS, Bedford, Ind.

**RMSC**

(Continued from page 35)

be held Tuesday and Wednesday preceding the Denver Stock Show in January. The club voted to secure larger quarters and in October will move into a new home. Refreshment committee, headed by Ralph Smith, served lunch and reported ample funds in its department. Members were saddened by news of the passing of Fay Salvin, who wintered in Denver and had gone home to Kansas for a visit before joining Larry Nolan's concessions on the M. A. Srader Shows. Much improvement was reported in the health of Alva Gifford, ill all winter. Among those staying here this season are Mr. and Mrs. Garth Henry. He has proven an efficient secretary. Onye Lee, treasurer, also is a stay-at-home this year. Whitey Johnson is on a federal job for the duration. There were many pledges of work this summer in the club's behalf by members leaving for their shows.

**MARKS WINS OVER COLD**

(Continued from page 34)

Revue and Jimmy Simpson's Minstrels topping shows. General Representative William R. (Red) Hicks, who returned from a southern booking trip, left on other business. Visitors included John Gecoma, Bright Lights Exposition Shows; George A. Kerested, Royal Amusement Company; Pete Christian, World of Mirth Shows; Judge Ben Tucker, W. F. Lane, Al Huband, Russell Judy and showmen with the World of Mirth and Cetlin & Wilson shows.

**C&W DRAWS IN**

(Continued from page 34)

Henderson, director of morale; Capt. P. H. Davis, camp special service officer, and Capt. L. E. Milgrim, assistant camp special service officer, extended thanks to the show management. Board members of Southside Virginia Fair were guests at a chicken and spaghetti dinner in the cookhouse. Col. H. P. Henry, Major P. O. Hoffman, Major W. O. Hoffmire, Capt. C. E. Tolin and Capt. G. W. Lawton represented Brig. Gen. Horkins, Camp Lee, who was unable to attend the Shrine buffet supper on the lot. Whitey Hewett has been added to the office staff. Max Linderman, general manager World of Mirth Shows, was a visitor Friday night.

**CRAFTS OKAY ON COAST**

(Continued from page 34)

Staff now includes O. N. Crafts, owner; Mrs. O. N. Crafts, secretary; Harold Mook, auditor; Roy E. Ludington, general manager; W. Lee Brandon, general agent; Franklin R. Warren, assistant manager; Roy Sheppard, general superintendent; Harvey Quackenbush, manager neon department; John (Spot) Ragland, adjuster; Roger Warren, manager commissary; Frank Schull, special agent; Jack Shell, labor scout and *The Billboard* sales agent; V. Wise, lot man; Robert Hyer, night policeman; George R. Hart, electrician; Frank Kitchner, master mechanic. Pomona engagement, opening April 4, was good on the Fuller Rancho circus lot. Show has played Los Angeles County Fair, Pomona, many times, and visitors included Fair Manager C. B. (Jack) Aflerbaugh, Assistant Manager Gene Middleton, Mayor Pettit and several councilmen; Bob Orth, who has a gymnasium in Pomona, and Secretary Tevis Paine, Western Fairs Association.

**WT GETS HARD KNOCKS**

(Continued from page 34)

John Beem, lot superintendent; Paul Will, electrician; Mrs. Jim Dunlavey, Hazel Beem, front gate ticket sellers. Foots Reeves is concession manager; W. J. Lindsay, concession department treasurer. Among concessionaires are Sam and Gussie Lieberwitz, Tex Chambers, Peggy Reynolds; Red Gunn, cookhouse; Jimmie Case, Bill Crow, Harry Hunter, Clarence Case, Bill Robinson, Viola Fairly, Jim Taylor, Chuck Moss, T. McCulley, Bob Harris, Leno Crow, Betty Woods, Eddie Meisterman, Margatette Stone, K. A. Mose, Katie Reeves. Mrs. Noble C. Fairly and Mrs. L. C. Reynolds organized women on the show

**WANTED**

Ball Game, Slum Agents. Also proposition for man and wife. Cash for Cork Guns.

**MATTHEWS**

Care AMERICAN BEAUTY SHOW, Ste. Genevieve, Mo., April 17-22; De Soto, Mo., April 24-29.

into the War Workers from the World of Today Shows. At an enthusiastic meeting members pledged themselves to knit and crochet not less than 50 afghans during summer, 45 blankets were donated and some members made cash donations. Men of the show also sent cash donations. Articles made and donated will be sent to army and navy hospitals and during the season cash donations will be made to the Red Cross, servicemen's clubs and blood banks. Men have pledged weekly cash donations. At the first meeting cash donations totaled \$82.

Each member plays \$1 when joining and receives a membership card, then plays 25 cents a week and pays for the yarn in making one afghan. After the making of one afghan, the club will furnish yarn to make as many as any member desires to make. There were 38 women at the initial meeting.

**STRATES RECORD IN DC**

(Continued from page 34)

performances under canvas. Wayne Kingsley, chief electrician, is receiving praise on new ideas in lighting installed on all fronts in quarters. An idea to use turnstiles on the front gate was quickly discarded, as they were found incapable of handling crowds quickly. Leo Carrell, Hollywood Monkey Revue, is ill with pneumonia and the show was handled by Mrs. Carrell.

**CALIF. GOOD FOR KREKOS**

(Continued from page 34)

Baker, electrician; Nick Krekos, night watchman; Gene Hudson, artist; Lee Emhoff, sound truck; J. A. Halsey, advertising agent; J. J. Barnes, press representative; Isabel Myers, in charge of marquee; Bob Mathews and his Lion, King Tuffy, free attraction; Johnnie Miller, commissary.

Concessions: Mr. and Mrs. Charles Walpert, 3; Mr. and Mrs. Al Rodin, 3; Mr. and Mrs. Hunter Farmer, 2; Mr. and Mrs. John Miller, 2; Gene Hudson, 3; Mr. and Mrs. Lloyd Carlson, 2; Mr. and Mrs. Matt Herman, 3; A. Churchill, 2; Mr. and Mrs. Bill Oberhensley, 2; Ray Munro, 3; Mr. and Mrs. J. H. Christenson, 1; Mr. and Mrs. Jack Lee, 1; Fred Zepken, 1; Ray Adams, 1; John Weiss, 1; Harry Myers, 5.

Shows: A. J. Budd, Circus Side Show; John Branson, Wild Animal Show, Snake Show and Unborn Show; Ted Right, Girdlesque Revue, Dope Show. Line-up has 10 rides, 35 concessions, 6 shows, 20 trucks and trailers and operates with a pay gate.

Caroline Krekos and Marie Jessup were hostesses to members of the PCSA Ladies' Auxiliary on the shows in honor of President Edith Walpert at the home of Marie Jessup. Games were played during the afternoon. A hand-embroidered luncheon cloth made by Caroline Krekos was awarded to Margaret Farmer. Other awards went to Hazel Christenson, Alice Peyton and Allie Wrightsman. Mike Krekos donated \$25 and W. T. Jessup, \$20, making a total of \$75 derived from the party.

Luncheon was served outdoors on barbecue tables. A large cake was presented to President Walpert. Mildred Syster was initiated as a prospective member.

Members present were Ming Toi Right, Carol Kesterson, Chris Rodin, Mildred Syester, Bobbie Branson, Doris Carlson, Hazel Christenson, Alice Peyton, Diane Frost, Margaret Farmer, Isabel Myers, Eloise Kelly, Doris Dignan, Ruby Dobbs; Margie Latiker and young son, Ricky; Allie Wrightsman, Patsy Cole, Jessie Loomis, Ellen Oberhansley, President Walpert, Frieda Brown, Caroline Krekos and Marie Jessup. Allie Wrightsman and Jessie Loomis were guests from the Wrightsman Shows.

**EARLY BREAKS FOR HETH**

(Continued from page 34)

tative and business manager; C. C. Leasure, special agent and billposter; George Spaulding, front gate tickets; Mabel Osborn, assistant; Bill Bozeman, electrician; Bill Noe, ride superintendent; George Spaulding, *The Billboard* and mailman; Carl Leasure, truck dispatcher; J. E. Hosmer, lot man; Paul Reynolds, mechanic; Edwin Noe, Twin Wheels; Fred Billings, second man; Charles Strickler, Octopus; Jenkins, Chair-o-Plane; Charles Allen, Tilt; Laurance Roberts, Merry-Go-Round; Charles Hartley, Roll-o-Plane.

Shows: Ruby Francis Side Show Attractions. Madame Selda, reader; Dr. White, lecturer; Carl Davenport, midget fire-eater; Sing Poo, alligator boy; Ruby Neal, tickets; Francis Joblosky, talker.

Snake Show, Sandy West, manager; Doc Barnhart, talker; Orson Erwin, assistant manager; Ruth Little, tickets. Girl Show, Billie Reynolds, manager. Orson Erwin's Pit Show: Broadway Steppers; Mess-Around Brown, manager and talker; Lillian Harris, producer; Charles Allen, tickets; girls in line, Baby Rose Digbee, Tiny Martin, Florence Smith; Ola Scott, band leader.

Concessions: L. J. Heth, 5; Henry, 12; Freddie Fitzpatrick, 2; Graham Davis, 2; Burt Nabor, 1; Johnny Howard, 1; Simons, 1; George Western, photos; La More Warsaw, developer. J. P. Magee's cookhouse, Mr. and Mrs. W. J. Smith, Charlie Pennington, assistants. Virgil Maries, watchman. Ted Raymore arrived to take charge of L. J. Heth's concessions.



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Openings for Merry-Go-Round and Streak Rides Foremen, Ride, Show, Canvas, Tower, Cook-house and other help in all departments. Top salaries to capable people. Counter Men for Bingo.

All people engaged report to Winter Quarters at 20th and State Streets, East St. Louis, Illinois, where our Pre-Season Opening will be April 28.

- RIDE HELP, REPORT TO JOHN (TINY) DEMPSEY.
  - TRAIN HELP, REPORT TO P. J. McLANE.
  - TOWER MEN, REPORT TO BILL CAIN.
  - BUILDERS, REPORT TO ARKY BRADFORD.
  - CONCESSION AGENTS, REPORT TO A. J. WEISS.
- All Others Report to Winter Quarters or Address: P. O. BOX 69, EAST ST. LOUIS, ILL.

**"JOIN THE CAVALCADE AND GO FORWARD"**

**W. G. WADE SHOWS**

OPEN MAY 5TH

This Opening Engagement Will Be Held for a Period of Nine Days in the Heart of Port Huron, Michigan, on the Municipal Parking Field, Under the Auspices of the A. F. of L., Local No. 156. Jackson, Michigan, Follows Port Huron With Another Downtown Location. WANTED—Side Show, Penny Arcade, Fun House, Single Pit Shows or any other attractions with neat frame-up. Exceptional opportunity for large, flashy Girl Show. CAN PLACE—Several more strictly legitimate Concessions for the entire season.

OUR FAIR SEASON OPENS IN JULY. Address:

**W. G. WADE SHOWS**

19199 Woodingham Dr. (Phone University 4-0055) Detroit 21, Michigan

**GEORGE CLYDE SMITH SHOWS**

OPEN AT SCALP LEVEL, PA., APRIL 27 — 9 BIG NIGHTS

- WANT FISH POND, DUCK POND, DEVIL'S BOWLING ALLEY, HIGH STRIKER, CANDY FLOSS, SWINGING BALL, PEA POOL, BUMPER.
- WANT WAR SHOW, WILD LIFE, GIRL SHOW, MONKEY SHOW, MIDGET SHOW.
- WANT TILT-A-WHIRL, LOOP-O-PLANE.
- WANT WORKINGMEN IN ALL DEPARTMENTS.

Write or Wire All Communications To

**GEORGE CLYDE SMITH SHOWS, Scalp Level, Pa.**

**JACK KNIGHT WANTS**

High Acts, Thrill Acts, Horses, Animals, Platform Acts, Acts of all kinds. Houston, Texas, May 12-21; New Orleans, May 27-June 4.

Write

**JACK KNIGHT, RAY BROS.' CIRCUS**

Rice Hotel, Houston, Texas.

**FRED ALLEN SHOWS**

LAST CALL

OPENING MAY 4 AT SYRACUSE, N. Y., FOR 10 DAYS

Most everything sold except Photos and Custard. Due to draft can place man and wife capable of handling complete Ten-in-One Show. All people holding contracts please write or phone. Call 25332. Can use one more Free Act.

**SIDE SHOW ACTS OF ALL KINDS WANTED AT ONCE FOR BIG 10 IN 1**

Freaks, Novelties, Acts, Ticket Sellers and Grinders, Girls for Illusions, Annex Attractions. Show Opens Saturday, April 22. HURRY—Wire or Come On.

**KORIE, care Great Sutton Shows, Osceola, Arkansas**

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**GLASS**

- #3893—Glass Coaster Ash Tray \$3.50 Gr.
- 7899—Sq. Glass Ash Tray 3.90 Gr.
- 3871—Footed Glass Nappy 4.32 Gr.
- #7841—Sugar Crystal 5.40 Gr.
- 7842—Creamer Crystal 5.40 Gr.
- 3813—Glass Handled Mug 3.50 Gr.
- 38004—5 Oz. Juice Glass 3.90 Gr.

**SLUM**

- #2800—Plaster Animals \$1.50 Gr.
- 1898—Comic Hat Bands 1.75 C
- 2206—Cricket-Tin (IMP) 1.75 Gr.
- 2287—Jitterbeans 1.25 Gr.

**NOVELTIES**

- #2771—50 Ligne Comic Buttons \$22.50 M
- 2768—70 Ligne Comic Buttons 4.50 C
- 1897—Comic Felt Yodler Hats with Feathers 12.00 Gr.
- 8800—Felt Robin Hood Hats with Feathers 12.50 Gr.
- 1827—Felt Spanish Hats 26.00 Gr.
- 390—Hawaiian leis (10 Gr. Lots, \$3.50 Gr.) 3.75 Gr.
- 1823—White Sailor Hats 10.00 Gr.
- 9439—Cardboard Carnival Horns 6.00 Gr.
- 1877—Blue Yacht Hats 2.25 Dz.
- 433—Blowouts (IMP) 4.50 Gr.
- 1839—Felt Baseball Caps 12.00 Gr.
- Asst. Plastic Military Brooch 10.80 Gr.
- 1513—Plastic Whistles 6.00 Gr.
- 1958—Red, White and Blue Canes 3.75 C
- 35.00 M

**NOW READY!**  
Spring Stock  
... Lists ...

- #173—Bingo Mdse.
- #174—Glassware Slum and Give-aways
- #175—Novelty Items

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### More SLA RC Contributions

CHICAGO, April 15. — Showmen's League Red Cross fund contributions to date total \$6,078.50. Since last week's report \$290 additional has been contributed by the following:

Endy Bros.' Shows, Inc. ....	\$100.00
Sherman Glover .....	50.00
Nate Miller .....	50.00
Pete Kortess .....	25.00
J. C. Gilbert .....	25.00
J. C. Thomas .....	20.00
T. Dwight Pepple .....	10.00
Ralph G. Lockett .....	10.00
<b>Total .....</b>	<b>\$290.00</b>

### CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo: Texas City, Tex.  
 Allen & Nickerson: Bedford, Ind.  
 American Beauty: Ste. Genevieve, Mo.; DeSoto 24-29.  
 American Expo.: Alliance, O., 20-29.  
 Arcade: Freer, Tex.  
 B. & H.: Ehrhardt, S. C.; Barnwell 24-29.  
 B. & V.: Garfield, N. J., 27-May 6.  
 Bantley's All-American: Clinton, Tenn.  
 Barkoot Bros.: Toledo, O.  
 Bee's Old Reliable: Clinton, Tenn., 17-29.  
 Berryhill United: Avondale Estates, Ga.  
 Bistany Greater: New Smyrna, Fla.  
 Blue Lantern Am. Co.: Manchester, Tenn.  
 Bowen's Joyland: Pasadena, Calif.; Altadena 24-30.  
 Bright Lights Expo.: Buchanan, Va.  
 Buck. O. C.: Troy, N. Y., 22-29.  
 Buckeye State: Jonesboro, Ark.; Dyersburg, Tenn., 24-29.  
 Byers Bros.: Kilgore, Tex.  
 Capell Bros.: Norman, Okla.  
 Cavalcade of Am.: E. St. Louis, Ill., 27-29.  
 Cetlin & Wilson: Baltimore, Md.  
 Coleman Bros.: Middletown, Conn., 20-29.  
 Colley, J. J.: Seminole, Okla.  
 Continental: Kingston, N. Y., 27-May 6.  
 Crafts 20 Big: Oxnard, Calif., 17-30.  
 Craig, Harry: Altus, Okla.  
 Crescent Canadian: South Vancouver, B. C., Can.; Victoria 24-May 6.  
 Crescent Am. Co.: Hamlet, N. C.; Kannapolis 24-May 6.  
 Curl, W. S.: Fairfield, O., 24-29.  
 Dick's Paramount: Trenton, N. J., 19-29.  
 Dodson's World's Fair: Little Rock, Ark., 19-29.  
 Dudley, D. S.: Childress, Tex.  
 Dumont: Henderson, N. C.  
 Dyer's Greater: Holly Springs, Miss.  
 Elite Expo.: Coffeyville, Kan.  
 Endy Bros. & Prell's Combined: Charleston, S. C.  
 Expo. at Home: Elkton, Md., 17-29; Annapolis 24-29.  
 Fay's Silver Derby: N. Phoenix City, Ala.; S. Phoenix City 24-29.  
 Fidler United: (Kings Highway & Natural Bridge) St. Louis, Mo.  
 Fleming, Mad Cody: Blackshear, Ga.; Valdosta 24-29.  
 Garden State: New Holland, Pa.; Coplay 24-29.  
 Gentsch & Sparks: Grenada, Miss.  
 Gold Medal: Jackson, Tenn.  
 Golden Gate: Pembroke, Ky.  
 Gooding Greater: Springfield, O., 20-May 6.  
 Great Sutton: Osceola, Ark., 22-29.  
 Greater United: Temple, Tex.  
 Groves Greater: De Ridder, La.  
 Hall Bros.: Starkville, Miss.  
 Happyland: Dearborn, Mich.  
 Hedrick's Gay Way: Granite Falls, N. C.  
 Heller's Acme: Paterson, N. J., 17-29.  
 Hennes Bros.: Anniston, Ala.; Gadsden 24-29.  
 Heth, L. J.: Ensley, Ala.  
 Jones Greater: Charleston, W. Va., 22-29.  
 Jones, Johnny J., Expo.: Goldsboro, N. C.; Washington, D. C., 24-May 4.  
 Kaus Expo.: Sanford, N. C.  
 Kaus, W. C.: New Bern, N. C.  
 Kirkwood, Joseph J.: (W. Baltimore & Catherine Sts.) Baltimore, Md.  
 Lake State: (Newstead & Easton) St. Louis, Mo.  
 Lawrence Greater: High Point, N. C.  
 Lee United: (John R. & Hudson Sts.) Hazel Park, Mich.  
 Lone Star: (Troy & Valla) Indianapolis, Ind.  
 McKee, John: Cape Girardeau, Mo.  
 Magic Empire: South Hot Springs, Ark.  
 Marks, John H.: (Church Hill) Richmond, Va.; (Petersburg Pike) Richmond 24-29.  
 Midway Am.: Lula, Miss.  
 Midwest: Needles, Calif., 23-28.  
 Mississippi Park: Biloxi, Miss.  
 Monarch Midway: Plant City, Fla.  
 Moore's Modern Midway: Malden, Mo.  
 Mound City: (Gravois & Watson Road) St. Louis, Mo.  
 North State: Liberty, N. C.  
 Ozark: Boonville, Ark.  
 Page, J. J.: Johnson City, Tenn., 22-29.  
 Park Am. Co.: Alexandria, La.  
 Peppers All-State: Gadsden, Ala.  
 Pike Am.: Hope, Ark.  
 Playtime Am.: Manchester, N. H., 26-29.  
 Riley, Matthew J.: (Kensington Ave. & Hunting Park Ave.) Philadelphia, Pa.  
 Royal American: Evansville, Ind., 26-May 6.  
 Rogers Greater: Mount Vernon, Ill.; Christopher 24-29.  
 Rogers & Powell: Winona, Miss.; Greenwood 24-29.  
 Royal Expo.: Wauchula, Fla., 17-29.  
 Scott Expo.: Knoxville, Tenn., 17-22; Nashville 24-29.  
 Sheesley Midway: Chattanooga, Tenn.; Knoxville 24-29.  
 Shugart, Doc: Paris, Tex.  
 Silk City: Paterson, N. J.  
 Smith, George Clyde: Scalp Level, Pa., 27-May 6.  
 Snapp Greater: Webb City, Mo.  
 Sparks, J. P.: Birmingham, Ala.  
 Strader, M. A.: Salina, Kan., 17-27.  
 Stafford's United: Indianapolis, Ind., 17-29.  
 Steblar's Greater: Glade Springs, Va.; Damascus 24-29.  
 Strates, James E.: Wilmington, Del.  
 Tassell, Barney: Crewe, Va.; Richmond 24-May 6.

Tidwell, T. J.: San Angelo, Tex.  
 Tivoli Expo.: Galena, Kan.  
 Turner Bros.: (White City Park) Springfield, Ill., 21-30.  
 United Expo.: Leesville, La.  
 Victory Expo.: Gonzales, Tex.  
 Virginia Greater: Norfolk, Va.  
 Wallace Bros.: Evansville, Ind., 17-29.  
 Ward, John R.: Hammond, La.; McComb, Miss., 24-29.  
 West Coast Victory: Napa, Calif.; Vallejo 24-30.  
 Wolf Greater: St. Paul, Minn., 26-29.  
 Wolfe Am.: Augusta, Ga.  
 Wonder City: Madisonville, La.  
 World of Mirth: Richmond, Va., 24-29.  
 World of Today: Wichita, Kan., 18-30.  
 Zacchini: Raleigh, N. C.

### CIRCUS

Anderson, Bud E.: Emporia, Kan., 21.  
 Arthur Bros.: Richmond, Calif., 20-22; Vallejo 23; Woodland 24; Marysville 25; Chico 26; Red Bluff 27; Redding 28-29.  
 Beatty, Clyde-Russell Bros.: (Wash. Blvd. & Hill St.) Los Angeles, Calif., 17-30.  
 Cole Bros.: Louisville, Ky., 20-23.  
 Cronin, S. L.: Hollywood, Calif., 17-20.  
 Dailey Bros.: Mexia, Tex., 18; Ennis 19; Waxahatche 20; Cleburne 21; Comanche 22; Goldthwaite 24; Lampasas 25; Belton 26; McGregor 27; Clifton 28; Weatherford 29.  
 Globe Bros.: Stamford, Tex., 21; Haskell 22; Monday 24.  
 Hamid-Morton: (Arena) New Haven, Conn., 17-22; (Auditorium) Providence, R. I., 24-29.  
 Mills Bros.: Ashland, O., 22.  
 Polack Bros.: Sacramento, Calif., 17-22.  
 Ringling Bros. and Barnum & Bailey: (Madison Sq. Garden) New York City, until May 21.  
 Wallace Bros.: Logan, W. Va., 18; Mullins 19; Beckley 20; Oak Hill 21; Charleston 22.

### MISCELLANEOUS

Barrett, Roy (Olympia Circus, Stadium) Chi., until May 7.  
 Basile, Joe, Band (Arena) New Haven, Conn., 17-22; (Auditorium) Providence 24-29.  
 Birch: Wellington, Kan., 19; McPherson 20; Newton 21; Wichita 24; Kingman 25; Independence 26-27.  
 Campbell, Loring: Valley City, N. D., 19; Ada, Minn., 20; Red Lake Falls 21; Deer River 24; Minneapolis 25.  
 Daniel, B. A.: Indianapolis, Ind., 17-22.  
 Davis, Pinsky: San Antonio, Tex., 19; Waco 20; Fort Worth 21; Dallas 23; Muskogee, Okla., 24; Oklahoma City 25-26.  
 Lee's Colored Minstrels: Mount Vernon, Ala., 19-20; Snow Hill 21; Selma 22; Tuscaloosa 23; Birmingham 24-30.  
 Lippincott: Bremen, Ga., 19; Marietta 20; Cartersville 21; Calhoun 22.  
 Nichols, Les (Palm Cafe) Montreal 18-30.  
 Ricton's Dogs: Fayetteville, Tenn., 17-22.  
 Texas Cattle King, George M. Bragg's: Maysville, N. C., 17-29.  
 Turtle, Wm. C.: School Assemblies, Portland, Ore., 17-22.  
 Virgil: Buckley, Wash., 20; Shelton 27; Winlock 28; Kelso 29.



INSURANCE

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FOR AUTO SCOOTER  
Must be able to drive Truck and Trailer. Prefer married man. Will use wife on Tickets. Salary \$30.00 per week and bonus for season.

HARRY BEACH

Care GREATER UNITED SHOWS  
Temple, Texas

WANT

Operators for Octopus, Tilt, Roll-o-Plane, Ferris Wheel. No tear downs, year round work.

PLAYLAND PARK

HOUSTON, TEXAS

WANTED

Party With Complete Tent Theater. Must seat 1,500 or more. With transportation. No junk considered. Good proposition for right party. Three towns a week. Hillbilly Show on 50,000 watt station. Jack Vivian, write. Address:

JESSE ROGERS

Care Reid Hotel, St. Louis, Mo.

SKYFIGHTERS

WANT TO BUY 4 OR MORE

Must Be In Good Condition.  
Give Lowest Cash Price.

CLAYTON HOLT

P. O. BOX 223, CARUTHERSVILLE, MO.

GENERAL AGENT  
WANTED

FOR SMALL TRUCK SHOW  
One Who Knows Illinois, Indiana and Michigan.  
Address: BOX 302, Care THE BILLBOARD  
390 Arcade Bldg., St. Louis 1, Mo.

WANT—WANT

Mug Joint, Stock Concessions. Ride Help, very good pay; Snake and Minstrel Shows. Wire

SINGLETON UNITED

112 Hall, Monroe, La., April 16-22.

LIGHT PLANT  
FOR SALE

One General Motors Sixty KVA Light Plant with Switch Boards mounted on GMC Truck, ready to operate. Both plant and truck in excellent condition, same as new. Address replies:

HUNT TRUCK SALES & SERVICE

Tampa Street at Platt TAMPA, FLORIDA

WANT

Foreman for Twin Ferris Wheels and Octopus; must drive; join on wire. State salary you want. Pay own wires. No tickets unless known.

Crescent Amusement Co.

Hamlet, N. C., this week; Kannapolis, N. C., next.

B & V SHOWS

Opening Garfield, N. J., April 27th

Want Grab, Bingo, Custard, Bottle Ball Games and Grind Stores. Girl and Posing Shows with own outfits. Octopus and Tilt Ride Help. Wire or come on.  
5 Westminster Pl., Garfield, N. J.

EMPIRE STATE SHOWS

Opening ABERDEEN, MARYLAND, April 29 to May 6

Want several more RIDES with own transportation.  
Want Legitimate CONCESSIONS and GRIND STORES.  
Want RIDE HELP, CANVASMAN, SIGN PAINTERS.  
Want GIRLS for GIRL SHOW.  
Will be on the grounds April 18, WM. GOODRICH in charge.

Address all wires to JIMMY BROWN, Empire State Shows, Aberdeen, Maryland.

HELLER'S ACME SHOWS

OPEN APRIL 27, 11 DAYS, INCLUDING TWO SUNDAYS, PATERSON, N. J.

Want Show People. Will furnish complete outfits for the following shows: Side Show, Girl Show, Snake, Wild Life, Unborn or any good Grind Show. Want Concessions—Diggers, Photos, Bingo, Pitch and Skill Games, American Palmistry or any 10¢ Grind Stores. No Gees or Coupons. Want Help on all Rides, Foreman for Spitfire (Shuey, wire collect), Merry-Go-Round, Chair-o-Plane, Ferris Wheel, Whip, Kiddy Rides, Loop-o-Plane. Want Canvasman, Talkers, William J. Langford, Frank Canoe, Jess Trout, Cliff Carter, Cliff Lane, John Benedige and Shuey, write. Winter quarters open. Help, come on. Top salaries, pleasant working conditions. Long season south. All address:  
WINTER QUARTERS, FRANKLIN AVE., CAMPGAW, N. J. PHONE: WYCOFF 752-W.

HENNIES BROTHERS' SHOWS WANT

Diesel Engineer and Electrician who can produce. Attractive proposition to reliable man. This equipment first-class condition. Can use few Working Men. Vivian McCrean can place Readers for Mitt Camp. Sammy Smith wants Eddie King, Haskell Jones, Lamar Ryan and Herman to come at once. Can use you. Wagons in great shape.

Anniston, Ala., this week; Gadsden, Ala., following.

DIXIE BELLE SHOWS

Opening Cloverport, Ky., April 29th. On Street.

Want Ferris Wheel Man. must be first class and sober. Salary \$50.00 per week cash sure, plus season bonus. Also want Man and Wife to handle Kid Rides who can drive truck; may use truck for living quarters after unloading Rides. Good salary to good people. Swell opening for small Cook House or Grab. Will sell X on Rat Game, Devil's Bowling Alley, String Game, High Striker, Hoop-La, Pitch-Till-Win, Ball Game other than Bottles. Will book Shows with own equipment—come on, per cent is right. We have the choice spots and fairs in Kentucky and Indiana. Kettle Sisters, contact me.  
Address: LOUIS T. RILEY, OWNER-MGR., CLOVERPORT, KY.  
P.S.: Ulie Ritchie, contact me.

**RINGLING IN GARDEN**

(Continued from page 40)

sales windows. They try their luck with the brokers.

Apparently the big show has done away with one of the former expenses of the New York and Boston runs by eliminating added feature acts for the indoor dates. Show will be the same under canvas as in New York and Boston. It can also be stated definitely that this year there will be no Spangles nor any other Ringling-sponsored summer show at Madison Square Garden.

**B-R L. A. BONANZA**

(Continued from page 40)

Fleet. Second stanza is bolstered with aerial acts with the Flying Concellos finishing off.

Show makes a nice appearance, with all new canvas being used here for the first time. No ill effects were suffered by the tent in the 45-mile gale that struck opening day, but it was no easy job to get the tent up. Here for the longest stand of the season, circus has constructed "permanent" rest rooms for the benefit of its patrons. New tent was treated with fireproofing to comply with the local fire laws.

