

The Billboard

NOVEMBER 4, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

TELEVISION

IA MOVES IN ON VIDEO STUDIOS



TONY PASTOR

Still Pastor-ized, still Grade A musical nutrition
(See page 4)

GENERAL NEWS

Tabbing the Legit Crix in Boston, Philly & Washington

NIGHT CLUBS-VAUDE

Nitery & Lounge Yuletide Drinkables May Be Okay

GENERAL NEWS

EAST-WEST SHOWBIZ HURDLES

CMAC *Financing*

**HELPS PREVENT COIN MACHINE
MANUFACTURERS AND DISTRIBUTORS
FROM BECOMING**

HUMPTY-DUMPTYS

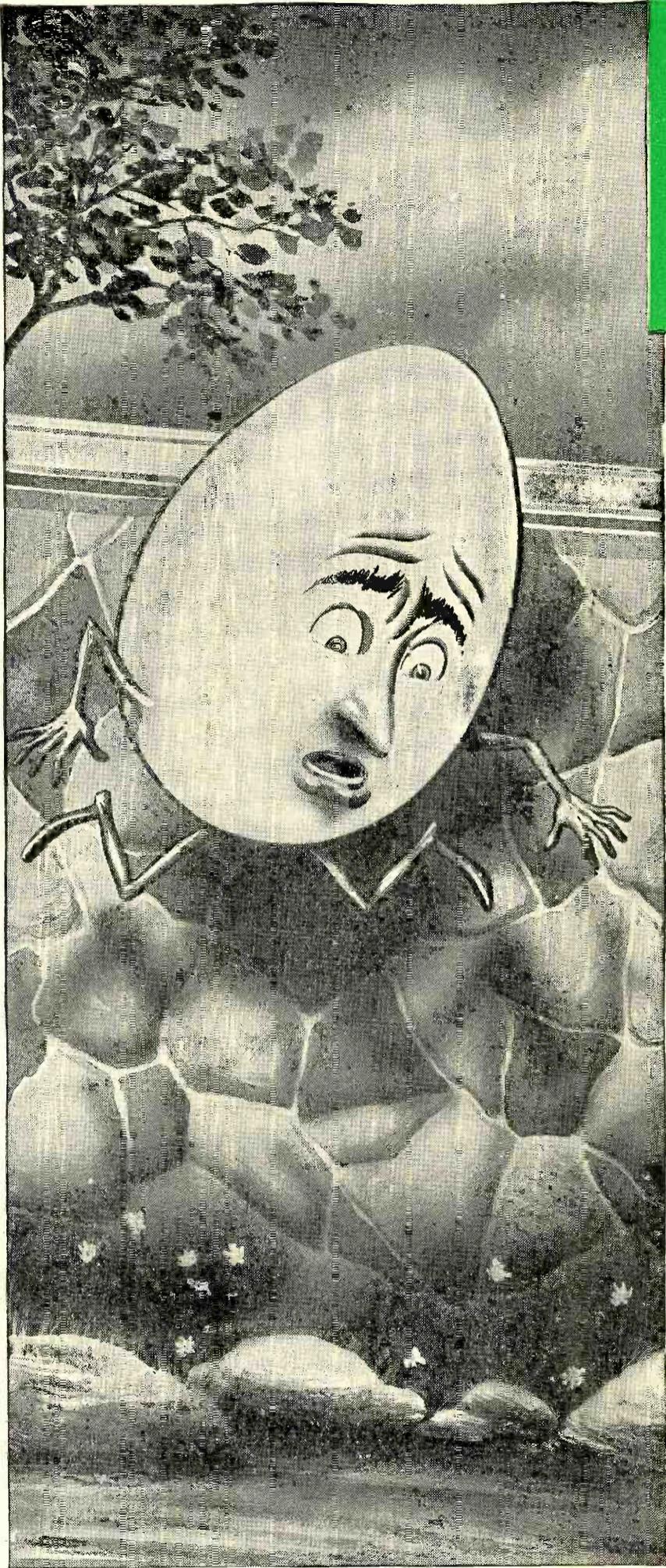
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East - West Showbiz Hurdles

Portland Licks Teen-Age Spook-Show All-Night Aches

PORTLAND, Ore., Oct. 28.—Portland theater operators last week-end demonstrated that they could cope with the youth problem without interference by police or enactment of any new ordinances. Thus they avoided a repetition of

the Friday-the-13th week-end when mid-night spook shows brought thousands of children downtown, scores of whom were stranded, unable to get transportation home until 5:30 a.m.

The spook-show episode had brought demands for increased police interference and for enactment of ordinance prohibiting such midnight shows as might appeal to juveniles. But the theater operators, by their own actions, stepped in to clean up an awkward situation.

They achieved this simply by denying tickets to juveniles who would get out of the show too late, unless accompanied by adults.

The result was that last week-end, while there was the usual crowd of high school students downtown, it had pretty well dispersed by midnight.

Four Steps Taken

The spook-show incident was followed by a meeting of theater operators and police officials in the office of Mayor Earl Riley. At the meeting they agreed to the steps that apparently solved the youth problem:

1. That no person under 18 would be admitted to a spook or other midnight show unless accompanied by an adult.
2. That advertising of such shows would carry this statement.
3. That the theaters would make extra effort to keep out unaccompanied minors and that the city would co-operate with them.
4. That the theaters would follow a general policy of refusing tickets to minors at hours when they could not see a show and be on their way home before curfew time.

Among those attending the meeting were M. M. Mesher, assistant general manager of Hamrick Evergreen Theaters; Jack Matlack, manager of the Broadway Theater, and J. J. Miller, secretary of the Independent Theater Owners of Oregon.

On the same day the meeting was held the municipal board of censorship met under charge of J. O. Freck, vice-chair-

Happy Birthday

NEW YORK, Oct. 28.—*Life With Father* passes its fifth milestone November 8 and the sticking together of the Day family for another 12-month stretch will be celebrated with another after-show birthday party at the Empire, Saturday (4). *Father's* birthday parties have come to be an outstanding perennial event on the Stem (drinks and rich food by Sherry soothed down to melodizing by the Wilbur Sweatman Trio). This year, hosts Oscar Serlin, Howard Lindsay and Russell Crouse have good reason to celebrate. Here are a few arithmetical reasons.

From *Father's* unveiling, November 8, 1939 to date, the New York company plus six road troupes have racked up the staggering gross of \$7,753,298. During the past year the Broadway take was over \$644,000 with an added \$700,000 plucked from the hinterlands. New York and road grosses for the first four years totaled \$6,399,084. And these figures stem from admissions only, without figuring stock, radio or other odds and ends of income. The Serlin office estimates that 2,228,000 customers have looked in on *Father's* antics at the Empire, with another 3,000,000 pew-sitters added to the record on his cross-country treks.

Father has done all right by his dramatizers and shows no signs of letting up. *The Billboard* wishes him and them many happy returns of the day.

Peace Drop'll Hit East First

West Coast will continue to have folding dough long after Stem starts pinching

NEW YORK, Oct. 28.—V-E Day will mean out-of-luck day for showbiz in the East, with the possible exception of radio, but the West Coast will continue to furnish ripe pickings for clubs, outdoors, legit, vaude and the airwaves, according to Wall Street thinking. Reconversion plans, which give top-priority to the East because the war in Europe is expected to end sooner than the war against Japan, will mean slow death to loose-spending here but it'll go on at the other side of the continent.

Colonel Krug, new head of the War Production Board has hammered home his theory that controls will be stripped from industry as soon as conditions permit and analysts predict that "conditions" will be riper sooner here for the reconversion because the Coast will continue to build for the Jap fight. And as it comes, there is bound to be temporary unemployment and tighter-fisted (*See Peace Will Have Showbiz on page 6*)

AC Steel Pier Wide Open to Attractions

Sherman Loses Spot

ATLANTIC CITY, Oct. 30.—Bookings for Frank P. Gravatt's Steel Pier, which buys an average of \$200,000 a year in bands, acts, outdoor attractions and other entertainment features, are out on the open market. It means that Eddie Sherman, who has handled this choice account for many years, is nix. Steel Pier, operating in full swing during the summer, is one of the fattest booking accounts in the country, and management has admitted that as far as Sherman is concerned "no future bookings are discussed."

It finally leaked out that Sherman hit a snag as a result of what is commonly known as "going Hollywood." Sherman, who manages Abbott and Costello, among others, and is making his own movies as Biltmore Productions, is reported to have sent a "sassy" letter to Frank Elliott, who is in charge of the pier's Music Hall. Impasse is reported to have been the result of the pier preeming Sherman's *A WAVE, a WAC and a Marine* movie the past summer. While Elliott will not disclose the reason for or contents of the letter in question, it is said to concern the rental of the film and length of run, in both cases said to be unsatisfactory to Sherman.

Apart from the fact that this might mean losing one of the most important booking accounts in the business after having a solid "in" for so many years, feud is all the more surprising because of the part Elliott played in the Abbott and Costello saga. Elliott not only gave the comedy team its "break," bringing (*See Sherman Loses Pier on page 54*)

Brooklyn Hears Song Shark Case

NEW YORK, Oct. 28.—First reported real "catch" in music industry's attempt to rid evil of song sharks, or those guys who toss ads in mags in an attempt to get would-be songwriters to send them their poems, lyrics, or music plus \$\$\$, was hauled into United States District Court, Brooklyn, last week. He was Noel Davidson Baer, proprietor of Vanderbilt Music Studios, Brooklyn, who it is claimed, has fleeced hopeful Tin-Pan-Alleyites of something like \$5,000 a month. MPPA and SPA, former protective organization for publishers, latter for writers, have attempted to fight the evil.

Baer was indicted on making false promises of large profits, asking fees anywhere from \$35 to \$85. Baer told, it is claimed, one writer that he could see about "\$25,000 profit in the song." Again, "I can hear Kate Smith singing it." Or, "I personally, am going to take the music to some of the biggest houses in the city." List of employees at Vanderbilt, when discovered, according to the indictment, turned out to be a truck driver and a laborer. Among Baer's clients were servicemen, according to Herbert I. Sorin, assistant U. S. attorney.

MPPA, thru Arthur Hoffman, chief investigator for the organization, testified and gave the association's info on Baer.

TRYOUT TOWN CRIX TABBED

Ability to Call Stem Successes

D. C., Hub, Philly drama viewers show they know one when they see one

By Bob Frances

NEW YORK, Oct. 28.—With its issue of September 30 *The Billboard* began tabbing the local aisle-experts' opinions on legit openings in Boston, Washington and Philadelphia. The consensus is now published with each out-of-town review from these three cities. Now, with the season half over (*The Billboard* skeds the season as beginning May 1, 1944, and ending April 30, 1945), it is time to check the individual predictions of these local drama experts against



the Stem success-failure record of the plays which they judged.

Naturally, only opinions pertaining to plays which reach the Stem are considered in the tally and the same method is used as in compiling the Broadway crix's accuracy percentage averages. A play that has achieved a run of 100 Stem performances is rated a success, less than that a failure. If an out-of-town expert has voted "yes" on a subsequently failing play, he is obviously marked for a wrong guess, and vice versa. A "No Opinion" review is automatically marked wrong, on the basis that it is a crix's job to be able to evaluate what he sees one way or the other.

To date, Boston has passed upon five

shows which can be definitely tagged for right or wrong guesses. Those included in the tabulation are *Career Angel, Love on Leave, Last Stop, Men To The Sea and Our Fanny* (retitled *Odds On Mrs. Oakley*). All were Stem failures. Three others have since premed on Broadway, *I Remember Mama, Meet a Body and Violet*, but none has had time to prove itself either way and therefore can not yet be reckoned on.

Hughes Leads Hub

Of the Hub aisle-squatters, Eleanor Hughes (*Herald*) saw four out of the five (*See Crix Tabbed on Ability on page 4*)

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CHIPS ON FM & TELE HF

Army Engin'r FCC Report

NBC trots out full regalia for present allocation and movie man makes CBS gasp

WASHINGTON, Oct. 30.—CBS's contention that both FM and tele should be pushed skyhigh looked like a good bet today after Kenneth A. Norton, Army Air Force engineer and former FCC trouble shooter, put a big stack of the blue chips on higher frequencies for both FM and video at FCC hearings Saturday (28).

Chairman Fly, meanwhile continued to vie for hearing spotlight with virtually authenticated report that he will close up shop here in the very near future to join Benton & Bowles on a part-time basis and open his own law office in New York's RCA Building. Fly was still keeping a tight lip on his plans today but *The Billboard* had it on good authority that these are Fly's plans. Further tip was his prodding of witnesses last week to speed up hearings so that wind-up can be reached this week, possibly by Wednesday (1).

Air force skyways specialist dropped his time bomb after RCA-NBC wheeled up their biggest guns earlier last week to hold the line for present tele levels. H. H. Beverage, Elmer Engstrom, George Beers, Thomas Koyce, O. B. Hanson, Phillip Merriman and Niles Trammell, all took the stand to back up RCA Chief Engineer C. B. Jolliffe's contention that it would take five or more years to develop new tele system if FCC should vote the service into higher frequency.

Talks With Stimson Okay

Talking with written consent of War Secretary Henry A. Stimson, Norton re- (See CHIPS ARE DOWN on page 11)

TONY PASTOR

Still Pastor-ized, Still
Grade-A Musical Nutrition

TONY PASTOR has been in big-time almost from his first musical toot, a year after he started playing that thing called the sax, and at one time during Artie Shaw's illness he was the entire sax section of the great Shaw band. He's been making with the noise ever since he hit the cymbals (they say he was 6 then) in the Middletown (Conn.) town band.

He's as sock on one-nighters (he's been making a whale of them) as he is on locations like the hotels Pennsylvania and Lincoln, New York (he was there for Maria Kramer for seven months).

The Pastorized brand of notes are just as swell for listening as they are for toot-ticking and that's what makes his sending just as sock in ballrooms as it is on the stage of such theaters as the Paramount, New York; Stanley, Pittsburgh, and Capitol, Washington.

While records are tough to hold these days, his Hamid's Pier, Atlantic City, take it still tops for that show spot.

Tony's going right on pouring out the stuff from the top of the bottle. His boys get smoother every day they play together and he's managed to keep the cream of his sidemen right with him all the way thru. There's a reason, he was one of them himself not so long ago and the boys know that Tony Pastor will continue delivering what the squares and the crewcuts want. In 21 months he's been off the stand only 15 days and that was for an "ordered vacation."

It takes that extra something to continue dishing it out week after week, and when the disk ban is a memory Pastor's dishing will once again top the pop chart, as he tops flesh stuff now.

Miller in German

NEW YORK, Oct. 28.—Major Glenn Miller, according to reports here, is now broadcasting from London to German people for the army in a series of propaganda programs. During his first three months overseas Miller's Army Air Force band is said to have put on 165 broadcasts and 89 personal appearances for troops in England.

Mel Powell, Miller's pianist, is now heard on four 15-minute programs a week on the allied expeditionary forces net, while *Strings With Wings*, Miller's string section does two half-hour shows on same net. Once a week the entire band broadcasts from the Queensbury Club, London.

Another Air House Maestro Seeks \$\$ Via Road Tour Route

PHILADELPHIA, Oct. 28.—Aiming to follow in the footsteps of Jan Savitt, a one-time predecessor at the radio studio, Johnny Warrington will junk his career as musical director of WCAU with the new year and will take his band out on the road for a fling at the name band whirl. Road tour is being lined up now by Music Corporation of America for Warrington, who arranged for Savitt, Vaughn Monroe and other big names before taking the local radio post.

Upon quitting the station, Warrington's desk will be taken over by Elliot Lawrence, a new name for the ork whirl. It's the adopted moniker for Elliot Broza, son of Stan Lee Broza, program manager of the station. Originally starting off as a short-hair, leading the swing band at the University of Pennsylvania campus, and earlier featuring a jam band of juves on his father's children's hour on the station, young Broza has become longhair in recent years. For radio, he'll once again cut his hair and fashion his studio band along modern and rhythmic lines.