New uniforms for the help and coats and caps for the ushers, ticket takers and program sellers flashes up the show. Colored sawdust in Rings 1 and 3 lend additional flash to the performance.

Assisting Concello are Frank McCloskey, assistant manager; Wallace Love, treasurer; Jack Joyce, equestrian director; George Werner, superintendent of canvas; Bob Reynolds, prop superintendent; Louis Smidki, transportation; William Kelly, lights; Bill Antes, press and radio; W. M. Moore, legal adjuster; Norman Carroll, announcer; Francis Kitzman, advance car; Waldo Tupper, general agent; Al Beck, secretary; Pete Kortess, slide show, and Mac McDonald, menagerie. Jack Tavelin has the programs.

**STRAWS FOR DAILEY**

(Continued from page 40)

tion of their cage into the monkey section and ate them. A line of 10 elephants, three camels, zebra and other lead stock are on one side of the menagerie, and a row of cages, each one 20 feet long, on the opposite side of the tent.

Business the first 10 days has been most gratifying; capacity and straw houses.

**The Program**

The performance opens with a spec. No. 2.—Riding monkeys, with Leo Snyder, Peggy Harrison, Nina Grubb. No. 3.—Balancing perch, Si and Nellie Kitchie. No. 4.—Elephants, dogs and ponies, M. Grubb, Leo Snyder, Raymond Nunn. No. 5.—Clowns. No. 6.—Flying Trapeze. No. 7.—Six-pony drill, Hazel King. No. 8.—Clown walkaround by W. S. Schuyler, J. A. Harrison, Frank Savillo and Archie Silverlake. No. 9.—Elephant Nemo, presented by Raymond Frievogal. No. 10.—Spanish web, Jennie May Snyder and Miss Norma. No. 11.—Clown baseball game. No. 12.—Five-elephant act, Norma Davenport. No. 13.—Roman rings, Drane Sisters, Nina and Peggie, Snyder Duo and Maxine Elliott. No. 14.—Liberty horses, Hazel King. No. 15.—Clown walkaround. No. 16.—Cloud swings, Norma Davenport, Ted Church. No. 17.—Head-balancing trapeze, Si and Nellie Kitchie. No. 18.—Wire, Danny Calate. No. 19.—Dancing clown elephant. No. 20.—Bagdad of Mongolia, Mile. Nashalla. No. 21.—Trained dogs, Hazel King, Marlon West, Raymond Nunn. No. 22.—Menage, Mildred, Peggie, Willard Johnson, Tex Leon, Hazel King. No. 23.—High school horses, Hazel King, Willard Johnson. No. 24.—

**WANTED**

Foreman for Strat-o-Ship Ride. Excellent pay and bonus. Must be sober and reliable. No tear downs or set ups. Ride permanently located.

**THOMAS L. CHRISTIAN**  
3937 Locust Street, Philadelphia 4, Pa.  
Evergreen 8865

**Hutchens Modern Museum**

Wants to join in Carthage, Mo., April 25, for a long season, one more Ticket Seller that can drive truck and one more good Act. Salary every Sunday. Also meals. All address: JOHN T. HUTCHENS, P. O. Box 108, Cassville, Mo., until April 25, and then Carthage, Mo.

**WANTED**

**BUCKET AGENTS**

Work Every Week. No Drunkards.

**DAGO**

Care Hennies Bros.' Shows, Anniston, Ala.

Bears, Raymond Frievogal. No. 25.—Swinging ladders, Mildred Pyle, Virginia Smith, Nina, Maxine Elliott. No. 26.—Mechanical riding act. No. 27.—Five-elephant number, Marion Grubb.

In the Wild West Concert are Tiger Bill, sharpshooting and horse roping; Tex Leon, whip manipulator and knife thrower; Peggy Harrison, fancy rope spinner; Nina Grubb and her trained bull; Mildred Pyle, Captain Willard, trick and fancy riding; Marguerite Chenette and Montana Madge; eight-horse catch, Tiger Bill. All acts are listed in the program.

**The Staff**

Executive staff: Mr. and Mrs. B. C. Davenport, owners; B. C. Davenport, general manager; Mrs. Eva Davenport, treasurer; Charles (Butch) Cohn, assistant manager; R. M. Harvey, general agent; Billy Rose, advance press agent; H. C. Howard, director of public relations; K. W. Drake, legal adjuster; Leo Snyder, equestrian director; Bertha Drane, purchasing agent, mailing department; Joe Rossi, musical director; Louis Reed, menagerie superintendent; Ralph Noble, lot superintendent; Pete Lindemann, trainmaster; Hazel King, superintendent of horses; Jack Knight, special agent; H. R. Newton, advertising agent; Mrs. F. Wood, stewardess.

**HM IN BUFFALO BOW**

(Continued from page 40)

Profits are divided between the News fund and various Shrine charities. Shriners were hosts again to thousands of orphans. The gift of two llamas to Buffalo Zoo by the Shrine in connection with the circus, is a continuance of the annual animal gift custom originated by the Shrine some years ago when giving an elephant. A special naming contest worked up additional publicity among the youngsters.

First day saw about 15,000 at two shows, with Tuesday closely the same; Wednesday looked a little bigger, about 17,000, and all this despite cold, rain, sleet and snowstorms. Prices were from 82 cents to \$2.72 including tax. Captain Proske and his tigers, Les Kimris, Capt. Ray Simms, Clara Torina and Bee Kyle are among outstanding acts. Joe Basile's band, with Bubbles Ricardo, singer, are again here.

**COLE SEEKS BOND TOP**

(Continued from page 40)

store with a white ticket wagon parked near by. A section of 192 seats is to be reserved for bond buyers at each performance thruout the season, said Col. Harry Thomas, spec producer. Seats are to be graded according to the size of the bond purchase with the best going to buyers of the \$5,000 security and ranging to the \$18.75 type.

Thomas reported the zoo, which has been open to the public Sundays and holidays, has drawn the largest attendance this winter since the circus started having its quarters here in 1940.

The advance car, under Verne Williams, left here April 8. A new red ticket wagon is being completed. New boss of quarters is "Irish" Deedy. Quantities of lesterlite paint is being used for the spec and displays.

The labor situation is excellent at present, with more hands on the show than at any season's start in the last four years. Noyelles Burkhart, who has been front-door man, has been made general manager. Plans are being made to expand the quarters which have been constructed for the circus.

**AUSSIE SHOWS MOVING**

(Continued from page 40)

Ward states. All gasoline in Australia is imported and none is available for the shows, hence the charcoal-burners, with which the shows make out fairly well. High-powered vehicles are not needed, as the circus wagons are not as heavy as those used in the States and there is no such thing as 15 or 20-ton loads. A 10-ton load is extremely rare. Elephants, as a rule, are taken from one town to another on foot. Jumps generally are short, tho at times there are moves up to 100 miles. Shows still moving are doing excellent business. The people are show hungry, just as they are in the States, and they give the circus liberal patronage.

**Charlie West's Career**

Recent issue of a Queensland newspaper carried an interesting story on Charlie West, director of transport for Wirth's Circus. West joined the show in 1900 as a tent-hand gaslight boy, but for

many years, with the exception of his war service overseas in 1919, he has been director of transport. He had an exceptionally arduous job during 1943 and in December he was presented a gold watch for his excellent job of moving the show during the preceding five months to give shows in Geelong, Sydney and Melbourne.

Said the story: "There are seven elephants left out of the original herd of nine, but instead of traveling by rail from town to town, they have to be route-marched, doing their share of the transport by drawing the cages carrying the performing lions, feed wagons and freak animals. West's working staff has been reduced by enlistments and call-ups from 73 to 9. In Adelaide recently school children helped to put up the tent. It took three and a half days instead of a couple of hours."

**WON, HORSE & UPP**

(Continued from page 40)

the "special paper" wasn't very circusy. Most of the lithos depict harness-race horses, Poland-China hogs and Herford cattle wearing blue ribbons. The 24-sheet stuff was definitely out, as it was all swimming pool and auto racing paper.

P. S.: Last night another haystack disappeared during a storm. Punch and Judy, the two wild twins, found it in our barn. To the bosses' surprise, they learned that a First-of-May swinging-ladder girl had merely borrowed it to place under her rigging to serve as a net. What we can't figure out is why they whitewashed their coal pile the day our miniature steam calliope was to be tested. MAJOR PRIVILEGE.

**ST. L. SHRINE TO PACKS**

(Continued from page 40)

chairman; John Mavrakos, vice-general chairman; James R. Kearney Jr., chairman program committee, with Rudy Stuckenberg and Edward Williams, assistants; Carl Stifel, chairman ticket committee, with Ray Thompson and Al Thels, assistants.

Committee handling the Pittsburgh show with Packs, July 24-29, is comprised of Harvey J. Scott, superintendent of the Pittsburgh Police Pension Fund; Bernard J. McArdle, Andrew Charles, Michael Marze, Martin J. McIntyre, Frank H. Keefe and Joseph S. Flynn.

**CRONIN IN HOLLYWOOD**

(Continued from page 40)

for the purchase of a bond. There is no definite row or section assigned on the basis of the bond's amount.

Executive set-up: S. L. Cronin, general manager; Edwin Tait, secretary-treasurer; George W. Pughe, general agent; Miss Merle Cleary, Hammond organist; George Cunningham, choreographer and line producer; King Ross, equestrian director; George McCarthy, special agent; Leo Haggerty, advance, and Dick Dickinson, band leader. H. B. Clifford has the motorized concessions.

**UNDER THE MARQUEE**

(Continued from page 41)

be at fairs and celebrations for Ernie Young.

BOB ORTH, Pomona, Calif., who saw Arthur Bros.' Circus at several California stands, states that Jorgen Christiansen lost a horse, due to a severe attack of the colic, and that Cheerful Gardner joined at Long Beach to take charge of the bulls.

WORKING on a circus where he had to assist in putting up and tearing down four high-act nets during each performance, a property man remarked: "This is America's greatest network show."

**JOHN R. WARD SHOWS WANT**

Lot Superintendent, top salary; Side Show Manager and Acts or Organized Side Show, Minstrel Show Talker, Performers and Musicians, Manager for Monkey Show. Want Concessions and Agents for Ball Games and Grind Stores. Want Ride Foreman for Spitfire, Octopus, Second Men for all Rides. Hammond, La., this week; McComb, Miss., week April 24.

**FAY'S SILVER DERBY SHOWS**

Phenix City, Ala., 14th St., till April 22nd; 9th Ave., on street, 24th to 29th, auspices Police and Fire Dept.; then Columbus, Ga., city lots for seven weeks under strong auspices. Want Concessions—Popcorn, Snocoons, Apples, Candy Floss, Fish Pond, Bumper, Cola Bottle, Corn Game, String Game, Age, Color Block or any Stock Store not conflicting. Frances Crowley, wire White Mulford, Shows—Wild Life, Minstrel, Rides—Will book any Ride not conflicting. Can use General Agent. Must be SOBER, have car and be able to get sponsors. E. J. FAY, OWNER.

**RIDE HELP WANTED**

Want Foreman for Ell Ferris Wheel, 36 Ft. Octopus, Merry-Go-Round, Spillman make; Smith & Smith Chair-o-Plane and Kids' Auto and Swing Ride. Rides load on individual trucks. No back tracking. Truck drivers preferred. Also Second Men in all departments. Salary and bonus paid. Want Concessions not conflicting with what we have.

Have for Sale: One Smith & Smith Chair-o-Plane which is in good condition. Write

**THOMPSON BROTHERS**

2906 FOURTH AVE., ALTOONA, PA.  
P. S.—Season Opens Middle of May.

**DANCERS**

WANTED

Can Place 2 or 3

DANCERS FOR

HAWAIIAN SHOW

JESSIE O'DELL

Care WORLD OF TODAY SHOWS  
WICHITA, KANSAS, Until April 30th

**WALLACE BROS.' CIRCUS**

WANTS

Sailmaker, Man to Run Lunch Stand, Elephant Trainer. Wire Charleston, 22-23; Huntington, 24; Point Pleasant, 25; Parkersburg, 26; Wheeling, 27; all West Virginia.

**WANT—WANT—WANT**

On Account of Disappointment Can place Big Snake, Illusion, Geek Shows or any small Grind Show not conflicting. Want Ride Help on Tilt, Ferris Wheel, 2 Abreast Swing, Kiddie Auto.

**WALLACE BROS.' SHOWS**

EVANSVILLE, IND.

WANTED

**Circus Contracting Agent**

Can Also Use Good Circus Press Agent.

Contact:

**CRONIN'S CIRCUS**

Care The Billboard  
1509 N. Vine St., Hollywood 28, Calif.

**CAN PLACE**

Fast-stepping Candy Butchers. Georgia Boy, Milwaukee Duncan and others knowing me, wire as per route. Playing good territory. Lots of money.

**LOYD HALEY**

Care Dailey Bros.' Circus

**B & H AMUSEMENT CO.**

WANTS

Sober, reliable Wheel Foreman. Forty per week and bonus end of season. If married, can place wife in Concession. Ehrhardt, S. C., this week; then Barnwell, S. C.

## CETLIN & WILSON SHOWS

**CAN PLACE**—Young, attractive Chorus Girls for Famous Paradise Revue. Union salary.

**CAN PLACE**—GRIND SHOWS; will finance anything worthwhile.

Will Buy or Book Spitfire, Octopus, Rolloplane or Fly-o-plane with own Transportation.

**CAN PLACE**—Second Man for Ferris Wheels, Second Man for Smith & Smith Chairplane. Can also place a few Skilled Carnival Men in all departments.

**CAN PLACE**—Long-Range Shooting Gallery and Photo Studio; must be American.

**WE HAVE JUST CLICKED WITH TWO WEEKS OF 4-STAR BUSINESS. GET WITH THE SMASH HIT SHOW OF 1944. WE OFFER YOU THE BIG MAJOR FAIR ROUTE OF THE EAST AND ALL PROVEN BUSINESS. CELEBRATIONS AND STILL DATES.**

All Address, This Week, at Baltimore, Md.

P.S.—Johnny Ciaburri wants Operator for Cork Shooting Gallery.

## SCOTT EXPOSITION SHOWS WANT

Foreman and Second Man for A-1 Tilt-a-Whirl, Ride Help that drive semis, top salaries; Manager for Minstrel Show that can make openings, also Musicians and Performers. Legitimate Concessions, Custard open. No Gypsies, Percentage Shows or Rides wanted. Have Rides and ten Shows. Knoxville, Tenn., this week; 1st and Spring, Nashville, Tenn., next week.

## LAST CALL LAST CALL J. J. PAGE SHOWS

Opening Saturday, April 29, in Johnson City, Tenn.

WANT legitimate Concessions of all kind except Corn Game, Cook House and Grab. Good opening for Photos and Penny Arcade. WANT capable Ride Help for Merry-Go-Round, Ferris Wheel, Chair-Plane and Ridee-O. Can place Shows with or without own outfits. Want Musicians and Performers for Minstrel Shows. Will book or buy Roll-o-Plane and Octopus with transportation. Ray Carey wants Grind Store and Ball Game Agents. Everybody wire, no time to write.

J. J. PAGE SHOWS, JOHNSON CITY, TENN.

P.S.: Want High Aerial Free Act.

## GROVES GREATER SHOWS WANT

Agents for Stock Stores, Penny-Pitch, Hoopla, Jingle Board; Manager for Country Store. Will book Pan Game. Also Legitimate Concessions.

WANT Ride Help for Ferris Wheel, Chairplane, Merry-Go-Round. Top salaries. Joe Permenter and Marva, answer.

All replies to ED GROVES, De Ridder, La., April 17-22.

## WANTED WANTED WANTED

For Park, Permanent Location. Open Year Round.

Will book party with own up-to-date Photo Gallery that can get money; have permanent building 12 ft. front, 10 ft. deep for same. Wanted—3 Second Men on Rides that are willing to work and advance to Foreman. Want Man and Lady to take charge of Guess Your Weight and Age Concession. Want to hear from Free Acts that can work every day; state all first letter. No tear down, no set-up. Permanent address:

## NORTH BEACH AMUSEMENT PARK

103 ELM STREET

CORPUS CHRISTI, TEXAS

## BRIGHT LIGHTS EXPOSITION SHOWS WANT

Shows of all kinds. Legitimate Concessions of all kinds. Book or buy Merry-Go-Round, Kiddie Auto Ride. Ride Help for Octopus, Roll-o-Plane, Second Man for Wheel. Good opening for Slum Joints. Can place Free Acts. Write or wire JOHN GECOMA, Buchanan, Va., this week.

## Barnes-Olympia Off to Good Start At Chi Stadium

CHICAGO, April 15. — Barnes Bros.-Olympia Combined Circus (first time under this title) got off to a good start last night at Chicago Stadium in spite of a light rain during the early evening. The huge auditorium was better than three-fourths filled which, even discounting opening-night paper, was exceptionally good.

Stadium Corporation and Barnes-Carruthers have put together a fine show replete with gorgeous costumes, thriller acts and solid circus talent, and it was well received. Running time, about three-quarters of an hour too long, is being cut down today.

Show is well advertised. Some 200 24-sheet boards are being used, 100-line ads are carried in the dailies, and spot announcements are being used on all of the local radio stations. Jack Burnett, publicity director, is getting good breaks in the dailies, both pictures and stories.

## More Join Dodson At Stand in Monroe

MONROE, La., April 15. — Dodson's World's Fair Shows' engagement was successful in Alexandria, La., last week. Date here was under auspices of the fire department on the Plum Street grounds. Because of a soft lot in Alexandria, the show did not arrive here until Tuesday morning, but opened that night, reported Paul Barron, publicity director. Billy and Buddy Anthony, palmistry, closed their home in Miami and joined in Alexandria.

Arkansas Travelers, new hillbilly show to open in Little Rock next week, will be under management of Jesse Bishop, Station WAMB, Gadsden, Ala. General Manager M. G. Dodson has provided a novel rustic wagon front. Ray Cramer's World's Fair Oddities and Circus Side Show, Casa Manana Revue, Crystal Maze and College of Monkey Knowledge are leading grosses. Top-money ride is the Rocket, with the Fly-o-Plane second. Bob Perry's Speed Maniacs and Lion Drome opened here to good business. Jimmie Curry is in charge of the entrance. Emer Day, manager of bingo, reports excellent business.

## WANTED

Concessions — Bingo, Popcorn, Candy Apple, Candy Floss, Cane Rack, Knife Rack, Scales, Duck Pond, Darts, Pitch Till You Win and Novelties and Frozen Custards. Freaks or real Side Show Girls for Show. Roy Bailey can place Ride Help and Concession Agents. Will book or buy Tilt, Octopus, Whip, Elkton, Maryland, till April 28; Annapolis, Maryland, and Washington, D. C., to follow. Address as per route.

ROX GATTON, Mgr.

EXPOSITION & HOME SHOWS  
ELKTON, MARYLAND

## WANTED WANTED VICTORY UNITED SHOWS

Man to take over Bingo; real proposition; Joe and Winnie Jackson, wife. Pan Game Agent. Ride Man with Wife for Popcorn or Penny Pitch. Can place Photos, Mitt Camp, Hawaiian, Snake and Mechanical Shows. L. K. Carter wants Agents. Opening Webster, S. C., first week in May. Address:

PERCY M. JONES, Mgr.

Box 176

Webster, S. D.

## Stebler's Greater Shows

Want Rides not conflicting with what we have; good proposition for Roll-o-Plane, Octopus. Want Concessions—Cook House, Bingo, Photos or any legitimate Concession that can work for ten cents. Can use Agents of all kinds. Ride Help that can drive trucks. Lightning Johnson can use Performers for Minstrel Show, salary out of office. Address all mail and wires to J. E. STEBLER, Glade Springs, Va., this week; Damascus, Va., next week.

## GOLDEN GATE SHOWS

Pembroke, Ky., week April 17  
Want Ball Games, Pop Corn, Penny Pitch, Stock and Grind Joints. Have outfits for money-getting Shows. Want Grind Shows with your own outfit. Ride Help on Wheel and Chair-o-Plane that can drive trucks, come on. Good Griddle Man wanted. Office wants Agents. FRANK OWENS, Mgr., Golden Gate Shows, Pembroke, Ky.

## WANT

Chairplane First Man, Merry-Go-Round Second Man; Truck Drivers given preference. Top salary.

## LEW HENRY RIDES

Burlington, N. C., until May 6

## LONE STAR SHOWS

Troy and Villa Aves., Indianapolis, Ind., April 18-23.

Will buy Eli No. 5 Ferris Wheel. Must be in A-1 condition. Or will book Wheel with or without transportation. F. W. Wadsworth, get in touch. Have attractive proposition for your Bingo and Wheel. Can place few more legitimate Concessions. Have 10 Fairs in Illinois starting July 1. All mail to

J. R. McSPADEN

General Delivery, Indianapolis, Ind.

P.S.: M. F. Kaufman and R. M. Martin no longer connected with this show.

## BOSWELL'S AMUSEMENTS

HAVE CHANGED MY PLANS

Will play Philadelphia lots, opening May 1st. Have contracted Purvis Rides, and spot announcements are being used on all of the local radio stations. Jack Burnett, publicity director, is getting good breaks in the dailies, both pictures and stories.

THOMAS H. BOSWELL

5124 Chestnut St. PHILADELPHIA, PA.

## WANT TO PLACE

FOR THE SEASON

#5 BIG ELI FERRIS WHEEL and 24 SEAT SMITH & SMITH CHAIRPLANE. In park or seashore resort in southern part of country. These Rides are practically new and in A-1 condition. Apply to

D. Stack Hubbard

Main St., Centerville, Miss.

## HARRY CRAIG SHOWS

WANT

Secretary, Ride Help, Girl Show Manager, Fishpond and other Slum Store Agents. J. H. "Coog" Johnson wants Grind Store and Slum Skillo Agents. Altus, Okla., April 17 to 22.

## WANTED

Wheel and Coupon Agents for the best framed Concessions on the road. Everything new. Moe Kalen wants Agents that work for him. Contact him this week, Chattanooga, Tenn.; next week, Knoxville, Tenn.

Johnny Sheesley, Jr.

Mighty Sheesley Midway

## HALL BROS.' SHOWS

WANT FOR

STARKVILLE FAIR AND ARMY RALLY SHOWS AND RIDES NOT CONFLICTING. Foreman for Ferris Wheel; 25% and salary guaranteed. Ride Help on Wheel and Mix-Up. Agents for Grind Stores, Photos and Popcorn. All Concessions open. No "X." Grabo Henderson, answer. Can place your joints. Will give small Cookhouse good proposition. Five more Army Rallies, then to Tennessee and Kentucky. Address: GEORGE HALL, Starkville, Miss.

## Wanted—General Agent

RIDE HELP, CONCESSION PEOPLE  
Can Use Small Show. Have Top for Same.

HYALITE MIDWAY

Mangum, Okla., Uptown

## HEDY JO STAR

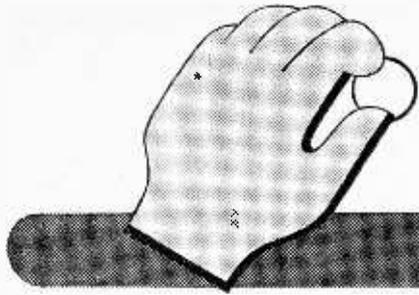
WANTS

Ticket Seller, Talkers for Girl Show and Beautiful Side Show. Tiny Cowan, Hopie Max, wire. Freaks of all kinds. Show is making it.

HEDY JO STAR, Care Arcade Shows, Freer, Texas

## WANTED TO BUY

Merry-Go-Round. Prefer Herschell or Spillman. Must be in first class condition, ready to run. Give full details, kind of organ and power unit. State best cash price. MURRAY JACKSON, 309 Fayette Ave., Bennettsville, S. C.



# 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—14*

## TRADE RECOGNITION

The coin machine trade will approach the post-war era with greater recognition as a part of American business. This recognition will provide some opportunities for the trade and it will also bring some problems in the field of taxation.

The coin machine industry is naturally classed with small industries. The Department of Commerce has set up a kind of guide-post for classifying firms into the field of small business or big business. Most firms in the coin machine trade fall in the small business group. There has been much discussion during the war about problems of small industries and small business firms in general. This means that the trade has a lot of sympathy on its side as a part of the thousands of American firms that belong in the small business group.

The fact of widespread recognition by the nation has important meanings for the coin machine trade. It is one of the prime factors in the wave of taxation that began some years ago and continues to spread over the country in relation to coin machines. An industry cannot grow to the place where it is recognized as a part of American business and escape taxation. In the decade from 1932 to 1942 the industry grew rapidly and became widely recognized as one of the new industries in the nation. It grew so fast and to such an extent that it could no longer be hid. Thousands of coin machines cannot be placed in as many thousands of locations and still be hid from those who have the power to tax and to regulate. This will be still more true in the future and the trade must plan for it. New locations will also appear and the placing of modern coin machines in them will make the trade more conspicuous than ever.

The coin machine trade in recent years has had volumes of publicity due to the wide recognition given to it by the country at large. In the late '30s most of the publicity was devoted to pinball games, and then the publicity trend shifted to juke boxes. Juke boxes have remained in the spotlight since because of the great importance given to music in time of war.

There are other general factors which also bring attention to the coin machine trade and give it importance as an industry. The existence of trade associations within the industry serve to focus attention upon it. These groups held meetings, sometimes announced programs, sometimes co-operated in civic pro-

grams and at times gained favorable publicity. Organized effort usually indicates that an industry has grown up and taken its place in national life. As taxation spread, tax reports were made and, in some cities, monthly reports which showed the amount of revenue collected from coin machine licenses were given to the press.

Most important of all in gaining recognition for the trade has been the federal government actions toward it. Perhaps the most important was the passage of a federal tax law which definitely brought the industry before the nation, classified its machines into general types and gave notice that it was doing much to help support the war effort. The many war emergency orders issued by government departments relating to the coin machine trade also got publicity in newspapers all over the country. If no other publicity or other means of recognition had been given to the trade, the acts of the federal government alone toward the trade would have served to put it in the national limelight as one of the nation's prominent industries. The future of the coin machine trade will be influenced by federal laws and executive orders issued by the various agencies.

Since it is now so definite that the coin machine trade is recognized as a small industry of national scope, the trade in its general planning should keep this in mind and try to capitalize on the more favorable aspects of its national recognition. Officials in the federal government contend that the trade will profit for many years because of the recognition given to it. In most cases agencies have been very considerate of the industry, have listened to its pleas and have tempered their regulations to help the trade if they could do so. Some of the standards set up by federal regulations should have a bearing on all future legislation. That is, if the coin machine industry itself has the initiative to take advantage of the federal laws and regulations and use them in influencing State and city laws.

In order to capitalize on the present recognition of the trade, there are certain definite lines of action that should be planned. All future organizations within the trade should capitalize on the recognition that has already been given to the trade and increase it. The industry is now widely recognized and cannot go backward. It must plan on improving its reputation in the future.

# CMI CALLS MEETING OF MFERS.

## "State of Industry" Is Topic For Dinner Program April 26

Gottlieb announces old-fashioned get-together of trade association members, guests — open meeting, floorshow to follow industry dinner

CHICAGO, April 15.—The first general meeting of coin machine manufacturers since Pearl Harbor has been called for Wednesday evening, April 26, by Coin Machine Industries, Inc., national association of coin machine manufacturers. Meeting will not be restricted to association members only; on the contrary, representatives from all firms who manufactured coin machine products before the war have been invited. Primary purpose of the get-together is to review and discuss in open forum the general conditions that confront the industry in the future.

"It will be an old-fashioned manufacturers' get-together," stated Dave Gottlieb, head of D. Gottlieb & Company. Affair will take place at Groetchen's Restaurant, 3929 West Madison Avenue, Chicago, owned and operated by Richard Groetchen, secretary of CMI and head of Groetchen Tool Company. Dinner will be served at 6:30 followed by an open meeting and a floorshow.

### State of Industry Report

A report will be made to members and guests of the association at the meeting on principal developments within the industry during the past two years, according to Gottlieb. This report will include such subjects as legislation, court decisions, government regulations, status of operators and distributors, and other conditions affecting the trade. In other words, it will be a general resume to bring the trade up to date.

Since Pearl Harbor, Gottlieb indicated, the trade has depended heavily upon the news and information services of *The Billboard* to keep abreast of industry developments and its outstanding contribution to the war effort, and these highlights of the past two years are to be summarized at the meeting.

That the coin machine industry has not projected itself prominently into the post-war picture is evidence that coin machine firms have been devoting 100 per cent of their facilities, time, energies and determination to helping win the war, according to Gottlieb. He pointed out that the coin machine industry, one of the first to curtail its peacetime production, has probably lagged far behind all others in matters of post-war promotion. (See CMI CALLS MEETING on page 78)

## Secret Service Pledges Help To Stop Slugs

CHICAGO, April 15.—Enforcement of the new legislation which makes it a federal offense to manufacture, sell or display slugs or tokens with the knowledge or intent that they may be used in vending machines has already received the attention of the U. S. Secret Service, it was revealed today by C. S. Darling, secretary of the National Automatic Merchandising Association, who stated that he and Nathaniel Leverone conferred with Frank J. Wilson, chief of the U. S. Secret Service, in Washington at his request.

Chief Wilson indicated that fullest co-operation would be given to enforcement of the law and halting the manufacture of slugs to prevent losses to the coin machine industry.

Co-operation on the part of operators and other trade members has been requested by the U. S. Secret Service, according to Darling, in promptly reporting usage and sources of slugs or tokens found in coin-operated devices.

Reports on types of slugs encountered, number of slugs, type of machines in which slugs are found and other pertinent information should be reported to offices of the National Automatic Merchandising Association, 120 South La Salle Street, Chicago 3.

## Questions and Answers On Interpreting the New Slug Law

In judging the merits of the new federal law on slugs, it can only be studied on the face of it, because there has not yet been time for any test cases to develop.

The law must be considered as a great victory in the long fight against slugs and is especially a credit to the vending machine trade. Neither the juke box trade nor the amusement games people have been so seriously faced with the slug evil as the vending machine trade. Possibly every type of machine has had some electrical contrivance to eliminate slugs if possible.

### How Will New Law Affect Those Who Sell Checks?

The first question to be asked about the new federal law was how it would affect distributors who display and sell the standard checks with holes in them for use in slots and payout games? It will be assumed that such checks or tokens made for a definite purpose and definitely marked for that purpose can be displayed and sold on the same basis that telephone and transit companies continue to sell their specially designed tokens or metal checks. The question is certain to come up for interpretation later, maybe for a test case in some court. If such checks or tokens are banned it would certainly affect the checks or tokens sold for use in telephone boxes.