WCAU has been viewed as a stepping stone for name-band fame when Jan Savitt left the studio a half dozen years ago for the road. Joey Kearns, former sax ace with Bob Crosby's band, was brought in later to school at the studio but the army cut his career short. Warrington, who arranged and played tenor sax for Kearns, then received the nod to take over the podium.

Window Tapping Out In Des M. Niteries

DES MOINES, Oct. 28.—Two o'clock window tapping at Des Moines taverns is a thing of the past, with local authorities cracking down on night spots staying open beyond the 1 a.m. closing law. Police recently started making the rounds shortly after 1 a.m. to enforce the city law.

Many of the spots have been locking their doors at 1 a.m. but letting late-comers who knock on the door come in for additional business. As a result, window or door tapping has been a frequent pastime with night club late-comers.

Several of the operators objected to enforcement of the 1 a.m. curfew and appealed to City Safety Commissioner Charles Triplett, who issued strict orders for all activity to stop at 1 a.m. and fold shop. The operators claimed they could serve customers within as long as they were thirsty, but it was ruled out.

The enforcement affected all the spots except Mommie's, which runs on a two-hour basis on a restaurant license altho it is a key place. Other operators have been unsuccessful in getting the place closed at 1 a.m., claiming that any customer who raps on the window and displays a two-bit piece is allowed to enter.

Crix Tabbed on Ability To Pick Stem Successes

(Continued from page 3)

shows and tagged them right for a top score of 100 per cent. L. A. Sloper (*Monitor*) is right behind, with three shows judged—and all of them right—for another 100 per cent tally. Elliot Norton (*Post*) and Peggy Doyle (*American*) covered all five, but each missed on one, for a total of 80 per cent apiece. Helen Eager (*Traveler*) is right behind with a 75 per cent average for three out of four judged right. Leo Gaffney (*Record*) thumbed two out of three right for a net of 66 2/3 per cent, and Cyrus Durgin (*Globe*) is at the foot of the current list with three wrongs and two rights, which tote up to 40 per cent. Scores of the pinch-hitting experts are not included, as none of them covered sufficiently to give an over-all picture worth rating. Their records, however, are being kept and their totals will be announced when they come more completely into the picture.

D. C. Crix Have Three Chances

The Washington crix have had a crack at three Stem offerings. *Ten Little Indians*, of course, is in the success class. *While the Sun Shines* and *Our Fanny* (*Oakley*) flopped. *Soldier's Wife* came in too recently to be counted. Nelson Bell (*Post*) leads the Washington crix league so far, with three right guesses for 100 per cent. Andrew Kelley (*Daily News*), Jay Carmody (*Star*) and John Maynard (*Times-Herald*) are tied, with one wrong apiece, at 66 2/3 per cent.

Philly Rating on Two Only

In Philly the tab is simple. Only two openings can be considered at the moment, *Ten Little Indians* and *Catherine Was Great*, both currently in the hit class. Philly also had a look at *Soldier's Wife* and *Bloomer Girl*, which are still Stem newcomers. Edward Schloss (*Record*) tops the list with two rights for the 100 per cent tally. Linton Martin (*Inquirer*), George Sensenderfer (*Bulletin*) and Jerry Gaghen (*Daily News*) break even at 50 per cent each.

Of course, ratings change from month to month as new shows fold or stick to the Stem long enough to get on the bandwagon. *Wife* and *Bloomer* are obviously Broadway naturals and the boys in Philly all tabbed them with a thumb-up. Same goes for the Hub on *Mama*, and with all of three towns on other incoming items.

It is the intention of *The Billboard* to print these tabulations monthly so that the trade will have a picture of each critic's accuracy in forecasting Broadway successes and failures. This is the first time a trade paper has evaluated the ability of the out-of-town crix to call 'em correctly. Thru these tabulations everyone in a try-out show will know just how important critics' notices out of town are. Another bit of guess-work is being removed from showbiz.

UP Distribs Col On Latin Showbiz

MEXICO CITY, Oct. 28.—J. H. Tamez, of the Mexico City office of United Press, is writing a Latin American showbiz column which is distributed to UP clients in Mexico, South and Central America.

Column is air-mailed weekly from

Musical Spoils

DETROIT, Oct. 28.—An unnamed German polka has been added to the spoils of war thru the action of a father-and-son team. Benny Resh, who has the band at Lee 'n' Eddie's (formerly Saks Show Bar) here, is currently playing a polka which was literally captured from the enemy by his son, Pfc. Johnny Resh, who fronted his own band before going into uniform.

Private Resh, who is in an anti-aircraft battery, recently shot down a German plane. In going thru the effects found on the occupants, he discovered the polka written on the back of a letter from some Fraulein to the German flier, and sent the copy on to his dad, who is arranging it and using it in his own work on the stand here.

Louis Cohan Doubles As Booker-Manager

CHICAGO, Oct. 28.—Louis W. Cohan, in addition to being head of the act department of General Booking Office here, branched out in a new field last week when he became promotional director of the Mayo Civic Auditorium, Rochester, Minn.

Promotional plans set up by Cohan, who will operate the venture as a separate unit from CBO, calls for the bookings of rodeos, circuses, name bands and roadshow attractions, all of which will be handled thru CBO.

First shows set under the new banner for the 4,000-seat auditorium and 1,500-seat theater include Dr. Harlan Tarbell, mentalist-magician, October 29; Jack Holst and His Continental Round-Up, November 4-5; Clyde Lucas and ork, November 22, and Woody Herman, December 20.

Victory Water Follies Okay At Buffalo's Auditorium

BUFFALO, Oct. 30.—*Victory Water Follies*, sponsored at the Auditorium here by the Shriners of Ismailia Temple October 23-28, was an okay investment. Show offered Buffalolians something different from the usual big shows, inasmuch as it combined Buster Crabbe and an aquatic revue, with big-time vaude acts, Ciro Rimac troupe, Boots and Saddles, etc., a name band, Bobby Sherwood and a two-hour dance afterwards.

Set-up allowed seating of 8,425 persons, and first two nights had about 6,000 attendance. Wednesday matinee was light with 4,000. Chris Schwab, Shrine treasurer, had near sellouts for final four performances. Advance sale was good and higher-priced ducats sold exceptionally well. Tickets ran from 85 cents to \$3.50. Profits of show benefited *Buffalo Evening News* Smokes for Soldiers' Fund and Shrine charities.

Mexico City to principal bureaus of UP for redistribution.

Some of Tamez's material is of Latin American actors in the United States, fed to him by Ralph Salazar, of the New York bureau, and Nora Pardes, of the Los Angeles staff.

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MBS CENTRALIZES IN KOBAK

Cates New GM Of Y&R Air; Nix War Babes

Div. Almost Autonomous

NEW YORK, Oct. 28.—Young & Rubicam's radio department, pretty well depleted of top-rangers by the Blue shifts, got a reshuffle last Thursday (26). Gordon Cates, who has been a contact man on several of the biggest shows, has been appointed general manager of what is now called the radio division.

Cates will work in a team with Harry Ackerman, new radio v. p.; Joe Moran, former commercial head, it is understood, takes over new duties soon when he starts a client relations job. John Swayze will fill the commercial slot. Bill Forbes, now handling tele, gets an additional chore working as close radio contact and adviser to Dr. Gallup in research.

All the shifts were announced in a department head meet called by Prexy Sigrid Larmon, who also announced that Y&R will refuse "war baby" accounts in the future, concentrating on those with a post-war future. Larmon also told the boys that Y&R has made up its mind to drive ahead into the daytime radio field, hoping to knock off Benton & Bowles' lead in that field.

Also on the agenda, it is understood, was Larmon's announcement of all-round expanded radio operations. Radio, run by a "planning board" composed of Ackerman, Cates, Moran, Carlos Franco, Carol Irwin, Swayze, Forbes and Tony Zaghi, becomes a division of Y&R almost autonomous in its activities. Altho radio will continue to consult with the rest of the agency, it will have the responsibility to make important decisions that heretofore had to be cleared with top-pers in other media.

Duopoly Clears In So. California

HOLLYWOOD, Oct. 28.—Radio picture in California, which has been clouded due to multiple ownership ruling by Federal Communications Commission, has been cleared somewhat with announcement this week (24) that J. Frank Burke has disposed of his interest in KPAS, Pasadena, to Wesley Dumm, present owner of KPFO and KROW, San Francisco. Dumm also owns two short-wave stations in San Francisco, KGEI and KWIK.

Burke has been trying for some time to line up suitable buyer for his Pasadena station, preferring to sell that and retain control of his other outlet, KFVD, Los Angeles. Deal was signed whereby Dumm takes over majority of stock, but Loyal King, who has functioned as station general manager, has also bought into the station. James Irvine, millionaire rancher, was reported hot for the station, but transaction didn't come off. However, Irvine still owns a small amount of stock in the station.

New Waxery

New recording studios are being opened by Dumm, new owner of KPAS, with 10,000 square feet of floor space being taken over. As far as can be learned, recordings will be strictly tailored for armed forces radio service for the time being. There is possibility that KPAS will move its offices to the Hollywood Boulevard location within the next month or so.

Loyal King, who continues as general manager, stated that KPAS would increase its programming facilities as soon as conferences with Dumm are held. Dumm is disposing of KROW to Sheldon Sackett, one of the owners of KOOS, Marshfield, Ore. Dumm retains KPFO, and with KPAS it will give him large coverage in two major markets of California, San Francisco and Los Angeles.

Mutual Starts Tinkering With Program Mood Sequences

NEW YORK, Oct. 28.—Programwise, the current stew at Mutual will result in at least one progressive step. Trade reports that the whole org, sales, research and some in programs are hepped on the program mood idea first advanced in *The Billboard*.

Mutual guys are all out on the idea and it is said that there will be huddles soon.

The web has discussed the subject before and it was on MBS's program meeting agenda at the NAB convention but got sidetracked when stockholding member stations started to turn the screws on program director Adolph Opfinger.

However, there has been research along program mood lines that indicates to the net's execs that they will pay off. Discovery that on CBS a shift of listeners from a mystery show over to NBC when CBS followed up with a woman's pro-

gram was stopped when CBS put *Suspense* into the next slot, was the convincer.

Best bet is that the mood building will start with an afternoon set-up revolving around *Luncheon With Lopez*. There is plenty of free time available in the noontime hours that can be played with and indications are that it will be used as an experimental period.

Corwin To Do Hour Show Election Eve With F. D. R. Pitch

HOLLYWOOD, Oct. 30.—Utilizing all four networks, the Hollywood Democratic Committee is planning an hour show skedded for November 6, election eve, which is expected to be a last-minute bid for the re-election of F. D. R. Show, which will carry Hollywood big names identified with the Democratic Party, tees off from KNX from 7 to 8 p.m. under the helm of Norman Corwin. It is expected that Corwin will be here this week to set up program.

Trade figures this was smart move by the Demos in tying up the webs on election eve, giving the opposition little time to offer a counterattack. According to Hollywood Democratic Committee, F. D. R. will be cut in from Washington during the show.

Brooks Overseas For New Coverage

NEW YORK, Oct. 30.—William F. Brooks, NBC director of news and special events, left last week for an extended overseas trip to lay the groundwork of the web's peacetime foreign coverage, it was reported. Brooks will visit NBC newsrooms and newsmen in the European theater to lay plans for a full political coverage.

It is understood that Col. David Sarnoff, prexy of RCA may not be in London by the time Brooks arrives.

Ed Gardner Has Miss Duffy Aches

HOLLYWOOD, Oct. 28.—Ed Gardner is having Miss Duffy trouble again now that Florence Robinson has bowed off the show. No permanent replacement has been set, but show producers say they will tone down the role in future broadcasts until Gardner finally makes up his mind.

Duffy offspring slot has been grief ever since Shirley Booth (ex-Mrs. Gardner) ducked the ailer.

Pal Razor Looking For Post-War Time

NEW YORK, Oct. 28.—Pal Razor Blades, which has grown fast during the war, is looking around for regionals and spots to start an intensive radio campaign to maintain its fairly important position in the post-war razor biz. Company will start building programs within the month.

Pal has been doing an intensive job in other media thru Al Paul Lefton Agency in the past five months.

New News Duo on KFI

HOLLYWOOD, Oct. 28.—New commentary duo of James Lionel Harris and Major Hubert S. Turner has hit the air, Sunday thru Saturday, over KFI with their show, *Inside the News*, for Thrifty Drug Company. They replace Ed Jorgenson and Norman Nesbitt.

Mutual Gets Key Web Exec

Chain has in new boss an operating head that knows all the ropes

NEW YORK, Oct. 28.—It's Kobak for Mutual. And the appointment of Edgar Kobak as biggie in the web means that Mutual will, for the first time, have a web-tried exec in the number one slot. And it also means that Mutual, for the first time, will have a strong centralized control to build its operation.

Kobak, whose contract with the Blue would have permitted him to stay on for at least three more years, goes into Mutual with the understanding that he will run the works. That's the only basis on which he would take the job, and that's what he got. The new brass hat will spur building programs and stations free from domination. The Macy-Bamberger interests in WOR, New York, the McCormick interests in WGN, Chicago, and the West Coast Don Lee boys will have a say, but to Kobak goes unlimited power.

Builds Stations and Segs

He will concentrate on programs, building on the theory that there's nothing wrong with MBS that good shows can't correct. He will also work on the stations, believing in this case that strong stations can take edge off the power wielded by the big boys.

At his insistence he has been given sweeping power for a minimum of two years. At the end of this time it is expected that MBS will be built to a point where it ranks with the other three webs. The key stockholders are not in love with Kobak's power, but they have been brought to a point where they know they need it. Right now Mutual is doing biz. Those who run the net feel, say the trade-wise, that dough rolling in is a sign of success. But they have been persuaded that today's bucks are merely a product of the times and that post-war radio competition will simply have to be met with a top-notch, program-wise job.

Mutual's Opportunity

As pointed out in *The Billboard* four weeks ago Mutual, if things are handled right, has a chance to move in ahead of the Blue in web standing. That's what Kobak was brought in to do.

In the past few years MBS has grown, but its growth was only proportional to the growth of all radio nets. The past two prexies have done little to straighten out the tangle that has kept it at the bottom of the net list. Few good program ideas have been offered or approved. There has been an infinitesimal production appropriation. There has been no net staff of producers. Production has been done by each individual station, and the result has been a hodgepodge of lightweight shows (with a few agency-built exceptions). All that will now be changed.

Kobak is the man who has come in to give MBS direction, the trade regards him as the man to do it.

Keith McLeod To Mike Arquette's 'Glamour Manor'

HOLLYWOOD, Oct. 28.—Keith McLeod has been set by Benton & Bowles as producer on the Cliff Arquette show, *Glamour Manor*, replacing Betty Buckler, who has been at the helm since the series teed off. Move was made when Miss Buckler, who is also manager of B&B's Coast office, decided that producing the five-times weekly show was taking too much time from her other duties. McLeod was formerly producer on the Red Skelton show.

Jack Bailey, one of the announcers, is bowing off the series, due to heavy sked on other shows and replacement is now being sought by the agency.

Bits and Parts of Shows Don't Give Collector Rights

MINNEAPOLIS, Oct. 28.—The Hennepin County District Court here Friday (27) dismissed the \$15,000 suit brought by Isadore Pulverman in which he claimed that Station WDGY and the McCord Advertising Agency had stolen a program idea from him. Judge Arthur W. Selover ruled that since Pulverman had originally developed the idea by taking bits and parts of other formats, his case was "too nebulous to justify the court in allowing a jury to speculate on the rights of the parties involved."

Pulverman had charged that the station and the agency, in building the *Money-Bag* show, took from him an idea that he had discussed in 1940 with Wally Stone, then manager of WDGY. The program, on which listeners are phoned, asked quiz questions and paid off, was developed by Pulverman from the basic idea of the old *Pot of Gold*. He admitted that the idea was taken from several other sources as well.

Pulverman also charged that he originated the *You Asked for It* music show that WDGY uses during the afternoon.

News Still Number 1 Promotion in Philly

PHILADELPHIA, Oct. 28.—A news tie-up arranged by Dr. Leon Levy, president of WCAU, and the Trans-Lux Newsreel Theater here, makes the WCAU newsroom one of the busiest in the East. The deal between station and theater calls for 13 news broadcasts a day, pumped direct from station's newly enlarged newsroom to theater. Spotted sked will run from 10:30 a.m. to 11:30 p.m., every hour each day, seven days a week. The deal calls for 91 news pumps a week to the newsreel theater.

To handle the special feeding to the Trans-Lux, News Editor Harry (Bud) Reinhard has added to the staff three men who will do double duty in writing and airing the news. The men added are Jack Davis, former Cincinnati newsmen and sportscaster; Leigh Hunt, formerly of *The Philadelphia Inquirer*, and Dwight Strickland, local short-story and radio writer.

What makes the WCAU news department the beehive it is can be figured when you add the seven news broadcasts that are pumped daily to war plants in the area, adding up to 49 a week. This, coupled with station's daily sked of sustaining and sponsored news and commentator broadcasts, and the new Trans-Lux deal has the newsroom turning out an approximate 225 newscasts a week.

Shows on NBC Fight Compet Or Else--

They've Got To Be Good

NEW YORK, Oct. 28.—Sponsors who don't own options on their NBC time are getting those old show-building ulcers in double doses these days. Web has indicated that with time at a premium it expects programs to be good and pull audiences in a big way, and if they don't, renewals may be refused.

As a result, agencies and advertisers are going crazy trying, and in some cases succeeding, to boost their shows to a point where determined CBS oppositish will take it on the Hooper chin. There are at this time at least five shows, *Fitch Bandwagon*, *Cities Service*, *Manhattan Merry-Go-Round*, *Telephone Hour* and *Information Please*, which are out to build.

Bandwagon hired Dick Powell to emcee the job, has added gags, more continuity, more top guest stars, and is concentrating on "A" bands for the musical chores. Powell is singing again, and a flock of writers have been added. Closing commercial on the seg concentrates on telling listeners that they should listen to *Bandwagon* because it is the program between Benny and Bergen. Of course the Fitch situation is particularly important to the web, as it bucks the second half of Kate Smith on CBS.

Cities Service, which has the *Aldrich Family* to contend with, has gotten into such a tizzy that it had built a new music show which bowed in Friday (27). And it's gotta produce.

Manhattan Merry-Go-Round, which fights Winchell and *Radio Reader's Digest*, is undergoing a hypo, too. A complete revamp, getting away from the Hummert idea of inexpensive programs with medium-sized audience in the offing. (This incidentally, holds for all Hummert shows on all webs.) Trade says that cheap shows just won't go any longer against the competitish that nighttime radio offers today. Both the *Bayer Album of Music and Friday Night on Broadway* will soon get a shot in the arm.

Telephone Hour has been getting a boost toward mass appeal for some months now. Big names, Fritz Kreisler for example, are making radio bows on the show and it is understood that NBC has told the show's producers that really high-brow music "doesn't go in this time slot." Result: Look for *Telephone* to go completely middle brow.

Information Please, which has been shifted around the log like a chess pawn, is putting bigger and bigger names on as guests, and it is understood that some biggies may be added to the regular panel.

The situation indicates that NBC will leave no ego unturned to make its top spot secure, which is exactly what a net should do.

Close Off Sheaffer Dec. 10

DES MOINES, Oct. 28.—W. A. Sheaffer Pen Company, Fort Madison, Ia., confirmed the report that Upton Close will be replaced with a new show on the *Sheaffer World Parade* show on NBC after December 10. C. R. Sheaffer, president, said the failure to renew Close's contract was not due to his New Deal criticism but that the National Broadcasting Company had advised them that show needed bolstering and that an NBC commentator "Who has had actual experience on the war fronts" would be available for the seg after that date.

Another Blue Co-Op

NEW YORK, Oct. 28.—Blue's new sustainer, *Blue Correspondents at Home and Abroad*, goes co-op under the title, *Blue Correspondents Around the World*, October 30. The show has already been sold to four local and regional sponsors.

John Kelly WIP Flack, S. E.

PHILADELPHIA, Oct. 28.—WIP grades up John Kelly from night news editor to handle special events and publicity. He takes over the chores of Ralph H. Minton, who remains at station to direct all audience and business promotion.

Politicos Lose By-Passing Day Broadcast Time, Say GM Execs

MINNEAPOLIS, Oct. 28.—Presidential candidates of both parties were accused of passing up a radio audience ranging between 2,000,000 and 6,000,000 listeners by failing to make daytime addresses over the air waves in a speech by W. Howard Chase, director of General Mills, Inc., department of public service.

Speaking before the Hennepin County (Minneapolis) Bar Association, Chase said that candidates have used practically every other medium except that which major companies who use daytime radio have found to have great sales value.

"Major companies," said Chase, "have spent millions of dollars on daytime radio. We have learned thru Hooperatings and CAB that this time of day has immense sales value.

"Daytime radio programs have built up a vast audience which is intensely loyal, perhaps more so than programs broadcast at other times of the day. Yet the presidential candidates of both parties have made this very interesting oversight."

Chase believes that the candidates should go on the air during the day and discuss "In simple, homely terms—in soap opera language"—the issues of the day.

Daytime radio serial listeners, said Chase, ordinarily don't read newspaper editorials or reprints of major addresses by the candidates the following day, Chase said. Nor do they, as a rule, listen to the radio speeches of the candidates at night, Chase claimed.

The entire technique of daytime radio is such, said Chase, that the candidate who uses the air at that time will find himself a healthy advantage.

The only thing that comes close to daytime political broadcast, said Chase, are replays of speeches made the night before. Announced as such, these replays get very little attention.

If it's the ability to get daytime programs that the political parties may be worrying about, he said, they can rest assured that the same treatment will

prevail from the commercial companies during the day as does at night.

"After all," said Chase in summing up, "who is it that sends in the box tops by the millions? The daytime audiences. All the political parties have to do is to check with us. We know exactly what the sales value is of every 15-minute period during the day."

Opfinger on Way Out at Mutual

NEW YORK, Oct. 28.—No matter who moves into the Mutual top slot (it's Kobak, of course) one thing is certain, according to reliable trade sources. That one thing is the fact that Adolph Opfinger's days as program director are numbered.

Opfinger, it is said, is regarded lightly as a show creation man altho his administrative abilities are not doubted. There have been many squawks along the grapevine that he has not set shows that are salable—and that's the most important part of any program man's job.

Bob Novak, who recently took over the commercial program end of things, is mentioned as the most likely man for the job when Opfinger is on his way out.

2-Way Educational Tie-Up Set at WJLB

DETROIT, Oct. 28.—A two-way tie-up with a veterans' group and a newsreel theater has been made by WJLB for its new *History Quiz*, which goes on the air Monday evenings from 5 to 5:30 p.m. Show is designed for high school students, who are entered thru the co-operation of school principals and history teachers. Eight to 10 recommended history students appear on each show.

Questions are based on details of American history, and nightly winner receives a two-volume pictorial history of the U. S. Every question correctly answered on the half-hour show wins a War Stamp.

Show is handled by Doug Wright, station program director, and is aired from the lounge of the Downtown Telenews Theater. It is being sponsored by the Disabled War Veterans.

To build up interest in the season's series, the winners of each show are brought back for a grand contest at the end of the season, with the grand prize a four-year scholarship to Western College at Kalamazoo, Mich.

Longmire To Report For NY Post's WLIB

NEW YORK, Oct. 28.—Carey Longmire, former NBC commentator, will start tomorrow (29) as regular front lines reporter for WLIB, Brooklyn indie. Longmire, just back from coverage of the European fronts, will give his interpretation of foreign affairs and the progress of the war.

Longmire works for *The New York Post*, the paper that owns WLIB.

WLW Office for Atlanta; Graham to D. C.; Bray Out

CINCINNATI, Oct. 28.—Opening of a WLW sales office in Atlanta, November 15, was announced this week by Harry Mason Smith, station's general sales manager. Herbert L. Flaig, account executive in the WLW Chicago office, will be in charge of the Atlanta branch. This will give WLW sales offices in Atlanta, New York, Chicago and Hollywood in addition to Cincinnati.

Gordon Graham, assistant director of special broadcast services for WLW, has gone to Washington to assume his new duties as head of WLW's new news bureau there. He is being heard each week day over WLW at 6.25 p.m., CWT, from the nation's capitol, with news of special interest to Midwestern listeners.

Dick Bray, veteran sportscaster for WLW-WSAI, leaves the Crosley organization at the end of the current football season.

Peace Will Have Showbiz Aches

(Continued from page 3)

spending. Radio believes that what spending will be done (out of pent-up savings), will go into the consumer goods sure to be made available.

And when dough goes into consumer goods, there will be fewer flush guys who, having no other place to drop their wads, sink it in niteries, n.s.h. legit and vaude bills. There will be fewer war-boom towns to swell the coffers of carnivals and circuses. And the shows that go will have to be good. No one will plunk down the long green for a turkey, as is happening now.

Radio Expects That \$

What radio thinks will happen is that the saved dollar will go to buy home appliances that have run down over the war years and other now hard-to-get consumer goods. And radio, they feel, will profit thru selling what the public needs. (A recent survey conducted by the U. S. Department of Commerce estimates that at least 10 per cent of home appliances are so far gone that they have to be replaced. The Department of Commerce is noted for its conservatism in such survey. Recently the research department of a very large electrical manufacturer found that at least 15 per cent of the appliances of its employees, the men and women who build them, were shot.)

Radio May Suffer, Too

However, even radio may suffer if it does not handle things right. With savings slipping away and no more in sight, the consumer may hold on to his dough and buy only the extreme necessities—food, clothing, shelter. It is then up to radio, according to some of its key men, to slant its commercials so that people are urged to buy as a "pump-priming" measure.

Meanwhile the Coast is expected to go rolling right along with its war-spending, war-building psychology.

"Make Sense"

Predictions of showbiz trade figures seem to make sense, in view of the fact that partial reconversion in the East is already upon us. Cutbacks have slowed spending in many spots. Shutdown of plants in "one industry towns" have severely cut expenditures. There are people out of work thru Massachusetts, Maine, up-State New York, and parts of other States. With the cuts have been drops in showbiz take.

The outlook is not a pleasant one for the East, but there are some bright spots. Most important is the fact that the slump, if the plans of industry and the government materialize, will be short-lived.

And a bill now up in Congress may ease the blow on outdoor biz. The bill provides for government expenditures of billions for the construction of dams, electrical projects, harbors, etc., which will provide some money-flushed towns in which to pitch tents.

The period between victory on the Continent and victory in Asia, as trade sees it, will be a tender-edged one for showbiz.

Judy Cortada Set for Blue Affiliate Promotion Slot

NEW YORK, Oct. 28.—Judy Cortada, Blue trade flack, will do publicity for the web's affiliates, effective immediately. Miss Cortada, who has been with the Blue for three years, remains on the publicity pay roll even tho the major part of her work now will be promotion. Ralph Gleason, former CBS trade man who came to the Blue recently from the OWI, will fill the Blue trade press job temporarily.

Vaill WEAFF Pro. Mgr.

NEW YORK, Oct. 28.—Charles B. H. Vaill, audience promotion manager of WEAFF, NBC station here, becomes promotion manager of the outlet effective immediately. Roy C. Porteous, who has been doing promotion in the spot sales department, will assist Vaill. Aneta Cleary has been promoted to assistant production manager of the station's promotion department.

"...by the company it keeps"

'A' is for Allegheny Ludlum steel. 'B' is for Bayuk cigars. 'C' is for Conti products. And so on through the alphabet to 'Z' for Zonite.

Midway in the alphabet is a big 'M' for Mutual, which serves all these clients, which is proudly known by the company it keeps, and which currently adds *more* prestige advertisers to its roster.

Three more leaders in three more fields are signing with Mutual within this six-week span:

ADVERTISER	STARTING	PROGRAM	AIR TIME
WALTHAM WATCH COMPANY	OCT. 11, 1944	SUMNER WELLES "Time for Decision"	10-10:15 pm EWT WEDNESDAYS
UNION PACIFIC RAILROAD	OCT. 15, 1944	"YOUR AMERICA" Variety-Drama	4-4:30 pm EWT SUNDAYS
THE GOODYEAR TIRE & RUBBER CO.	NOV. 21, 1944	"THE ROY ROGERS SHOW" Singing Cowboy	8:30-9 pm EWT TUESDAYS

Yes, the move is surely to Mutual, and if *you* move swiftly, you can still find the best time-buys in radio, at peak listening hours, on this network.

this...is Mutual



The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN" HOOPERATINGS for evening programs

VOL. 1. No. 22E

OCTOBER 30, 1944

PROGRAM	HOOPERATING	WEEKS TO DATE	NET & NO. STA.	OPPOSITION	AGENCY	SPONSOR & PRODUCT	TALENT COST	COST PER POINT
BOB HOPE	25.8	241	NBC 134	Service to Front—CBS Gram Swing—Blue Hicks—Blue Amer. Forum—MBS Schubert—News—MBS	Foote-Cone & Belding	The Pepsodent Company	\$15,000	\$ 581.39
FIBBER McGEE & MOLLY	25.6	407	NBC 134	This Is My Best—CBS Spotlight Bands—Blue Coronet Story—Blue Amer. Forum—MBS	Needham, Louis Johnson & Brorby, Inc.	(Floor Wax)	\$10,500	\$ 410.16
WALTER WINCHELL	25.3	576	Blue 169	M-Go-Round—NBC R. Digest—CBS Steel Horizons—MBS	Lennen & Mitchell	Jergens (Hand Lotion)	\$ 6,000	\$ 237.15
LUX RADIO THEATER	23.1	455	CBS 142	Various—NBC Various—Blue Various—MBS	J. W. T.	Lever Bros. (Lux)	\$16,000	\$ 692.64
EDGAR BERGEN	22.3	289	NBC 135	Blondie—CBS A. L. Alexander—MBS G. Field Choir—Blue D. Thompson—Blue	J. Walter Thompson	Standard Brands (Chase & Sanborn Coffee)	\$14,500	\$ 650.22
ABBOTT & COSTELLO	20.0		NBC 135	First Line—CBS Gram Swing—Blue G. Hicks—Blue Gladstone—MBS Carnegie—MBS	Wm. Esty	R. J. Reynolds Tobacco Co. (Camels)	\$12,000	\$ 600.00
JACK BENNY	18.3	463	NBC 141	Kate Smith—CBS Drew Pearson—Blue Gardner—Blue Cleveland Ork—MBS	Ruthrauff & Ryan	Amer. Tob. Co. (Lucky Strike)	\$22,500	\$1,229.51
MR. DISTRICT ATTORNEY	17.8	280	NBC 127	Spotlight Bands—Blue Coronet Story—Blue First Nighter—MBS Jack Carson—CBS	Doherty, Clifford & Shenfield	Bristol-Myers (Vitalis)	\$ 4,500	\$ 252.81
EDDIE CANTOR	17.0	343	NBC 130	Sinatra—CBS Dunninger—Blue G. Heatter—MBS Screen Test—MBS	Y & R	Bristol-Myers (Sal Hepatica)	\$18,500	\$ 794.12
HILDEGARDE	16.7	20	NBC 130	Congress Speaks—CBS Tony Pastor—CBS Let Yourself Go—Blue Sterney Ork—MBS	R. M. Seeds	Brown & Williamson (Raleigh Cigs)	\$ 9,500	\$ 568.86
SCREEN GUILD THEATER	16.6	218	CBS 123	Contented Hour—NBC Gram Swing—Blue Ted Malone—Blue Gladstone—MBS Schubert—News—MBS	Blow	Lady Esther (Face Powder)	\$10,000	\$ 602.41
H.V. KALTENBORN	16.2	237	NBC 32	Various—CBS, Blue, MBS	Leo Burnett	Pure Oil	\$ 3,000	\$ 185.18
TRUTH OR CONSEQUENCES	16.2		NBC 130	Inner Sanctum—CBS Various—Blue Cisco Kid—MBS	Compton	P. & G.	\$ 7,000	\$ 432.10
HIT PARADE	16.2	443	CBS 139	Barn Dance—NBC Chl Theater of Air—MBS Various—Blu	Foote-Cone & Belding	Amer. Tob. Co. (Lucky Strike)	\$11,500	\$ 709.88
TAKE IT OR LEAVE IT	16.1	234	CBS 142	H. of Charm—NBC Life of Riley—Blue Goodwill Hour—MBS	Blow	Eversharp (Pens, Pencils)	\$ 4,500	\$ 279.50
Sunday Afternoon								
JOHN CHARLES THOMAS	6.9			W. News Today—CBS Sun. Vespers—Blue Carrol Glenn Ork—MBS Pet Shop—MBS	McCann-Sun. Erickson	Westinghouse	\$ 8,500	\$ 416.67
ANDRE KOSTELANETZ	6.6	178	CBS 136	World of Song—Blue Roosty of AAF—MBS Music Amer. Loves—NBC	D'Arcy	Coca-Cola	\$ 6,500	\$ 984.85

The Average Evening Audience Rating is 9.0 as against 8.4 last report, 10.3 a year ago. Average sets-in-use of 29.6 as against 27.7 last report, 29.2 a year ago. Average available audience of 29.6 as against 26.9 last report, 27.7 a year ago. Sponsored network hours reported on number 78½ as against 83 last report and 75 a year ago.