### Will Law Stop Metal Stampings?

One primary weakness in the law is something that cannot be prevented. Apparently it will not reach the "boys in the machine shops" who make metal stampings to cheat coin machines. It would be very difficult, indeed, to prove that such men manufactured the metal stampings for use in vending machines, and therein lies a weakness of the law. In past years these metal stampings have been a problem in industrial areas. However, coin chutes were improved to catch such stampings. Fiber discs can also be cut in the same machine shops, and they prove to be the most serious type of slug. It would be extremely difficult for the federal government to obtain convictions for making such slugs. However, the severity of the law should prove a strong deterrent of any individual taking the risk of being proved guilty. The very severity of the law may prove of great value as time goes on.

### How Does Section B of the New Law Work?

Section B of the federal law is likely to prove the most interesting in the

future because it states an enforcement officer may issue a warning to to slug sellers, and if the firm fails to heed that warning this may be evidence of guilt in court. The coin machine trade will be greatly interested in one angle of this new law. It will give enforcement officers power to warn hardware and dime stores that in the past years had displays of and sold metal discs that were widely used for cheating coin machines. It would appear that under the new law the police officer could warn such a store, and if the store did not remove the displays and cease to sell such slugs then the store would be considered guilty. This may prove an interesting angle on the new federal law in the future in case some store should feel called upon to test such a law.

### Must the Enforcement Officer be a Federal Officer?

Under the new law the enforcement officer need not be a federal officer, but the crime is a federal offense.

### What Types of Coin Machines Are Covered by the Law?

The law is intended to prevent use of slugs in machines that actually vend merchandise or services. It may be applied to music machines on the theory that they vend music. It is not understood to apply to games and gaming devices.

### What Types of Slugs Are Permissible Under the Law?

The definition of the types of slugs covered by the law is very broad, but it is apparent that standard types of tokens may still be made for use in telephones, turnstiles, fare boxes, and we would assume also in slot machines and games. These tokens should have holes of definite size and shape to prevent defrauding vending and service machines, however.



FIRST SHIPMENT OF "VICTORY SMOKES" from Fairmore Music and Equipment Company of Reading, Pa., to Americans overseas was started on its way when check for smokes was handed to agent for Liggett & Myers. Frank F. Engel, head of the music operating firm, uses newspaper space and location placards to promote "Victory Smokes" fund from phonograph earnings.

## Parts Shortage Tracked to Door of Wisconsin Wonder

MADISON, Wis., April 15.—What happens to workable parts in scrapped pin games? Here, at last, is the answer: They are fashioned into gadgets undreamed of even by Rube Goldberg. Ray Bice, youthful member of the faculty at the University of Wisconsin, is the gadgeteer. What's more—they are helping to win the war!

Burglar alarms, "talkie" alarm clocks, mechanical instructors to teach code to naval training students, are some of the more complicated apparatus constructed from intricate and hard-to-get parts salvaged from pin games by Professor Bice, who, at the age of nine, trudded around La Crosse, Wis., repairing radio sets. When he was 13 he knocked off from school one day, went to St. Paul, where

he obtained a radio operator's license and promptly set up his own short-wave radio station.

### Code Teacher

The code-teaching machine, mainly pinball with a dash of wrecked stoker, operates something like a typewriter upon which the naval student transcribes signals which come to him thru a headset. When a mistake occurs a pinball registering device chalks up the error before the student's eyes. Stiff wires from the pinball-inspired typewriter make electrical contact with pools of mercury below the keyboard when keys are depressed. When the key struck does not coincide with the signal sent—and (See PARTS SHORTAGE on page 76)

# COINMEN YOU KNOW

## Eastern Flashes

### Central American Visitor

P. K. Samuels, Bogota, Columbia, coinman, is in the States on a buying tour which will cover many coin machine centers before his return home. He conducts a distributing and jobbing business in the Central American city and comes to the States regularly.

### In Town

Arthur Seegar, Ike Berger and Jack Goldberg, owners and operators of the Casino Amusements, Asbury Park, spent some time in town lining up additional equipment for the coming season.

### More Heat

Misses Ryan, Morgan and Olson, and Mrs. Feese, of Block Marble Company, ganged up on Harry Block demanding more heat. He got them not one, but two electric heaters. Where was he able to get the heaters? Well, he's not talking.

### No Cigars

Blame it on the war . . . not that it had anything to do with the birth of Michael Jeffrey Lowy, April 12 at the Fitch Sanitarium, but because Papa Lowy has no cigars to pass around.

### Wolcher Here

Lou Wolcher came from San Francisco to see George Ponsler's new shooting gallery.

### Fitz in Action

John A. (Bally) Fitzgibbons, with more fight in him than ever, is now president of Jafco, Inc., manufacturer of tubular coin wrappers. All the old-timers in the business will probably find his new offices a place to swap yarns.

## Here in Chicago

### That Man Mangan

Under the heading of "Mangan's Musings," *Tide*, news magazine of the advertising business, devoted nearly a page of its April 1 issue to the coin machine industry's one-man brainstorm and top-flight public relations expert—James T. Mangan, director of advertising and war promotions at Mills Industries, Inc.

The biographical feature pointed out that Ad Man Mangan's inexhaustible repertoire of ideas "covers everything from telepathic advertising to ways of winning the war." Said *Tide*:

"James T. Mangan has been something of a legend ever since he became advertising manager in 1927 of Mills Novelty Company, well-known manufacturer of slot machines, juke boxes, coke venders and, lately, of airplane parts. At one time or another, he has written self-help books on the Dale Carnegie order, evolved a plan to win the war thru ruthless, bond-selling 'commandos,' predicted the advent of advertising by thought transference and developed more morale-boosting schemes than he can remember."

Mangan started his career collaborating on movie scenarios for pioneer film studios in Chicago, later wrote copy for Chicago advertising agencies and a large jewelry firm before joining Mills.

### Why Bother With Planning?

"Post-war planning?" pondered Meyer Gensburg this week while en route from shop to office at the humming Genco war plant. "Why fuss around with something like that? Just give us 30 days and some material and we'll build the best game ever to come off our line."

"Have we any designs in mind—made any models—requested any materials for experimental purposes? No, sir. Anything we put together these days is shipped to Uncle Sam. But count us in the picture. We'll be ready when the shootin' is finished!"

### Joins Furniture Firm

Morgan Buford, formerly associated with Rock-Ola Manufacturing Corporation in engineering and plant management capacities, has been appointed fac-

tory manager of the Globe-Wernicke Company, Norwood, O.

### Leverone Not Superstitious

Nathaniel Leverone holds office in a business and civic organizations, and clubs, in addition to being chairman of the board of Automatic Canteen Company of America, operators of vending machines. He is president of the Anti-Superstition League, nemesis of black cats, ladders, 13's, Fridays, which he helped to found in 1933. Leverone's office number is 13, his car license is 1313. And the only bad luck he has had is in finding superstitious people around him. Recently he had to walk a half mile in white tie and tails thru a downpour because a superstitious doorman wouldn't park his car with the "hoodoo" license tag.

### Excuse Us, Please

The *Billboard* report on the arcade feature recently occupying a spread in *Life* ended with the question: "Any arguments?"

Perc Smith, "dean" of arcade men, rises to remark with an explosive "YES!"

It seems that Smith and other Exhibit Supply Company officials had a major hand in getting said feature in print. For one thing, they made most of the equipment featured, and had something to do with staging the scenes. Yet, even with bifocals and a magnifying glass, Perc couldn't find any mention of "Exhibit" in *The Billboard* story.

### Gottlieb a Pre-View Fan

Dave Gottlieb often enjoys a pre-view of pre-views in the recreation room of his home which is fitted with a motion picture projector and seats about 100 persons. How does he get the film ahead of Balaban & Katz, et al? His brother "Manny" is an exec with one of the major film producers.

"With a little luck," says Dave, "manufacturers may get to enjoy a preview treat at the CMI meeting April 26.

## Cincinnati

CINCINNATI, April 15.—First annual election and party for the Automatic Phonograph Owners' Association of Cincinnati was held in the Cincinnati Club April 11. Results of the election were: Sam Chester, Diamond Vending Machine Company, re-elected president; Charles McKinney, Ohio Specialty Company, re-elected vice-president; Charles Kanter, Ace Sales Company, re-elected secretary-treasurer, and the following trustees: Sam Butler, Ray Bigner, Wesco Novelty Company; Jack Cavanaugh, Interstate Novelty Company, and William Fitzpatrick.

There was entertainment by Wally Bollinger and his orchestra, and prizes were awarded. Elinor Batte, secretary in the association office, won the War Bond donated by the Sicking Manufacturing Company. Charles Kanter won an order for new hat donated by Sid's Record Shop. Howard Males won the box of shirts donated by Myer Sachs. The following donated 50 new records each: Decca Record Company, Schuster Electric Company, Columbia Record Company, Sam Klayman Record Company and Frank McNichols. These were awarded to Mrs. Ganzmiller, Phil Ostand, Sam Chester, Jack Cavanaugh, Louis Foltzer, William Fitzpatrick, John Nicholas, Ray Bigner, Sam Butler and Ted Williams.

## Detroit

DETROIT, April 15.—M. K. Harner, partner in Detroit Panoram, Inc., operating the bulk of the Parorams now on location in the Detroit area, has gone into the army. His partner, Don Kennedy, remains in charge of the business, with George T. Haskin handling service calls.

Max Lipin, head of Allied Music & Sales Company, spent the week in New York on a business trip.

Harry and Moris Goldman are continuing to operate the Motor City Music

## OPS MEET ORK LEADERS



AUTOMATIC PHONOGRAPH OWNERS' ASSOCIATION of Cincinnati at a meeting with Woody Herman, ork leader. Front: Sam Klayman, Ray Bigner, Sam Chester; Woody Herman, orchestra leader; Charles Kantner, Paul Cohen, Jo Weinberger. Second row: William Fitzpatrick, Abe Villinsky, Phil Ostand, Parry Katzanis, Lee J. Huber, Louis Lauch, Wilfred Fritz, Harry Hester. Third row: William Kaufelt, Marty Rosenblum, Louis Foltzer, Jacque Flaughter, Charles

Company, following a minor reorganization, and are acting as Rock-Ola distributors for the territory.

Auto City Candy Company, operating a route of venders, is increasing its capitalization to \$100,000 common stock. Company is headed by Ben Lefkowitz.

Woodrow McLennan, operating as the United Vendors, has opened an operating headquarters store in the north end of the city on John R Street.

### Syracuse Firm Incorporates

ALBANY, N. Y., April 15.—The Hamilton Machine Manufacturing Company, Inc., of Syracuse, has been incorporated with the secretary of state, authorized to deal in amusement machines of all kinds. Capital stock is set at 500 shares of no par value. Directors and subscribers to the capital stock, each with one share, are: Sheldon H. Hamilton, George A. Pappas and Vasillka A. Pappas, all of Syracuse. Papers were filed by Charles B. Close, also of Syracuse.

# THE MAY-BELL

A Console for Your Better Locations

Requiring fewer service calls than any machine on the market. 3 nickels and a quarter play . . . or 4 straight nickels.

For Full Details—Write

New Bally CLUB BELLS, Comb. Free Play and Payout. Re-Engineered.

\$349.50

Limited Stock.

New SUN RAYS, Free Play, Only

\$179.50

While They Last.

25% Deposit, Balance C. O. D.

PARTS FOR BALLY GAMES, Including Back Glass for All Bally 1-Balls. Let us know your requirements.

## SAM MAY INDUSTRIES

2000 N. Oakley Ave.

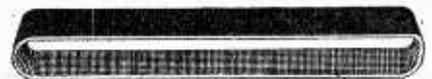
Humboldt 5497

Chicago 47, Ill.

# ESCALATOR BELTS

FOR ALL BALLY ONE BALL GAMES

IN ANY QUANTITY



75¢ EACH

## HARRY MARCUS CO.

816 W. ERIE ST.

CHICAGO, ILL.

### READY FOR LOCATION

- |   |  |
|---|--|
| 2 \$200-A Seeburg Phonographs . . . \$595.00 Each                       | 1 Seeburg 3 Wire 5¢, 10¢, 25¢ Bar Box . . . \$ 25.00 |
| 1 Colonial Remote Seeburg Phono. and 11 Wallmatic 5¢ Boxes . . . 710.00 | 2 Model 100 Wurlitzer Boxes . . . 10.00 Each         |
| 1 Colonial Seeburg Phonograph . . . 365.00                              | 3 Skyfighters . . . 345.00 Each                      |
| 8 320 Wurlitzer Wall Boxes With Stepper . . . 125.00                    | 2 Big Game Consoles . . . 65.00 Each                 |
| 18 Select Matic 30 Wire 8-24 Seeburg Boxes . . . 5.00 Each              | 2 Mills Vest Pocket Slots . . . 45.00 Each           |
|   | 1 Shoot Your Way To Tokyo, Like New . . . 289.00     |

MINT VENDING CO.

28 E. GOVERNMENT ST. PENSACOLA, FLA.

# ANOTHER WEEK NEARER VICTORY!

... — HELP BRING IT CLOSER—BUY MORE WAR BONDS

*W. Rabin*

## 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

**MACHINES FOR SALE**

All in A-1 Condition

**WURLITZER PHONOGRAPHS**

2 New 24 Victory Models	Each \$475.00
2 24 Victory Models (Used)	400.00
10 No. 816	99.50
2 No. 71	149.50
1 No. 41	124.50
1 No. 51	179.50
1 No. 412	60.00

**ROCKOLA**

10 Commandos	(Write for Prices)
20 Supers	(Write for Prices)
1 Spectra Box	\$275.00
1 Monarch	125.00

**SEEBURG**

1 Seeburg Vogue	\$350.00
1 Royal	189.50
10 Rockola Wall Boxes	35.00
5 Bar Boxes	35.00
5 Keeney Wall Boxes (Used 2 Days)	4.00
10 5¢, 10¢ & 25¢ Wall Boxes, Wurlitzer	35.00
All Kinds of Speakers	(Write for Prices)

**ARCADE**

3 Bally King Pins	\$325.00
1 Ace Bomber	400.00
1 Sky Fighter	375.00
1 Tommy Gun	210.00
1 Keeney Air Raider	285.00
1 Shoot Your Way To Tokyo	300.00
1 Hit the Jap	159.50
1 Chicken Sam	125.00
2 Rockola World Series	110.00
1 Western Baseball	110.00
2 Klee-Bal-Ette	119.50
4 Evans Ten Strike	69.50
1 Scientific Basket Ball	125.00
2 Tom Mix Guns	49.50
1 Keeney Aircraft	89.50
1 Bally Alley	69.50
2 Texas Lead	44.50
4 Keeney Submarine	225.00

**SLOTS**

2 Bally Slots, 5¢ & 25¢ (Like New)	Each \$149.50
1 Mills Lee Head, 3-5 Payout	89.50
2 Mills Mint Venders (Like New)	89.50
2 Vest Pockets	49.50
50 Yanks	8.00
10 Cent-a-Pack	4.00
5 American Eagles	7.50
20 Imps	3.00

**PINBALLS**

10 Keep Em	4 Sluggers	\$39.50
1 Flying	2 Seven Up	49.50
8 Yanks	1 Congo	49.50
1 Toplo	1 Bally Supreme	24.50
4 Victory	1 High Stepper	79.50
1 Mystic	1 Home Run	34.50
1 Monicker	4 Do Re Mi	59.50
2 Four Aces	1 Ten Spot	59.50
4 West Winds	1 Baker's Defense	47.50
1 Bosco	1 Ten Strike	24.50
1 Spot Pool	3 Miami Beach	59.50
5 ABC Bowlers	2 Jungles	65.00
5 O'Boy	1 Ballyway	60.00
2 1941 Majors	2 Band Wagon	55.00
4 Polo	2 High Hats	55.00
5 Venus	2 Cross Line	55.00
1 Tex. Mustang		

Send One-Half Deposit in Certified Check.  
Will Ship Balance C. O. D.  
Want To Buy 500, 600, 700, 800, 900, 750, 850  
and 950. Send Best Price in First Letter.

**F. & W. Amusement Co.**  
34 N. Cedar St. COOKEVILLE, TENN.  
Day Phone 125—Night Phone 352-W

**Vet's Plan, Better Pix, Service School and Revenue From Ads Spotlight Soundies Post-War Plans**

**Glimpse of Tomorrow**

Another in the series of discussions devoted to post-war planning in the coin machine industry.

CHICAGO, April 15.—A well-rounded set of post-war objectives has been set up by the Soundies Distributing Corporation of America here to help make movie machine operations more profitable. Firm, while a subsidiary of Mills Industries, operates independently and is primarily interested in the production and distribution of films to movie machine operators. It also has set up some model operations in several areas that don't conflict with established operators, however, in order to learn more about operators' problems and to gain experience necessary to improve both quality of firm's film output and the efficiency of its distribution system.

**Veteran's Plan**

Front and center in Soundies' post-war plans is a carefully formulated plan which will enable veterans of World War II to establish themselves as operators of movie machines, according to George P. Ulcigan, general manager of the organization. "We, at Soundies, are fully aware of the thousands of men who will be returning to civilian life to face the discouraging realities of unemployment. Our plan goes further than simply offering employment to American servicemen. Instead it enables qualified veterans to establish themselves in a business of their own.

"The Soundies plan calls for practically no cash investment. Equipment will be placed at the disposal of the veteran on a rental basis which provides for a nominal weekly payment for the use of Panoram machines and film. It also grants the veteran an option to purchase the equipment at an equitable pre-determined price. The rentals paid in may be applied against the purchase price, and attractive terms are provided for payment of the balance.

"The ex-serviceman is under no obliga-

tion to continue in business. He can prove for himself whether or not he is suited for this type of business. Veterans who qualify with the necessary experience, personality, integrity, mechanical aptitude and ability will be given all possible assistance in establishing a business on a sound and profitable basis in available territories."

**High Quality Pictures**

The second major objective of the firm is to continue to produce better pictures. "Success of Panoram operations hinges directly on the quality of the pictures in the machines. Nothing will help the industry more than top pictures and, inversely, nothing can harm more than films that are bad technically or make use of off-color material," Ulcigan declared. "In order to obtain the services of the best talent, films must be kept clean because no star is going to risk his popularity by being part of a production that's in bad taste."

In detailing Soundies film policy, Ulcigan pointed out that the firm's contracts with all independent producers

specifically state they must adhere to the "Hayes formula" that governs productions of all major film firms. Films must also be produced with full regard for standards of decency and shall be acceptable to censorship boards. Contract also holds producer liable for damages incurred as result of any film failing to obtain censors' okeh.

Before any Soundies film is released to operators, it is first sent out to censorship boards in Ohio, New York, Pennsylvania, Virginia, Maryland, Kansas, Chicago and Kansas City—all the boards there are. If these boards demand any changes, they are made before film is released to operators; but should the film fail to pass any of the boards, it is then scrapped. All posters and other advertising matter aimed to help promote play on the machines is also submitted for censorship before being released. "Since 70 per cent of the movie machines in operation are located in States where censorship laws apply, it is only natural that films acceptable in these areas are the same that go out to operators in other parts of the country," Ulcigan pointed out.

**Serviceman School**

Objective number three in the organization's planning is the operation of a servicemen's and operators' school, a project which Ralph McNamara, assistant treasurer, has developed in connection with model operations which the company is establishing.

The purpose of the Soundies training program is to develop a standard operating policy to set the requirements of all territories and eliminate the present differences in location percentages, rotation schedules, record keeping systems, etc. Firm also plans to produce an educational picture to train operators and servicemen. This will be distributed to operators so that they can show it on Panoram machines and train their servicemen in their own office.

**Extra Advertising Revenue**

Another step in post-war planning at the Chicago headquarters of Soundies is the consideration of providing local and national advertising films for use on all Panoram machines. According to Ulcigan, surveys have already been made to determine the number of people who daily view these machines. Altho the number of machines manufactured before the war limits this audience so that it may not be deemed profitable to use them for commercial advertising at this time, Ulcigan points out that space on Soundies programs in the future will represent a powerful advertising medium.

The firm has already acquired facilities with which to produce advertising films and is now working on a plan for operator participation.

According to Ulcigan, both sound moving pictures and silent slides will be used. He believes that the cost of the slides, which will be exhibited on the screen between regular Soundies selections, can be held to a figure which even local advertisers with limited budgets can easily afford.

Ulcigan explained that the "idle" time of Panoram machines exceeds playing time by almost nine to one. It is this idle time plus the attention getting power of moving pictures that opens a wide field for commercial advertising on movie machines. He estimates that a constant flow of commercial films and announcements might increase the cash playing time as much as 25 per cent in average locations. In other words, advertising films will not only provide an important new source of revenue to operators, but will serve to increase the cash collections from movie machines.

**Selectivity?**

Regarding selectivity for Panoram machines, Ulcigan stated that this feature had always been the aim of manufacturers, and predicted that it would arrive shortly after the war. Ulcigan declared that a combination of selective movie machine and phonograph would be the ideal and complete answer for movie machine operators.

When the selective movie machine is finally introduced, or one carrying more than eight pictures to the reel, the Soundies organization will be prepared to service them, Ulcigan said, in pointing out that continued research work by the Soundies has developed many improvements, including machine design, film handling, processing, etc.

**Hidden Machines Don't Pay --- Shown in Bottler Survey**

CHICAGO, April 15.—How many coin machines are located near the telephone booths in drugstores?

Probably far too many venders and games have been relegated to this spot which, on the basis of an interesting survey, is the poorest place in the store to attract customers. The prescription department is the second-worst spot for making impulse sales in a drugstore—and most transactions made by coin-operated games and venders are impulse sales.

Machines located near the soda fountain, however, ought to really click because seven people visit the soda fountain for every person going to the prescription department in the average American drugstore. The second best location, in terms of store traffic, would be the tobacco counter.

These and other pertinent observations, which coin machine operators should find valuable, were established in a survey conducted by a large national soft drink company. Purpose of the survey, results of which were published in *National Carbonator and Bottler*, was to determine just how to get the most out of merchandising floor stands which display bottled beverages. The location study actually produced interesting and effective information for boosting the sales volume of merchandising machines and even games. In fact, most of the arguments given for demanding proper display of floor stands apply even more fully to vending machines.

**Coinmen May Take Issue**

Reporting on the study, Robert Mendte says the floor stand represents display projected to its most perfect form. Coinmen may take issue with this, since the coin-operated machine claims distinction in this respect. Again, the writer, in outlining point-of-sale influences, gives the floor stand credit for actually making the sale. But the coin machine goes farther than this: It pockets the money instead of asking the merchant to ring it up on the cash register.

**Other Tips**

Survey also revealed many other points of interest to the trade. For instance, the best place to place a stand in a store is in the line of store traffic. Same goes for a vender or pin game. "Avoid the extreme front or rear of the store," it's pointed out. "Imagine that everyone entering the store stepped in black paint and tracked it thru the store. Store traffic would be heaviest where the black footmarks were thickest. Get your stand along this imaginary thick black line."

The best way to get the spot you want, it is revealed, is to pick it out and ask for it, selling the store owner on the fact that the profit margin is greater on beverage sales and he's cutting his own income by not "letting you put the stand on that spot," the survey shows.

Other points cited are: That traffic is heaviest on right side of the store and that right-hand locations out-sold left-hand spots 1.86 times; that the heart of the store is the cash register and the service counter, for there's where customer traffic is heaviest; and that stands must be moved around until the best spot is found.

**Self-Service Here To Stay**

"Self-service is going to play a big part in beverage selling," the survey concludes, "a greater part than it played before the war. The floor stand is going to be part of your sales force. A few years ago it became apparent that self-service was more than a trend. It had come to stay. Not because it made things easier for dealers; not because the large chains wanted it. It came to stay because the consumer liked the idea. He wanted to look around for himself."

Had this paragraph been written to wind up a vending machine article instead of one in behalf of floor stands, it couldn't be more apropos; for it is the convenience, display value and point-of-purchase merchandising that cashes in on "impulse sales" that makes the post-war future of vending machines so rosy.

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# MOVIE MACHINE REVIEWS

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date March 20.

### Program 1158

In *Pin Ups on Parade*, LEE BENNETT, as a soldier, sings and dreams of his collection of pin-up girls (THE DREAM DOLLS), who come to life during the dream. (Soundies.)

*This Is Romance*, song popular some years ago, is sung by LEE BENNETT. CORINNE and TITO VALDEZ and a chorus of six girls dance. (R.C.M.)

GARRY STEVENS and THE STARDUSTERS sing and CHARLIE SPIVAK'S ORCHESTRA plays *Papa Nicolini*. Song is about a cobbler, with scenes shifting from a bandstand to Nicolini's shoe repair shop. There are also five feminine bootblacks. (Minoco reissue.)

*Minstrel Memories* stars BILLY McDONALD'S ORCHESTRA which plays a medley of Stephen Foster's best-known tunes, including *Jeannie With the Light Brown Hair*, *Oh Susannah*, *Old Folks at Home* and others. There's a five-girl chorus and an unidentified girl vocalist. (Gould.)

DAVID BROOKS, who just closed at the Drake's Camella House, Chicago, sings *What Do You Do in the Infantry?* Setting is a barracks, with the soldiers returning from a hike. Includes shots of the infantry in action. (Soundies.)

*Girl From Amarillo* is a humorous song. RED STANLEY AND HIS RHYTHM MISSES perform against a ranch house setting.

CAROL DEXTER and WARREN HULL appear in *She Don't Wanna*, another old tune. Settings include the girl's apartment, a park and the home of a justice of the peace. (Minoco reissue.)

*Who's Been Eating My Porridge?*, sung by IDA JAMES to the accompaniment of the KING COLE TRIO, is about a girl who has come between the singer and her love. (R.C.M.)

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date March 27.

### Program 1159

AL TRACE'S ORCHESTRA plays and TRACE sings (in an unusually weird form of double-talk) *Lucky Polka*. THE LUCKY GIRLS (6) dance. Tyrolean costuming; night club setting. (Soundies.)

*I Want To Lead a Band* is sung by GENE AUSTIN and DORIS SHERRELL, the latter an attractive burnette with a peppy style. (Gould.)

*Jittarumba* shows what happens when five is mixed with the rumba. GINGER HARMON and HARRY BARRIS are featured, and there is a dance chorus of 12. (R.C.M. reissue.)

WINGY MANONE AND HIS BAND play *Deacon Jones*. Vocals are by Manone and three ork members. Bandstand setting. (R.C.M.)

*That's What I Like About Swing (Corn)*, is played by FREDDIE FISHER AND HIS SCHNICKELFRITZ BAND, with DORIS SHERRELL helping out on the vocals. Hillbilly costuming; setting is a country tavern. (R.C.M.)

THE FOUR GUARDSMEN, male quartet, and ROBERTA LEE sing *Buy a Swell Time for a Dime*. They wear chefs' costumes and dispense hot dogs. (Gould.)

*There's a Tavern in the Town*, with revamped lyrics, is sung by CLARENCE NORDSTROM. He's going to end it all but changes his mind before the reel ends. Tavern setting. (Minoco reissue.)

LOUIS JORDAN AND HIS TYMPANY FIVE, who have recorded this number

(written by Jordan), play *Ration Blues*. Setting is a bandstand, decorated with ration books. (Soundies.)

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date April 3.

### Program 1160

*My Heart Tells Me* is played by THE THREE SUNS, an excellent trio playing organ, guitar and accordion. Vocals by the organist. (Soundies.)

RED STANLEY AND HIS DING DOLL DOLLIES, all-girl ork, play and sing *Big Man From the South*. Vocals by the orchestra, and dancing by STANLEY. Bandstand setting. (Gould.)

*Three-in-One Revue* is something a bit different in the way of entertainment. Stars FRANK PARIS AND HIS MARIONNETTES. There are three separate mariquettes, "Bikey Mike," "Fannie and Her Fan" and "Sir Rollin D. Bones," a jiving skeleton. (Minoco reissue.)

WINGY MANONE AND HIS BAND play *I Lost My Sugar in Salt Lake City*, with CAROLYN GRAY doing the vocals. Bandstand background. (R.C.M.)

*Sleepytime Gal* shows singer DAVID BROOKS bidding his girl good night. Scene shifts to a cottage after they're married. (Soundies.)

ART DIXON sings the mournful ditty *I Wish I Died in My Cradle*. His romance is dead and he wishes he hadn't lived so long, too. (Soundies.)

*Plant a Little Garden* is a timely plug for Victory gardens, sung by THE SONG SPINNERS. Dance routine by one of the girls. (Soundies reissue.)

Pianist MEADE (LUX) LEWIS and singer DUDLEY DICKERSON combine talents on *Roll 'Em*, a boogie number. LEWIS gets in some hot playing, but his colleague is unable to match his pace. (Gould.)

## Tax Calendar May

ALABAMA: 10.—Tobacco use tax and reports due. 20.—Sales tax and reports due.

COLORADO: 14.—Sales tax and reports due. Use tax and reports due.

CONNECTICUT: 10.—Cigarette distributors' inventory reports due.

GEORGIA: 10.—Tobacco wholesale dealers' reports due.

ILLINOIS: 15.—Cigarette tax returns due. Sales tax and reports due.

KANSAS: 15.—Compensating tax and reports due. 20.—Sales tax and reports due.

LOUISIANA: 1.—Wholesalers' tobacco reports due. 15.—Wholesalers' and retailers' tobacco tax reports due. 20.—New Orleans sales and use tax and reports due. State sales and use tax and reports due.

MASSACHUSETTS: 15.—Cigarette distributors' tax and reports due.

MICHIGAN: 15.—Sales tax and reports due. Use tax and reports due.

MISSISSIPPI: 15.—Manufacturers', distributors' and wholesalers' tobacco tax reports due. Sales tax and reports due. Use tax and reports due.

MISSOURI: 15.—Retail sales tax and reports due. 31.—Soft drinks reports and payments due.

NEW MEXICO: 25.—Use or compensating tax and reports due.

NORTH CAROLINA: 10.—Tobacco dealers' monthly reports due. 15.—Sales tax and reports due. Use tax and reports due.

NORTH DAKOTA: 1.—Cigarette reports due.

OHIO: 15.—Cigarette use tax and reports due.

OKLAHOMA: 15.—Sales tax and reports due. 20.—Use tax and reports due.

RHODE ISLAND: 10.—Tobacco products' tax reports due.