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

Detroit Holds AFRA Hearing

DETROIT, Oct. 28.—Hearing on the petition of Detroit local of AFRA for a wage boost for all classes in their jurisdiction at WXYZ has been skedded for today after two adjournments and will be argued at length before the board.

Position of the station management, which is being presented in detail in its brief, is that to grant the increases sought, running as high as 50 per cent in some cases, over the 1942 scale, would create inequities in the station staff. Position of the union was stated in detail in *The Billboard* last spring when the petition was filed.

Kyser No. 1 Rumor-Pepsi-Kollege Seg

NEW YORK, Oct. 28.—Kay Kyser rumors fly thick and fast around this town, but the one that has the greatest credence with the trade is the story that the band leader will go with Pepsi-Cola as soon as his contract with American Tobacco runs out. It is understood that G. W. Hill won't pick up Kyser's option and that Pepsi-Cola has the inside track.

MCA, which books Kyser, vigorously denies both the Pepsi story and the trade-supported theory about the present sponsor.

Kyser, a big drawing card with mass appeal to the guy with a loose nickel in his pocket, is rated a natural for Pepsi-Cola. The soft-drink concern, as reported in *The Billboard* two weeks ago, is shopping around for a big show and Kyser looks like No. 1 on the it parade.

Al Levy Has Show Idea For Goodwin-Silvers Duo

HOLLYWOOD, Oct. 28.—Plans are brewing for Bill Goodwin and Phil Silvers to star in a new radio show written around an idea concocted by Al Levy, manager for Frank Sinatra.

When Goodwin treks to New York November 9 with the Burns and Allen show, he will huddle with Levy and Doug Coulter, latter in charge of commercial shows for CBS, on plans for peddling the new idea.



Singers
America's leading school for Professional Training.
RADIO • STAGE • SCREEN
Famous Coaches and Voice Teachers qualify you. Also Dramatics and Dancing.

Free auditions afternoons, evenings. Studios for rehearsals, recordings.

FRANK MELVILLE

1697 Broadway (53rd) NEW YORK 19



ROY SHIELD

Musical Director
WMAQ (NBC), CHICAGO

and other musical directors use this 3x5 VISUAL record of song hits of over 100 publishers, plus old favorites. Includes lead sheets and lyrics of chorus.

Samples free.

1619 Broadway New York 19 **TUNE-DEX**

RECORDING MACHINE REPAIR SERVICE

We are specialists in sales and service of PORTABLE RECORDING MACHINES, PLAYBACKS and RECORD CHANGERS. Also design and build equipment to your specifications. Wire — Phone — Write your problem. Dept. B.R.

STUDIO SERVICE CO.

1564 Bway, N. Y. 19. Bry. 9-9657

KOIN Plans FM Outlet for Portland

PORTLAND, Ore., Oct. 28.—Prospects are that KOIN will be the first station in this area to come up with FM, Charles W. Myers, president and principal stockholder, planning to construct a new station here for that purpose.

Application is before the FCC, and Louis S. Bookwalter, chief engineer at KOIN, said that the International Derrick & Equipment Company in Southern California, which installed the original KOIN transmitter, would be engaged to provide the new FM transmitter in Sylvan Hills, west of Portland.

Prosit!

DETROIT, Oct. 28.—Record of five straight years of foreign-language broadcasting was hung up this week by WJBK for one of its first sponsors in this field, Altes Brewing Company. Station is on the air in 13 different languages regularly, making a big play for the foreign colonies in the area. Signing of Altes contract for the sixth year was signalized this week by some fanfare at the station, followed by a party at the brewery taproom.

Benrus Going After FM Station Breaks

NEW YORK, Oct. 28.—Benrus Watches is shopping around FM stations, both active and applied for, trying to get prior claim on station breaks. Company, which has had a tough time getting the breaks in AM because its chief competitor, Bulova, was pre-eminent in field, is sending out letters asking that time either be sold to it or reserved.

Ironic twist in the situation occurred when Benrus sent a letter to one active FM station and got a reply saying that Bulova already had the option.

NBC, CBS Distrib Election Score Tabs

NEW YORK, Oct. 28.—Both CBS and NBC are plugging election night "score cards," which are being given to listeners to help line up returns. The two webs are telling audiences to write in for the promotion gimmicks.

NBC got the jump on its rival in distribution, air plugs starting two weeks ago. CBS started talking about it yesterday with spots adjacent to news shows. NBC has been plugging on news programs, women's shows and spots.

"There's something NEW on the BLUE"

What Can You Expect of
THE WORLD AHEAD
 Let these Leaders of our National Life
 Give You the Picture
 in one of Radio's Most Vital Programs

MONDAY, OCTOBER 16 8 TO 9 P. M. TUESDAY, OCTOBER 17 8 TO 9 P. M. WEDNESDAY, OCTOBER 18 9:30 TO 10:30 P. M.

OVER STATION WJZ 770 ON YOUR DIAL

"Free peoples gain their national strength and their ability to act in unison in direct ratio to their knowledge and understanding of public affairs"

THE BLUE NETWORK and its 192 stations believe in this great truth. We see our responsibility to bring this knowledge of public affairs in terms of "easy listening" to the owners of every radio set. Therefore, we are co-operating with The New York Herald Tribune Forum in bringing you this series.

On no other occasion are so many highly-placed, responsible and well-informed people gathered into one radio feature. From among all the speakers at the Herald Tribune Forum—government officials, military leaders, businessmen, world travelers—we have selected the most significant for our three programs—Monday, Tuesday and Wednesday.

Governor Dewey—Admiral Nimitz and Julius Krug—Bernard Baruch and Henry J. Kaiser—Clare Luce and Helen Gahagan—are among those who will appear. They will talk about the meaning of this year's Presidential election, about jobs; about the 12,000,000 returning veterans; about the vast task of reconversion from war to peace; ABOUT THE KIND OF WORLD AHEAD.

This radio feature (entitled "Builders of the World Ahead") will be a new pattern in programs. First, because it is broadcast at a time most convenient for listening; second, it compresses into an hour of short talks by selected speakers the cream of a whole evening's discussion; and third, it presents a popular summation by an experienced commentator—John B. Kennedy.

America is a "mass meeting" which is always in session—and which expresses itself in many ways, including the ballot. To take part in this "meeting" is a grave task from which no one, who proposes to be a good citizen, is exempt. To vote wisely requires the effort to keep informed. The Blue Network brings to you and each radio set owner the opportunity to hear and examine the facts. It is "in the service of the people" that The Blue is dedicated.

SPEAKERS WILL INCLUDE:
 GOVERNOR DEWEY ★ ADMIRAL NIMITZ ★ JULIUS KRUG
 BERNARD BARUCH ★ CLARE LUCE ★ HELEN GAHAGAN ★ HENRY J. KAISER

JOHN B. KENNEDY will summarize each of the three programs

TUNE IN "BUILDERS OF THE WORLD AHEAD"
WJZ of The Blue Network

PUBLIC Service programs are not considered by the Blue Network as mere fill-ins but are a basic element of the entire structure of Blue Network programming. That is why the Blue Network devoted three full hours in one week to broadcasting the Herald Tribune Forum, three of the most valuable hours during which the greatest listening audience is available. And it was advertised by the Blue in newspapers from coast to coast. Full, complete, unstinted radio coverage of the free discussion of America, whatever the time and the cost—There's Always Something New on the Blue.

THE
Blue Network
 AMERICAN BROADCASTING SYSTEM, INC.
 "In the Service of the People"

Pic Exec Says Video's Ad Biz

Tele Ready To Go to Work

Agency men must prod sponsors to get into the visual swim, says Landsberg

HOLLYWOOD, Oct. 28.—Throwing responsibility for commercial television into the laps of the advertising agencies, Klaus Landsberg, head of Paramount Pictures video enterprises, in an address before the AAAA Southern California regional convention at the Biltmore Hotel, Los Angeles, said that only when bank-rollers are given sufficient impetus to invest their coin will the new medium be practical.

Titling his speech, "How Far Away Is Practical Television?" Landsberg said: "The audience here today, the American Advertising Agencies, should give the answer to this question, not the television broadcasters, to which group your speaker belongs."

Now Not Tomorrow

Television is here "Now not tomorrow," Landsberg stressed, going on to say that the vital question to be considered now was the length of time it would take to put video on a commercial basis. He said, "Black and white television is no longer around the corner, it is standing right in front of us, challenging us to put it to work."

Stressing that the perfection of engineering and production would still be reached, Landsberg said that improvements would continue to be made, but that television now should guarantee entertainment as well as informative and educational benefit to the video audiences.

In speaking of the post-war plans of set manufacturers, Landsberg said: "Television receiver manufacturers have declared their readiness to place receivers on the market for as little as \$150 almost immediately after peace is declared."

He hammered home his point to the assemblage by saying, "Now is the time for you, the advertising agencies, to acquaint the prospective sponsor of television programs with the advertising impact offered by visually and orally carrying the product into the customer's home."

Landsberg listed three steps in preparation of video shows, technical considerations, types of programs and style of presentation. "To build a television program," he said, "fear of highly involved technical facilities should be dispensed with, and that instead producers should learn to use the technical aspects to create special effects and illusions which the trade claims are as important to a good television show as are sound effects to a current radio production. Electronic control of a picture is much superior

(See TELE AD BIZ on page 12)

REVIEWS

DuMont

Reviewed Tuesday (24), 8:15-9:15 p.m. Style—Dance, drama. Sustaining on WABD, New York.

Rhythm was the title of Ray Nelson's show for the evening and rhythm was what it had, plus a dash of sex, plenty of showmanship and enough commercial appeal to make it a salable tele package. Nelson made mistakes—plenty of them, and they will be pointed out later, but outstanding about this show was the fact that it was what the public wants—entertainment.

Rhythm was strictly a dance and music. No talk allowed, even in the commercial. Program opened with plaque plug for Tintex, and scanning of a gal deciding what to do with some old unmentionables she had around the house. Comes a flash of inspiration and she gets the bright idea of dyeing them with Tintex. That was all. Nothing sensational, but it should get viewers to buy Tintex.

From there the camera went to a plaque explaining that the earliest dances were purely rhythmic. Screen took to a whirlpool effect (painted on a piece of cardboard and spun) that blended well with jungle drums. It dissolved to a gal dressed in a leopard skin, one Anita Carroll, who did a primitive ritual dance that left viewers, male and female, not limp, but tense. From there the show moved along to a series of dances in the modern, Spanish, impressionistic, Russian and classical ballet veins, all well executed by Margaret Severn, the United Nations dancers, the Georges Leon dancers and Miss Carroll.

Dance sequences were separated by the whirlpool effect and the jungle music. The whirlpool gave a good impression of transition, and the music, perfectly cued and dubbed off disks on to e. t. worked beautifully. And it eliminated the necessity of using the studio mike.

Camera work, however, was hardly a model of directorial perfection. In several places, bodies and/or heads were cut. On two occasions Director Nelson's anxiety to catch a dancer going up into the air led him astray. The DuMont studio has a low ceiling and the overhead lights came into the picture. One of his dissolves from whirlpool to stage was swallowed, spoiling the whole effect. Towards the end one of the cameras moved off the whirlpool before the next shot was put on the air, and viewers saw an out-of-focus pic of a none-too-decorative prop man.

In one of the interpretive dances, Margaret Severn used masques, as she has on the stage for many years, to satirize several types of personalities and, wearing them, danced out her interpretation of the people. Dances would have been more effective if Nelson had used close-ups of the masques, thus giving

(See DuMONT on page 12)

Balaban & Katz

Reviewed Thursday (19), 7:30 to 9 p.m. Style—Drama, news, home economics. Sustaining on WBKB, Chicago.

October 19, 1944 ought to go down in the books at WBKB as one of the few times the station did first-rate television programing that indicated that station personnel knew how to use ingenuity and thereby did their bit toward concretely illustrating the potentialities of the video medium. Most of the ingenuity and good work was shown in the dramatic offering, *Perfect Ending*. Some of it was shown in a news commentary program utilizing the combined and commendable efforts of Commentator Don Ward and Cartoonist Charley Werner, of *The Chicago Sun*.

As Ward commented about the news, Werner drew cartoons depicting scenes and characters in the news. Seldom has a more effective way of doing a television news program been seen. The words of the commentator were not lost while attention was being directed toward the work of Werner. Sometimes the camera was on the cartoons while Ward talked; sometimes they were on Ward while Werner drew. But each time they were focused on one or the other it was at just the right time, just when he was making his most noteworthy contributions. The director, Kit Carson, and the girls who handled the cameras and lights, deserve much credit for the success of this portion of the program. The station's map department deserves credit for the excellence of the news segment, too. Up to now the station has been satisfied to use pin and ink map work. For tonight's news program, however, they had prepared topographical maps. They made a paste and shaped in an exact reproduction of regions in the news. Mountains, valleys, land and sea stood out in bold relief, thus increasing the visual impact of the maps.

The dramatic portion of the program presented under the direction of Fran Harris left little to be asked for. It was dramatic entertainment that, considering the technical and studio space limitations of video today, was almost as artistically satisfying as anything Hollywood could offer with the same plot, actresses and setting.

Miss Harris took a one-act play written for the stage by Ryerson and Clements, adapted it for television, rehearsed her cast for about 7½ hours and came up with television that would be satisfactory video entertainment even 10 years from now.

Much of the success of the drama can be attributed to good settings, excellent lighting that was well modulated, and to the acting of Elmira Roessler, Dorothy Jacobson and Ruth Shames, but most of the success was directly traceable to the use of ingenuity.

The plot concerned the efforts of a fem Hollywood playwright to get a scenario finished and how she finally got her inspiration from a triangle situation in which she herself was involved. The entire story, using only three women, was laid in a Hollywood apartment decorated in a sophisticated style that reflected the general theme and setting of the story's plot.

To establish this theme the station used its first bit of ingenuity. At the beginning, one camera was focused on a photograph of a skyscraper apartment house. Another camera was focused on type giving the credits to actresses, authors, etc. By the use of a television dissolve the electrical impulses of the subject matter picked up by each camera were fused together. The camera on the credits panned down while the other stayed on the photograph. The result was that the apartment house was the background of the credits, which because of the panning action of the camera, seemed to move up and out of the picture. It was very effective. As good as Hollywood could do to establish pre-drama mood and theme.

Even the ingenuity was also displayed at times in the drama production—as for example, when a door bell rang there was a close-up of a hand pushing a door bell

Balaban & Katz Sets Lyons as Video Flacker

CHICAGO, Oct. 28.—Balaban & Katz considers the time ripe to promote its television station, WBKB, to the public and to the trade. Herb Lyons, member of the B&K publicity staff, has been made director of publicity and promotion for the station. Up to now the station has not made a strong promotional push, feeling that it was more important to conduct programs that would increase their technical and artistic knowledge of the medium. The appointment of Lyons, who has been with the B&K publicity offices for nine years, means that the B&K officials will set up a definite aggressive policy of informing the trade and the public of the activities of the station.

Lyons as yet, however, has no definite plans. He expects to get into the tele swing soon, possibly at first by gathering info about the medium by visiting video stations throuout the country.

Philco Asks FCC For Test Tele Outlet In Wash'gton

PHILADELPHIA, Oct. 28.—Philco Radio & Television Corporation has filed with the FCC an application for a new experimental television station on Channel 4 for the metropolitan area of Washington, to be located in Arlington County, Va. Proposed as part of the experimental Philadelphia-Washington television relay link granted by the commission October 2, the new video outlet would also be used to explore the area of Washington and vicinity as a television area. Philco, which operates WPTZ here, pointed out that the investigation would be "original, as no television transmitter has yet been put in operation as a terminal for a two-way experimental television relay link, or operated in the Washington area." Estimated cost of the project is \$150,000.

A portion of the 100 television receivers in the Philadelphia area, distributed among the company's executives and engineer, are to be removed to the Washington area for the experimentation. Washington operation would be of a technical nature, as program testing already has been conducted by Philco elsewhere. Materials for the outlet are to be obtained thru the WPB directive of July 22 authorizing materials for developmental construction.

button—common sense was not used often in the co-ordination of sound and sight. For example, one time when the authoress pounded a typewriter it sounded as tho someone were operating a trip hammer in the studio. FM, which is used for sound at WBKB, picks up the slightest noises and presents them with exaggerated clarity. Someone should have thought of having the authoress use a noiseless typewriter, or someone should have moved the boom mike back.

Ingenuity was also used in the programing of a news shot that was more in the nature of a special events. Dr. Margaret Mead, an official of the Committee on Food Habit, now holding a meeting in Chicago, was featured. But instead of merely interviewing Dr. Mead, the station wove a little drama around her and thus more effectively explained, by utilizing the potentialities of television, the dietetic aims of her organization.

The home economics portion of the program consisted of June Merrill presenting George Mordiklan, famed San Francisco chef. He explained the ways in which he makes salads and other foods for which he is best known. We still can't understand why the station doesn't program this type of show in the afternoon. It would be much more enjoyable for a predominantly feminine audience than for one including men.

Cy Wagner.

LLOYD LaBRIE

CBS and Orchestra Mutual Network
Touring for
GENERAL AMUSEMENT CORP.
New York Hollywood Chicago Cincinnati



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Chips Are Down On FM and Tele In FCC Report

(Continued from page 4)

vealed much heretofore secret technical info, and while he did not point to army research as its source, it was obvious that much of the technical background came from his air force work of the past two years.

Regarding tele, his main point was that ultra high frequency broadcasting will permit "an unobstructed path." He termed the band between 500 and 1500 m.c. as the best location for tele and added significantly, "No experience which I have had within the past few years would lead me to change that prediction."

His testimony on FM was equally revealing as he again cited the "less interference" argument as the best reason for moving FM upward. He termed the 130-200 m.c. band as the best spot for FM, and said from the "propagation" viewpoint, "moving up in the frequency spectrum does not involve a compromise."

RCA's Jolliffe took a sharp exception to army specialist's viewpoint. He pointed out that during the war RCA has had more than 1,000 engineers on research and that all the evidence supported the RTPB panel recommendations for tele in its present allocations. RCA is ready to provide "good" tele as "soon as war conditions" permit, he declared.

Trammell stressed the "jobs" angle, and he told the FCC that NBC is ready to launch tele "as an immediate post-war service." He also said that from the business side, tele will pay its way thru advertising, pointing out that 125 ad men already have made "debut" on WNBT.

Hit Job Angle Hard

Joyce also hit hard the jobs angle, and said tele, in fifth year, if given go-ahead signal on present bands, would provide jobs for 600,000. He backed up Jolliffe that higher frequencies mean delay.

Hanson warned that tele men have no experience in "higher" frequencies and hence delay will follow if FCC pushes service up. He pointed to five years of experimenting to get tele where it is today. He predicted tele nets, thru use of coaxial cables and radio relays and pointed to A.T.&T. plans for Coast-to-Coast coaxial cables to bind the country.

Attacks "Certain Broadcasters"

DuMont's Leonard F. Cramer also took the stand during the week for present tele levels and accused "certain broadcasters" of selfish aims in a campaign to restrict tele progress.

"Advocates of moving to the higher frequencies haven't even established a beachhead for television in this territory, except possibly on paper," he declared.

T. A. M. Craven took "up" view in his testimony during the week. He said pre-war tele quality was not publicly acceptable, and added that "most engineers" believe that tele ultimately will make use of wide channels above 400 m.c. He warned that there is not sufficient space below 400 in any event to make tele adequate. Tele can be a reality in the upper 3 within 18 months after war's closing, he added.

The Movie "Dream"

Fillip of the week was the testimony of Paul J. Larsen, former RCA hired hand and now of Society of Motion Picture Engineers. Larsen, straight facing, asked for 15 20-m.c. channels between 300 and 1,000 c.m., 15 between 1,000 and 3,000, and 45 between 3,000 and 10,000 m.c. for point-to-point private licensing motion picture tele. He claimed there is no limit to where pix tele can go, and talked airily of 100,000 and over, uses while the daring young men of CBS looked agasp. Larsen said plans are to pipe in tele for spot news, sports, variety shows, etc. He predicted that color was still years off. He also took time to laud RTPB tele recommendations altho, for himself, asking for the higher frequency bands.

New radio services got the hearing call today (30) with taximen, electro-medical exports, railroads, bus, and truckmen all putting in a word for a spectrum slice. Final RTPB testimony will come later.

Review

Sunday at 4:30

Reviewed Sunday (22), 4:30-5 p.m. Style—Classical music. Sponsor—First National Bank of Boston. Agency—B., B., D. & O. Station WBZ-WBZA (NBC-Westinghouse), Boston and Springfield, Mass.

Apart from the fact that this marks the first time that Boston's staid, powerful First National Bank has underwritten a radio stanza, the Sunday half-hour music session adds up to little more than 30 minutes of pleasant listening.

The main flaw in the program is not the conducting of Arthur Fiedler, nor the orchestral work, but the impersonality of the whole show. To a listener tuning in late, it could be a recorded show complete with a running commentary on the composers involved in the festivities. There is nothing of Fiedler, except the announcer's description of the man mounting his podium to thunderous applause, in the program. The music on the program caught lacked strong contrast for listeners. Most interesting part of this sponsored stanza was the commercial. Plug for the First National Bank was dignified, interesting and effectively put across. Commentary on each composer was also well done.

The broadcast caught included such favorite selections as the *French Military March*, *Overture to the Merry Wives of Windsor*, *The Minuet* from Hayden's *88th Symphony*, Massenet's *The Angelus*, and *The Dance of the Buffoons* from Rimsky-Korsakoff's *Snow Maiden*. All were done with complete musical capability. Fans of Boston's annual pop concerts and esplanade concerts will have no trouble at all imagining themselves back in those green pastures when they tune in Sunday at 4:30.

But until the program receives an injection of showmanship and personality (in a suitably dignified way, of course), the broadcasts will make few new friends for the bank or for Fiedler. Sunday afternoon competition is plenty tough for this sponsored variation of the pop concerts. *Barbara Pearson.*

Cleland Card to Free-Lance

MINNEAPOLIS, Oct. 28.—Cleland Card, for nearly 10 years one of the top staffers at WCCO-CBS, is going to free-lance in Twin Cities radio, first big-name free-lancer in this area in some years.

Altho he will continue his present commitments with Butternut Coffee and Hall Hardware Company for WCCO, Card is expected to take over heavy sked at KSTP-NBC, starting off with 12:45 p.m. 15-minute news seg for Butternut Coffee.

Altho Card's new set-up appears to be free-lance, there is always the possibility that he may hook up on permanent basis with KSTP. If he does—and KSTP has wanted him for some time—he would make a likely prospect for that station to pit against WCCO's Hoopering leader, Cedric Adams. Despite the fact that Adams is way ahead on Hoopers, Card has enough of a local following to beat the drums long and loud in his own behalf.

Alburty Buys Into WHBQ

MEMPHIS, Oct. 28.—E. A. (Bob) Alburty, general manager of Station WHBQ since 1931, has purchased the interests of Hoyt B. Wooten, owner of WREC, in WHBQ, Inc.

Because of the "duopoly order" of the Federal Communications Commission, Wooten was required to dispose of his stock in WHBQ. Alburty's purchase of Wooten's stock interest in WHBQ, however, does not affect the stock interest of S. D. Wooten Jr., WREC chief engineer, who owns a one-fourth interest, or of Mrs. Stella H. Thompson who owns a half-interest in WHBQ.

S. D. Wooten Jr. was not required to dispose of his WHBQ stock because, tho employed by WREC, he is not a stockholder. Coincident with the sale of the Hoyt Wooten stock, Mrs. Thompson, widow of Thomas Thompson, founder of WHBQ, was elected president of the company, an office held by Thompson until his death. S. D. Wooten Jr. was elected vice-president, and Emily P. Alburty, secretary-treasurer. Alburty was re-elected general manager.

D-F-S Takes Option On Strip Quizzer

CHICAGO, Oct. 28.—A new-type quiz program, for which sponsors have already made nibbles, is now held under option by Dancer-Fitzgerald-Sample Agency here. Show is idea and property of Harold Gingrich, Chi radio-show builder. Program, quiz format, was auditioned recently at CBS, New York, under the title of *Meet the Champ*.

The way in which it differs from established quizzers makes it a program idea that might be the basis of the quiz show of the future.

As set up by Gingrich and packaged by D-F-S, *Meet the Champ* would run as a series of five 15-minute shows a week on a net. Gimmick is that one contestant could appear indefinitely on the series if he is good enough. Contestants are pitted against each other, and the one coming out on top during each question period stays for the next stanza. Thus, a group of about three different questions would be asked two opposing contestants. The one who answered the most questions correctly would be pitted against another opponent. Thus, one quizzer could go from inning to inning, from night to night and possibly from week to week.

According to way show is geared, each correctly answered question nets a contestant \$7. According to Gingrich, because many of the questions could be answered by yes or no, it would be possible for a contestant who stayed for 15 minutes to net himself \$200. Questions will be based on information in current movies, magazines and newspapers.

Naturally, with such an arrangement, with the listeners following the work of a contestant who has gone on from night to night, waiting for him to make a slip, audience following would be maintained.

This new type of quiz, altho it might be a way to keep listeners night after night, would be expensive. It has been estimated that cost of packaging such a program would be \$5,000 a week, exclusive of time.

Colgate Steps Up Romance Theater; Budget Hiked 50%

NEW YORK, Oct. 28.—Colgate, seeing a chance to pass up not-so-tough NBC opposish against its CBS *Theater of Romance* show, is spending heavy sugar on talent. It is understood that budget for the seg goes up 50 per cent as of this week.

The NBC show, *A Date With Judy*, is not considered too strong and Colgate wants in. Most of the dough will go to buying bigger name talent. Previously, the show had used radio names only. First indication of the outlay is signing of Mary Astor for chores next Tuesday (31).

HOLLYWOOD, Oct. 30.—Lou Bring has been set as musical director of the new Gracie Fields show which tees off here November 14 over the Blue. Comic Fred Brady has also been signed for the show.

This week Producer Myron Dutton set Louis Quinn, Ben Friedman and Larry Marks in the writing spot.



KATE SMITH 34.3 *

Here's where you get a BIG Rating, BIG Station, BIG Market. *Hooper Rating Win.—Spr. Index 1943-'44.



GLAMOUR TIME

The Regional Airshow
Attracting Nationwide Interest

JUNE KNIGHT, of Dave Wolper's new musical, "Glad To See You," at her recent guest shot on "Glamour Time," surrounded by Ward Wilson, show's emcee; The Three Suns, who provide the music, and Al C. Schwartz, originator and scripter of one of radio's really unique airshows.

➔ **Broadcast from New York Over Mutual's Yankee Network Every Thursday From 1:30 to 1:45 p.m.**

Here's an airshow that's so different . . . it sends its commercials by mail only upon request. And are they requested! All over New England listeners have been writing to Clear Weave asking for the plugs that they can't get over the air. Everybody in radio is watching this new and really different development in guest shows. For further details regarding sponsorship in other localities, address: AL C. SCHWARTZ, Advertising Director, Clear Weave Hosiery, Boston, Mass.

Produced by MUSIC CORPORATION OF AMERICA

IA MOVES IN ON TELE STUDIOS

Cameramen Are By-Passed

Stagehands organized, but that's wedge—once in legit and pix, unions will control

NEW YORK, Oct. 28.—DuMont will join the union-organized studios within the next two weeks. This is not particularly news to the air pic industry, but what is news is that the IA is the organization that is moving in, and that IA will not organize, for the time being, the DuMont cameramen.

What the IA has organized are the stagehands (grips), carpenters and electricians, just as they have organized the video studios at CBS and departments. The DuMont contract being, it is said, identical with the senior network papers.

At once the cost of operations at DuMont will go up. This, as reported in *The Billboard* some time ago, is what the movie owners of stock in the company desire—production costs at least comparative with Hollywood.

Unionization Just Started

The unionization of the video operation, however, has just started for the cameramen, dollymen and control board operators at DuMont are still uncovered. Union officials state that they do not think of video cameramen as being on a par in importance with motion picture lens experts and therefore are studying the situation before they take any action. Cameramen at both CBS and NBC, as reported, are covered by net contracts with the engineering unions at both webs.

What is still wide open at all three New York operations are scene builders, painters, etc., altho it's known that the IA will walk in on this department whenever it feels that the time is ripe. Right now it's not particularly interested because "the dough isn't there." When it is, the stagehands will just refuse to handle non-union sets and props and that segment of the tele business will be organized overnight.

IA and A's of Same Mind

In this respect the IA is much of a mind with the A's, which has as yet refused to set any standards or fees for actors in the field. Only problem here is that each of the four A's has a different way of taxing its members and the AGVA, AFRA, AEA and SAG realize that if there is joint jurisdiction in the field the strictly video people will naturally swing to the union with the lowest dues.

Despite the co-operation and joint fact-finding committee it is known that SAG (Screen Actors Guild) feels that the field of making pix for the video belongs to them. They also feel that when and if theater television becomes an actuality, that too, belongs to them. They haven't discussed this at any great length with the other three A's because, "Since it's film it's ours," is the attitude.

NABET and IBEW Not Concerned

NABET and IBEW are not concerned with the IA move-in at this time, since they have admitted all the time (not for the record, of course) that the theater and screen unions naturally had a case for organizing their crafts in tele. If and when IA decides that cameramen are not lugs but artists—then the two engineering unions may have to take action.

ACA hasn't staked out any branch of the business as yet, but it has several men "studying" the field. However, IA still has an ace in the hole over and above any other union in this operation. They actually feel they will eventually be able to prevent regular pic film from

RCA Victor on WNBTV Fridays

NEW YORK, Oct. 28.—RCA-Victor will sponsor over WNBTV, NBC station, a series of video shows featuring Victor recording artists, Walt Disney CIAA pix and special events. The series, which preems November 17, will be presented every Friday.

Tentative format calls for some live shows with Victor artists, films that Walt Disney made for the CIAA that have never been shown before in this country, and several other types of pix.

Program, called *The World in Your Home*, will be bossed by John Williams, tele manager for NBC; Paul Alley, who heads the web's film set-up, and Dr. Herbert Graf, tele opera director.

Scramby-Amby to New York

HOLLYWOOD, Oct. 28.—Move of *Scramby-Amby* from Hollywood to New York was announced this week by Howard Blake, writer-producer of the show, who is now linking up cast for Eastern appearance. Airing has been hitting the Blue and makes the N. Y. trek November 22. Show here features Larry Keating, announcer; Lynn Martin, vocalist, and Charles Dant orchestra.

Election Night Matches Three Sight&Sounders

NEW YORK, Oct. 28.—For the first time in history, three New York video stations will telecast election returns November 7. CBS's WCBW, NBC's WNBTV and DuMont's WABD will all try their hand at giving video audiences visual coverage.