TENNESSEE: 10.—Cigarette distributors' reports due.

UTAH: 15.—Sales tax and returns due. Use tax and returns due.

WASHINGTON: 15.—Compensating tax and reports due. Sales tax and reports due. Sales tax and reports due.

WEST VIRGINIA: 15.—Sales tax and reports due.

WISCONSIN: 10.—Tobacco products returns due.

WYOMING: 15.—Sales tax and reports due. Use tax and reports due.

## Candy Mfrs. Top 1942 Production By 64,000,000 Lbs.

WASHINGTON, April 15.—While vending machine operators had their troubles getting sufficient supplies of candy during 1943, confectionery manufacturers produced 64,000,000 pounds more candy in 1943 than in '42, according to Department of Commerce figures.

The report said the confectionery industry produced 2,600,000,000 pounds of candy in 1943 as compared with 2,536,-

000,000 pounds in 1942. This increase was due primarily to the great demand for confections by the armed forces.

The industry could have produced 21 per cent more candy in 1943 than it did in 1942, or some 700,000,000 pounds, if there had been no wartime restrictions due to a shortage of ingredients such as sugar, chocolate, milk and other agricultural products.

### Greeks Ration Tobacco

WASHINGTON.—Tobacco ration cards have been introduced in Greece, Europe's largest tobacco producing country. Until the cards are printed, cigarettes will be handed out on the basis of food ration cards.

### WILL PAY CASH FOR

#### PHONOGRAPHS

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STANDARDS	600 — 750E
DELUXES	800 — 850

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- SUNBEAM
- WEST WIND
- DO RE MI
- DOUBLE PLAY

#### 5-BALL FREE PLAY GAMES

Yacht Club	\$25.00	Paradise	\$42.50	Wildfire	\$49.50
Double Feature	24.50	Sport Parade	44.50	4 Roses	49.50
Broadcast	32.50	Flicker	44.50	Sea Hawk	54.50
Big Chief	37.50	Bandwagon	44.50	Ten Spot	59.50
Sparky	39.50	Leader	49.00	Snappy	59.50
Repeaters	39.50	Majors '41	49.50	Spot Pool	69.50
Stratoliner	42.50	Horseshoe	49.50	Texas Mustang	69.50

#### ARCADE EQUIPMENT

Chi Coin Hockey	\$250.00	Ex. Fist Striker	\$150.00	Gott. Skeeballete	\$85.00
Keeney Air Raider	265.00	West. Baseball	79.00	ABT Fire & Smoke	27.50
Keeney Submarine	220.00	West. DoL. Baseball	125.00	Pikas Peak	19.50
Bally Rapid Fire	225.00	Batting Practice	129.50	Gott. Triple Grip	18.50
		Keeney Tex. Leaguer	44.50		

#### TOKEN PAYOUT COUNTER GAMES

American Eagle	\$12.50	Liberty, 5¢	\$12.50	Acc, 1¢	\$7.50
Mercury	12.50	Daval 21	10.00	Acc, 5¢	7.50
Ginger	12.50				

#### CONSOLES

Jumbo PO, LateHd.	\$129.50	Keeney Kentucky Club	\$115.00	Gallop, Dominoes	\$100.00
Record Time	189.00	Sport Page, 1-Ball P.O.	65.00	Blue Grass, 1-Ball	195.00

25 LINCOLN LOW BOY SCALES \$34.50 EA.

Curved Glass for Evans Ten Strike \$2.75

Laval Marvelous Cleaner for Pin Ball Games and Phonographs. Gal. 2.00

1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

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Large Gears Complete with Brackets and Springs	\$3.00
Reel Strips, 3-5 or 1 Cherry Payout. Per Set	.55
Reward Cards, 2-5 or 3-5	.15
Payout Tubes, 25c Size (Without Cover)	1.75
Club Handles, Painted and Chromed	4.50
Payout Disc, 1 Cherry Payout. Per Set	7.50
Large Gear Comp. with Brackets & Springs for Jennings Slots	4.25

We Have All Types of Springs and Other Parts for Mills Slots.

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2170 TICKETS — \$36.50 PROFIT!

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Set \$2.50 Lots

25c extra per set in dozen lots—less than doz. \$2.45 per set. 25% Deposit, Balance C. O. D.

## VARIETY SALES 1200 N. Kedzie Ave. Chicago 51, Ill.

## WE WILL BUY

Exhibit Sunbeam, Double Play, West Wind, Do Re Mi at \$50.00 each. Stars at \$45.00. Also need Knockout, Air Circus and any late Pin Games and Consoles. Will pay \$325.00 for Seeburg Envoy, R. C. \$250.00 for Classic, \$100.00 for Rex, \$200.00 for Rockola Deluxe, \$220.00 for Rockola Master. Send us your list.

## THOMPSON MUSIC COMPANY

3214 McCLURE AVENUE, PITTSBURGH 12, PA. PHONE: LINDEN 8157.

## MACHINES—SAFES—RECORDS

Wurlitzer Victory Model 42 Phonograph, 500 Keyboard, Perfect	\$475.00	1 Mills 25¢ Cherry Bell, Knee Action, C.H., Etc.	\$275.00
7 Seeburg Wall-o-Matic Metal Covers	28.50	Plastic Sheets, 40x35, All Colors	10.00
4 Wurlitzer Model 120 Wall Boxes, Like New	29.50	Ex-Ray American Eagle Cig. Mchs.	10.00
4 Brackets for 120 Boxes, Ea.	2.50	2000 Used Records, Perfect Both Sides, Asst. Ea.	.10
2 Mills Jumbo Parades, C.P.	89.50	2000 Used Records, Good One Side Only, Ea.	.05
1 Bally Rapid Fire Gun	175.00	Roll-Around Heavy Duty Double Safes, Ea.	195.00

## SALESBOARDS:

Name	No. Holes	Per Sale	Buy while the Price War is on. Minimum order \$25.00. Order from this ad. Takes Maximum Profit Each
Victory Cigarette Boards	432	2¢	\$ 9.64 \$ 4.04 33¢
Victory Dollar Game	432	5¢	21.80 8.60 33¢
Victory Jackpot Charley Jr.	462	5¢	21.80 9.70 83¢
Victory Jackpot Charley	432	25¢	108.00 36.00 83¢

## TEXAS WHOLESALE NOVELTY HOUSE

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EXHIBIT

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SHORT STOP, LANDSLIDE, DUPLEX,  
LONE STAR, LEADER, PYLON

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# WAXING IS EVERYBODY'S BIZ

## Indie War - Baby Recorders Supply Missing Production For Jukes and Disk Retailers

### Ban-Blessed Platters Peacetime Question Mark

(Continued from page 12)

and limited their use to themselves, it might put a sudden end to all competition until someone doughed a factory of his own.

However, with the knowledge of this, two of the newer waxers have already contracted for their own presses. Feature, WOR's label, and the Lion label of Jack Robbins, head of Robbins-Feist-Miller, will be covered in the event some major closes a smart deal in Jersey or Pennsylvania.

It is generally agreed that the public now is not too particular about quality—either in the record (durability, etc.) or in the production. The indies say that a hot tune and a good ork and vocalist will sell records that are not the gems of perfection. They point out that home consumers of disks don't even know how to care for records—or what needles to use to protect the platter or bring out its best qualities. And since the general public patronizes the juke boxes, the same goes, it's claimed, for the disks supplied to the nickel machines.

#### Biggies Poo-Poo

The three big recorders poo-poo the idea that operators or dealers will buy records that are inferior when they can get the best names. They claim the little guys can't hope to compete on peacetime quality, variety, distribution, selling, advertising or discounts. The indies don't give even the 2 per cent to which the trade is accustomed. They may feel their span is short and want to make the most of it. The big three feel that when it comes to direct competition the others won't have the chance of a snowball in August. They say the indie business has been a pushover so far, that they're trading on a peculiar situation and that they were able to roll up into a snowman of considerable size, but come an uphill fight—they'll melt away.

The top-played tunes still come from the presses of the big three, but it's the indies that keep the rest of the slots filled. One wholesaler, who distributes 100,000 records a month to coin machines, rations his Decca, Victor and Columbia disks and makes the ops take a certain number of the smallest. The distributor does this not only because of the limited number of platters available, but because of deals and added discounts he can make with some of the indies. Frequently these indies are actually under-written

#### Raid?

NEW YORK, April 15.—A police car backed up to the curb fronting Meyer Parkoff's Atlantic Distributing Company showroom and several policemen stepped down and walked into the store. A few minutes later the uniformed officers of the law were loading juke boxes into the car. Raid? The word spread like wildfire along 10th Avenue and coinmen came a-running. Raid? Not at all.

The Automatic Amusement Machine Operators' Association had donated three juke boxes to the New York Police Department and to make sure the machines were in good working order had sent them over to Atlantic for a thorough overhauling. The police, grateful for the equipment, had their own truck make the pick-up.

by key distributors who advance dough for the disks even before they are pressed.

#### Allotment Unchanged

The big boys say that the percentage of records allotted to the jukes hasn't changed much in the last couple of years. That's practically an admission that they can't or won't supply the boxes, since demand in this branch of the biz has more than quadrupled since the war.

Of all the indies, Capitol Records has managed to get somewhat of a foothold, according to the trade. It is the opinion of some that Capitol copies the methods of one of the major three, and that it has set up sound and probably lasting business methods. Its chances of survival, it is believed, are pretty good.

Because of the use of a new twist, others, such as Keynote, may stay in business tho others fail. Keynote has, since its inception, catered to a definite strata of music lovers, hot jazzophiles who probably will still be a solid market when the heat's turned on. Others, such as Feature Records, Classic Records, etc., are reported to be making department store and other chain tie-ups that will help guarantee their existence.

While it is true that none of the new firms are making much of an impact on the public, it is not impossible that some of their names may become household words if the ban continues for another six months or a year. Couple this with the fact that the band leaders are becoming increasingly impatient. They feel keenly the loss of publicity that juke box and disk jockey play gives them. Some are threatening to jump their traces, break their contracts and record for any outfit that will distribute the disks. Action of this nature would certainly add flavor to the seething brew.

If more music pubs go into the record biz as they stoutly maintain they will, tying up the promising new band leaders; if the talent agencies hang out disk signs (making recording an imperative part of their booking contracts), and if new waxing firms continue to mushroom, the outcome is anybody's guess.

Had Edison known what would happen to his innocent-appearing little phonograph, the wizard of Menlo Park might have become the Hermit of East Siberia.

### What Do Ops Want In Post-War Phonos? Texan Has Her Say

STEPHENVILLE, Tex., April 15.—Interchangeable parts, easy-to-service mechanisms and three new models every two years are a few of the things that comely Jimmy Jones, cowgirl operator who does business under the Jones Coin Machine Company label here, would like to see in post-war phonographs.

Manufacturers should put out new models once every two years, according to Jones. Two of these should be floor-type machines; one, a large, impressive looking machine for the larger locations; the other, a smaller and lighter box for smaller cafes, drugstores, etc. The third model should be a small, compact, roll-away box for hidden locations.

"All machines should have the same mechanism, amplifier, etc.," she states, "so that parts would be interchangeable. The rollaway job would be best in a compact metal cabinet with all four sides and top removable so that servicemen

### Record Labels

A-1	Commodore	Liberty
Apollo	Continental	Musicraft
Asch	Decca	Odeon
Beacon	De Luxe	Okeh
Black & White	Dix	Premier
Bluebird	Exclusive	Savoy
Bluenote	Feature	Scandinavia
Brunswick	Harmonia	Seva
Capitol	Hit	Signature
Columbia	Keynote	Standard
Comet	Langworth	Victor

These are the labels that are available to retail dealers and juke operators thruout the U. S. Many are well known. However, some are new. The names and addresses of the recording-companies owning them may be obtained by writing The Billboard, 1564 Broadway, New York 19, N. Y.

## Ohio Phono Owners' Assn. Holds All-Day Conclave

Five hundred attend fifth annual banquet — records, taxes and national association prospects discussed at afternoon business sessions—Philadelphia and Detroit delegates attend

By WALTER W. HURD

CLEVELAND, April 15.—Several wounded servicemen from many battle areas were honored guests at the Fifth Annual Banquet of the Ohio State Phonograph Owners' Association, held at the Allerton Hotel here, April 13. The wounded soldiers were given two standing ovations by the 500 guests that made this an outstanding banquet in the history of the

association. Four army officers and a lieutenant commander of the navy were also guests. The presence of these men made the banquet a city affair rather than just a gala occasion for the trade association. The Cleveland chapter of the Ohio association took care of the plans and this group has a record for conducting affairs that rank with the best for any type of organization.

#### Business Meetings

The delegates from the various chapters met at the association headquarters in the forenoon to discuss many business topics in a closed session. The meeting lasted longer than usual because there were a good many questions to be considered.

In the afternoon, an open meeting was held at which invited guests were present. The attendance of the Ohio operators was less than usual because of the length of the forenoon session, but the presence of a delegation of music operators from Detroit, and also from Philadelphia, added much to the discussions of the afternoon. Practically all of the local chapters in Ohio were also represented by one or more delegates.

#### Record Comments

When the afternoon session was called to order, the chairman announced three general topics for discussion so that speakers could be guided by general questions. These topics were records, taxes and the prospect for a national association. Distributors representing three record manufacturers were present and each was called upon to make whatever statements he could about the situation. Operators were especially anxious to hear some news about increased supplies of records and also improvement in quality.

The record dealers said they could not make any promises now of increased quantities because labor shortage was the real problem. All agreed that increased allotments of shellac would greatly help if there was sufficient labor available. The record men would not commit themselves about post-war prospects, except that they expect the quantity and quality of records to be just what the operators want.

#### Tax Discussion

Discussions of taxes proposed by cities (See Ohio Phono Owners' on page 72)

### Philly Mayor Lays Plans for City's Teen-Age Clubs

PHILADELPHIA, April 15.—Tentative plans for the groundwork of a city-wide system of teen-age clubs were outlined last week by Mayor Bernard Samuel at a meeting with youth-conscious citizens and agencies at the Funfield Recreation Center. Among the 80 attending was Jack Cade, business manager of the Philadelphia Music Machine Operators' Association, which has endorsed the city's teen-age club program. At present there are only 11 teen-age clubs in the city and the association has had a hand in organizing or sponsoring most of them.

Mayor Samuel characterized the teen-age club system as an attempt to create diversion and entertainment to fill youth's needs for companionship and activity. It marked the first time that a city official here has come out in favor of the teen-age clubs.

"It will be your duty," Mayor Samuel addressed the meeting, "to assist this youth movement in its organization and also during its operation. It is not your duty to direct it or interfere in any way with the boys and girls of teen-age, who will carry on the work. In a few short years these same boys and girls will be called upon to take over the reins of our national, State and municipal governments, and this experience in self-ruled organizations will point toward that objective."

#### City Offers 43 Buildings

The mayor pointed out that the proposed program is to go far beyond the city's existing recreational program. Officials offered the use of 43 recreation buildings thruout the city for the setting up of teen-age clubs. It is hoped to have the first of the clubs in operation by May 1.

would have easy access to all parts. Another important point is that a cover should be placed over the amplifier if it is placed beneath the changer mechanism (See What Do Ops Want on page 71)

### Cab. Tax Boosts Patronage of Balto Phono Locations

BALTIMORE, April 15.—The 30 per cent cabaret tax is causing no headaches for music operators here. In fact most music men feel that night club patronage is shifting to the taverns and restaurants. Play on music machines in liquor locations is holding up well, operators state, altho preponderance of opinion is that takes have not appreciably increased.

One bright spot in the local music picture is the improvement of record supplies, especially of hillbilly disks which go well with war workers here. While ops are pulling for another *Pistol Packin' Mama*, the current favorites are getting a satisfactory play, as are reissues of former pop favorites.

Shortages of tubes, heads and other replacement parts are termed the biggest headache. Tube situation is the worst, with operators scouring all available sources of supply. Even operators and distributors, who up to now were well stocked, are beginning to feel the pinch. Some operators are using rubber in their head replacements and report it more durable than other available materials. Other parts are harder to obtain, but the trade here is constantly overcoming such obstacles in its determination to keep every available machine in constant use.

### Modern Music Sales WOR Feature Distributor

NEW YORK, April 15.—Modern Music Sales, a subsidiary of Modern Vending Company, has been appointed exclusive distributor for the States of New York, New Jersey and Connecticut for the new Feature record label pressed and released by the WOR Recording Studios. Nat Cohn, Modern president, also advises that until additional territories are assigned his firm will distribute WOR records nationally. Cohn is also handling local distribution of the Aeropoint Needle.

## POPULAR RECORD RELEASES

(Continued from page 18)

- Going My Way ..... Bing Crosby (John Scott Trotter Ork) .... Decca 18597
- It Ain't Fur It ..... Tampa Red .... Bluebird 34-0711
- I'll Get By ..... Ink Spots ..... Decca 18579
- Lonesome Road Blues ..... Slim Tex ..... Continental 3013
- Long Ago and Far Away ..... Jan Garber (Bob Davis) ..... Feature 1002
- Look Who's Taikin' ..... Ted Daffan's Texans (Leon Seago) ..... Okeh 6719
- Mop! Mop! ..... Louis Jordan and His Tympany Five ..... Decca 8659
- Pedro From Chile ..... Charles Wolcott .... Decca 23318
- People Will Say We're in Love ..... Jan Garber (Gwen Davies) ..... Feature 1002
- Rock and Rye Polka ..... The Jitterettes (Donald Musette Ork) . Continental 3015
- So Good ..... Bea Booze ..... Decca 8658
- Some Day I'll Meet You Again .... Ink Spots ..... Decca 18579
- Strawberry Roan ..... Cowboy Rogers ..... Continental 3013
- Swinging on a Star ..... Bing Crosby (Williams Brothers' Quartet) and John Scott Trotter Ork) ..... Decca 18597
- Swinging on a Star ..... Gray Rains ..... Hit 7086
- The Day After Forever ..... Gray Rains ..... Hit 7086
- There's a Star-Spangled Banner Waving Somewhere ..... Dick Haymes and the Song Spinners ..... Decca 18560
- The Swoon Song ..... Sula's Musette Ork (Don Baker) ..... Continental 1142
- These Young Men in Blue ..... Bea Booze ..... Decca 8658
- Tico-Tico ..... Charles Wolcott .... Decca 23318
- You Gonna Miss Me When I'm Gone. Tampa Red .... Bluebird 34-0711
- You'll Regret It Some Day ..... Singin' Sam ..... Beacon 7150
- Wolf's Polka ..... Sula's Musette Ork (Don Baker) ..... Continental 1142

### POP. ALBUM REVIEWS

(Continued from page 19)

particularly for *Embraceable You*, *But Not for Me*, *Bidin' My Time* and *I Got Rhythm*, all familiar and all getting grandiose orchestral accompaniment at the command of Georgie Stoll's stick. A male quintet is also on the vocal assist with Leo Diamond's Harmonica Quintet added for the *Bidin' My Time* ballad. Mickey Rooney, a far better drummer than a singer, adds more to the merchandising appeal of the package than to the actual spinning. Is hardly tolerable for *Could You Use Me?*, which side he shares with Miss Judy, and just gets by with the more suitable bad-boy lyrics for *Treat Me Rough*. In all, the album, as a *Girl Crazy* show-case, leaves much to be desired, even in the singing of Miss Garland, who pitches her voice and style to a screen audience and not for the intimacy of a disk audience in the home. Even Decca has done better with Gershwin music in several early albums containing most of these selections. This album, with all due respect to its merchandising appeal, leaves the listener with an empty feeling.

**HARRY JAMES (Columbia)**  
"I'll Get By"—FT; VC. "Flatbush Flanagan"—FT.

Making a strong bid for return to popular favor, *I'll Get By* should derive further stimulation in the re-issue of Harry James's original interpretation of the yesteryear hit ballad. For added measure to call attention to the side, it's the singing of Dick Haymes for the lyrical expressions. Applying to it a bright rhythmic beat, with the tempo set at a moderate pace, Haymes starts the spinning with the string section and the maestro's muted trumpet sharing a second stanza. The warbler picks it up again for the last half of another chorus to carry out the side, which was orig-

inally mated with *Lost in Love*. The label, incidentally, is in an enviable position in proportion to the song's building in popularity circles in that Teddy Wilson also recorded the tune for Columbia and Jack Jenny offered it up on a Vocalion disk. Mated side is James's own riff-ridden jump opus, *Flatbush Flanagan*, originally coupled with *I Never Purposely Hurt You*. An instrumental all the way, the jump-inspiring composition finds the ensemble in a solid groove with solo flashes cut in by the maestro's horn and the tenor sax.

Both re-issues stack up as strong sides for the music machines. The revived "I'll Get By," having the advantage of the motion picture tie, also brings back Dick Haymes for the vocal. And "Flatbush Flanagan" is a bright and breezy jump dish that spins just right for the teen-age fans.

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# TOKEN TAKE ALARMS OPERATORS

## 235 Op Reports Show Token Collections Soar to 4,891

**Jamming of machines and delivery of merchandise reach alarming proportions — NAMA recommends one-inch token size, withdrawal of midget chips**

CHICAGO, April 15.—Trouble and losses caused by nuisance-sized ration tokens have reached serious proportions in the coin machine industry as 235 reports from vending machine operators reveal 4,891 blue and red tokens found in their vending machines for the period ending April 8. This number of tokens was distributed among only 1,888 vending machines. With an estimated 3,000,000 penny vending machines in operation, based on a 1941 survey, some idea of the staggering losses operators will experience from the midget tokens in the future is obtained, particularly if they remain in circulation after they no longer have any food values.

If it were simply a matter of finding tokens in their machines, operators might prize these fiber "coins" highly, since 4,891 red tokens, for instance, would authorize the purchase of a quarter of a ton of choice sirloin steak. But the tokens jam machines, occasioning additional service calls and reduce machine earning time, not to mention the irritation caused to would-be patrons of the venders. On top of all that, the tokens frequently cause the venders to "pay" in gum, confections and nut meats.

### 3-Way Survey Made

A three-way survey being conducted by The Billboard, the National Automatic Merchandising Association and Northwestern Corporation, also reveals that there have been 1996 instances reported where ration tokens caused vending machines to deliver merchandise.

The total number of machines jammed by the tokens up to April 8 was reported as 626, occasioning serious losses of operator servicing time and machine earning time.

A total of 1888 vending machines are reported to have contained one or more of the tokens.

The above figures are based upon a total of 235 reports received from vending machine operators thruout the country.

Commenting upon the alarming

volume of tokens found in vending machines and the trouble they are causing and will continue to cause coinmen, C. S. Darling, secretary of the National Automatic Merchandising Association, said: "We are continuing a vigorous fight against the new food tokens and are hopeful of a successful outcome. Our association hopes to obtain action for withdrawal from circulation of these tokens before their effect becomes even more disastrous."

### Ask One-Inch Tokens

Darling pointed out that OPA has requested the industry's recommendations as to size of a new token to be substituted for the nuisance-sized token. The association intends to recommend a token which is one inch in diameter unless operators or members find some objection to this size.

It is important that operators continue to make full reports either to The Billboard or to the NAMA offices, 120 South LaSalle Street, Chicago. This information is submitted to OPA officials in Washington to prove the extent of losses and troubles being experienced by operators.

## Kentucky Bill Proposes Cigarette Tax Boost

FRANKFORT, Ky., April 15.—Cigarette vending operators are watching progress of proposed bill introduced in the general assembly which would hike the State levy on cigarettes from two to four cents on 15-cent brands and from one to two cents on 10-cent brands.

Under the proposal, 90 per cent of the money collected would be earmarked for a service bonus and 10 per cent would go into the State administrative fund.

Cigarette tax revenues, meanwhile, collected by the State continued an upward trend during February, amounting to \$212,623.16 this year, as compared to \$188,293.16 netted during the same month last year.

## No Equip. Problem For Mass. Cig Ops; Eyes on Post-War

BOSTON, April 15.—Altho the number of coin-operated cigarette vending machines in Massachusetts has been considerably reduced since the beginning of the war, operators in this territory are struggling with a greatly increased volume of business, hampered by labor and material shortages.

According to Walter Guild, managing director of the Cigarette Merchandisers' Association of Massachusetts, between 9,000 and 10,000 machines were in use in this area directly before the war. With the advent of gas rationing and other war emergencies, the number of machines was reduced by the closings of gasoline stations and roadside stands. About 2,500 machines were withdrawn from operation almost immediately. But at least 500 were returned to operation thru installations in war plants thruout the State. At the present time there are more than enough machines to fill all locations asked for, but post-war developments will pose many a problem.

### Post-War Problems

Because of the ease with which soldiers have been able to get cigarettes, the post-war demand will undoubtedly be tremendously increased, just as it was after the last war. Many returning from the fronts will be interested in vending machine routes. Very likely the number of machines in operation will increase enormously.

For one thing, there probably will be many new manufacturers entering the business. Competition will be sharper. "That is one of the many reasons," he said, "why we are maintaining strong association here. We must be able to meet all problems as they come up."

Another post-war possibility foreseen by Guild is the electrically operated machine, which will pose problems of wiring and the compliance with State and municipal safety laws.

## OPA vs. Mars, Inc. Re-Trial Set for K. C. Federal Ct.

KANSAS CITY, Mo., April 15.—The Office of Price Administration and Mars, Inc., Chicago candy manufacturing firm, will clash in court here for the second time April 24. Judge Charles J. Vogel, of Bismarck, N. D., will preside over the Federal Court trial.

In the first trial, OPA charged that the candy firm had reduced the size of bars in violation of pricing regulations. A jury returned a verdict in favor of the corporation. OPA has obtained a re-trial on the ground that the trial judge failed to give proper instructions to the jury.

## OPA Sets Ceilings on Book Matches

WASHINGTON, April 15.—Dollar and cent ceiling prices on both manufacturer and retail sales of book matches with non-commercial designs on the cover have been established by the Office of Price Administration here. Exempted from the order are designs especially imprinted for commercial purposes.

Manufacturers' prices are \$3.60 per case except in the West Coast area, where \$3.75 is the price per case.

Ceiling on independent retail stores is 14 cents per caddy of 50 books, while chains and super-market ceiling is 13 cents per caddy or two for 25 cents.

## A-1 RECONDITIONED BULK VENDORS

### NORTHWESTERN

Standard 1 1/2 Merchandiser	\$ 6.00
Standard 1 1/2 Merchandiser	9.50
Model 39 (New)	7.00
Model 39	7.00
Model 39 Bell (New)	10.95
Model 33 Ball Gum Vendor	6.50
Model 33	5.75
Model 33 (Porcelain)	6.75
Model 33 Junior (New)	6.50
Model 40	6.00

### COLUMBUS

Model 38 "Tri-Mor"	\$25.00
Model 39 "Bi-Mor"	17.50
Model "M" with Vice Grip Locks	6.50
Model "B," 5¢	6.00
Model 34 Ball Gum	5.50

### VICTOR

Model "V" (New)	\$ 8.50
Topper (New)	7.95
Topper (Porc., New)	8.95
Universals	4.50

### SILVER KING

Silver King (New)	\$ 7.50
Prize King—Ball Gum (New)	7.50
Prize King	5.00

### MISCELLANEOUS VENDORS

Lucky Boy Ball Gum	\$ 4.50
Champion Ball Gum	3.75
Robbins Duo, 2 Comp. (New)	12.50
Master 1 1/2 Novelty	6.50
Jennings In-a-Bag	9.00
1¢ Hot Peanut Vendor	6.00
Yu-Chu Ball Gum	3.75
Snacks, 3 Comp. with Stand	12.50
Variety Shop, 5 Comp. with Stand	12.50
Ideals, 1¢ Peanut Vendor	4.00

## A-1 RECONDITIONED REEL

### GAMES

Wings (5 Reel, Cig. Symbols)	\$ 9.95
Pok-o-Reel (Poker Symbols)	9.95
Klix (Blackjack Symbols)	9.95
Yankee (Comb. Fruit & Cig. Symbols)	9.95
Imps (Cigaret Symbols)	5.95
Imps (Fruit Symbols)	5.95
Cubs (Cig. Symbols)	5.95
Cubs (Fruit Symbols)	5.95
Case of 6 Imps or Cubs	30.00
Marvels, 1¢ Token Payout	12.50
American Eagles, 1¢ Token	12.50
Mercury, 1¢ Token (Cig. Symbols)	12.50
Tots, 1¢ Token Payout	12.50

## A-1 RECONDITIONED NOVELTY

### GAMES

Bingos	\$12.50
Crisis Cross	10.00
Master Penny Back	17.50
Flipper	4.95
Slap the Japs, 1¢ (New)	7.95
Defense (New)	7.95
Kicker & Catchers	25.00
Plikes Peaks	19.50
3-Way Grip Scales	19.50

## POSTAGE STAMP VENDORS

Shipman De Luxe, 1¢ and 3¢	\$25.00
Roll Type (New), 1¢ and 3¢	65.00

### SLOT MACHINES

Mills 5¢ War Eagles, 2/4	\$125.00
Mills 5¢ Wolf Head, 2/4	90.00
Watling Roll Type, 5¢, 3/5	100.00
Jennings 4 Star, 5¢, 3/5	150.00
Jennings 4 Star, 25¢, 3/5	225.00

## VENDING MACHINE

### ACCESSORIES

Spanish Peanuts, 30 Lb. Ctn.	\$ 6.30
Jumbo Salted Peanuts, 30 Lb. Ctn.	7.80
Single Vendor Stands	2.50
Wall Brackets	75
Glass Globes	1.25
Double Machine Stands	3.50
1¢ Coin Counters	1.25
1-5¢ Coin Counters	1.25

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In Lots of 5 or More Machines 27.50 Each

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# Traveling Arcade Ops Anticipate Big Season

CHICAGO, April 15.—Loading 100 to 150 pieces of arcade equipment every Saturday night and pushing on to a new location a hundred or two hundred miles distant doesn't appeal to most arcade operators, but the intrepid arcade men who travel from Coast to Coast with the nation's leading carnivals are preparing for the biggest season in years—if the weatherman is on their side.

Many of the arcades have already hit the road and others are getting equipment in shape for bow-in dates in the next few weeks. Arcade of Bertha McDaniels is again one of the features on the Johnny J. Jones Exposition this season. Show has been on the road for three weeks, already having played Augusta, Ga., and Charleston and Florence, S. C. Charles Shepard is readying his equipment for the opening of the Royal American Shows' tour at Evansville, Ind., April 26, and Dick Johns is preparing for the May bow of the Gooding Greater Shows in Ohio.