CBS's plans call for scannings of a dummy newsroom, interpretations and analysis and animation of trends on the animator. DuMont, whose show will be run by the Charles M. Storm ad agency, the New York *Daily News* and Station WNEW will rely on pretty much the same techniques as will NBC.

Trade feels that the coverage will be a test of the impact of the three orgs, since for the first time viewers will be able to stack them up against one another in the same type of show.

Blue's Mullin & Jaeger Hop to Coast from Chi

HOLLYWOOD, Oct. 30.—Earl Mullin, flack head of the Blue, and Pete Jaeger, national sales manager, are due here this week.

It's Mullin's first trip to the Coast since the Blue was formed two years ago. Jaeger visited here last year.

Main Stem Seg Being Set by CBS

NEW YORK, Oct. 28.—CBS tele is readying a new show, *Next Month in New York*, dealing with local items. It will attempt to scan future events of interest. Actual format has not yet been set by Director Paul Belanger.

It is understood, however, that a great deal of the material will be slanted so that it can easily be made into a participating sponsored show.

Dept. Stores Holding 15 Meets on Video

NEW YORK, Oct. 30.—More than 15 video meetings, conferences, clinics and a convention skedded by retailers for the next four months, plus applications for three tele stations filed by department stores in the past week, are regarded as ample proof of retail store interest in the new medium. The tremendous growth of interest in jeep tele, tabbed in *The Billboard* over the past three years and summarized and brought up to date last week, gets a further boost when retailers all over the nation start their meets.

On November 14 the St. Louis Display Guild will hold a meeting addressed by Irwin Shane, top man at the Television Workshop, outfit that is devoting much of its time to department store tele.

A few weeks later more than 600 display and publicity execs will meet in New York for an all-day session on tele. Sponsored by the NRDGA (National Retail Dry Goods Associations). From January 15 to 19 an estimated 200 retail execs will go thru a tele clinic in New York. The NRDGA convention in New York which begins January 8 will have a tele section. Right now the Television Workshop is touring video displays in Chicago, St. Louis, Cincinnati, Philadelphia; Albany, N. Y.; Buffalo; Detroit; Rochester, N. Y.; San Francisco; McKeesport, Pa.; Atlanta and Bridgeport, Conn.

On top of all that three department stores, William Filene's Sons Company, Boston; the Outlet Company, Providence, R. I., and Maison Blanche, New Orleans, last week applied to the FCC for permits to build video stations. They are said to be just three of the hundreds of emporiums that have to use air pix to sell.

Lynn Martin Starts Guest Policy for Carmichael

HOLLYWOOD, Oct. 28.—Producer Jack Meakin will use guest-vocalists policy on the Hoagy Carmichael show.

First to get the bow is Lynn Martin, who comes over from the *Scramby-Amby* airer now that it is moving to New York. She will hold down the spot for two weeks.

Jaeger Blue G. S. M.

NEW YORK, Oct. 28.—C. P. (Pete) Jaeger, national sales manager of the Blue, has been upped to general sales manager of the web. Jaeger's appointment to the post is effective immediately.

DuMONT

(Continued from page 10) the viewer an idea of what Miss Severn was driving at.

Otherwise the program was typical of the director's recent work—brash, experimental, different and intelligent. He makes mistakes but his is one of the most refreshing minds in New York video. And Georges Leon rates a bow for some pretty fine dance direction.

Bob Emery put on a decent show for the SPAR recruiting drive. It was rather routine video drama, not at all enhanced by amateurish acting, but it put across its point without too many fluffs.

DuMont's announcer, Dotty, does a fairish job on the intro chores, but she should be more careful in the future not to move away from the camera (and the hot lights) before the dissolve to the next shot is complete.

Marty Schrader.

Tele Ad Biz, Says Pic Exec, As Industry Preps for Work

(Continued from page 10)

to optical or chemical treatment of film if well understood and used."

More Light Than Technicolor

In speaking of the technical side of video, Landsberg said, "Television lighting is similar to motion picture lighting, but a light level slightly above technicolor standards is necessary at present. Strong contrast is desirable and could be obtained by heavy highlighting." He believes that lights must be flexible to follow action and should be remote controlled. At present Landsberg is working on a system of controlling the lighting at Paramount's television stage by a series of buttons on the main control panel. GE, Schenectady, N. Y., already controls its lights from a control board set on a bridge.

Use of more cameras to obtain the maximum shots was also outlined by Landsberg. He said, "The more cameras (up to five in one studio) that are available the better, but room must be allotted to each for dolly shots." For elaborate presentations he favors the use of a separate camera for titles and miniatures. Also, he stated that use of a camera for motion picture inserts would do much to help a video show. He said that projected backgrounds such as now used in motion picture production could be used and were ideal to further the illusory qualities of television.

Time a Vital Program Factor

In speaking of program types, he said that in drawing up a program schedule, the time of day and the hour is even of greater importance than it is in radio. "Educational and informative programs have an ideal place in the morning hours, particularly gymnastics and cooking classes. In these hours the bank-roller would have a chance of helping the housewife plan her shopping trip and, as an example, show her how to use household novelties.

Afternoon video time could be set

being used in video projectors—unless it's done the IA way.

... And the web brass hats don't like to think about that—and neither do the indies in the field.

aside for light entertainment, later in the day building shows that would appeal to the kids returning from school.

Furthering his outline for the ideal video schedule, Landsberg stressed that the evening hours were, of course, the high point, just as they are in radio. He said evening shows might start with an illustrated analysis of the day's news, then giving way to sports events, perhaps using film for the latter. Short dramatic or variety shows would then follow, with travelogs and similar programs skedded for later in the evening.

Harpooning the advocates of a Coast-to-Coast network such as now serves radio, Landsberg said, "Transcontinental network programs are almost impossible to schedule without losing a potential audience because of the time difference." Much controversy is likely to come out of Landsberg's claim that, "We should keep in mind that not coaxial cable or relay transmitters, but film may be the most practical Coast-to-Coast hook-up."

Tele, the Guest in the Home

Landsberg next touched upon the style of presentation. He said, "Never forget that your audience is at home when looking at television, not among a crowd in a theater; the audience doesn't visit you; you are the guest." He drove home a strong point that good taste would have to be paramount in video programs, even more so, as is now prevalent in radio. "Modest informality is the right tone for program presentation, as well as the sponsor's message, which is preferably tied into the program itself."

In touching upon other production problems, Landsberg said, "To use the full impact of this visual medium, continuity of strong action is essential and dialog should only support visual action."

Landsberg has long felt that there is not enough action in a majority of video shows at this time. There is too much of a tendency to follow the pattern of early-day talking pictures wherein the policy was to regard films in the terms of legit productions. Characters stood around and talked. He believes that action, coupled with good dialog is of paramount importance and that a show will go sour if one or the other is neglected.

802 GROUPS JOCKEY ON PLANS

Three Slates for Local 802 Officers

	BLUE (Administration)	UNITY	SQUARE DEAL
Prexy:	Jack Rosenberg	Calmen Fleisig	Max L. Arons
Vice-Prexy:	Richard McCann	Joseph Le Maire	Sherman G. Brande
Secretary:	William Feinberg	Al Raderman	Edward Horn
Treasurer:	Harry A. Suber	Nicholas F. Vitalo	David Michlin
Exec. Board:	Herman Tiven Charles Iucci Ernie Wagner John Long George Laendner Robert Stern Sam Suber Emil Balzer Henry Macara	Jimmy Barton Maurice Benavente Charles Bowman Al Green-Gold Joseph Malkin Al Menuti Vic Montes Al Stanley Ray Parker	Marty Berger Elizabeth Barry Fowler Hayes Izzy Myer Sam Raderman Paul Richenbach John Sylvester Andy Pine Burt Smith
Trial Board:	Ralph Redman Jack Stein C. G. McGibney Jack Downey Frank Lamberti Hi Jaffe Happy Powers Sam Wilcomer Eddie Daly	Irving Bloom Tom Connelly Leo Farberman Bobby Greenfield Frank Levin Al Nathan Henri Noel Jerry Serly not available	Frank Garisto Samuel Heiss Pete Leonard Dave Meadow Ralph Speceia Sam Wilson Ralph Williams Max Steinberg not available
Delegates to Central Trades:	Jack Rosenberg William Feinberg Richard McCann	Calman Fleisig Irving Bloom Al Menuti	Max L. Arons Sherman G. Brande Sam Raderman
To N. Y. State Fed. of Labor:	Richard McCann Emil Balzer	Al Raderman Tom Connelly	Sherman G. Brande Edward Horn
To Hebrew Trades:	Louis Grupp	William Wohlman	Ben Musicus
To AFM:	William Feinberg Harry A. Suber	Irving Bloom Al Menuti	Frank Garisto David Michlin

Three Slates Announced in Forthcoming 1945-'46 Vote

All parties silent on platforms—Petrillo gives official nod to no one—Unity clique most active—Victory Party still to announce ticket

NEW YORK, Oct. 30.—Complete slates have been announced by three of the four parties in the forthcoming Local 802 AFM elections, altho one of the candidates for the Trial Board is yet to be announced by Unity and the Square Deal groups. The three slates have been bracketed and boxed on this page. Unusual situation finds no duplication on any of the three slates, each group offering a complete ticket.

None of the planks have been released at the time *The Billboard* goes to press, each group jockeying so as not to reveal their plans. They have until November 17 to file. However, several mailing pieces have been sent out by the Fleisig Unity Ticket, and the Blue (Administration) Party has stated that it will not issue a platform but will run "on its 10-year record."

Square Dealers claim they have the backing of the man who came within 296 votes of defeating Jake Rosenberg at the election two years ago, David Gusikoff, and another Unity man popular during the elections two and four years ago, Hyman Grossman. Speaking of his stand, Max L. Arons, standard-

bearer for the Square Dealers, stressed that theirs was not going to be a mud-slinging campaign. "There are abuses in every branch of the musical business and we know them, and it will be our pledge to see that they are removed.

"I believe I, know what the members want. My 10 years on the Trial Board should have taught me at least that," said Arons, "and one thing is certain, they want an open door to the offices of their elected union officials. I've proven for 10 years that my door has been always open—and as president it will continue to be open. I expect, long before election to be able to state briefly what our Square Deal group will try to do when they are elected. Our slate speaks for itself, the job we'll do will likewise speak for itself and for the members of the biggest music local union in the world."

\$\$ Backers Speak Up

Some of the financial backers of the Square Dealers were far from being content to fight the battle out on the basis of what can be done for the members at large. Several of the men who have put up and are putting cash are violent haters of prexy Rosenberg. They tell stories of his being asked to retire gracefully (he is known to be not too well a man) and his answering that he'd retire if he was guaranteed \$10,000 for life. These tales are denied by the Administration, of course, altho a caucus has been held where such "deals" may have been suggested. Another \$ backer of the Square Dealers tells at length how prexy Jake sent out plug letters on a song he wrote; to band leaders, on Federation stationery, of his frequent absence from his office and board meetings and many like things about which presidents of unions have been needed for years.

Petrillo Deals Himself Out

AFM prexy stated officially during the week, as of course he would have to, that he has had nothing to do with the local elections and that "all parties have his blessing." It is known that it would be dynamite to have the AFM officially interfere in any way with local elections—but as other international officials explained, "a man can't help having friends—and wishing them luck."

Unity Ticket Most Active

The Unity Ticket has been the most active to date. They've been so active that their first mailing was signed by at least one man no longer associated with Fleisig, Dave Meadows. He is now a candidate for the Trial Board under the Square Deal badge. While the S. D. official candidates also offer a "clean campaign," many backers of the Unity group are frank to admit that "the entire Administration must be cleaned out." What's wrong, stated one active campaign worker, is the work of six men—not one. Unity is out to remove from office Jack Rosenberg, William Feinberg, Richard McCann, Harry A. Suber, Sam Suber and Max Arons. All six, say Unity backers, are guilty alike of "the mess that 802 finds itself in today."

The Victory Party has yet to officially announce a slate. However, 802 members close to Weisman, Victory Party organizer, say that he'll wait until everyone else has had their say, placed their candidates on the line and then he'll announce his slate. It is known, however, that he has been a busy beaver getting up a war chest, even tho there are still some in the other three parties who will swear to it that "Victory is a name, not a party."

Next week, "Platforms."

MPPA & 802 Reach Okay On All Staffers

NEW YORK, Oct. 28.—MPPA and Local 802, musicians' union, have reached a tentative agreement in negotiations over increase for copyists, arrangers, pianists and proofreaders in pub houses.

New contract now being drawn up, and to be submitted to the WLB for approval, calls for a two-year pact starting September 30, 1944, and skeds a 5 per cent increase until September 30, 1945, and a 5 per cent increase from that date until September 30, 1946. Present agreement, which ran until September 30, 1944, has a 10 per cent increase over previous contract under the Little Steel Formula.

At last week's MPPA meeting, the board approved the recommendation of the industry committee headed by Elliott Shapiro (S-B).

Fisher Again Asks ASCAP Up Rating

NEW YORK, Oct. 28.—Meeting of the ASCAP Appeals Board, which took place Tuesday (17), brought up case of Fisher Music, which had asked for an increase in availability rating at a previous committee session. Request was originally turned down and at Tuesday's confab a representative for Fisher asked for the increase on ground that a rental deal had been made with Feist Music, whereby songs that soon were coming to a renewal date were divvied up between Feist and Fisher.

In the divvy, which was done to facilitate the necessity of cleared renewals where more than one writer's name appeared on a song, Jack Robbins, for Feist—one of the Big Three—selected first five of the 50 tunes, with remaining 45 going to Fisher. As a result, because of the added 45 tunes to the Fisher catalog, a request was made to increase the firm's availability rating in ASCAP.

AHA, ASCAP Meet And Talk Skeds

NEW YORK, Oct. 28.—Meeting is skedded for early this week between American Hotel Association and ASCAP to discuss licensing contracts between the Society and AHA. It is understood that AHA has studied the ASCAP rate sked which went into effect around August 1 and means to take issue with certain parts of it. It is known that AHA thinks unfair the present policy of paying a rate comparable to individual night clubs, ballrooms and cocktail lounges, if a hotel has all three entertainment factors; if only two, or one, rate is equal that of individual operations on the outside.

At present ASCAP's contracts with hotels run for a year and are automatically renewable at that time unless either one or both parties cancels during the last 30 days. According to John G. Paine, general manager of the Society, the rate schedule will have changes in it before actually going into operation. End of this year will mark the first six months sked has been operating, at which time ASCAP field men will meet and talk over strong and weak points.

Hotel licensing operations after first of year will probably find BMI in the field as well as ASCAP for the first time. Negotiations are now on between BMI and AHA.

Decca Dickering For Coast Plant

NEW YORK, Oct. 28.—Decca is currently negotiating for another plant in Los Angeles. Dickering was started the past summer, but deal has not been closed as yet.

This marks second move by the company in six months to expand production facilities. Six months ago they took over another plant on the East Side in New York, giving them two here, one in Richmond, Ind. (on a lease basis), and an established one on the Coast.

Decca's production figure is estimated to be around 3,000,000 a month at the present time.

Two Mil Bucks Down-Payment Bid for Col'bia

NEW YORK, Oct. 28.—A \$2,000,000 syndicate, headed by music pub, George Weiner, recently approached execs at Columbia Broadcasting System with the idea of purchasing its subsid, Columbia Recording Corporation. Altho there's been no talk of latter being for sale, and it's presumed that the deal probably won't go thru, nevertheless the bid was made thru Weiner and his attorney to various parties at CBS re buying the disk. Matter is hush-hush, with Weiner, who owns Grand Music and We-Mar, a BMI affiliate, surrounding himself with backers who are willing to put up the dough.

Backers are not known but it was disclosed that Harry James, who has an arrangement with Weiner for latter to publish his (James) originals, with band leader a partner in the music pub house, was definitely not one of those putting up the money. James has a five-year contract with Columbia Recording.

It's understood that if deal fails to jell, with Weiner's idea being to put down the above amount as down payment and take notes for whatever difference Columbia wanted for its subsid, syndicate will attempt to purchase a large plant and augment his present firm, Grand Record Company.

Garland's "Trolley" Song To Be Released as Single

HOLLYWOOD, Oct. 30.—Decca is releasing *The Trolley Song* recorded by Judy Garland as a single platter next month instead of putting it in the album of tunes from *Meet Me in St. Louis* which won't be on sale until the holidays. *The Trolley Song* is hot right now.

Freddie Fields a Booker

NEW YORK, Oct. 28.—Freddie Fields, Shep's brother, came out of the coast guard with a medical discharge last week and has joined the Abbie Greshler Office as a booker. He was a trombonist before going into service.

MCA Execs in Chi Trying To Get Paramount To Open Theater Doors to More Bands

Record at N. Y. Paramount N. S. H. for Music Corp.

NEW YORK, Oct. 30. — Attempt to smooth over relationships between Music Corporation of America and the theater department of Paramount Pictures, a situation known in the trade to be rocky for over a year, was reportedly made this past week in Chicago. Outside of the big MCA bands, the agency has had little success in putting any of its bands in the New York house during the past year. Tommy Dorsey played the house last Christmas and since then only MCA band in the spot has been Xaxier Cugat. That's two out of nine bands since end of last year.

The fact that Harry Levine, booker for the New York Paramount, and the theater chain, and Johnny Dugan, theater booker for MCA, trained out separately over the week-end for Chicago, according to the trade, earmarks fact that discussions are in order. Not only is the relationship strained because of the New York Paramount situation, a situation that those close to it say might stem from a Tommy Dorsey situation, in which Loew's, to whom he is under contract for pix (MGM), called for Dorsey's services at their main Stem house, the Capitol.

Not known if this is the entire inside story, but outside of the New York situation, MCA has been known to be dissatisfied with the limitation on the number of weekly bookings out of a year in such towns as Buffalo and Omaha, to mention a couple, where only five to 10 weeks of vaude is seen a year.

In such places MCA, according to those close to the situation, has been trying to increase the number of weeks from five to 15 and 20 a year. The reason is because the agency wants a chance to sell more of its medium-priced bands to Paramount. At the present time there's no aches in selling such names as T. D., Horace Heidt and Sammy Kaye, but for the lesser known-MCA clients the field is tough and limited. Those who know the Paramount policy say that the pic company, when playing a mediocre stage-show or pic, uses a top name band. And when the pic is "A" they use no band at all, feeling that the pic will carry its weight to do tremendous b. o.

Recognized is the fact that MCA at the present time is not getting commissions on two of its juiciest properties, (See MCA ASKS PARA on page 17)

Private Bandstand

SAN CLEMENTE, Calif., Oct. 28.—Dick Allen and orchestra have been renewed for another stint here at the Casino. But the boys, all below 21 years of age, still can't go into the ballroom. They played here during the summer and didn't do it. Now they will play thru the winter but still keep out of the ballroom where liquor is sold.

All set to open last summer, the manager was ready to close out the band because the Board of Equalization wouldn't allow minors in a place where liquor is sold. Van Tonkins, band's personal manager, went before the board and offered to place \$5,000 bond that the boys would not be near the bars. Board argued that minors were still in the ballroom. Tonkins countered that he'd build a bandstand outside the ballroom and let the dancers get the music thru an opening which would be made. The board laughed.

So the band could play, management cut a door from the back of the bandstand to the patio. Bandmen, none over 19, enter and exit thru it. Not one has yet been in the ballroom. But Tonkins's reasoning kept the date for the outfit.

They're Going To Sign Now; It Is Hoped!

Petrillo a Foreign Country?

WASHINGTON, Oct. 30. — Last week during the Presidential conference, a newsmen, during a discussion on foreign affairs, asked FDR, "What about Petrillo?"

FDR, without that famous smile, answered, "What country is he involved with?"

Which was okay for a Presidential sally at a conference, but at Camden, N. J., Bridgeport, Conn., and at 30 Rockefeller Plaza, New York, they know the country with which prexy Petrillo was involved. It was "Diskus, Platter County in the State of Wax," and it was very active during (See Ban Skedded to Finish on page 65)

Jimmy Dorsey Set For 8 Hotel Penn Weeks and Maybe 16

NEW YORK, Oct. 28.—Jimmy Dorsey goes into Hotel Pennsylvania here February 12 for eight weeks, with Dorsey requesting hotel not to book anyone after him as yet, meaning that he might like to stay 16 weeks. Reason, reportedly, is possibility of a radio show keyed from New York, with Dorsey consequently looking for a steady spot to do show. Dorsey follows Les Brown, who goes in in mid-December for second time this year. He played the spot early in the summer.

Rumors around town that Dorsey didn't want to play the spot because he lost so much dough there last time is so much tush, according to those in know, for it was learned that J.D. phoned hotel execs months ago while playing Golden Gate Theater, San Francisco, and asked for a date to be kept open for him.

Hotel also claims that it is not tightening up on rider clauses in band contracts calling for cancellation of date in case of a pic. Charlie Spivak, hotel points out, is not set as yet because of conflicting dates, with band and hotel not being able to get together.

Ellington Stages Third Carnegie Date

NEW YORK, Oct. 28.—Third Duke Ellington concert at Cargenie Hall will take place this year December 19, with Ellington, as usual, buying out the hall and selling ducats, just as he did last year.

First year's concert was for Russian War Relief, and Ellington donated his services. Ellington starts on his concert tour around December 1.

Ellington will give a huge concert on the Coast after first of year with Los Angeles Philharmonic.

Heidt Vs. MCA At 1/2-Way Mark

NEW YORK, Oct. 28.—Half-way mark in the Horace Heidt-Music Corporation of America tiff was reached last week when MCA answered Heidt's charges which he filed with the American Federation of Musicians in July of this year. MCA's rebuttal went out last week, and it's understood to be a 22-page affair answering Heidt's reported accusations of gross mismanagement and improper handling, a condition that resulted in Heidt's known attempt to break his contract with MCA many times since he signed with them nine years ago. He's now in the fourth year of a seven-year contract, having finished a five-year contract previous to this.

Heidt, now on his way back to play his own ballroom, the Trianon, in California, says that he will offer his own rebuttal to MCA's counter claim in about eight weeks. He has been known to have taken an added burn at the agency this summer over the Hotel Pennsylvania-Capitol Theater situation. According to Heidt, MCA would rather keep him in theaters than in hotels, because the agency gets a higher commission from theaters than a location date. Consequently, he states that MCA offered him contracts for the Capitol and the Pennsylvania, dated the same day, consequently blocking him from attaining a hotel booking in town.

MCA's rebuttal is not known in detail but it's reportedly, in part, a report of the bookings they have secured for Heidt during the past nine years, and the money he's made thru the agency. Heidt also claims to have booked himself into theaters in 1940-1941, with MCA doing that chore now. That point, plus the claim that he booked himself into the Hotel Biltmore, New York, some time ago, bringing hotel execs to the Drake Hotel, Chicago, to hear the band, and the fact that he claims to have sold Stewart-Warner (Heidt's former radio sponsors) deal and had to pay MCA commission for 13 years on it, will go into the rebuttal, plus other material gathered during past few years.

BMI-ers Meet, Nix Happens

NEW YORK, Oct. 28.—Routine meeting of Broadcast Music, Inc.'s board of directors took place last week, with reportedly little activity. Twelve execs met, headed by J. Harold Ryan, prexy of National Association of Broadcasters (automatically head of BMI as result). They meet once every three months.

At last meeting licensing of hotels by BMI was discussed, but no mention was made of it this time. However, BMI and the American Hotel Association are in the midst of negotiations on licensing beginning the first of the year.

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Louis Jordan's

IS YOU IS, OR IS YOU AIN'T (MA' BABY)

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PART 1—The Billboard

SONGS WITH MOST RADIO PLUGS

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

Compilation is based upon data supplied by Accurate Reporting Service, with plugs per tune omitted by The Billboard. (M) Song in legit musical. (F) Song in film musical.

TITLE	PUBLISHER
A Kiss to Remember	Lincoln
Always (F)	Berlin
Anchors Aweigh	Robbins
An Hour Never Passes	Shapiro-Bernstein
Come With Me, My Honey (F)	Santly-Joy
Dance With a Dolly	Shapiro-Bernstein
Don't Fence Me In (F)	Harms, Inc.
How Many Hearts Have You Broken?	Advanced
I Don't Want To Love You	Chelsea
I Dream of You	Embassy
I'll Be Seeing You	Williamson
I'll Walk Alone (F)	Morris
I'm Making Believe (F)	Bregman-Vocco-Conn
Is You Is or Is You Aint? (F)	Leeds
It Had To Be You (F)	Remick
Just Close Your Eyes	Maesiro
Let Me Love You Tonight	Robbins
Magic Is the Moonlight (F)	Melody Lane
On My Way Out	World
Sweet Dreams, Sweetheart (F)	Remick
Sweet and Lovely (F)	Feist
Ten Days With Baby (F)	Triangle
The Day After Forever (F)	Burke-Van Heusen
The Very Thought of You (F)	Witmark
Tico Tico (F)	Harris
Together (F)	Crawford
Trolley Song (F)	Feist
Turn Off the Rain	Brown & Henderson
Twilight Time	Campbell-Porgie
Two Again	Southern
Waiting	BMI
What a Difference a Day Made	Marks
Whispering	Miller

Lucky Strike HIT PARADE

CBS, Saturday, October 28, 9-9:45 p.m. EWT.

Wks. To Date	POSITION Last Wk. / This Wk.	TITLE	PUBLISHER
11	1	1. I'll Walk Alone (F)	Morris
3	2	2. Dance With a Dolly	Shapiro-Bernstein
—	—	3. Trolley Song (F)	Feist
10	4	4. Is You Is or Is You Aint? (F)	Leeds
3	—	5. Together (F)	Crawford
5	3	6. How Many Hearts Have You Broken?	Advanced
9	5	7. It Had to Be You (F)	Morris
2	8	8. Always (F)	Berlin
2	—	9. Let Me Love You Tonight?	Robbins

(No. 7 announced but not sung due to five-minute cut for political talk.)

And the Following Extras: Don't Sit Under the Apple Tree, Anchors Aweigh, and California, Here I Come.

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. Denver: Charles E. Wells 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 Antonio: Southern Music Co. San Francisco: Pacific Coast Music Jobbers. St. Louis: St. Louis Music Supply Co.

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, Davega-City Radio, Inc., New York; Richards Music Shop, Bernard Record Shop, Brooklyn; Groove Record Shop, Melody Lane Music Company, Metropolitan Music Shop, Wright Music Shop, Chicago; Klayman's Music Shop, Cincinnati; Smith's Record Shop, Atlanta; Radio Shop of Newark, Newark, N. J. Gary's Record Shop, Richmond, Va.

'Voice' Wants To Show the G.I.'s Jim Wakely Set at Manana For Four More Week-Ends

NEW YORK, Oct. 28.—Frank Sinatra will probably go overseas for USO-Camp Shows after the first of the year, altho it's only in talk stage so far. Bing Crosby just returned.

After finishing Paramount Theater stint, Sinatra goes into Wedgewood Room here November 8 for three weeks and then heads for the Coast to do a pic. It won't be for RKO, to which he's under contract for seven years, but an outside company, his contract stipulating two outside pix a year.

After the picture and at the end of any 13-week cycle on his present Vimm's CBS radio show, he may entertain abroad. It's understood that his sponsor won't stand in his way in case time comes between end of cycles.

Sinatra, now getting between \$4,000 and \$5,000 at the Paramount Theater,

HOLLYWOOD, Oct. 30.—Jimmy Wakely is being held over an additional four weeks at Casa Manana. Joe Zucca, manager of the spot, tore up Wakely's original contract for four weeks and renegotiated for an additional four.

Ballroom has ditched its six-nights-a-week policy, reverting to week-ends which Spade Cooley started. Gas rationing was given as the reason for going back to the three-night stand.

has been getting bonuses of \$7,500 per week from management. He will walk off with somewhere around 36G clear for the three weeks there.

For the \$10,000 he is getting for his concert at the Buffalo Auditorium November 16, The Voice will work only 20 minutes. That's at the rate of \$500 a minute.

He'll probably earn somewhere around \$1,400,000 this year and will pay most of it back to the government in taxes.

Music Popularity Chart

Week Ending
Oct. 26, 1944

BEST SELLING SHEET MUSIC

This compilation is based on weekly reports received from leading sheet music jobbers and dealers in important sheet distribution centers in the United States. (See sources bottom of first column.) Songs are listed according to their popularity nationally, with the sectional listings to the right. (M) Song in legit musical. (F) Song in film musical.

POSITION		NATIONAL				
Last	This	East	Mid-west	South	West Coast	
Wk.	Wk.					
1	1.	1	1	1	1	
3	2.	3	3	7	5	
7	3.	4	4	8	2	
2	4.	8	2	6	4	
4	5.	2	5	3	—	
5	6.	—	6	5	3	
10	7.	7	9	2	—	
6	8.	10	7	4	—	
8	9.	—	8	10	6	
—	10.	5	—	—	—	

"HARLEM" HIT PARADE

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

POSITION			
Last	This		
Wk.	Wk.		
1	1.	King Cole Trio	Capitol 169
5	2.	Ink Spots and Ella Fitzgerald	
		Rain Must Fall	Decca 23356
2	3.	Lionel Hampton	Decca 18613
6	4.	Cootie Williams	Hit 7084
4	5.	Pvt. Cecil Grant	
		Guilledge 500 G G I	
7	6.	Mills Brothers	Decca 18599
3	7.	Benny Carter	Capitol 165
—	8.	King Cole Trio	Excelsior 2986
10	9.	Cootie Williams	Hit 7108
—	10.	Five Red Caps	Beacon 7130

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES:
 Atlanta: Cox Prescription Shop, Beverly Hills, Calif.: Martindales's, 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; 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.; Burdine, Inc. Milwaukee: J. B. Bradford's Music House; Morton Lines Co.; Broadway House of Music. Newark, N. J.: G. & R. Record Shop; Radio Shop of Newark. New Orleans: Louis Grunewald Co., Inc. New York City: Center Music Store; Liberty Music Shop; Gaiety Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Strauss, Inc.; Broadway Melody Shop. Philadelphia: Downtown Record Shop; Alex A. Gettlin; Highpoint Record Shop. Pittsburgh: Volkwein Bros., Inc. Portland, Ore.: Meier & Frank Co. 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. Salt Lake City: Z. C. M. I. Gramophone Shop. San Antonio: Alamo Piano Co. Washington, D. C.: George's Radio Co. Westwood, Calif.: Music Shop.

Dale Evans Wants Out on Carson Show

HOLLYWOOD, Oct. 28.—Dale Evans, thrush on the Jack Carson show, has asked for her release and will bow off the air after two more broadcasts. Show moves to new time, hitting the air from here at 4:30, which conflicts with singer's pix dates.

MCA ASKS PARA

(Continued from page 14)

Harry James and Benny Goodman. James has steadfastly refused to play theaters, while Goodman disbanded his band at the beginning of the year and attempted to buy back his MCA contract. He's said, however, to be contemplating doing theaters again, but it certainly won't be till after the first of the year, when he finishes his 13-week stint in Billy Rose's *Seven Lively Arts*.

It's known that MCA, to convince Paramount that more biz can be done in

the hinterlands, went out and opened a vaude policy using name bands at the Downtown Theater, Detroit, on May 19 of this year. Tommy Dorsey played the opening week and took out 20G for himself. Since then the theater has played bands every week. It's an indie house.

Reportedly, MCA's contention has been that they had to open other houses to play in competition to Paramount because of the few weeks a year booking for its bands in the spots outside of New York. Paramount has theaters in Detroit, Toledo, Chicago, Buffalo, Omaha, Minneapolis and New York.

A look at the roster of bands that have played the New York Paramount since Dorsey's stint last Christmas will tell the story. After T. D., came Johnny Long (GAC); then Cugat, Charlie Spivak (GAC); Vaughn Monroe (WM); Jerry Wald (GAC), and Mitch Ayres (GAC). Raymond Paige came in, but as a replacement for Jan Savitt.