Walter King has his Penny Arcade on the Happyland Shows which opened April 1 in Dearborn, Mich. Down Texas-way Ada Bishop is running the arcade on the Arcade Shows now playing Freer, Tex., after a successful winter in the

Rio Grande Valley. S. A. (Bill) Kerr, after several seasons off the road, is back again with his arcade on the John H. Marks Shows which opened April 3 in Richmond, Va.

### West Coast Arcades

On the West Coast traveling arcades are also getting ready for the outdoor season. Already on the road since January is the Crafts Shows, which owns and operates its own arcade. Charlie Albright has equipment on both the Foley & Burk and the West Coast Victory Shows, which bowed about the first of March and is well along on its route by now. Another successful West Coast traveling arcade operator is Elmer Hanscom. Two years ago his arcade was on the Arthur show and last year he switched to the Frock & Meyer Combined Shows that played nearly all winter on a corner lot near South Gate, Calif. Hanscom still has his equipment in the barn but will take it out as soon as the weather warms up.

West Coast operators are especially enthusiastic over business prospects this season since the lifting of dim-out restrictions will permit them to flash up their fronts more attractively than last year. Biggest money-makers last year on West Coast traveling arcades, according to Hanscom, were Western Baseball and Photomatics.

The best example of the close tie between outdoor show business and the coin machine business is the traveling arcade operator. To be successful he must possess all the knowledge from the coin machine side of the fence plus the love of "keeping on the move" and the flair for showmanship so vital to success on the midway.

During the past two years some outdoor operators have forsaken the road to duck transportation headaches. Instead they've set up permanent installations in resort and war-worker areas. But there's no known cure for "itchy feet" (the desire to keep moving)—so it's only a matter of time before the stay-putters will be on the road again. Meanwhile those who've hit the trail this year are looking forward to the type of business this season that will make whatever troubles encountered seem more than worth while.

## ARCADE MACHINES

### FOR SALE

1 Chicago Shoot the Jap	\$150.00
2 Scientific Batting Practice, Ea.	105.00
1 Evans Tommy Gun	150.00
1 Exhibit Bowling	80.00
3 Ten Strikes, Ea.	50.00
2 World Series, Ea.	70.00
1 Skee Ball-Ette	50.00
2 K. O. Fighters, Ea.	135.00
2 Scientific Skee Jumps, Ea.	100.00
2 Keeney Anticraft, Ea.	70.00
1 Muto. Hurdle Hop	70.00
1 Baker Sky Pilot	150.00
2 Bally Allies, Ea.	50.00
1 Ex. Motor Racer	100.00
1 Chicago Hockey	215.00
2 Seeburg Hockeys, Ea.	75.00
2 Exhibit Bicycles, Ea.	100.00
1 Chicken Sam	125.00
1 Bally Rapid Fire	215.00
10 Gottlieb 3 Way Grips, Ea.	16.00
10 Scientific X-Ray Poker	85.00
15 Int. Mutoscope Reel Picture Machines with Reels and Stands, Ea.	35.00
Roovers Pre-War Tape, Per Lb.	2.00

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## DINTY MOORE

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2 Wurlitzer Skee Ball Alleys, 15 Ft.	150.00
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2 Ten Strikes, Each	45.00
5 Chicken Sams, Each	100.00
1 Jennings Roll in Barrel	100.00
1 Mutoscope Lift-O-Graph With Monkey	175.00
2 Knock Out Fighters (2) Men, Each	100.00
2 Exhibit Rotary Mdse. Push, Each	100.00
25 Buckley Diggers, Each	75.00
1 Mutoscope Bang Away, Cost \$300.00	150.00
1 Deluxe Western Baseball	100.00
1 Set 6 Cockeyed Circus	250.00
1 World Series Ball Game	75.00
1 Electric Music Box With Rolls	75.00
25 Counter Machines, Each	25.00
20 Card Venders, Each	15.00

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# LOCAL OPERATORS PREFERRED

## Covington, Ky., Strives To Restrict Business to Residents

Amended ordinance lifts pin game fee but requires operators to have lived in city for two years—seen as part of much discussed national trend to regulate new businesses in post-war period

COVINGTON, Ky., April 15.—The city commissioners here recently amended its occupational license ordinance to make some important changes in the regulations governing coin machines. The amendments quadrupled the tax on juke boxes and removed the fee on pinball machines, and also stipulated that those who operate coin machines, especially juke boxes, must have lived in the city for two years.

There is considerable discussion in official circles as to whether the new license plan would have repercussions later. It follows in a long train of political events which had their reaction on coin machines being operated here. The city manager explained that the reason for the residency requirement was to pre-

vent "outside interests" from operating machines in the city. One city official explained that the reason for removing the pinball license was to give the city better control over their installation and operation. Another official said there were about 150 pinball games operating in the city which had been brought in after slots had been removed from locations.

### Biz Regulation Trend

The requirement of residence in the city in order to operate coin machines puts Covington (second largest city in the State) in the class of cities and States that are hoping to regulate entry into certain types of business. This is a trend that is likely to increase during the next two or three years. Some notable experiments have been made in the past by certain cities about setting up requirements for those who would own or operate coin machines within the city limits. The most notable of these in recent years was that of Miami, when the city ordinance was passed which would grant licenses for operating juke boxes on the basis of one machine for each 265 people in the city. The Miami plan had some scientific basis in the background and may eventually become a basic idea for cities in deciding the number of business enterprises that may be set up within the city.

The new Covington license follows a plan that has been tried in a number of cities where officials said there was a definite need to prevent too many operators coming into a city and crowding out local men who were in the business.

### Part of National Movement

These recent local trends in relation to coin machines are merely a part of a



PERSONNEL OF NEWLY FORMED Dallas headquarters of United Amusement Company, snapped in front of building previously occupied by George Prock & Company. New firm has branches at Houston and San Antonio following merger of firms headed by Prock, K. F. Wilkinson, San Antonio, and Horton and Williams, Houston. All heads of firms involved in the merger will remain active.

### Odd-Penny Drink Prices May Bring SOS on Coins

NEW YORK, April 15.—It will take 412,000,000 pennies thruout the country to handle liquor and other alcoholic beverage sales as a result of odd-penny prices, Joseph Maguire, president of the United Restaurant and Liquor Dealers' of Manhattan, told OPA officials here.

Maguire made the statement when he asked OPA regional administrator Daniel P. Wooley to consider other proposals as a way out of "an impossible situation" resulting from the new excise taxes which recently went into effect.

national trend that is being widely discussed behind the scenes in high government circles and also in many lines of business. A reason for this discussion is the prospect of a general shuffle at the end of the war of individuals and firms trying to get into new lines of business, with the result that some trades will be over-crowded to a certain extent.

A few weeks ago it was announced that WPB officials had discussed with business men the idea of a regulation which would prevent any firm, particularly manufacturing plants, from entering a new field for a short period after the end of the war. This plan was soon discarded, but its reactions may be felt in many cities where local officials feel that certain trades may be over-crowded due to a rush after the war to get into them.

### Such Plans in Minority

A survey of the hundreds of city ordinances that have been passed in recent years, regulating and taxing coin machines, shows that a very small percentage, possibly not more than 10 per cent, have set up special requirements which would limit the number of men that could enter the business, or require local residence for a certain period of time. Memphis recently passed an ordinance which set up a police permit system in addition to the regular city tax on coin machines. The permit system applied to the juke boxes and was upheld by the Tennessee Supreme Court. The effect of the Memphis permit system has been to give the police full power to decide on who and how many people will be granted permits to place machines. Thus the permit system becomes a permanent plan to regulate entry into a local business.

These plans are much in the minority at present, but the discussion in national circles of how to prevent a wild rush into various lines of business after the war is something that may keep agitating this subject all over the land.

### Bombs Wreck Home, Office of British Coinman in Service

CHICAGO, April 15.—"Hymie" Seener, one of London's leading coin machine distributors before the war, is serving in the British combat forces somewhere outside of England,



"HYMIE" SEENER

according to a letter received by Genco Manufacturing & Sales Company. The letter also contained a photograph of Seener, which reflects long service with the British armed forces.

Formerly a distributor for Genco, Mills, Chicago Coin and Groetchen Tool Company, Seener is well known to Chicago manufacturers, having

visited this country several times, the last time in 1938. He enlisted shortly after Germany invaded Poland.

The building formerly occupied by Seener's sales organization was destroyed by bombs in the Nazi blitz of London, as was his beautiful residence, according to Meyer Gensburg, who has received many letters from Seener since the war began. Even the bomb-proof shelter which Seener had constructed at the rear of his London home was destroyed by German bombs.

Gensburg expressed the hope which is shared by fellow coinmen that the end of hostilities will enable Seener to rebuild his coin machine business in London and recoup his overwhelming losses.

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The Billboard CINCINNATI 1, OHIO

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Wurl. Victory Model '42, 600	495.00
Wurl. 616, Comp. Lite-Up	137.50
Wurl. 500	350.00
Wurl. 600 KB	320.00
Wurl. 24	195.00
Wurl. 61, Counter Model	74.50
Seeburg 8800, ES	515.00
Seeburg 8800, ESRC	575.00
Seeburg Vogue	295.00
Seeburg Casino, Acme Remodeled	265.00
Seeburg Rex	200.00
Seeburg Gem	245.00
Rock-Ola Commando	535.00
Mills Empress	265.00
Shoot the Chutes	120.00
Chicken Sam	120.00
Bally Defender	275.00

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

WHOLESALE ONLY!

DAVE LOWY

594 10TH AVENUE, NEW YORK CITY  
Longacre 5-9495

### SPECIAL OFFER

#### SLOTS

5c Chrome Bells	\$299.50
5c Blue Fronts	159.50
10c Blue Fronts	189.50
5c Bonus Bell	219.50
25c Jennings 4-Star	219.50
5c Jennings Silver Chief	174.50
10c Jennings Silver Chief	199.50
25c Jennings Silver Chief	279.50
5c Jennings Club Bell	179.50
25c Jennings Club Bell	279.50
5-10-25c Jennings Triplex	124.50
5c Pace Comets	74.50
10c Pace Comets	99.50
25c Pace Comets	119.50

#### SLOTS

5c Watling Roll-a-Tops 3-5	\$79.50
10c Watling Roll-a-Tops 3-5	109.50
25c Watling Roll-a-Tops 3-5	139.50
5c War Eagles Rebuilt 3-5	119.50

#### SLOT SAFES—HEAVY

Palmantier & Stark Novelty Heavies	
Single Pull Out	\$100.00
Double Pull Out	200.00
Triple Pull Out	250.00
Double Roll Around	225.00
Triple Roll Around	275.00

1/3 Deposit, Balance C. O. D.

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Advance Digger Co. DAYTON 4, OHIO

### SHOP MECHANICS

For repair and reconditioning department of Seeburg distributor. Must be thoroughly experienced on Seeburg wireless and other music, capable of overhauling and trouble shooting and must fully understand Amplifiers, Wall Boxes, etc. Also Pin Balls, Consoles, etc. Can use only good men who really know this equipment. Excellent salary, permanent connection and real opportunity now and after the war. Write fully, giving details of experience; also age, marital and draft status, etc.

THE GENERAL VENDING SERVICE COMPANY

308 NORTH GAY STREET, BALTIMORE 2, MARYLAND

Phone: PLaza 0011

#### FOR SALE!

### 4 NATIONAL SKEE BALL ALLEYS

With 80 Balls,  
The alleys are in use now and in perfect condition.

Size—4 ft. by 36 ft. long.  
Price \$1,000. For All, F. O. B. Syracuse.

MURRY D. SANDOW  
325 So. Warren St. SYRACUSE, N. Y.

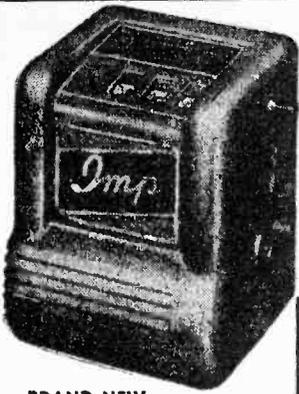
Over 75,000  
Now Giving  
Trouble-Free  
Service!

**IMP**

BRAND  
NEW

\$9.90

WHILE  
THEY  
LAST!  
Regular  
Price  
\$12.50.



BRAND NEW

Wings ..... \$11.50 | Yankees ..... \$11.50  
Cent & Pak ..... 9.90  
Ten Strike, N.S., F.P. .... 275.00  
Ten Strike, H.S. .... 235.00

Liberty Bell, Floor Sample ..... \$ 11.50  
Mercury, Floor Sample ..... 11.50  
Zephyr ..... 9.90  
Champion ..... 14.90  
Ray-Lite ..... 79.50  
Texas Leaguers ..... 39.50  
Vitalizer ..... 69.50  
Western Baseball, Deluxe ..... 99.50  
Evans Playball ..... 195.00  
Love Testers ..... 149.50  
Exh. Rotary Merchandisers ..... 179.50  
Exh. Rotary Candy Vendors ..... 199.50  
Exh. Merchantmen ..... 79.50  
Fan Front Mutescope Diggers ..... 229.50  
Chicago Coin Hockey ..... 149.50  
Scientific Batt. Practice, Late Series ..... 149.50  
Football, Upright Cab., Rebuilt ..... 129.50  
Play Golf, Upright Cab. .... 129.50

**READY FOR IMMEDIATE DELIVERY**  
TOKYO RAIDER CONVERSION  
FOR DRIVEMOBILE ..... \$16.75  
KLIP-A-NIP CONVERSION FOR  
SKYFIGHTER ..... 16.75

1/3 Deposit With Order.

**GERBER & GLASS**  
914 DIVERSEY, CHICAGO 14, ILL.

**WANT TO BUY**

250 Free Play Pin Ball Games, also Late Model Wurlitzer Phonographs. Will pay \$400.00 for 780's and 800's and \$500.00 for 750's and 850's. Will buy complete routes. Send us list of what you have immediately.

**Turner Phonograph Co.**  
820 N. 9th STREET, ST. LOUIS, MO.

**YOU'LL BE SORRY**

IF YOU DON'T CONTACT ATLAS ABOUT EQUIPMENT YOU WANT TO SELL FOR HIGHEST CASH PRICES!

**ATLAS WILL BUY:**

5-BALL FREE PLAYS:  
STARS, DOUBLE PLAY, WEST WIND,  
SUNBEAM, DO-RE-MI, SILVER SKATES.

CONSOLES:  
KEENEY SUPER BELLS,  
BALLY HI HAND

ARCADE:  
CHICAGO COIN HOCKEY and Others.  
PHONOGRAPHS: ALL MAKES.

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.

**WANTED TO BUY FOR CASH**

200 Five Ball Free Play Pin Games. Send us your list at once. Must have all parts and keys.

**IDEAL NOVELTY CO.**

2823 Locust St. ST. LOUIS, MO.  
Phone: FRanklin 5544

**Information Corner**

**Tax, Legal Information Free to Trade Members**

To the Editor:

I would greatly appreciate your sending us another copy of all the opinions you have that are favorable for free-play marble games and also send an extra copy to a very good customer of ours, Mr. G. E. Durgin, Maine.

SILAS REDD, Mass.

Dear Mr. Redd:

We are glad to send you another copy of our bulletin which gives legal references that are useful in pinball cases. We will be glad to furnish you with these bulletins so long as you can put them to good use. Also, we are mailing copies of our various bulletins on pinball games to Mr. Durgin, as you suggested. We are sure his attorney will be able to find some useful suggestions in our bulletins.

We will be pleased to furnish any information we may have on legal questions involving coin machines to you, your customers and friends. If your attorneys, or attorneys representing your customers, have questions at any time on legal points, we will be glad to hear from you. INFORMATION SERVICE.

**It's Norman, Not Delbert, Veach Who's in the Navy**

ST. LOUIS, April 15.—The gremlins were at it again! At any rate, the names of two brothers were somehow transposed in the April 8 issue in which Delbert Veatch was mentioned as being in the navy while his brother, Norman, carried on activities of the V. P. Distributing Company here.

Just to set things straight, it's Norman, not Delbert, who's now stationed at the navy's school in Farragut, Idaho.

**WHAT DO OPS WANT**

(Continued from page 66)  
ism so as to eliminate amplifier trouble from oil drippings. Another improvement which would be a big help is for engineers to arrange the mechanism so that it will slide out in the rear of the machine for servicemen to have free access to all parts.

Better pick-ups plus electric selectors which will keep tab on numbers still to be played without revealing to the patron how many still have to come up before his selection will be played, are other definite post-war musts in Jones's opinion.

**Vender Statistics**

In January, 1941, the last date for which figures are available, there were 3,000,000 penny venders in operation. Of this number 1,800,000 were nut venders, 750,000 were gum venders and 450,000 were candy venders. At the same time there were 126,500 cigarette venders, 250,000 5-cent candy bar venders and 28,000 beverage venders in operation.

**PHONOGRAPHS**

RECONDITIONED—REFINISHED  
A-1 CONDITION

- 2 412 Wurlitzer, Gem Cab., Ea. \$ 90.00
- 2 412 Wurlitzer, Revamped Semi-Lite Up, Each ..... 87.50
- 2 616 Wurlitzer, Lite-Up, Each ..... 117.50
- 1 616 Wurlitzer, Slug Proof Coin Ejector ..... 115.00
- 4 616 Wurlitzer, Each ..... 97.50
- 1 24 Wurlitzer with 600 Rotary Selector ..... 195.00
- 1 600 Wurlitzer, P.K. Wireless, R.C. .... 355.00
- 2 Seeburg Gems, Each ..... 240.00
- 2 Seeburg Regals, Each ..... 250.00
- 1 Seeburg Rex, 30 Wire, R.C. .... 200.00

Wurlitzer Amplifiers, Speakers, Motors, etc. We have a full selection of Used Parts in A-1 condition.

1/2 dep. with order, balance C. O. D., F. O. B. New York

**ALBENA SALES CO.**

587 10TH AVENUE, N. Y. C.  
LONGACRE 5-8334

**PERFORMANCE +**

Sensational Legal Game for Arcades, Bowling Alleys. Entirely Different—Appeal Galore. 5¢ Play. Circular on \$395

**PERISCOPE**

**FACTORY REBUILT SLOT MACHINES**

- |   |                                       |  |
|---|---------------------------------------|--|
| Vest Pocket, Blue & Gold, 5¢ ..... \$ 54.50 | Bally Bell, 5¢ & 5¢ ..... \$250.00    | Glitter Gold Q.T., 5¢ ..... \$135.00   |
| Vest Pocket, Blue & Gold, 1¢ ..... 39.50    | Bally Bell, 5¢ & 25¢ ..... 375.00     | Glitter Gold Q.T., New, 5¢ ..... 89.50 |
| Original Chrome, 5¢ ..... 425.00            | Jenn. Club Bell, 5¢ ..... 275.00      | Blue Q.T., Nickel ..... 79.50          |
| Gold Chrome, 5¢ ..... 450.00                | Jenn. Club Bell, 10¢ ..... 295.00     | Stands for Q.T. .... 12.50             |
| Gold Chrome, 10¢ ..... 495.00               | Jenn. Club Bell, 25¢ ..... 375.00     | Mills Club Bell, 5¢ ..... 475.00       |
| Gold Chrome, 25¢ ..... 550.00               | Jenn. '43 Victory ..... 375.00        | Mills Club Bell, 10¢ ..... 475.00      |
| Bonus Bell, 5¢ ..... 325.00                 | Jenn. '43 Victory ..... 395.00        | Blue Front, 5¢ ..... 210.00            |
| Emerald Chrome, 5¢ ..... 450.00             | Chief, 10¢ ..... 375.00               | Blue Front, 25¢ ..... 375.00           |
| Pace Royal Twin, 5¢ & 25¢ ..... 575.00      | Jenn. '43 Victory ..... 475.00        | Blue Front, 50¢ ..... 650.00           |
|   | Chief, 25¢ ..... 475.00               | Callie Cadet, 25¢ ..... 125.00         |
|   | Pace Rocket, Slugg'f, 5¢ ..... 145.00 |  |

**AUTOMATIC PAYOUT CONSOLES**

- |  |   |                                       |
|--|---|---------------------------------------|
| Evans Dominoe, J.P. Victory Model ..... \$425.00 | Pace Twin Reel, 5¢ & 10¢ ..... \$525.00 | Baker Pacer, D.D., J.P. .... \$375.00 |
| Evans '41 Dominoe, J.P. .... 495.00              | Pace Twin Reel, 5¢ & 25¢ ..... 550.00   | Baker Pacer ..... 325.00              |
| Evans '41 Banquet, J.P. .... 495.00              | Pace Saratoga, '41 ..... 135.00         | Keeney 4-Way Bell ..... 675.00        |
| Evans '40 Dominoe, J.P. .... 350.00              | Bally Royal Draw ..... 95.00            | Mills 4 Bell ..... 725.00             |
| Evans Lucky Lucr. .... 375.00                    | Bally Roll Em ..... 95.00               | Mills 3 Bell ..... 975.00             |
| Evans Rololetto Jr. .... 150.00                  | Bally Roll Em ..... 195.00              | Jenn. Derby Day ..... 45.00           |
| Evans '38 Banquet, Jr. .... 195.00               | Watl. Big Game ..... 150.00             | Mills Square Bell ..... 95.00         |
| Evans '41 Banquet, Jr. .... 425.00               | Keeney 5¢ & 25¢ Super Bell ..... 495.00 | Jenn. Silver Moon ..... 150.00        |
| Mills Dewey, 5¢ ..... 145.00                     | Keeney 5¢ Super Bell ..... 275.00       | Jenn. Bobtail ..... 150.00            |
| Bally Big Top ..... 150.00                       |   | Callie 25¢ Roulette ..... 250.00      |
| Bally Bells, 5¢ & 25¢ ..... 95.00                |   |                                       |

**SELECTOR SCOPE**

Fortune Telling Marvel, 1¢ or 5¢. New and Different Answers. A must for all Arcades! Colorful—Exciting. \$375

**ONE BALL AUTOMATIC PAYOUT TABLES**

- |                                   |                                |                                   |
|-----------------------------------|--------------------------------|-----------------------------------|
| Rockingham ..... \$595.00         | Bally Turf King ..... \$550.00 | Bally Santa Anita ..... \$325.00  |
| Bally Grand National ..... 135.00 | Bally Jockey Club ..... 550.00 | Mills Spinning Reels ..... 125.00 |
| Bally Gold Medal ..... 75.00      | Mills 1-2-3 ..... 85.00        | Bally Pacemaker ..... 135.00      |

**GLASS AND CABINETS—LIMITED QUANTITY**

- |  |  |
|--|--|
| Mills Four Bell Cabinets ..... \$45.00     | Backboard Glass for Cash Jumbo ..... \$ 4.75     |
| Backboard Glass for Sport Event ..... 9.25 | Top Glass for Three Bell ..... 15.00             |
| Top Glass for Jumbo Cash ..... 7.50        | Top Glasses for Four Bell, 5 Per Set ..... 20.00 |
| Top Glass for Jenn. Silver Moon ..... 7.50 | Backboard Glass for '41 Derby ..... 12.50        |
| Top Glass for Jennings Bobtail ..... 7.50  | Backboard Glass for Pimlico ..... 12.50          |
| Top Glass for Square Bell ..... 9.50       | Backboard Glass for Longacre ..... 12.50         |
| Top Glass for Jumbo Free Play ..... 7.50   | Complete Cabinet for Square Bell ..... 15.00     |

A.B.T. RIFLE RANGE FOR SALE. COMPLETE ..... WRITE

PHOTO BOOTH FOR SALE. 1 1/2" PICTURES. RESPRAYED ..... \$425.00

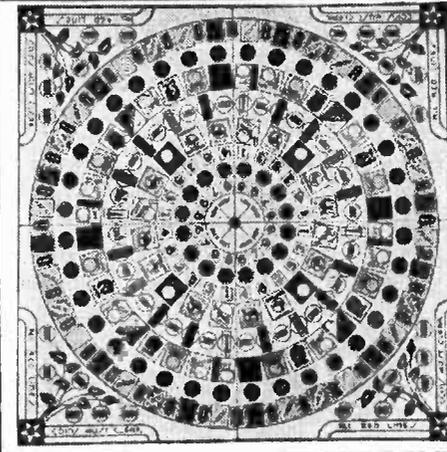
- |  |
|--|
| Exhibit Rotary Merchandisers, Pusher Arm Type ..... \$195.00 |
| Exhibit Rotary Merchandisers, Chrome Claw Type ..... 175.00  |
| Buckley Treasure Island Diggers ..... 95.00                  |
| Exhibit Merchantmen Diggers ..... 65.00                      |

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.

**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 \$15.00 for clear wood frame. \$10.00 deposit with order, balance C. O. D.

**ACE CARNIVAL GAME SHOP**  
5217 S. HALSTED ST., CHICAGO  
Englewood 4472

**LOOK!! EXTRA SPECIAL BARGAINS!!**

- |   |  |
|---|--|
| Mills Gold Chrome, 5¢ Play, Serial over 474 M ..... \$389.50  | Mills Jumbo Parade, Free Play, 5¢ ..... \$ 89.50 |
| Mills Four Bells, 5¢ Play, Perfect ..... 575.00   | Bally Santa Anita, 1 Ball, 5¢, Like New 249.50   |
| Mills Four Bells, 3-5¢, 1-25¢ Play, Latest 850.00   | Bally Club Bell, Console, New ..... Write        |
| Mills Jumbo Parade, O. P. O., 5¢ Play 109.50  | Bally Sun Ray, Console, F.P., New ..... Write    |
| Complete Line Mills Slot Parts, Aluminum Castings, Slot Machines, Consoles, 1 Balls, Phonographs—Write. | Columbia Jackpot Bells, New ..... Write          |

**COIN-O-MATIC GAMES AND SUPPLY COMPANY**  
8938 SKOKIE BLVD. SKOKIE, ILLINOIS

**JAR TICKETS**

**TIP BOOKS**

We Manufacture a Complete Line  
RED, WHITE AND BLUE, COMBINATION, AND BINCO TICKETS  
WRITE US FOR PRICES

**MUNCIE NOVELTY CO.**

2704 S. Walnut St.,

Muncie Ind.

**WANTED TO BUY**

MILLS ESCALATOR TYPE SLOTS—All types and all coin denominations. Give Serial Number and Best Price in First Letter.

**JONES SALES COMPANY**

TEL. 1654

31-33-35 MOORE ST., BRISTOL, VA.-TENN.

IRVING O VITZ SERVING THE NATION'S OPERATORS WITH OUTSTANDING VALUES!

Table with 2 columns: PARTS, CONSOLES. Lists items like 'Main Gear for Mills', 'Clock, Compl.', 'Master (Bottom)', etc. with prices.

Table with 2 columns: MISCELLANEOUS, SUPER VALUES! COUNTER GAMES. Lists items like 'New ABT Big Game', 'Hunter', 'Keeney Submarine', etc. with prices.

Table with 2 columns: SLOTS, MACHINES. Lists items like '10¢ Jenn. Club Console, Floor Model', '5¢ Jenn. Silver Moon Club, 2-5', etc. with prices.

UCM 505 for JUMBO ..... \$3.50

All machines reconditioned and refinished by experts. Write for complete list and quotations on parts and equipment not listed.

WILL PAY SPOT CASH

for Photographs, Mills Golf Ball Vendors, Consoles, Bells and Free Play Games. Send List and Quantity on Any Coin Machines.

IRVING O VITZ SERVING THE NATION'S OPERATORS! OSCAR SCHULTZ

OHIO PHONO OWNERS'

(Continued from page 66)

on phonographs took up considerable time, and probably when it ended, the discussion was just beginning. Attorneys for the Cleveland and Detroit organizations were present and each made his suggestions as to how operators might find a way to prevent excessive taxes.

National Association

The discussion of taxation naturally led up to the third topic which had been suggested by the chairman at the opening of the meeting. This was the prospect of a national association. Several delegates spoke on the subject and all heartily approved of the idea of making some move which would lead to a national organization representing operators of juke boxes.

The only action decided on was a request that music associations take up the question in their local meetings and report their plans or resolutions to the Music Merchants Association of Cleveland. It was suggested that the Cleveland association lead in collecting the ideas and also calling whatever future meeting may be held on this general question.

Ablely Managed

The afternoon session was another example of the leadership and efficiency of the Cleveland association. Presiding at the meetings of this organization are usually Peter Lukich, as chairman, while Jack Cohen and George DeFrieze sit by as able assistants. These three men ably guided discussions at the meeting, at the same time keeping these discussions within parliamentary bounds.

The Cleveland chapter naturally leads in Ohio State organization work. In addition to the three men named above, it has a number of capable men. Sam Abrams is the publicity man for the organization, and also plans their floorshows, banquets and other big civic events. He is always assisted by Jack Cohen, chairman of the entertainment committee. The office routine is kept going by personable Hedy Griffiths, the office secretary.

To name all the capable men in this organization would be almost to name its membership. For instance a few years ago the organization appointed one of its members to be a special bond committee to sell War Bonds to members. This gentleman has worked so faithfully at selling bonds that he deserves a national medal. One goal was to sell \$50,000 in bonds and he sold three times that much.

The association has so many patriotic and civic deeds to its credit that a full account of these would almost read like a history. Reports of its work have been made regularly to the trade and representatives of other associations often attend the meeting of the Cleveland group to see how such an efficient organization works.

The banquet and floorshow were of such proportions as to look like a national convention of the coin machine trade. The ballroom comfortably seated the crowd of 500 people. The special table reserved for the wounded servicemen was just in front of the stage, and the speaker's table was on the opposite side of the ballroom. An elaborate program of entertainment had been prepared, with Russ Morgan's orchestra furnishing the music.

George DeFrieze introduced visiting guests and Morgan was master of ceremonies for the giant floorshow. All the acts were good and the guests showed their appreciation by rounds of applause. The floorshow was followed by dancing to the music of Morgan's orchestra.



Operators \$295 1/3 deposit Price 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

READY FOR LOCATION!

2 Wurlitzer 616 Lite-up. Each .....\$124.50

3 Bally Ray's Track. 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.

SALESBOARDS

Table with 4 columns: Holes, Name, Profit, Price. Lists items like '1000 10¢ 90 Per Cent', '1000 5¢ Bingo Board', etc.

DELUXE SALES CO. BLUE EARTH, MINN.

Miniature Motor Service

We are in a position to completely repair, rewind and overhaul all miniature motors for Seeburg Guns, Bally Guns and all type of Phonograph Motors. Prompt Service! \$10.00 per motor. Send railway express, freight prepaid.

CLEVELAND COIN MACHINE EXCHANGE 2021 Prospect Ave. Cleveland 15, Ohio Phone: PProspect 6316-7

WANT TO SELL

Table with 2 columns: JENNINGS LIBERTY BELL CONSOLE, PACES REELS, Comb. Free Play & Payout, etc. with prices.

1/3 DEPOSIT, BALANCE C. O. D. OR SIGHT DRAFT

WANT TO BUY

ALL MODELS OF ROCK-OLA, WURLITZER and SEEBURG PHONOGRAPHS ALSO EXHIBIT DOUBLE PLAY, SUNBEAM, WEST WIND, STARS AND DO RE MI STATE PRICE, QUANTITY AND CONDITION IN FIRST LETTER. WE PAY HIGHEST PRICES.

B. D. LAZAR CO.

1635 FIFTH AVENUE (Phone: GRant 7818) PITTSBURGH 19, PA.

CAR TRIPPE Price Plus Guaranteed Satisfaction. A SQUARE DEAL WITH IDEAL

1-BALL FREE PLAY

Table with 2 columns: 2 Club Trophies, 1 Dark Horse (Repainted), etc. with prices.

WANT TO BUY FOR CASH

Table with 2 columns: Silver Skates, Double Play, Stars, etc. with prices.

IDEAL NOVELTY CO.

Phone: Franklin 5544 2823 Locust St. St. Louis, Mo.

ORIGINAL JAR-O'-DO RED, WHITE & 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.

PREPARE FOR THE DURATION!

# STILL AVAILABLE COLUMBIA BELLS

In Original Shipping Boxes

THE ONLY BRAND NEW  
QUARTER PLAY  
SLOT MACHINES  
IN EXISTENCE!

CAN BE CONVERTED TO PENNY,  
NICKEL, DIME OR QUARTER PLAY IN  
THREE MINUTES' TIME! ABSOLUTELY  
SLUG PROOF!

JACKPOT OR GOLD AWARD MODELS

WHILE THEY LAST

**\$127.50 Each**

WHY PAY HIGH PRICES FOR USED  
MACHINES WHEN YOU CAN HAVE  
THE BEST AT THIS LOW PRICE!

SATISFACTION GUARANTEED!

MAIL, WIRE OR PHONE YOUR  
ORDER TODAY!

**BAKER NOVELTY CO.**

1700 WASHINGTON BLVD.  
CHICAGO 12, ILL.

## TEN YEARS AGO

First samples of Rock-Ola's World Series baseball game were delivered to coin machine distributors. Paul Bennett predicted that 10,000 World Series machines would be on location thruout the country within a few weeks.

In 1934 the coin machine industry was considered one of the largest consumers of premium merchandise, according to Morris Struhl, wholesale distributor of premiums.

Leading members of the industry were photographed holding steins of beer at the grand opening of Huber Coin Machine Sales Company in Chicago.

Magistrate Mark Rudich, hearing the case of Mrs. Gertrude Berr, who was charged with possessing a gambling device (Jiggers Pin Game), said:

"I can't get very steamed up about an amusement device of this character. The youngster is given the privilege of shooting seven marbles and trying his skill in placing them in holes with the highest numbers. This is a game, not a gamble, and he gets some kick or thrill out of pulling the lever seven times for a penny."

A wag suggested that the plainclothes man who testified that he played 15 cents into the game and received a 5-cent cigar for his score, may not have received his favorite cigar.

Shefras Automatics, Limited, of London, entertained British coinmen at a big party to celebrate his exclusive distributorship of Jennings equipment.

An ordinance was passed by the Newark, N. J., city council permitting pin game operators to conduct tournaments and give away awards under a provision which authorized high score contests to

be carried on over specified periods of time. The ordinance called for a \$3 license emblem to be affixed to each machine.

It was reported that Leon Taksen, Newark (N. J.) distributor, had donated 150 pin games to hospitals, penitentiaries and other institutions in the area. Taksen said that he got the idea from circus performers who visit city hospitals to keep the kids happy for a few hours. Taksen said his action not only afforded great personal satisfaction, but was a means of building good-will for the coin machine industry.

Letters were mailed to vending machine operators by the National Automatic Merchandising Association, Inc., to obtain industry statistics for submission to the government, according to J. R. Hirsch, secretary.

The Exhibit Supply Company, pioneer firm in the digger and arcades machine field, entered the pin game market by introducing a table game called Lightning.

In step with the season, the Genco released a new pin game called Baseball.

After 30 years in the Penny Arcade field, Max M. Linick, of Detroit, announced that he was retiring from the business. Linick once operated as many as 12 arcades in as many different cities and also operated a number of amusement park concessions of coin-operated devices. He also built up a business of installing complete arcades from Coast to Coast.

## BELL BETTER GAMES

FACTORY RECONDITIONED FIVE BALLS

Belle Hop	\$65.00	Flicker	\$45.00	Knockout	\$125.00
Big Chief	45.00	Four Roses	60.00	Majors '41	60.00
Broadcast	45.00	Hi Hat	60.00	Play Ball	45.00
Champ	50.00	Hi Stepper	65.00	Short Stop	35.00
Crossline	40.00	Horoscope	55.00	Slugger	60.00

HALF DOLLAR WAR EAGLES FACTORY RECONDITIONED WITH NEW GLITTER GOLD FRONTS AND NEW CABINETS 3-5 PAY-OUT, CLUB HANDLE. WRITE FOR PRICES.

### MISCELLANEOUS GAMES

BALLY FAIRMONT	Write	Sport Page	\$65.00	Rays Tracks	\$ 95.00
Jockey Club	Write	Mills 1-2-3	45.00	Rapid Fires	225.00
Hawthornes	\$65.00	Groet. Sugar King	50.00	West. B. Balls	125.00
Reliance Dice Games	25.00	Bally Parlay	65.00	Bally Lucky Strikes	85.00

ROCKOLA MONARCHS with BUCKLEY ADAPTORS. \$175.00

BUCKLEY WALL BOXES  
} OLD STYLE ..... \$ 5.00  
} NEW STYLE ..... 15.00

### BACKBOARD GLASSES FOR

Sport King	\$12.50	Grand Stand	\$5.00	Pimlico	\$7.50
Club Trophys	12.50	Grand National	5.00	Race King	7.50
Thorobreds	12.50	War Admiral	7.50	Dark Horse	8.50
Blue Grass	8.50	Challenger	7.50	Record Time	6.50
Sport Special	6.50	Fast Track	7.50	Sport Event	5.00

## BELL PRODUCTS CO.

2646 W. NORTH AVE.

CHICAGO 47, ILL.

## WANTED MECHANIC

EXPERIENCED ON PIN BALLS. Draft exempt. State experience, age, dependents and salary expected in first letter.

**L. M. KIDD**

400 N. 2nd Street

Richmond 19, Va.

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.

### MUSIC—ARCADE—RADIO TUBES

AT NET PRICES				
26	41	79	6A4	6B5
27	42	0Z4	6A8	6J5
30	56	2A3	6B5	6K5
31	57	2A4	6B8	6L8
32	58	3Q5	6C5	6N7
37	76	5U4	6C8	6Q7
38	78	5Y4	6F5	6R7
Gun Cable for Chicken Sam, 8 ft. \$ 2.50				
Wurlitzer 500's, Like New..... 450.00				
Wurlitzer 24A's, Like New Packard K.B. 250.00				
Wurlitzer 24 in '42 Victory Cabinet, new 450.00				
Seeburg 8800, R.C., Like New, 8,000 Plays..... 650.00				
Seeburg 8800, E.S., Like New..... 550.00				
Seeburg Plaza, Like New '39 Model... 300.00				
Seeburg 20 in '43 Victory Cab., New... 250.00				
Mills Throne, Like New..... 500.00				
Rock-Ola Premier, '42, Like New..... 450.00				
Seeburg Envoy, Like New..... 50.00				
Holdover Pin Games, Like New..... 225.00				
Rapid Fires, Like New..... 125.00				
Western Baseball DeLuxe..... 225.00				
Bally Hi Hands, F.P. & P.O..... 75.00				
Bally Bowling Alley, Like New..... 400.00				
Sky Fighters, Like New..... 75.00				
1-2-3, Mills One Ball..... 100.00				
Seeburg Ray-O-lite Duck Gun, Like New 125.00				
Bally Shoot the Bull Conv into Hitler 150.00				
Mountain Climber, New..... 100.00				
Evans Jungle Camps, F.P..... 100.00				
Jennings Fastime, F.P..... 100.00				
Mills Jumbo Parades, F.P..... 100.00				

BATTISTA TURCOL & SONS

1008 Union St., WILMINGTON 160, DEL.

### RADIO TUBE ADAPTORS

We manufacture and sell at wholesale prices only.  
For Use  
5U4, 5W4, 5Y3 80, 83, 5Z3  
80, 83, 5Z3 5U4G  
6SC7 6SL7  
Lots of Twelve..... 55c each  
Smaller Lots..... 75c each

2A4G 2051

Slightly higher in price

Many other types available. All orders must be accompanied with signed Limitation Order L-285.

MANOR ELECTRIC & APPLIANCE CO.

3008 W. FULLERTON AVE.  
CHICAGO 47, ILLINOIS

## WANTED

MUSIC AND ARCADE MECHANICS

Salary \$75.00 to \$100.00

BOX D-192

The Billboard Cincinnati 1, O.

## PIN GAME DOORS

Exhibit \$1.50 Each Genco  
Chicago Coin \$9.50 Doz. Gottlieb  
One-Third Down, Balance C. O. D.

**VIBRO CO.**

2007 N. 33d St., Philadelphia 21, Pa.

## Operators of

SALESBOARDS, BINGO AND JAR TICKETS

Money Boards from 5c to \$1.00 a Punch.  
Plain Boards, all sizes, 1000 hole, plain, \$90.00 per 100. Poker Tickets, 2160, 5c or 10c label, per set \$6.00; doz. \$65.00. Profit 5c deal, \$27.00; 10c deal, \$54.00. Combination Jar Tickets, any size, 5c or 10c label and card jackpot. Jar o' Do Red, White and Blue Tickets, labels 5c-10c, or 5 for \$1.00, 2100-2170, single doz., \$30.00; stapled in groups of five, 75c per set extra. In gross lots, 20 per cent discount. Bingo Jar o' Do Tickets on Sticks, sizes from 1000 to 1600. Bingo Jack Pot Cards, 60 seal, doz., \$6.00; per 100, \$45.00. Bingo Jack Pot Cards, 70 seal, doz., \$6.50; per 100, \$50.00. Bingo Jack Pot Boards, 100 holes, doz., \$10.50; per 100, \$75.00. Send for complete price list. 25 per cent with order, balance C. O. D.

## HENRY E. WEISS

140 N. 31st Street BELLEVILLE, ILL.

### RED—WHITE—BLUE

(All Tickets Machine Banded & Counted)  
2040—Singles..... \$2.40 Per Bag  
2100—Singles..... 2.50 Per Bag  
2170—Singles..... 2.60 Per Bag  
2050—Five in Bunch..... 2.25 Per Bag  
(\$2.00 Each in Gross Lots)  
85¢ Per Bag Extra for Stapling in Fives.

### BINGO TICKETS

1000—On Stick..... \$1.25 Per Set  
1200—On Stick..... 1.50 Per Set  
(100 or More—Deduct 15¢ Per Set)  
50 Seal Jackpot Bingo Cards—75¢ Each.  
(100 or More—65¢ Each)

120 Ticket Tip Books..... \$25.50 Per Gross

Write for Info. on Items Not Mentioned.  
25% Deposit, Balance C. O. D.

**WILNER SALES CO.**

P. O. Box 613 MUNCIE, IND.

## BUYING PIN GAMES

I Will Pay F. O. B. Your City

\$30.00 for Belle Hops, Duplexes, Towers.  
\$40.00 for Do-Re-Mi's, Jungles, Venus, Double Play, Westwind, Skyblazers.  
\$50.00 for Topics, Monickers, Victory, Defense.

**FRANK HARRIS**

508 Gough St. SAN FRANCISCO, CALIF.

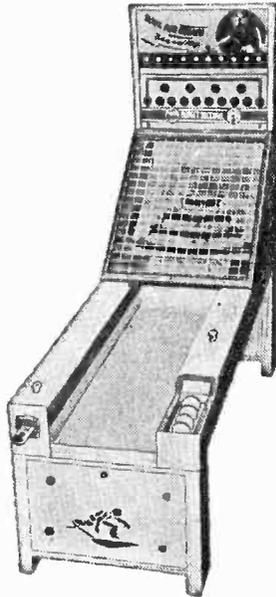


**ARCADE MACHINES AND SUPPLIES**

500 VARIOUS ARCADE MACHINES READY FOR DELIVERY.  
WRITE FOR COMPLETE LIST!

- A.B.T. Coin Chutes, New, 1c or 5c, Each .....\$2.95
- A.B.T. Gun Pellets, Per 1,000..... 2.00
- Steel Bats for:
  - Rock-Ola World Series ..... 3.50
  - Texas Leaguer (Deluxe Model) ..... 3.50
  - Texas Leaguer (Old Model) ..... 2.50
  - Western Baseball ..... 2.50
- Complete Plungers, Each ..... 2.00
- Plunger Castings (All Types), Each ..... 1.00
- Composition Balls for Batting Practice ..... .20
- Doors for All Pin Games ..... 1.50
- Dead Rubber Rings, All Sizes, Per Doz. .... .25
- Glass for Pin Games, Each ..... 1.25
- Live Rubber Rings, All Sizes, Per Doz. .... .50
- Metal Balls for Pin Games, Each ..... .15
- Plunger Springs, Each ..... .10
- Slides for Chutes, Each ..... .95
- 7 and 5 Wire Cable, Per Ft. .... .25
- 10 Strike Buttons ..... .75
- Tips, Rubber, Per Doz. .... .60
- Gun Lamps, Each ..... .90
- Bulbs, 6.8 Screw and Bay, Nos. 46, 50, 55, 63. Box of 10 ..... .50
- Keeney Gun Bulbs, No. 1503, 35c Each; Box of 10 ..... 2.50
- Film for Radio Rifle Roll (Funnies, Girls, Hitler and Mussolini) ..... 9.00
- Complete Free Play Assemblies for All Pin Games ..... 1.50
- Curved Glass for Skeeballete, Gottlieb, Evans 10 Strike, Rock-Ola 10 Pins.. 2.50
- Balls for Keeney Submarine, Etc.

**Ready for Immediate Delivery**



**DELUXE MODEL "MIDGET SKEE BALL" \$249.50**

- "Solo Vue," Complete Panoram Machine Converted.....\$495.00
- Selector Scope ..... 375.00
- Cupid's Wheel..... 295.00
- Periscope ..... 395.00

Complete line of Exhibit and other cards for all types of machines in stock at factory prices, including Grandmothers, Doraldina, Esmeralda, Love Letters, Palmistry, Mystic Pen, etc.

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)

**MAYFLOWER SPECIALS**  
**ST. PAUL DES MOINES**      **BUFFALO PHILADELPHIA**

Four Offices To Serve You BETTER

Mr. Operator: All Our Equipment Is Reconditioned by Factory Trained Mechanics and Ready To Put on Location.

Contact Your Nearest Mayflower Office for These Exceptional Buys.

CONSOLES		ONE BALL PAYOUTS	
Four Bells, New, In Crates	Write	Jockey Clubs, New, In Crates	Write
Four Bells, Used	Write	Long Shots, New, In Crates	Write
Three Bells	Write	Santa Anita, New, In Crates	Write
Lucky Lucre, Late, Light Cab.	\$350.00	Jockey Club, Used	\$475.00
Lucky Lucre, Dark Cab.	179.50	Turf King	500.00
Galloping Domino, Late J.P.	350.00	Sky Lark	250.00
Galloping Domino, J.P., Dark Cab.	250.00	Flying Champ	250.00
Galloping Domino	175.00	Winning Ticket	90.00
Buckley Track Odds, Late	475.00	1-2-3, F.P.	75.00
Triple Entry	150.00	Spinning Reels	99.00
High Hand	179.50		
Pace Reel	90.00	SLOTS	
Pace Reel, New, In Crates	250.00	Brown Fronts, 5-10-25	Write
Fast Time	90.00	Gold Chromes, 5-10-25-50	Write
Long Champ Jr.	50.00	Original Chromes, 5-10-25	Write
Long Champ Sr.	50.00	Q.T., Gold, 5c	\$110.00
Kentucky Club	79.50	Pace 5-10, 3-5 Payouts	85.00
Jumbo Parade, P.O.	129.50	Waiting 5-10	90.00
Royal Draw	50.00	Chief Red Skin, 25c	300.00
Keeney Four Way	Write	Pace Bantam, 5c & 25c & 10c	50.00
Keeney Two Way	475.00	Columbia, Just Like New	75.00

ALL MACHINES ARE CHECKED BY OUR TRAINED MECHANICS

*Mayflower Distributing Co.*

2218 UNIVERSITY AVE.,  
ST. PAUL 4, MINN.  
Nestor 7901  
615 10TH ST.,  
DES MOINES, IOWA

1427 N. BROAD ST.,  
PHILADELPHIA, PA.  
350 DELAWARE AVE.,  
BUFFALO, N. Y.

**SLOT MACHINES**  
**REBUILT-REFINISHED FOR \$87.50**

ARCADE EQUIPMENT — ROLA-BASE, \$92.50; CAILLE LOWBOY SCALE, \$29.50.

CONSOLES—EXHIBIT LONGCHAMP, \$55.50; Exhibit Dominette \$55.50.

ROCKOLA 20-RECORD (Equipped with Keeney Adaptor, 10 Wall Boxes and Large ORGAN TYPE SPEAKER), \$175.00.

EUREKA ONE-BALL FREE PLAY, \$109.00.

Speed Demon...\$35.50	League Leader...\$35.50	Red Hot ....\$27.50
Speedway .... 35.50	Play Ball ..... 29.50	Flagship ..... 24.50
Target Skill ... 49.50	Boomtown ... 39.50	Chevron ..... 24.50
Crystal ..... 49.50	Yacht Club .. 27.50	Big League ... 22.50
Pan American .. 49.50	Bally Beauty... 19.50	Score Card ... 39.50
Gun Club ..... 57.50	Supercharger... 32.50	Home Run ... 24.50
Fleet P. Bumper 37.50	Doughboy	Big Six ..... 19.50
Barrage,	P. Bumper... 39.50	Landslide .... 38.50
Like New .. 59.50	Short Stop ... 29.50	

1/2 DEPOSIT, BALANCE C. O. D.

**BUSINESS STIMULATORS**

4912 E. WASHINGTON ST. INDIANAPOLIS, INDIANA

**LEW LONDON'S "TRUE VALUE" BUYS**

That are the best refinished and reconditioned you have ever purchased. Satisfaction guaranteed or money refunded. These machines must be seen to be appreciated.

PAY OUT CONSOLES	PAY OUT ONE BALLS	NEW MILLS SLOTS
Keeney Tracktime, Red Head ..... \$ 45.00	Mills Big Race ..... \$250.00	2 Mills Emerald Green, H.L., 5c
Keeney Tracktime, 1938 129.50	Mills Big Race, New .. 325.00	4 Mills Gold Chrome, 5c
Baker's Pacers, D.D., Gold Award ..... 350.00	Gottlieb Speed King .. 59.50	3 Mills Gold Chrome, 10c
Suzy Q. Exhibit ..... 69.50	Stoner Air Races ..... 39.50	2 Mills Gold Chrome, 25c
Bally Royal Flush ..... 99.50	Keeney Handicapper .. 49.50	4 Mills Brown Fronts, 5c
Keeney Kentucky Club. 125.00	Keeney Stop & Go ..... 49.50	3 Mills Brown Fronts, 10c
Mills Track King ..... 49.50	Keeney Ten Strike ..... 49.50	6 Mills Mystery Bonus, 5c
Bally Royal Draw ..... 129.50	Western Deluxe Baseball, New ..... 199.50	
Exhibit Eldorado, New. 199.50		
Bally Lincoln Field, New. 199.50	USED SLOTS	
Pace Saratoga, No Rails 149.50	Jennings Duchess, 5c .. \$ 45.00	
Mills Rio ..... 69.50	Jennings Duchess, 10c .. 65.00	
Keeney Dark Horse, New F.P. & P.O. Comb. \$169.50	Mills Orange Q.T., 5c .. 64.50	
Keeney Pot Shot, F.P., Used Two Weeks ..... 89.50	Mills Green Q.T., 5c .. 74.50	
Bally Club Bell, F.P. & P.O. Comb., Cannot Be Told From New .. 319.50	Mills War Eagle Escalator, 5c ..... 149.50	
	Jennings F.P. Mills Told From New ..... 65.00	
	Mills Lion Head, 5c .. 79.50	
	Mills Lion Head, 25c .. 129.50	
	COUNTER GAMES	
	Groetchen Liberty, New, In Factory Sealed Crates ..... \$ 16.95	
	Groetchen Sparks, Used .. 8.95	
	Daval American Eagles, Used ..... 9.95	

500 Pin Games to choose from. Submit your inquiries for the finest used equipment money can buy. WANTED: Used Machines. Highest cash prices paid for one or one thousand. EASTERN DISTRIBUTORS FOR FAMOUS VICTORY GAMES CONVERSIONS. All numbers in stock for immediate delivery. Terms: 1/3 deposit with order, balance C. O. D. or Sight Draft.

References: Dun & Bradstreet or Any Bank in Reading or Your Own Bank.

**LEADER SALES COMPANY**

131-133 NO. 5TH STREET READING, PA.  
Phones 4-3131 and 4-3132 — Night Phone 6077

**GLOBE'S HIT PARADE**

**BONUS BELL**  
Sensational "NEW" Globoard Profit \$32.79

Many exciting "play" features, including BONUS payout; 25 possible top, slot symbols, thick, fully die-cut, projected winners. 1226 holes, PROFIT (average) \$32.79.

FREE — New Illustrated "Glo-Board" Circular upon request.

**LIFE-SIZE!** **FULL COLOR!**

**MORE & MORE PROFITS IN 44**

**GLOBE PRINTING CO.** 1023-25-27, RACE STREET PHILADELPHIA, 7, PA.

**C. & P. SALES CO.**

407 MADISON AVE. PHONE 5-4576 MEMPHIS, TENN.  
FOR SERVICE THAT SATISFIES

CONSOLES		SLOTS	
Paces Saratoga, Late Model .. \$169.50	Columbia, Front and Back Pay ... \$ 79.50	5c Brown Front ..... \$225.00	5c Watling Rolatop ..... \$107.50
Paces Spinning Reels, Late Mod. 169.50	Jennings Multiple Slot Liberty Bell ..... 79.50	25c Brown Front ..... 325.00	10c Watling Rolatop ..... 149.50
Mills Jumbo Parade, Auto. Pay 99.50 & Up	Jennings Multiple Racers ..... 89.50	5c Cherry Bell ..... 217.50	5c Mills Blue Front ..... 149.50 Up
Mills Jumbo, F.P. .... 89.50 & Up	Keeney's Kentucky Club ..... 89.50	5c Bonus Bell ..... 225.00	10c Mills Blue Front ..... 229.50 Up
Watling Big Game, F.P. .... 89.50	Jennings Silver Moon, 5c ..... 189.50	25c Futurity ..... 269.50	25c Mills Blue Front ..... 269.50 Up
Bally Club Bell ..... 345.00	Jennings Bobtail, F.P. .... 169.50	25c Melon Bell ..... 269.50	5c Mills Roman Head, 2/4 ..... 79.50
Jennings Fast Time, F.P. .... 99.50		25c Watling Rolatop ..... 169.50	10c Mills Roman Head, 2/4 ..... 99.50
Galloping Dominoes ..... 425.00 & Up		5c Jennings Chief, Late Model .. 149.50	25c Mills Roman Head, 2/4 ..... 145.00
		5c Jennings Dixie Bell ..... 139.50	5c Mills Vest Pockets ..... 47.50
		5c Watling 72, 2/4 Cooseneck ..... 25.00	5c Watl. Wonder Vender, 3/5 ..... 59.50
		10c Watling 72, 2/4 Cooseneck ..... 30.00	25c Watling 72, 2/4 Cooseneck ..... 45.00

All above slots have been refinished and reworked SLOTS OVERHAULED AND REFINISHED LIKE NEW—TRY US ONCE

1/3 Cash Deposit With Order, Balance C. O. D.

**SPECIAL! PIN UP GIRL! NEW 5 BALL REBUILT—\$199.50**  
**SPECIAL—3-5c ORIG. GOLD CHROMES—#474139, #478757, #478765—\$375.00 EA.**

**INVASION! 5-BALL CONVERSION! PRICE \$165.00**

**SPECIAL! NEW SUPREME GUN. PRICE \$330.00**

**ARCADE EQUIPMENT—GUNS—MISCELLANEOUS**

WESTERN SUPER GRIP.....\$ 54.50	TOMMY GUN.....\$179.50
KEENEY AIR RAIDER, A-1..... 249.50	WESTERN BASEBALL—1939..... 89.50
616 ADAPTER AND 4 BOXES.... 129.50	GOTT. 3-WAY GRIPPERS..... 17.50
ANTI-AIRCRAFT..... 79.50	2c A. B. T. COIN CHUTES..... 7.50
EXH. RACER, Perfect..... 119.50	TEN STRIKE—Hi Dial..... 69.50
EXH. DOME-TOP DIGGERS..... 69.50	EXH. ROTARY, Pusher..... 195.00
PIKES PEAKS..... 19.50	BUCKLEY TREASURE ISLAND DIGGER 69.50
BAFFLE BALL..... 29.50	JAP CONVERTED CHICKEN SAMS... 149.50
MUTOSCOPE CARD VENDERS, Late. 45.00	CARD VENDERS, Floor Size Life Up 24.50
BACK GLASS FOR BALLY ONE BALLS 6.00	ANTI-AIRCRAFT SCREENS, New... 9.50
PHOTO CELLS—Seeburg & Bally... 3.50	MILLS MAIN CLOCK GEARS..... 2.50
MUTO. HURDLE HOP..... 79.50	MUTO. SKEE JUMP..... 125.00
A. B. T. BIG GAME HUNTER.... 37.50	WESTERN 1939 DELUXE, A-1.... 119.50

**WE REPAIR 1 BALL & 5 BALL MOTORS, OPEN TYPE, \$5.00; SEALED TYPE, \$12.50**

**SLOTS — ONE BALLS — CONSOLES**

LATEST JENN. GOLFAROLA.....\$124.50	5c COLUMBIA CIG. REELS.....\$ 49.50
1941 1-2-3 F. P..... 94.50	KEENEY CONTEST, A-1..... 119.50
2-5c CHERRY BELLS, 421340-423170..... 219.50	2 MILLS SAFE STANDS, A-1..... 20.00
NEW BALLY CLUB BELLS..... 349.50	1939 1-2-3 F. P..... 34.50
1941 BANGTAILS, Jack Pot..... 475.00	JEN. BOBTAIL OR SILVER MOON, F. P. 119.50
EX. RACES—7 Coin Console..... 79.50	KEENEY POT SHOT, F. P..... 54.50
EUREKA, Bally, 1 Ball..... 59.50	ARROW HEAD, Bally, 1 Ball.... 49.50

**WE WANT TO BUY THE FOLLOWING GAMES AT THE PRICES LISTED**

Knock Out.....\$ 90.00	Gott. Liberty.....\$110.00	Bally Club Trophy...\$250.00
Big Parade..... 90.00	Gott. Keep 'Em Flying 100.00	Bally '41 Derby..... 275.00
Air Circus..... 90.00	Genco Victory..... 55.00	Bally Pimlico..... 310.00
Sky Chiefs..... 130.00	Bally Record Times... 100.00	Bally Longacres..... 410.00
Four Aces..... 75.00	Bally Sport Special... 100.00	Bally Long Shot..... 225.00
5-10-20..... 90.00	Bally Dark Horse..... 110.00	Bally Kentucky..... 250.00
Bally Blue Grass..... 120.00	Bally Jockey Club..... 350.00	Bally Turf King..... 425.00
Keeny 5c Super Bell..... 190.00	Mills Jumbo Parade... 50.00	Fairmount..... 450.00

**Will Pay \$50.00 for Exh. West Wind, Sun Beam, Do-Re-Mi, Stars and Double Play. Send List of All Other Games and Arcade Equipment You Have To Sell. Cash Waiting!**

**SEND FULL CASH FOR ORDERS UNDER \$25.00.**

**ONE-HALF DEPOSIT WITH ORDERS, BALANCE C. O. D. OR SIGHT DRAFT.**

**EMPIRE COIN MACHINE EXCHANGE**

2812 W. NORTH AVE.  
 CHICAGO 47, ILLINOIS  
 Phone: Humboldt 6288

**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 Handfoot, Emerald	5-5-5 Mills Four Bell, New Style Head
5c Regular Chrome	Columbia Bell, GA, Rear Pay	5-5-5 Mills Four Bell, Old Style Head
10c Regular Chrome	Mills Vest Pockets	25c Pace Race Red Arrow Long Aces
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	

**SHATTERPROOF JACKPOT SLOT MACHINE GLASS. PER DOZEN.....\$13.50**  
 Full Cash Must Accompany Order in Form of Post Office, Express or Telegraph Money Order.  
 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

**WANT 500 GENCO GAMES**

Can Use in Any Condition. No Legs, Glass, Bumpers or Doors Necessary. Must Have Scoring Unit, Transformer and Rectifier. Advise Quantity and Price in First Letter.

**SUPREME ENTERPRISES** 557 ROGERS AVE. BROOKLYN, N. Y.

**CLOSING OUT—ALL A-1 RECONDITIONED**

PIN BALL MACHINES		ARCADE EQUIPMENT	
Red, White and Blue.....\$ 27.50	Electric Target Skill.....\$ 15.00	Chicken Sam, Converted into Hitler and Mussy..... 125.00	Hand Shocker..... 5.00
Legionnaire..... 39.50	Hand Gripper..... 7.50	Pikes Peak..... 19.00	Mutoscope With Reel..... 15.00
One Ball Sports Special..... 125.00	10 1c Book Match Dispensers, Ea..... 2.50	3 Sink a Jap Games, Ea..... 4.00	10 Golf Games, Ea..... 4.00
Glamor..... 19.50	Race Horse Machine With Stand (Money Getter)..... 20.00		
Big Chief..... 27.50			
Sarrago..... 29.50			
Sara Suzy..... 25.00			
Dough Boy..... 24.50			
Anabel..... 25.50			
Three Score..... 22.50			
Large and Most Complete Line of Sales Boards, Push Cards, Red, White and Blue and Bingo Tickets. Lowest Prices. — 1/3 Deposit, Balance C. O. D.			

**WESTERN NOVELTY COMPANY**

217 W. 9TH ST., Phone: Grand 0970 KANSAS CITY, MO.

**Three Texas Firms Merge to Form New Distrib Org**

DALLAS, April 15.—Three of Texas's largest coin machine distributors, the Geo. Prock & Company, of Dallas; Horton & Williams, of Houston, and United Amusement Company, of San Antonio—have merged to form a new distributor firm known as the United Amusement Company. Partners in the new combine are George Prock, Harold H. Horton, Tom V. Williams and J. F. Wilkinson. Firm will serve coinmen in Texas, New Mexico, Oklahoma, Arkansas and Louisiana.

The three present establishments in Dallas, Houston and San Antonio will continue to be manned by present staffs. Prock will manage the Dallas office, with Horton in Houston, and Williams in San Antonio. Wilkinson, the senior partner, will spend his time between the three offices. Other personnel includes J. E. Starks, general auditor; J. Fred Barber, general sales manager; A. Wm. Cooper, operations manager. Cooper formerly was regional technician for Rock-Ola.

Merger gives the firm an unusually strong financial status which is expected to be reflected in the opening of new branches in the territory in the post-war period.

**PARTS SHORTAGE**

(Continued from page 62)

this is accomplished by a pinball born miracle, a couple of hundred feet of wiring and the Rube Goldberg touch of Bice—the bells ring and the number of errors mount.

Another ingenious gadget which Bice made from pin game parts was the device he rigged up to waken Ensign James McKinnie, drillmaster for the WAVES, who had the habit of oversleeping. The next morning Ensign McKinnie first heard gentle voices of his WAVE students cooling in his ear. Half asleep, he stammered and blushed. Next martial music blared and broadcasts purportedly from Berlin and Tokyo screamed that the war was nearly won, but Ensign McKinnie dozed on. Next came the sound of tramping feet and comments of WAVES about his apparel as they marched past, which he half heard, but he became fully awake when he heard the "voice" of a Chicago department store worker inquiring about certain intimate articles of feminine apparel which Ensign McKinnie "had ordered."

Still another contribution to science via pinball parts was the "stop thief" alarm which Bice rigged up to guard examination papers.

In the basement of his home Bice has dozens of other inventions which utilize electrical and mechanical parts taken from scrapped pin games.

**WANTED**

**FOR CASH**

**FOLLIES BIG LEAGUE POWER HOUSE FORMATION BIG TOWN BLONDIE**

**MR. CHIPS**

Also want Used Pin Game Cartons in good condition.

**P & S MACHINE CO.**

2820 SHEFFIELD AVE. CHICAGO 14, ILL.



**OLIVE'S SPECIALS THIS WEEK CONSOLES**

Baker's Pacers (Daily Double) ..	\$275.00
Bally Bull Gun ..	75.00
Bally Sky Battle ..	285.00
Original Chrome Vest Pocket Bells (Metered, 5c) ..	60.00

**WE WANT TO BUY 500 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)

**MILLS 5c, 10c, 25c SLOTS FOR SALE**

- 3 MILLS 25c GOLD CHROMES, 2-5
- 14 MILLS 25c BROWN FRONTS, Drillproof, C.H., Knee Action
- 5 MILLS 10c BROWN FRONTS, Drillproof, C.H., Knee Action
- 6 MILLS 5c BROWN FRONTS, Drillproof, C.H., Knee Action
- 4 MILLS FOUR BELLS, High Serials
- 10 MILLS JUMBO PARADES, F. P.
- 3 MILLS 5c GOLD Q. T.'s
- 4 MILLS 5c BLUE Q. T.'s
- 3 MILLS 5c Q. T.'s
- 5 MILLS 10c Q. T.'s
- 2 GOLD GLITTERED 25c Q. T.'s
- 8 MILLS B & G VEST POCKETS
- 2 MILLS JUMBO PARADES, Comb. and Mint Venders
- 1 BALLY GOLD CUP, F. P.
- 1 BALLY RAPID FIRE GUN
- 1 KEENEY FORTUNE, Comb.
- 2 JENNINGS FAST TIMES

**PHONOGRAPHS**

- 2 WURLITZER VICTORY MODELS
- 4 MILLS THRONE OF MUSIC
- 3 WURLITZER ROLAWAYS
- 1 WURLITZER 61 COUNTER MODEL
- 2 WURLITZER 412
- 2 ROCK-OLAS 20 Reo.
- 1 SEEBURG CASINO

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."

**PARTS—SUPPLIES**

6/8 Volt Bulbs, 40, 44, 46, 47, 50, 51 and 55. Per Hundred.....	\$5.40
3 AG Fuses..... Per Hundred	\$3.00
1 1/2 Amp., 2 1/2, 3 Amp.....	3.50
5, 6, 7 1/2 Amp.....	3.00
10, 15, 20, 25, 30 Amp.....	2.50
<b>PHONOGRAPH TITLE STRIPS (Red Border)</b>	
1000.....	\$5.00
5000 Per M.....	4.00
10000 Per M.....	3.50
25000 Per M.....	3.00

**65C7, 5Z3, 80, 2A4G, 70L7**

These 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 65C7 to 7F7	#205 2A4G to 2051 (Seeburg Guns)
103 65C7 to 65L7	210 2A4G to 2051 (Seeburg Music)
110 5Z3 to 5U4G	215 70L7 to 7A4-7A5 (Seeburg Remote Boxes)
125 80 to 5T4, 5V4G, 5Y3 or 5Z4	
126 83 to 5U4G or 5X4	
\$1.50 Each	\$3.50 Each

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.

**FOR SALE**

A quantity of used refrigerated coin-operated vending bottle drink dispensers having a capacity of 144 bottles with additional storage space for 48 bottles.

AC and some DC current.

Photographs and full particulars upon request. Write or call

**ARJAY EQUIPMENT CO.**

310 Canal Street NEW YORK 13, N. Y. Canal 6-3739

**FOR SALE**

25 Scientific Batting Practice.....\$99.50 Ea.  
 Entire Lot if Picked Up At Our Warehouse, Not Crated..... 92.50 Ea.

**H. G. PAYNE CO.**

312 Broad St. Nashville 3, Tenn.

## MUSIC SUPPLIES

### ACCESSORIES

## TUBES—SLOTS

**MUSIC**

Each

- 1 Wurlitzer 600R, Completely Remodeled ..... \$310.00
- 3 Wurlitzer 800 ..... 575.00
- 4 Wurlitzer 800 ..... 350.00
- 1 Wurlitzer 800K ..... 345.00
- 1 Wurlitzer Victory ..... 450.00
- 7 New Seeburg Victory Model ..... 455.00
- 1 Seeburg Cadet, ES, Remodeled ..... 325.00
- 1 Seeburg Concert Grand ..... 325.00
- 2 Seeburg Cadet, Completely Remodeled ..... 325.00
- 1 Seeburg Regal ..... 279.50
- 2 Seeburg Colonel, ES ..... 375.00
- 5 Seeburg Vogue ..... 325.00
- 2 Seeburg Classico ..... 325.00
- 1 Seeburg Gem ..... 250.00
- 1 Rock-Ola Commando ..... 565.00
- 4 Rock-Ola 18 Record ..... 92.50
- 4 Rock-Ola 12 Record ..... 70.00
- 1 Rock-Ola Counter Model, 6-10-25" ..... 89.50
- 5 Mills Empress ..... 275.00
- 5 Mills Dance Master ..... 55.00
- 5 Mills Do Re Mi ..... 55.00

**ACCESSORIES**

Each

- 1 Wurlitzer #145 Stepper ..... \$35.00
- 2 Wurlitzer #304 Steppers ..... 22.50
- 3 Seeburg Wireless Speakerphone ..... 29.50
- 1 Seeburg Playboy ..... 22.50
- Seeburg Brackets ..... 1.75
- 50 New Covers for Seeburg 6-10-25" Wall-o-Matics ..... 6.50
- 4 New Seeburg Motors ..... 35.00
- 4 Seeburg Transmitters ..... 22.50

**WALL BOXES**

Each

- 4 New Packard Boxes ..... \$44.50
- 6 Packard Boxes ..... 33.50
- 25 Seeburg Wireless Wall-o-Matic, Late ..... 35.00
- 10 Seeburg Select-o-Matics ..... 8.50
- 20 Buckley Boxes (Chrome) ..... 8.50
- 16 Keeney Boxes ..... 3.00
- 2 Seeburg 3-Wire Bar-o-Matics ..... 39.50
- 2 Brand New Seeburg 5" Wall-o-Matic ..... 59.50
- 25 Seeburg Wireless Wall-o-Matics, Late (Covers Slightly Cracked—Can Be Used) ..... 22.50

**TUBES**

- 6L6 ..... \$1.75
- 2A4G ..... \$2.00
- 6U4G ..... \$1.05

**SLOTS**

Each

- 2 5c Mills Original Blue Fronts (Serial Over 400,000) ..... \$185.00
- 4 5c Mills Original Blue Fronts (Serials Under 400,000) ..... 162.50
- 3 10c Mills Original Blue Fronts (Serials Under 400,000) ..... 179.50
- 4 25c Mills Original Blue Fronts (Serial Under 400,000) ..... 200.00
- 2 5c Mills Vest Pocket, Green ..... 33.50
- 1 5c Jennings Chief ..... 110.00
- 1 5c Pace Comet ..... 79.50
- 1 Keeney Comet, 1 Ball F.P. ..... 125.00

50% Certified Dep., Bal. C. O. D. or Sight Draft.

## AMERICAN COIN MACHINE COMPANY

437 Elizabeth Ave., NEWARK, N. J.  
Phone: Waverly 3-1500

## CENTRAL OHIO QUALITY BUYS

"THERE IS NO SUBSTITUTE FOR QUALITY"

- 5c BLUE FRONTS, over 400,000, orig. C. H. .... \$189.50
- 10c BLUE FRONTS, over 400,000, orig. C. H. .... 219.50
- 25c BLUE FRONTS, over 400,000, orig. C. H. .... 259.50
- 5c BROWN FRONTS, 3/5 or 3/10 P. O., knees, C. H. .... 249.50
- 5c CHROME BELL, like new, 3/5 P. O. .... 375.00
- 5c & 10c JENNINGS CLUB CONSOLE CHIEFS, A-1, set. .... 475.00
- 5c JENNINGS SILVER CHIEFS, 3/5 P. O. .... 189.50
- 10c JENNINGS SILVER CHIEFS, 3/5 P. O. .... 215.00
- 5c JENNINGS RED SKIN CHIEFS, 3/5, like new ..... 169.50
- 5c JENNINGS 4 STAR CHIEFS, A-1 ..... 129.50
- 10c JENNINGS 4 STAR CHIEFS, A-1 ..... 169.50
- 10c JENNINGS 4 BAR CHIEFS, A-1 ..... 179.50
- 5c Q. T.'s GLITTER GOLD, orig., like new ..... 115.00
- 5c JENNINGS GRANDSTANDS, cig. reels, check P. O. .... 29.50
- 50 DOUBLE SAFES, revolve-arounds, like new ..... 135.00
- 15 SINGLE SAFES, revolve-arounds, like new ..... 95.00
- 55 LOCK BOX SAFE STANDS, ea. .... 19.50
- 1 DOUBLE LOCKED SAFE STAND, with back ..... 49.50

**12 PANORAMS—LATE SERIALS ..... \$379.50**  
With CONVERSIONS—\$40.00 more

**CONSOLES**

- 1 TWO WAY SUPERBELL, C. P., 5c-5c, like new ... \$399.50
- 5 JUMBO PARADES, C. P., late serials ..... 119.50
- 5 JUMBO PARADES, F. P., A-1 ..... 89.50
- 10 SILVER MOON TOTALIZERS, F. P., like new ..... 109.50
- 35 TRACK TIMES, 1938, clean, A-1 ..... 95.00
- 35 TRACK TIMES, 1937, Red Heads, A-1, clean ..... 69.50
- 5 WATLING BIG GAMES, C. P., A-1, 3/5 P. O. .... 109.50
- 1 SARATOGA, C. P., 3/5 P. O., A-1 ..... 89.50

**NEW BOWL-A-BOMB 9 FT. SKEE ROLL ..... \$300.00**

**PARTS FOR SLOTS AND GUNS**

- CLUB HANDLES ..... \$ 5.00
- CLOCK GEARS ..... 2.50
- 5c ESCALATORS ..... 19.50
- JACKPOTS FOR MILLS ..... 19.50
- GUN LAMPS ..... \$1.39
- 9 FT. GUN CABLE FOR RAY GUNS ... 2.25
- JACKPOT GLASSES, THICK ..... .75

1/2 CERTIFIED DEPOSIT WITH ORDER.

## CENTRAL OHIO COIN MACHINE EXCHANGE

514 S. HIGH ST., COLUMBUS, O. PHONES: ADams 7949, ADams 7993.



Wolf Solomon

## MARKEPP VALUES

### SLOTS AND CONSOLES

- 50c MILLS ROMAN HEAD, GLITTER GOLD, D. P., C. H., 3/5 Payout ..... Write
- 50c MILLS WAR EAGLE, D. P., C. H., 3/5 Payout ..... Write
- 50c MILLS BLUE FRONTS, D. P., C. H., 3/5 Payout ..... Write
- 50c MILLS GOLD CHROMES, NEW CASTINGS, D. P., C. H., 3/5 Payout ..... Write
- BUCKLEY TRACK ODDS, DAILY DOUBLE, Serial 12495, LIKE NEW ..... \$650.00
- 25c MILLS CLUB BELL CONSOLE, Used Three Weeks, Like New, Over 472,000 Serial ..... 495.00
- 10c MILLS BLUE FRONT, Repainted & Overhauled ..... 225.00
- 5c MILLS FOUR BELL, Serial 1754, beautiful machine. Write
- 5c MILLS BLUE FRONTS, C.H., K.A., Refinished ..... 195.00
- 5c MILLS Q.T. GLITTER GOLD, Like New ..... 125.00
- 5c BAKER'S PACER, DAILY DOUBLE, GOLD AWARD, A-1 ..... 275.00
- 5c GROETCHEN COLUMBIA, Fruit Reels, 3/5 Payout, Late, Like New ..... 79.50
- 5c JUMBO PARADES, Free Play, Like New ..... 99.50
- 10 GROETCHEN COLUMBIAS, Gold Award, Cigarette Reels, Front & Rear Payout ..... 72.50
- CHICAGO DELUXE METAL SAFE REVOLVAROUNDS, DOUBLES. 125.00
- CHICAGO DELUXE METAL SAFE REVOLVAROUNDS, Singles. 95.00
- PHONOGRAPHS
- 8200 SEEBURG REX, in New 8200 Cabinet ..... Write
- 816 WURLITZER, All Light, Up \$125.00
- MILLS THRONE OF MUSIC ..... 195.00
- MILLS EMPRESS ..... 245.00
- 2 SEEBURG WALLMATIC, Metal Cabinets, Serial WS-1-Z, Ea. 15.00
- SEEBURG WIRELESS WALLMATIC, WS-2-Z, Each ..... 42.50
- SEEBURG WIRELESS BARO-MATIC, 5/10/25c, Each ..... 52.50
- 2 WURLITZER TWIN 12, Steel Cab., with Packard Adaptor, Ea. 115.00
- ARCADE EQUIPMENT
- SEEBURG SHOOT THE CHUTES \$139.50
- SEEBURG SLAP THE JAP ..... 139.50
- SCIENTIFIC BATTING PRACTICE ..... 115.00
- CHICAGO ALL STAR HOCKEYS 209.50
- BALLY RAPID FIRE ..... 215.00
- KEENEY SUBMARINE GUN ..... 199.50
- (Half Certified Deposit With Order)

**BUY WAR BONDS WITH MY MONEY**  
I'll pay cash for anything in Coin-Operated Machines.  
SEND IN YOUR LIST TODAY.

## The Markepp Company

3908 Carnegie Ave. Cleveland 15, O.  
(Henderson 1043)

## ATTENTION!

### MACHINE OPERATORS

We have in stock any amount of 5c, 10c, 25c Slug Ejectors for Mills new type heads. Made of cold rolled steel that will out-wear originals.

Price \$2.00 Each

Also, #2 and #3 Gears for Mills Clocks, hardened tool steel pinions. These will wear-ever.

Price \$3.00 Each

WRITE

## F & S Sales Company

2139 S. Main, Santa Ana, Calif.

## TUBES AND ACCESSORIES

FOR COIN OPERATED PHONOGRAPHS, Etc.

0Z4 ..... \$1.75	6C5 ..... \$1.05	68C7 ..... \$1.15	33 ..... \$1.05
1B5 ..... 1.35	6C6 ..... 1.19	6H5 ..... 1.25	38 ..... .95
1H5 ..... 1.80	6B5 ..... 1.90	6X5 ..... 1.16	41 ..... .90
1N5 ..... 1.85	6F5 ..... 1.10	128K7 ..... 1.45	45 ..... 1.20
2A3 ..... 1.75	6F8 ..... 1.15	128Q7 ..... 1.45	47 ..... 1.55
5U4G ..... 1.00	6H6 ..... 1.15	2051 ..... 2.60	50 ..... .70
5V4G ..... 1.00	6J5 ..... 1.00	35L6 ..... 1.45	57 ..... .85
5W4G ..... 1.00	6K7 ..... 1.10	2525 ..... 1.25	75 ..... 1.00
5Y3 ..... 1.00	6L6 ..... 1.75	2526 ..... 1.25	77 ..... .95
5Z3 ..... 1.89	6N7 ..... 1.40	70L7 ..... 2.85	78 ..... 1.15
6A4 ..... 1.50	6SK7 ..... 1.20	2A4G ..... 3.25	80 ..... 1.00
6A6 ..... 1.40	6V6 ..... 1.10	30 ..... 1.20	83 ..... 1.20
6A7 ..... 1.15	6SC7 ..... 1.85		

We have many more Tubes too numerous to mention

- OHM Ohmite Dividohm 2500 Ohm 25 W. \$ .90
- OHM Resistors, any size 10 W. .35
- OHM Resistors, any size, 20 W. .55
- 18 MF Cond. Can C.D. 450 V. 1.85
- 18MF Cond. 450 Volt C.D. .85
- 8 MF Cond. Can 450 Volt C.D. 1.10
- Box 100 Carbon Resistors ..... 3.00
- Power Transformers, all models ..... \$ 6.00
- Chokes ..... 1.00
- Electric Soid. Iron ..... 1.75
- Solder, Per Lb. .... .75
- P.M. Speakers, 8" ..... 5.00
- P.M. Speakers, 10" ..... 8.00
- P.M. Speakers, 12" ..... 12.50
- Tone Arms, 61-71 ..... 9.50

PARTS FOR WURLITZER, ROCK-OLA, SEEBURG. WRITE.  
Deposit Required With All Orders

## ALBENA SALES CO.

587 10th AVE., N. Y. C. LONGACRE 5-8334

## JENNINGS'

Symbol of Service

CONTACT US ON ANY COIN MACHINE SUBJECT  
37 Years' Experience

O. D. JENNINGS & CO., 4309 W. Lake Street, Chicago, Illinois.

## —FOR SALE—

Large Stock Salesboards, Tip Books and Jar Games. Write for Price List, stating your requirements.

## L-C SALES CO.

855 Pearl St., P. O. Box 2988      Beaumont, Texas

## 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, 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.

## HIGHEST CASH PRICES

FOR USED SLOTS & CONSOLES

## BAKER NOVELTY COMPANY

1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

## 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.

**CORRECTION!**

In our ad of April 15 the following items were erroneously omitted: 3500 OHM 10 Watt Resistors, 45¢ each; 5000 OHM 10 Watt Resistors, 45¢ each; Fusists 1.6, 1.8, 2.5, 15¢ each. Terms: C. O. D.

## ATLAS VENDING CO.

410 North Broad St. ELIZABETH, N. J.

NOW PRODUCING



Our New 5 Ball Game  
Now Being Converted  
From

**SILVER SKATES**

ALSO CONVERTING

**ROCKINGHAM**

Our One Ball Payout Similar in Player Appeal to

**FAIRMONT**

Now Being Converted From

**GRAND STANDS • PACE MAKERS  
GRAND NATIONALS**

STILL CONVERTING

**SPORT SPECIAL      SPORT EVENT  
BLUE GRASS          DARK HORSE**

**To SPORTSMAN**

Our One Ball Free Play Similar in Player Appeal to  
**LONGACRE**

See Your Distributor for Prices and Delivery

We Will Buy  
Your  
Sports Specials  
Blue Grass  
Sport Event  
Dark Horse  
Grand Stands  
Grand Nationals  
and  
Silver Skates

**BELL PRODUCTS CO.**

2646 W. NORTH AVE.

CHICAGO, ILL.

**OVER 500 WHIRLWAYS NOW ON LOCATIONS!**

CONVERTED FROM

**BLUE GRASS, DARK HORSE AND SPORT SPECIAL**

Whirlaway 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.**

**SALESBOARDS**

SPECIAL LOW DOWN PRICES

1,000 Hole Jackpot Charley 30 Hole Jackpot 25c.  
Regular Thickness, \$1.10; Semi Thick, \$1.25; Jumbo Thick, \$1.45.

1,250 Hole Cheery Charley, 25c, Special Thick, \$2.48 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.

**SIMON SALES**

Gun Lamps for Seeburg & Bally Ray Guns, Write

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. Samples of photos taken by this camera will be submitted on request. Write for price.

152 W. 42nd St., New York 18, N. Y. Phone Pennsylvania 6-9495

**CMI CALLS MEETING**

(Continued from page 62)

tion. Yet, in analyzing the situation, Gottlieb agreed that peace and post-war opportunities are goals which no industry or individual need obscure or diminish, since they represent what we are working and fighting for.

**War Production Goes On**

"This open meeting of our trade association is not to be construed as over-optimism regarding the end of the war," said Gottlieb. "There is no relaxing of effort or determination anywhere on the coin machine front. The pace that has brought eight "E" flags to our industry will be continued until the last shot is fired.

"Since the beginning of the war when production facilities of the coin machine industry enlisted 100 per cent in the war effort, CMI has maintained its structure, but major activities, including sponsoring of the annual coin machine show, have been suspended," Gottlieb said. "Our association has continued in an advisory capacity, serving members, trade interests and providing information to government agencies and other outside interests. The association has been pledged to fullest co-operation in supplying recreational equipment to members of the armed forces. In this latter connection two major proposals were made by our group to supply games and other equipment to Army Service Forces and USO organizations without cost.

**Closer Contacts Desired**

"Members of CMI have enjoyed only occasional contacts with each other during the war due to heavy demands of war production schedules on time and energies, but all have expressed the wish to maintain closer contact with their trade association and fellow members," Gottlieb declared. "For this reason it was decided during a recent chance meeting of several members and directors to hold an open meeting to renew fellowship, to discuss general conditions and to review the state of our industry."

That the April 26 meeting of manufacturers might lead to an early conference with leading distributors and jobbers was a possibility expressed by Gottlieb. He said that large meetings, as well as the annual convention, had been discouraged in complying with ODT regulations.

While invitations have gone out to all known firms who manufactured coin machine products before the war, Gottlieb urges that any who did not receive letters should communicate with him or with Secretary Groetchen as early as possible.

**GOING IN THE SERVICE**

Selling out \$2125.00 worth of machines, all below market price, for \$2,000 cash. Pick up machines in Geneva, Ohio. Ref.: Geneva Sav. and Trust Bank.

- GAMES**
- 1 Mutoscope Skyfighter ..... \$325.00
  - 1 Chicago Coin Hockey ..... 220.00
  - 1 Chicken Sam with Base ..... 100.00
  - 1 Gott. Skeeballette ..... 75.00
  - 1 1938 Keeney Track Time, Gray Head ..... 35.00
- MUSIC**
- 1 Wur. 24A, Marbletop, Adaptor, 4 New Model 100 Wall Boxes, 50 Ft. Cable \$275.00
  - 1 Wur. Pumpkin Model 41 with Stand 110.00
  - 1 Rockola Imperial Lite Up Grill ..... 120.00
  - 1 Wur. Counter Model 51 ..... 50.00
  - 3 Rockola 12-1 Rhythm King, Each ..... 60.00
  - 2 Seeburg 12-A Symphonola, Each ..... 65.00
  - 1 Aux. Speaker in Radio Cabinet ..... 20.00
- COUNTER GAMES**
- 1 10 Rec. Seeburg ..... \$ 35.00
  - 8 ABT Targets, Challengers, Skill, Each ..... 22.50
  - 1 Pikes Peak ..... 16.50
  - 1 View-o-Scope ..... 18.00
  - 1 Advance 1 1/2 Shocker ..... 15.00
  - 1 Gott. Triple Gripper ..... 18.50
  - 3 Single Gott. Grippers, Each ..... 9.00
  - 1 Victor Home Run, 1 1/2 ..... 12.50
  - 1 Col. Ball Gum ..... 6.00
  - 3 Master Peanut, Each ..... 3.50
  - 4 Silver King Peanut, Each ..... 4.00
  - 2 1/2 Mint Machines, Each ..... 2.00
- MISCELLANEOUS**
- 1 Future Fortune Teller, 1 1/2 ..... \$ 30.00
  - 1 Sheffler Bros. Gr. Porcelain Scale ..... 60.00
  - 5 1/2 Nat. Candy Machines, Chain, Each ..... 6.00
  - 1 5 1/2 Bar Selectoria Candy Bar ..... 30.00
  - 2 Advance 1 1/2 Stick Gum Mach., Each ..... 3.50
  - 3 Peanut Stands, 1 1/2 Counter Marble Game and Many Spare Machine Parts Worth ..... 25.00

All Machines in Good Condition. Call, Write or Wire

**PAUL GEORGE BARKO**

510 Eastwood St. GENEVA, OHIO

**RUBBER BALLS**

For **POKERENOS—FASCINATION AND BINGO GAMES**

All hand finished. Send sample of your ball and we will match it.

**MELROY BALL CO.**

6 N. Austin Ave. VENTNOR, N. J. Phone: Ventnor 2-0587

**REAL BUYS**

- 3 JENNINGS 5c CHIEFS ..... \$ 99.50
- 1 JENN. 5c SILVER CHIEF, S.P. 169.50
- 1 JENN. 5c GOOSENECK ..... 39.50
- 8 JENN. 5c TRIPLE JAK ..... 69.50
- 2 PACE 10c BANTAM, J. P. .... 59.50
- 1 PACE 5c BANTAM, J. P. .... 49.50
- 1 PACE 1c BANTAM, J. P. .... 39.50
- 2 WATLING 5c ROLATOPS ..... 89.50
- 2 MILLS 5c GOOSENECK, J. P. .... 39.50
- 2 MILLS 25c GOOSENECK, J.P. .... 62.50
- 6 MILLS 5c GREEN VEST PKTS. .... 42.50
- 3 MILLS 5c Q. T.'s ..... 94.50
- 2 MILLS 10c Q. T.'s ..... 139.50
- 3 MILLS 25c Q. T.'s, Gold Glittered ..... 175.00
- 8 COLUMBIAS 5c G. AWARD ..... 49.50
- 17 SHEFFLER LOBOY SCALES ..... 69.50
- 2 MILLS LOBOY SCALES ..... 69.50
- 1 WATLING SCALE ..... 99.50
- 5 MILLS JUMBO PARADES, F.P. .... 89.50
- 2 BALLY GOLD CUPS, F. P., One Ball ..... 69.50
- 2 Scientific BATTING PRACTICE ..... 99.50
- 1 BALLY RAPID FIRE ..... 195.00
- 2 EVANS TEN STRIKES ..... 49.50
- 7 SEEBURG 3-Wire WALLBOXES ..... 34.50
- 5 SEEBURG 5c, 10c, 25c BARBOXES ..... 42.50

**PHONOGRAPHS**

- 2 WURLITZER VICTORY MODELS ..... \$475.00
- 8 MILLS THRONE OF MUSIC ..... 245.00
- 1 SEEBURG CASINO ..... 249.50
- 1 MILLS DANCE MASTER ..... 49.50
- 3 WUR. 12 RECORD ..... 89.50
- 5 SEEBURG 12 RECORD ..... 69.50
- 2 WUR. TWIN TWELVE ROLWAYS, in Metal Ca., with Keeney Adapter ..... 99.50
- 2 ROCK-OLA 12 RECORD ..... 69.50
- 1 ROCK-OLA 16 RECORD ..... 99.50
- 2 ROCK-OLA 20 RECORD ..... 150.00

**THE SIMPLEX COMPANY**

204 Walton Bldg. Esplanade LEXINGTON 9, KY.

There is no substitute for Quality

Quality Products Will Last for the Duration

**D. GOTTLIEB & CO. CHICAGO**

**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.**

**FOR SALE**

25 Scientific Batting Practice ..... \$99.50 Ea.  
Entire Lot if Picked Up at Our Warehouse, Not Crated ..... 92.50 Ea.

**H. G. PAYNE CO.**

312 Broad St., Nashville 3, Tenn.

## CLEVELAND COIN OFFERS:

### MUSIC

- 2 Mills Panorams. Each.....\$350.00
  - 5 Seeburg Classics. Each..... 350.00
  - 1 Seeburg Colonel, ES..... 375.00
  - 1 Seeburg Gem..... 225.00
  - 1 Seeburg Regal..... 275.00
  - 5 Wurlitzer 61s. Each..... 90.00
  - 2 Wurlitzer 41s. Each..... 95.00
  - 1 Wurlitzer Victory Model, re-mofed with 5 Wurlitzer Boxes. 650.00
- Stands for Wurlitzer Counter Models..... 10.00
- 1 Rock-Ola '40 Super..... 350.00
  - 1 Rock-Ola '39 Deluxe..... 275.00
  - 2 Seeburg Wireless Strollers. Ea. 45.00
  - 5 Seeburg Wireless Speakers. Ea. 50.00

### SLOTS

- 10 5c Mills Brown Fronts, C.H., Ea. \$210.00
- 1 5c Mills Bonus Bell..... 225.00
- 2 5c Jennings Chrome Bells, Masters, Ea. .... 225.00
- 1 5c Jennings Chrome Bell, Super. 225.00
- 1 5c Jennings Chrome Bell, Regular 225.00
- 6 5c Vest Pockets, Ea. .... 45.00

### PHOTOMATICS

- 5 LATE MODEL PHOTOMATICS—INSIDE LITES—VERY CLEAN.
- 60,000 PAPER FRAMES — 100,000 METAL FRAMES. LARGE QUANTITY OF CHEMICALS—WRITE OR WIRE.

### ARCADE EQUIPMENT

- 1 Periscope.....\$375.00
  - 3 Slap the Japs, Ea. .... 140.00
  - 2 Shoot the Bulls, Ea. .... 100.00
  - 2 Keeney Submarine Guns, Ea. .... 195.00
  - 1 Western Baseball..... 95.00
  - 2 Ten Strikes, Ea. .... 60.00
  - 1 Skeeball..... 85.00
  - 1 Hockey..... 210.00
  - 1 10c Astrology..... 100.00
  - 1 10c Astroscope..... 100.00
  - 1 Madame Neville Gypsy Fortune Teller..... 125.00
  - 1 Exhibit Bicycle..... 100.00
  - 1 Mills Punching Bag..... 150.00
  - 1 Murdle Hop..... 65.00
  - 10 Exhibit Type Liteup Card Vendors, Each..... 35.00
  - 1 Skee Jump..... 35.00
  - 6 New Supreme X-Ray Pokers, Ea. 135.00
  - 1 Waffling Low Boy Scale..... 85.00
- NEW TAIL GUNNERS..... 295.00

### WURLITZER SKEE BALLS

4 HIGH SCORE  
4 REGULAR AND  
1 HIGH SCORE (Damaged)  
\$1700.00 FOR THE LOT CRATED

TERMS: 1/2 Deposit With ALL Orders—Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE  
2021 PROSPECT AVE., CLEVELAND 15, O.  
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## SPRING LIQUIDATION! SEASON'S TOP VALUES!

### COUNTER GAMES

- Libertys, 14.....\$8.95
- Lucky Smokes (new in original cartons), complete with strips and award card which permit changeover to American Flags. Special..... 9.95

### ALSO

- Tickettes - Imps. - Penny Pack - Tot - Ginger - Ex-Ray - Tally - Reel Dice - Joker - Rex - Yankee - High Stakes - Poker Face - Cork Tip (Roulette Type) - 21 - Track Reels and many others.

MAKE A REASONABLE OFFER.

### ONE BALLS

- Pimlico..... Write
- Fortune Convertible to Free Play or Payout. Write
- Skylark..... Write
- Thistle-down..... \$65.00
- Fairgrounds..... 29.50
- Breakneck..... 29.50
- Gold Cup..... 49.50
- Sport Special..... 149.50
- Late 1939 Mills 1-2-3, Free Play, completely reconditioned and overhauled by Mills, in original crates, animal reels..... 79.50
- 1939 1-2-3, Payout..... 39.50
- Gold Medal..... 49.50
- Track Record, Gottlieb, Free Play..... 89.50
- Grand National..... 89.50
- Grand Stand..... 69.50
- Grand Prize..... 49.50
- Bally Stables..... 39.50
- Jennings Flicker..... 39.50
- 1940 1-2-3, Free Play, Slant Backboard, Like New..... 129.50

### MISCELLANEOUS

- Used Coin Chutes, Regular or Free Play... \$ 1.75
- New A.B.T. Free Play, Coin Chutes..... 3.95
- Main Clock Gears for Mills Slot Clocks, Complete..... 2.85
- Mills Second Gears for Use on Mills Slot Clocks..... 1.75
- Genuine Mills Pin Ball Clocks..... 2.75
- Vanex Slug Ejectors, Perfect Condition... 12.50
- Bally Pin Ball Motors, New..... 9.75
- Cigarette Machines, Rowe, White, 10 Col., Late 94.50
- Cigarette Machines, Rowe, White, 8 Column... 49.50
- New Stanco Power Transformers, for use on coin machine games, Primary 115 Volts, 50-60 Cycles, Secondary 6-20-25 V, #P 4506..... 4.95
- Daval Bumper Bowling, equipped with Vanex. 94.50
- 14 Ft. Rock-o-Ball, crating \$25 additional 79.50
- Western Baseball, Liteup Backboard..... 49.50
- 32 Volt D.C. Converters 19.50
- 32 Volt Motors..... 14.50

### FIVE BALLS

- ABC Bowler \$44.50
- Big Six..... 19.50
- Blackout..... 24.50
- Crystal..... 24.50
- Dude Ranch 29.50
- Entry..... 29.50
- Five, Ten & Twenty, like new..... 129.50
- Fox Hunt..... 34.50
- Flag Ship..... 19.50
- 4 Diamonds. 34.50
- Gun Club..... 59.50
- Home Run '42 69.50
- Knockout..... 109.50
- Legionnaire. \$49.50
- Long Star..... 24.50
- Majors '41..... 39.50
- Metro..... 34.50
- New Champs 59.50
- Paradise..... 39.50
- Production..... 89.50
- Repeater..... 39.50
- Shangri La. 109.50
- Sky Blazer..... 74.50
- Sparks..... 29.50
- Speedway..... 19.50
- Sport Parade 44.50
- Super Six..... 19.50
- Stratoliner..... 39.50
- Target Skill \$34.50
- Ten Spot..... 39.50
- Torpedo Patrol 89.50
- Twin Six..... 39.50
- Defense (Baker) .. 39.50
- Fifty Grand. 29.50
- Doughboy..... 29.50
- Horoscope..... 49.50
- Salute..... 39.50
- School Days. 44.50
- Show Boat..... 44.50
- Sky Ray..... 39.50
- Ump..... 29.50

### 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..... 69.50
- 1 Keeney Kentucky Skill Time, 7 Coin Head, Excellent Condition, New Glass..... 89.50
- 2 Keeney Track Times, 7 Coin Head..... 69.50
- Bally Long Champ (Large)..... 34.50
- Bally Solitaire Flicker..... 29.50
- Stoner's Zippers, Payout..... 174.50
- Late Jumbo Parades, Like New, Convertible to Free Play or Payout..... 249.50
- Club Bell, Bally, Convertible..... 79.50
- Jumbo Parade, Free Play..... 79.50
- Parlay Races, 7 Coin Late Head, Slant Top..... 79.50
- Pick 'Em, 7 Coin Late Head, Slant Top..... 64.50
- Roletta Jr..... 149.50
- Galloping Domino, Rebuilt 7 Coin Slant Type, New Hd. 149.50
- Jennings Good Luck..... 29.50
- Bally Skill Field, with Daily Double Feature, 7 Coin Hd. 89.50
- Jennings Fasttime, Free Play or Payout..... 89.50
- Paces Reels, Payout..... \$94.50
- Bally Ray's Track..... 89.50

### SLOTS

- Q.T.'s, Reconditioned & Repainted, 5¢.....\$79.50
- 10¢..... 94.50
- Columbias, Gold Award, Cig. Reels, Convertible to 1, 5, 10 & 25¢, Cannot Be Told From New Comets..... 79.50
- 5¢..... 84.50
- 10¢..... 94.50
- 25¢..... 124.50
- Pace Rockets, Slugproof..... 149.50
- 5¢..... 159.50
- Pace Deluxe, Slugproof..... 109.50
- 5¢..... 129.50
- 10¢..... 129.50
- Callie Playboy or Commander, 5¢..... 59.50
- Callie Club Console, 10¢ Write..... 59.50
- Callie Deluxe Console, 5¢..... Write
- 10¢..... Write
- Jennings Silver Moon Club, '41 Model, 10¢ Write..... Write

### MUSIC

- Twin 12 Wurlitzer In Metal Plamor Cabinet, good condition, complete with adapter.....\$149.50
- 1 Wurlitzer Model 24, burlid job, complete with Packard Adapter..... 194.50
- 1941 Singing Tower, 20 Selection, excellent condition, complete with adapter, wire and 3 boxes..... 495.00
- Seeburg Playboys, used..... 29.50
- Used W.S.-2Z Seeburg Wireless Wallomatic, perfect cond. Packard Boxes..... 29.50

### NEW IN ORIGINAL CARTONS

- D.S.-20-10 Z Seeburg 3 Wire 5, 10 & 25¢ Wall Boxes.....\$55.00
- D.S.-20-1 Z, 5¢ only, 3 Wire Seeburg Wall Boxes..... 35.00
- 3 Wire Ratproof Cable, sold with above boxes. Ft. .... .15
- Step Selector 88-20-1 Three Wire System Adapters..... 35.00
- Model S Electric Selectors..... 19.50
- U.S.R.-2 Universal Electric Receiver for converting to remote..... 84.50
- Transmitters T-5 Z, T-3 Z, T-5 ZA..... 14.50
- S.O.-20 Z Wireless Remote Speakers..... 49.50

1/3 Deposit—Balance C. O. D.

State Distributor for Seeburg Phonographs and Accessories  
Please address Mail to Milwaukee 8, Wis.

**Milwaukee COIN MACHINE COMPANY**  
3130 W. Lisbon Avenue · Milwaukee, Wis.

## SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
240	25¢	SHORT & SWEET, JUMBO HOLES	\$30.10	\$2.25
240	50¢	SHORT & SWEET, JUMBO HOLES	52.30	2.25
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	7.00	.85
720	5¢	SEVEN-ELEVEN, DICE SYMBOLS	17.37	2.50
720	5¢	BABY BELL SLOT SYMBOLS	29.45	1.75
1000	5¢	GET YOUR PIECE, THICK, PROT.	35.20	3.10
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	38.57	3.00
1200	25¢	VICTORY BELL, THICK, JUMBO HOLES	77.00	3.00
1200	25¢	HAPPY CHARLEY, THICK, PROT.	102.28	3.00
1200	25¢	TEXAS CHARLEY, THICK, PROT.	119.00	4.80
1500	25¢	KEEP PITCHING, Thick, Prot., Jumbo Holes		

WRITE FOR OUR LATEST PRICE LIST

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢, Stating your requirements. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO., BOX 66, MICHIGAN CITY, INDIANA

### SPECIALS

- 9—5c Mills Mint Venders, Free Play.....\$ 75.00
- 2—25c Mills Mint Venders, Free Play..... 100.00
- 1—10c Mills Mint Venders, Free Play..... 85.00
- 5—Jumbo Parades, Free Play.....\$ 60.00
- 1—Silver Moon, Free Play... 110.00
- 1—Sugar King..... 49.50
- 2—Derby Days..... 25.00
- 1—Dominette..... 19.50

1/3 Deposit, Balance C. O. D.

**PALM BEACH NOVELTY CO.**  
511 Clematis Avenue  
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### ONE BALL FREE PLAY AND SLOTS

- Pimlico.....\$350.00
- '41 Derby..... 300.00
- Sport Special..... 165.00
- Contest..... 150.00
- Triple Entry..... 125.00
- Jennings 50c Club Console..... 600.00
- Jennings Triplex..... 135.00
- Pace 50c All Stars..... 300.00
- Columbia J. P. Bells..... 75.00
- Callie A. C., 7 Way..... 350.00
- Blue Grass..... 175.00

As Stock Is Constantly Changing, We Suggest Wiring Deposit.

TERMS: 1/3 Deposit, Balance C. O. D.

### AUTOMATIC COIN MACHINE CORP.

838 Chestnut St., SPRINGFIELD, MASS.  
Phone 4-1109. Call Between 12 and 1 At Noon (E.W. Time)

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ANY QUANTITY OF ROLLED SLOT MACHINE MINTS

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FREE PLAY PIN BALL GAMES  
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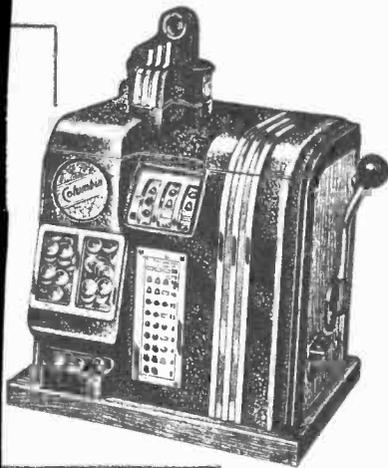
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PHOTOMATICS — PANORAMS  
PHOTOMATONS

State Serial Number and Condition in First Letter.

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Note New j 220 E. 18th St., Brooklyn, N.Y.  
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## GOLD AWARD

Wide Fruit or Cigarette Reels.  
Gold Award on Jackpot Combination.  
Concealed Rear Payout Easily Convertible to Front Payout.  
Separate Cash Box for Operator. Slug Proof.  
Complete with parts for conversion to 1c, 10c or 25c play . . .

**\$127.50**

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QUANTITY LIMITED!

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## AFRICAN GOLF

The IDEAL  
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NO SLOT—NO TAX!

A complete Casino Game with top appeal and money-making power for counter play!

#### ALSO AVAILABLE:

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MIAMI COLOR GAME  
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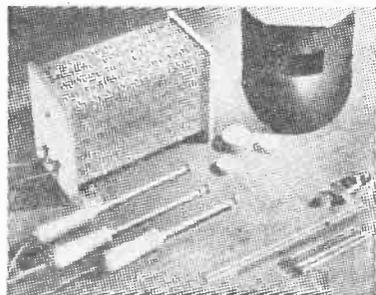
Chrome finish. Beautiful 5-color plate-glass top. Perfect dice under glass. Sealed agitator affords perfect protection for location! Game size: 16"x36"x2".

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## ELECTRIC WELDER

The Magic Electric Welder makes it easy for you to do a professional welding job with very little practice. There is nothing difficult to learn; no technical training is required. Absolutely safe to use—no fumes, no mess. Just plug it in any 110 volt A.C. or D.C. Socket and you are ready to work. Complete instructions with each set. Handles Aluminum, Brass, Copper, Iron, Steel and other metals.



**\$19.95**

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WRITE FOR PRICE LIST OF PARTS, SUPPLIES, TUBES, FUSES, WIRE, ETC., ETC.

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**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

## Games that get the play

- STREAMLINER . . . . . Converted from STARS
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(Specify "Left" or "Right" as you face phonograph)

- Wurl. 750 Top Corners . . . . . \$6.75 Each
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- Wurl. 850 Bottom Corners . . . . . 6.75 Each
- Wurl. 950 Lower Sides . . . . . \$8.00 Each
- Rock-Ola Top Corners For: Standard, Masters, Deluxe, Super . . . . . 7.50 Each

#### SHEET PLASTICS

60 Gauge (Thickness of New Half Dollar). Per Sheet . . . . . \$14.50  
80 Gauge (Thickness of New Silver Dollar). Per Sheet . . . . . 20.00  
Colors: Red, Yellow or Green. Size of Sheet: 20"x50".

ORDER NOW! FIRST COME—FIRST SERVED!

Terms: 1/3 deposit, balance C. O. D. Checks acceptable.

Full Remittance Saves C. O. D. Charges.

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## RED, WHITE AND BLUE—2160 BREAK TAB CARDBOARD TICKETS, JAR DEAL TICKETS

All tickets when sold at 5c make \$36.00 profit; when sold at 10c \$72.00 profit. Price 100 lots, \$1.40 each; dozen lots, \$1.60 each; less than dozen lots, \$1.75 each.

Send for FREE SAMPLE of Our Ticket

**MICHIGAN CITY NOVELTY CO.** BOX 66, MICHIGAN CITY, INDIANA

LOS ANGELES SEE **BADGER'S BARGAINS** MILWAUKEE SEE  
 BILL HAPPEL CARL HAPPEL  
 "OFTEN A FEW DOLLARS LESS—SELDOM A PENNY MORE"

**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 "Tall Gunner," Outstanding Gun . . 325.00
New "Skee Ball" Bowling Sensation . . 249.50	New "Periscope," New and Different . . 395.00
New Tokyo Raider . . . 395.00	New Jap Sky Fighter . . . 395.00
(Drivemobile Conversion)	(Sky Fighter Conversion)

**MILLS PANORAMS SOUNDIRS**

COMPLETELY RECONDITIONED, REBUILT AND REFINISHED LIKE NEW. BEAUTIFULLY CONVERTED FOR ARCADES. PRICE ONLY \$450.00.

**NEW PHONOGRAPH MECHANISM CABINETS**

MODERNIZED REPLACEMENT CABINETS. GLAMOROUS DESIGN, BEAUTIFULLY ILLUMINATED MODERNISTIC GLASS PANELING, CABINET NATURAL FINISHED WOOD, EXQUISITELY GRAINED. ADAPTABLE FOR ANY TWIN (12) 20 OR 24 RECORD MECHANISMS. SPECIAL PRICE, \$59.50. ONLY A LIMITED SUPPLY AVAILABLE.

**RECONDITIONED ARCADE EQUIPMENT**

Seeburg Shoot-the-Chutes . . . \$179.50	Bally Rapid Fire . . . \$225.00
Caille Push or Hug . . . 89.50	New Axis Rats, Chicken Sam, Refinished.
Caille Push or Grip . . . 89.50	New Rock-o-Lite . . . 179.50
National O.K. Fighter . . . 159.50	Scientific Batting Practice . . . 129.50
Keeney Submarine . . . 225.00	Evans Play Ball . . . 225.00
Rotary Merchandisers . . . 189.50	Exhibit Bicycle Trainer . . . 125.00
Casino Golf . . . 39.50	Genco Play Ball . . . 189.50
Scientific Upright Baseball . . . 129.50	Keeney Anti-Aircraft (Refin.) . . . 79.50
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Gottlieb 3-Way Gripper . . . 16.50	New 2c A.B.T. Coin Slots . . . 3.95
Mills Flip Skill . . . 49.50	Panoram Conversion . . . 32.50
Exhibit Bull's Eye . . . 89.50	Bally Bull (Refinished) . . . 124.50
Keeney Texas Leaguer . . . 39.50	Jennings Roll-In-the-Barrel . . . 169.50

**NEWLY REFURBISHED "SPORTSMAN," \$495.00**

**RECONDITIONED SLOTS AND CONSOLES**

10 Mills Gold Chrome, 5¢	14 Mills Blue Fronts, 5¢	8 Mills Four Bells, Rebuilt, New Cabinets
2 Mills Gold Chrome, 10¢	12 Mills Blue Fronts, 10¢	5 Mills Three Bells
4 Mills Gold Chrome, 25¢	10 Mills Blue Fronts, 25¢	2 Keeney Super 2-Ways, Cash
4 Mills Regular Chrome, 5¢	2 Mills Blue Fronts, 50¢	8 Keeney Super (Comb.)
1 Mills Regular Chrome, 10¢	1 Mills Cherry Bell, 5¢	12 Mills Jumbo (Comb.)
2 Mills Regular Chrome, 25¢	1 Mills Cherry Bell, 25¢	1 Bally Sun Ray, Free Play
3 Mills Brown Fronts, 5¢	4 Jennings Silver Chief, 5¢	1 Evans Dominoes, Late '41
2 Mills Brown Fronts, 10¢	1 Jennings Silver Chief, 10¢	2 '41 Bangtalls, Late, J. P.
5 Mills Brown Fronts, 25¢	1 Jennings Silver Chief, 25¢	5 Bally Club Bells
6 Blue Crackle Q.T., 5¢	6 Jennings Chiefs, 5¢	6 Baker's Pacer, D.D., Late
1 Mills Green Q.T., 10¢	1 Jennings Chief, 10¢	1 Baker Pacer, Late
1 Giltzer Gold Q.T., 1¢	2 Jennings Chief, 25¢	1 Pace Racer, 25¢ Brown
12 Mills V.P. Blue & Gold, 5¢	2 Jennings Chief, 50¢	7 Pace Saratoga, '41, Late
1 Mills Gold Award, 5¢	2 Mills Extraordinary, 5¢	

**SPECIAL** MILLS JUMBO PARADES, P. O., LATE MODELS, HIGH HEADS, REFINISHED AND REBUILT LIKE NEW **\$149.50**

**BADGER'S RECORD CARRYING CASES**  
 A STURDY CASE, REINFORCED METAL CORNERS.

SOFT PLUSH-LINED, HOLDS 60 RECORDS. PRICE **\$4.95**

**WANTED—USED MACHINES—HIGHEST CASH PRICE PAID**

Send List of Machines you have to sell and let us quote prices

All Machines Reconditioned, Ready To Operate. 1/2 Cash With Order, Balance C. O. D. All Prices F.O.B. Los Angeles. Write Milwaukee for Special Price Quotations.

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**BADGER NOVELTY COMPANY**  
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**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. 450—COMPLETE, STILL ONLY.. \$7.50**

CONTAINS Silver Points, Phosphor Bronze Leaves, Lifters, Switches, Bakelite Bushings, Separators, Contact Point Adjusters, Brass Rivets, Copper Pig Tail Wire, Fish Papers. Ask for our free Parts and Supplies Catalog

**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 Assorted Silver Contact Points, Value \$8.00. in addition to the Liberal Assortment of Switch Parts Contained in Our Well Known Guardian Contact Kit.

**BLOCK MARBLE CO. 1527 FAIRMOUNT AVE. PHILADELPHIA 30, PA.**  
**GET IT FROM BLOCK—THEY HAVE IT IN STOCK!**

**ROTOR TABLES**

Coin-operated game rotates under glass top while players sit with drink, food, etc. 5¢ play. Every Restaurant wants a table. Games are in first-class condition, thoroughly reconditioned, ready to operate.

**ONLY A FEW LEFT—\$79.50**

**NATIONAL NOVELTY COMPANY**  
 183 MERRICK ROAD, MERRICK, L. I., N. Y.

The most thorough and complete "CHICKEN SAM"—Change-over to "JAP" Ray Guns—in the U. S. A.

**"SHOOT THE JAP"**

RAY-O-LITE GUNS

**\$179.50 1/3 Deposit, Balance C. O. D. \$179.50**

The most thorough and complete "CHICKEN SAM" Change-Over to "JAP" Ray-Guns in the U. S. A. "SHOOT THE JAP" Ray-O-Lite Guns. A MONEY-MAKER right from the start. Appearance and performance equal to a brand new machine. Factory-trained mechanics—expert cabinetmakers see to it that every re-conditioned Seeburg "CHICKEN SAM" Ray-Gun leaves our shop in perfect condition. Amplifiers—Tubes—Cables—every part is thoroughly checked and tested and cabinets finished in solid Blue lacquer with Black trim. Our "Jap" Ray-Guns make friends with every operator because they look and perform like new and make money right from the start. Send us your Certified Check for \$175.00 to save C. O. D. charges, or \$60.00 with your order—balance of \$119.50 C. O. D.

**"RADIO TUBES"**

We have many different radio tube numbers for the Coin Machine Industry. Write for our price list now. Sign Enclosed Consumer's Certificate.

**CONSUMER'S CERTIFICATE**

I hereby certify that the part(s) specified on this order are essential for presently needed repair of electronic equipment which I own or operate.

NAME .....

ADDRESS .....

DATE .....

**GUN LAMPS** ..... **90c**  
 for SEEBURG Ray Guns

**GUN CABLES** ..... **\$1.90 EACH**  
 Five-Wire Standard 8-Ft. Length, Rubber-Covered, Good Quality.

**PHOTO ELECTRIC CELLS (#CE-23)** ..... **\$2.50**  
 (Can be used on "CHICKEN SAMs," "JAPS," "CHUTES," "RAPID FIRES" and other Ray Guns)

**IMMEDIATE DELIVERY**  
**2A4G TUBES, R. C. A., Individually Boxed . . \$2.95**

**#928—R. C. A. PHOTO ELECTRIC CELLS** ..... **\$3.50**  
 (Non-Directional) for Seeburg Ray Guns—  
 Will Shoot All Around.

**ADAPTORS CHANGE-OVER, 2A4G TO 2051**  
**FOR SEEBURG RAY GUNS**  
**\$1.25 (EACH)**

INSTRUCTIONS FOR REPLACING 2A4G WITH 2051 ON SEEBURG RAY-O-LITE GUNS

1. Remove 2A4G From Socket.
2. Plug Adaptor Into 2A4G Socket.
3. Plug 2051 Into Adaptor.
4. Remove 38 Tube and Slip 1 Wire on Each Filament Prong.
5. Plug in 38 Tube and the Machine Is Ready for Operation.

SIMPLIFIED INSTRUCTIONS

ONE WIRE ON EACH TUBE PRONG THAT FITS ON EACH SIDE OF RAISED MARK ON 38 TUBE SOCKET

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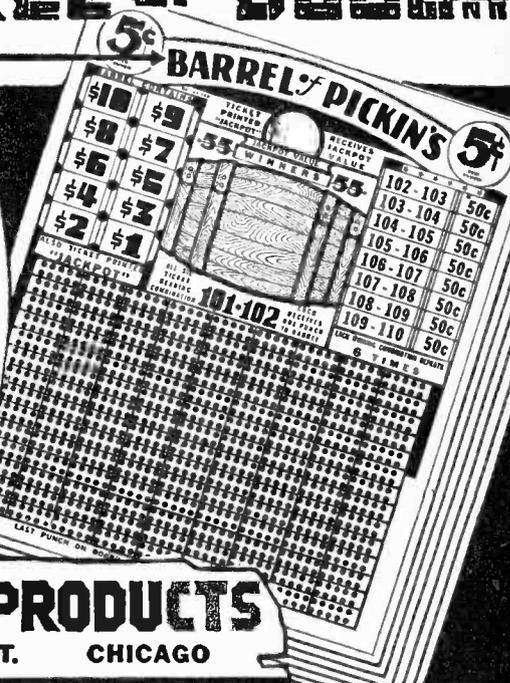
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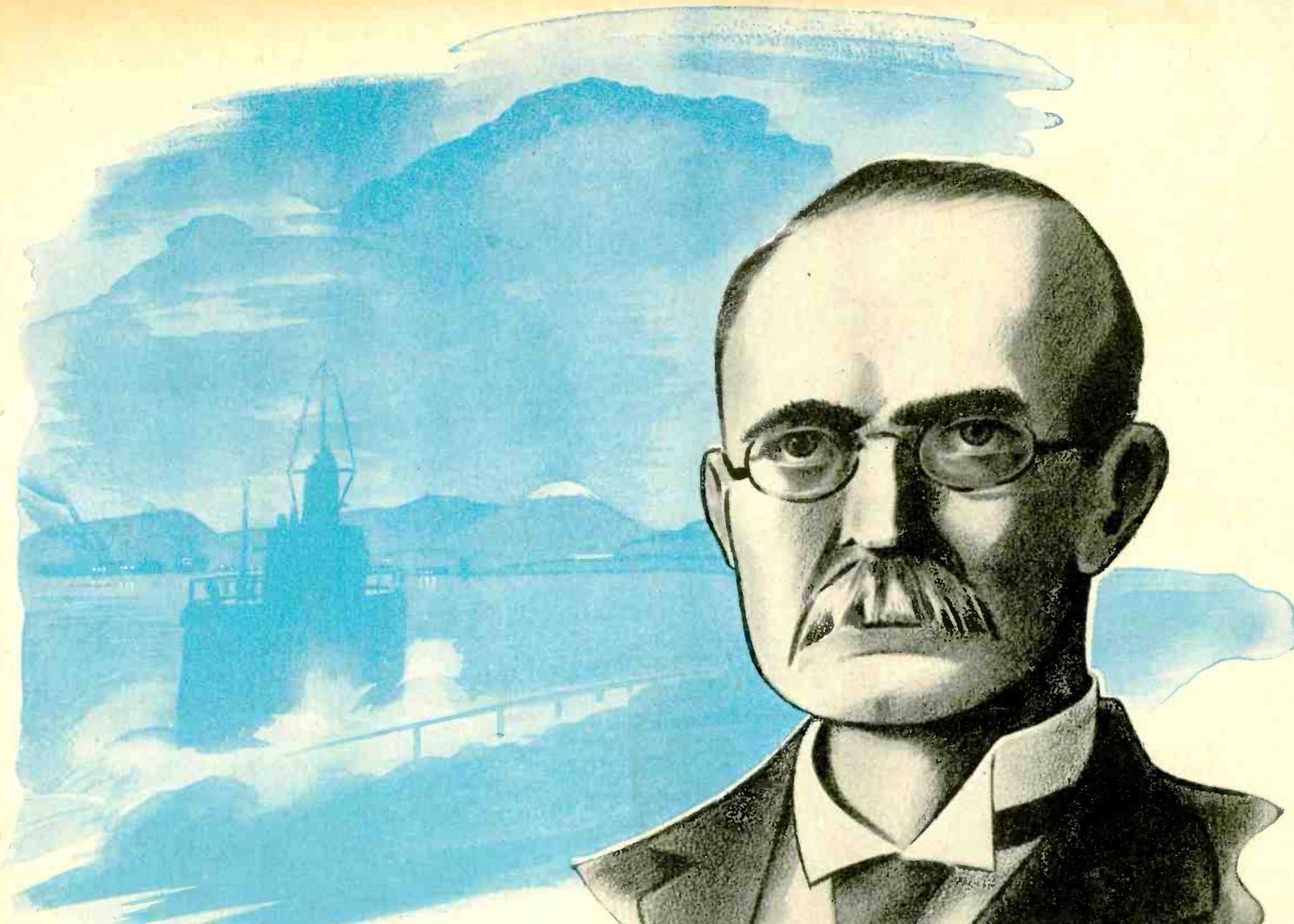
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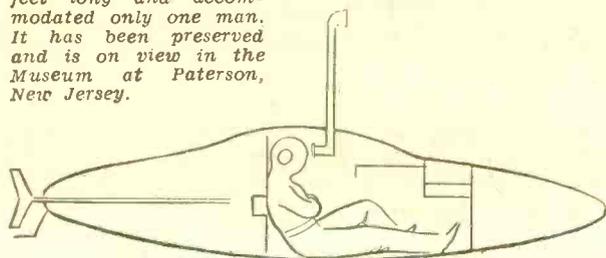
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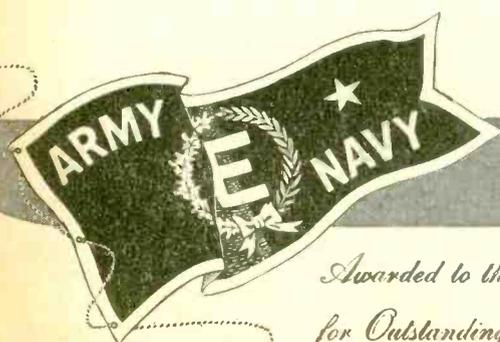
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