Next two bands in are both GAC: Tony Pastor and Glen Gray. Latter is Joe Glaser band, booked by MCA.

NATIONAL RECORDS

★★★ Presents ★★★
NEW RELEASES

RAYMOND SCOTT and His Orchestra

7001—TOGETHER (From picture "Since You Went Away")

A FELLOW ON A FURLOUGH

7002—I LEARNED A LESSON I'LL NEVER FORGET
I'LL BE SEEING YOU (Instrumental Only)

VINCENT LOPEZ and His Orchestra

7003—TAKE IT EASY
AMOR

7004—PRETTY KITTY BLUE EYES

IF I WERE THE MOON

DICK THOMAS—Cowboy Songs

5003—IF MEMORIES WERE MONEY

DOWN IN OLD WYOMIN'

5004—SEND THIS PURPLE HEART TO ME, SWEETHEART
THEY'LL NEVER TAKE THE TEXAS OUT OF ME

5001—BROKEN HEART

YOU NEVER LOVED ME

5002—A COWBOY IN KHAKI

SAN ANTONIO SERENADE

THE EMMETT BERRY FIVE—Hot Jazz Series

(Instrumental)

9001—SWEET AND LOVELY

WHITE ROSE KICK

9002—DEEP BLUE DREAM

BIASED OPINIONS

OTHER RELEASES AVAILABLE SOON

Prices: Series 5000 or 7000, 79c list, tax incl.

Series 9000 (Hot Jazz), \$1.05 list, tax incl.

Usual Discount on Orders of 100 Records, Minimum. C. O. D., F. O. B. Phillipsburg, N. J.

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SAVOY

NEW RECORDS

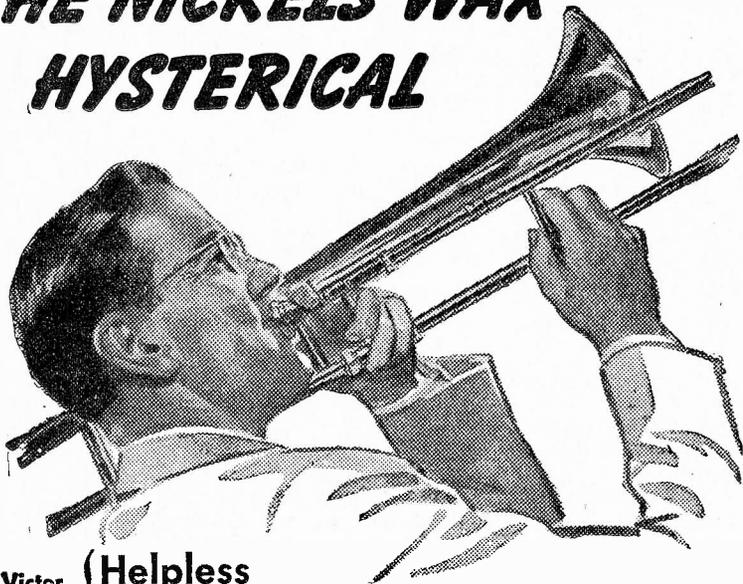
IT'S NIX
("No" on Swing St.)
ON NEW ACCOUNTS

When Production can be stepped up and we've caught up on orders from our regular customers

Once again to be serving all who want Savoy's quality and Savoy savvy on disks . . .

- | | |
|---|---|
| 501 Body and Soul
Talk to Me
Tenor Sax Solo by Ben Webster | 525 Savoy Riff
Have Yourself a Ball
Shorty Allen Quintette |
| 502 Nice and Cozy
Jericho
Ben Webster
Cozy Cole Orch. | 530 Bowling Singing Sam
Cliss Me Agin
Johnny Guarneri Trio with
Slam Stewart and Sammy Weiss |
| 509 Basic English
Exercise Swing | 531 Always—Vocal
By Billy Daniels with
Stuff Smith Trio |
| 511 Salute to Fats
These Foolish Things Remind Me of
You
Johnny Guarneri with Lester Young
and All Star Orchestra | Embraceable You—Vocal
By Bonnie Davis with the
Bunny Banks Trio |
| 519 Sunny Side of the Street
(Tenor Sax Solo)
Jersey Jump Off
Coleman Hawkins with
Cozy Cole's Orchestra | 532 I'll Always Love You Just the Same
Red Cross
Tiny Grimes Quintette |
| 520 Uncle Sam's Blues
Paging Mr. Page | 533 Deuces Wild
Deuces Mild
Johnny Guarneri Trio |
| 521 Dance of the Tambourine
I Keep Rollin' On
Hot Lips Page | 3000 I'm a Convict With Old Glory in
My Heart
I'd Rather Die for My Country Than
Live With My Wife
Red River Dave |
| 522 Pete Brown's Boogie
Bellevue for You
Pete Brown | 3001 I'll Never Change
As Time Goes By
Ralph Hillisworth and
Ross Leonard |
| 523 Ooh-Wee
Moppin' the Blues
Pete Brown | 5511 Hey-Lawdy Mama
Groovin' the Blues
By Miss Rhapsody |
| 524 Bass-C-Jam
Free and Easy
Don Byas Swing Shifters | |

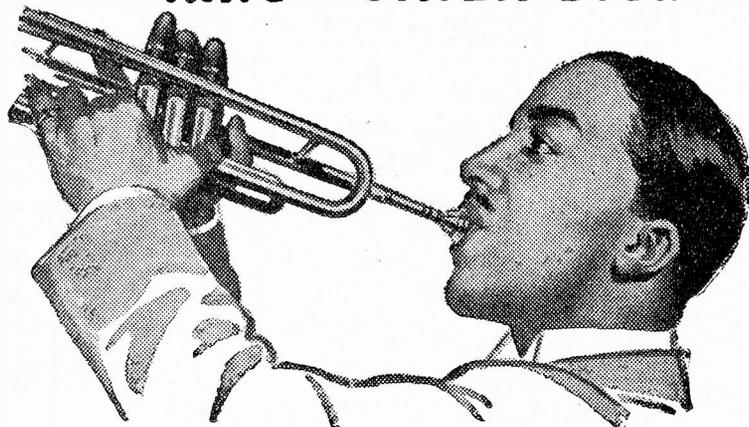
WHEN MILLER "WAXES" LYRICAL THE NICKELS WAX HYSTERICAL



Victor 20-1600 { Helpless
When Johnny Comes Marching Home
—Glenn Miller and His Orchestra

That ever-popular Miller man is here again—with a brand-new discing of the smoothly sentimental ballad, *Helpless*. On the reverse, a collector's item arrangement of the timely tune, *When Johnny Comes Marching Home*. Sure to pack the nickels in!

NO CIRCUMSTANCE AND LITTLE POMP WHEN ERSKINE PLAYS "KING PORTER STOMP"



Bluebird 30-0830 { King Porter Stomp
Lucky Seven—Erskine Hawkins and His Orchestra

THIS ONE'S LOADED—WITH DOUGH!

Bluebird 34-0718 { Back on My Feet Again
Nothing But Blues—St. Louis Jimmy

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NAB THE NICKELS ARE ON
VICTOR
AND BLUEBIRD RECORDS

RCA Victor Division

Radio Corporation of America, Camden, N. J.



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 1.) Songs are listed according to their popularity nationally with the sectional listings to the right. Record backing the hit record is in italic. (M) Song in Least Musical. (F) Song in Film Musical.

POSITION	NATIONAL	East	Mid-west	South	West Coast
2	1. I'LL WALK ALONE (F) Dinah Shore—Victor 20-1586 <i>It Could Happen to You</i> (F)	1	3	1	—
1	2. YOU ALWAYS HURT THE ONE YOU LOVE Mills Brothers—Decca 18599 <i>Till Then</i>	2	2	2	—
6	3. TOGETHER (F) Dick Haymes-Helen Forrest—Decca 23349 <i>It Had To Be You</i> (F)	3	—	5	4
4	4. TOO-RA-LOO-RA-LOO-RAL (F) Bing Crosby—Decca 18621 <i>I'll Remember April</i>	—	1	—	2
9	5. I'LL WALK ALONE (F) Martha Tilton—Capitol 157 <i>Texas Polka</i>	5	—	—	1
5	6. IS YOU IS OR IS YOU AIN'T? (F) Bing Crosby-Andrews Sisters— Decca 23350 <i>Hot Time in the Town of Berlin</i>	4	—	3	—
7	7. I'LL WALK ALONE (F) Mary Martin—Decca 23340 <i>Goodnight, Wherever You Are</i>	7	5	6	—
—	8. AND HER TEARS FLOWED LIKE WINE... Stan Kenton—Capitol 166 <i>How Many Hearts Have You Broken?</i>	—	9	—	3
—	9. HOW MANY HEARTS HAVE YOU BROKEN? Stan Kenton—Capitol 166 <i>And Her Tears Flowed Like Wine</i>	—	6	—	7
—	10. IT HAD TO BE YOU (F) Artie Shaw—Victor 20-1593 <i>Don't Take Your Love From Me</i>	—	—	8	5

Other Records Reported in Best Selling Lists by Sections

EAST: *How Many Hearts Have You Broken?*—Three Suns, Hit 7092; *Swinging on a Star* (F)—Bing Crosby, Decca 18597; *The Trolley Song*—Pied Pipers, Capitol 168; *It Had To Be You* (F)—Dick Haymes-Helen Forrest—Decca 23349.
MIDWEST: *Dance With a Dolly*—Russ Morgan, Decca 18625; *Swinging on a Star* (F)—Bing Crosby, Decca 18597; *The Trolley Song*—Pied Pipers, Capitol 168; *Is You Is or Is You Ain't?* (F)—Louis Jordan, Decca 8659.
SOUTH: *Till Then*—Mills Brothers, Decca 18599; *I Don't Want To Love You*—Phil Brito, Musicraft 15018; *Dance With a Dolly*—Evelyn Knight, Decca 18614; *Time Waits for No One* (F)—Helen Forrest, Decca 18600.
WEST COAST: *I'll Be Seeing You*—Bing Crosby, Decca 18595; *Dance With a Dolly*—Tony Pastor, Bluebird 30-0827; *It Could Happen to You* (F)—Jo Stafford, Capitol 158; *Is You Is or Is You Ain't?* (F)—Louis Jordan, Decca 8659.

MOST PLAYED JUKE BOX FOLK RECORDS

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

POSITION	Record	Label
1	1. Smoke on the Water... Red Foley	Decca 6102
3	2. You're From Texas... Bob Wills	Okeh 6722
4	3. Soldier's Last Letter... Ernest Tubb	Decca 6098
2	4. We Might As Well Forget It ... Bob Wills	Okeh 6722
5	5. Too Late To Worry... Al Dexter	Okeh 6718
—	5. When My Blue Moon Turns to Gold Again... Cindy Walker	Decca 6103
—	5. So Long, Pal ... Al Dexter	Okeh 6718
—	5. I'll Forgive You But I Can't Forget ... Roy Acuff	Okeh 6723

ADVANCE BOOKINGS

GUS ARNHEIM: Sherman Hotel, San Diego, Calif., until Dec. 28.
KEN BAKER: Frontie Club, Ocean Park, Calif., until Nov. 5.
COUNT BASIE: Royale Theater, Philadelphia Nov. 17; Stanley Theater, Pittsburgh, 24; Rochester, N. Y., Dec. 1-3; RKO-Keith, Boston, 7 (week); Lincoln Hotel, New York, 18 (8 weeks).
DENNY BECKNER: Casa Loma, St. Louis, until Nov. 9.
ACE BRIGADE: Rainbow Ballroom, Denver, Nov. 3-Jan. 4.
MILT BRITTON: National Theater, Louisville, Nov. 3-9.
CAB CALLOWAY: Queensway Ballroom, Toronto, Nov. 4; Auditorium, Buffalo, 5; Sunset Terrace, Indianapolis, 13; Davenport, Ia., Dec. 15; Peoria, Ill., 16; Detroit, 17; Cotton Club, Dayton, O., 18; Youngstown, O., 20-21, 1.
FRANKIE CARLE: Pennsylvania Hotel, New York, until Dec. 9; Palace Theater, Akron, 12-14; Circle Theater, Indianapolis, 15 (week); Palace Theater, Fort Wayne, Ind., 22-25; Orpheum Theater, Minneapolis, 28 (week).
BENNY CARTER: White City Ballroom, South Bend, Ind., Nov. 5; Forest Club, Detroit, 6; Chicago, 7; Milwaukee, 8; Toledo, 9; Youngstown, O., 10; Columbus, O., 11; Memorial Auditorium, Buffalo, 12; Queensway Ballroom, Toronto, 13; Apollo, New York, 17 (week); Town Hall, Philadelphia, 24; Armory, Orange, N. J., 25.
XAVIER CUGAT: Ciro's, Hollywood (indefinite).
SONNY DUNHAM: Army Air Base, Greenville, S. C., Nov. 4; University of Georgia, Athens, Dec. 1-2; French Restaurant, Hattiesburg, Miss., 6; St. Charles Theater, New Orleans, 7 (week); Tune Town, St. Louis, 19-Jan. 1.
DUKE ELLINGTON: Palace Theater, Cleveland, Nov. 3-9; Armory, Louisville, 13; Armory, Akron, 15; Royale Theater, Baltimore, 17-23; Apollo Theater, New York, 24 (week); Kleinhans, Buffalo, Dec. 10; Carnegie Hall Concert, New York, 19.
ERNIE FIELDS: Club Plantation, St. Louis, Nov. 3 (3 weeks); Regal Theater, Chicago, 10-16; Metropolitan Theater, Providence, Dec. 8-14; Paradise Theater, Detroit, 15-21.
SHEP FIELDS: Training Center, Bainbridge, Md., Nov. 10.
CHUCK FOSTER: Blackhawk, Chicago, until Dec. 12.
GLEN GRAY: Stevens Hotel, Chicago, until

Music Popularity Chart Week Ending Oct. 26, 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. Listed under the title of each most played record are the other available recordings of this number.

1. **THERE'LL BE A HOT TIME IN THE TOWN OF BERLIN (7)**—Bing Crosby-Andrews Sisters (Vic Schoen Ork)Decca 23350
2. **I'LL WALK ALONE (13)**—Dinah ShoreVictor 20-1586 (Martha Tilton, Capitol 157; Mary Martin, Decca 23340; Louis Prima, Hit 7083)
3. **YOU ALWAYS HURT THE ONE YOU LOVE (23)**—Mills Brothers Decca 18599 (The Three Suns, Hit 7105)
4. **I'LL WALK ALONE (15)**—Martha TiltonCapitol 157 (See No. 2)
5. **IS YOU IS OR IS YOU AIN'T? (9)**—Bing Crosby-Andrews Sisters (Vic Schoen Ork)Decca 23350 (Louis Jordan, Decca 8659; Cootie Williams, Hit 7108; The Adrian Rollini Trio, Feature 1006)
6. **SWINGING ON A STAR (24)**—Bing Crosby (John Scott Trotter Ork) Decca 18597 (Gray Rains, Hit 7086; Freddie Slack, Capitol 160)
7. **SMOKE ON THE WATER (5)**—Red FoleyDecca 6102
8. **IS YOU IS OR IS YOU AIN'T? (15)**—Louis JordanDecca 8659 (See No. 5)
9. **DANCE WITH A DOLLY (With a Hole in Her Stocking) (8)**—Evelyn Knight (Camarata Ork)Decca 18614 (Louis Prima, Hit 7107; Tony Pastor, Bluebird 30-0827; Russ Morgan, Decca 18625)
10. **TOO-RA-LOO-RA-LOO-RAL (That's an Irish Lullaby) (12)**—Bing Crosby (John Scott Trotter Ork)Decca 18621
11. **TOGETHER (3)**—Guy Lombardo (Tony Craig)Decca 18617 (Dick Haymes-Helen Forrest, Decca 23349; Bob Chester, Hit 7089; Raymond Scott, National 7001; Dinah Shore, Victor 20-1594)
- AND HER TEARS FLOWED LIKE WINE (6)**—Stan Kenton (Anita O'Day) Capitol 166
- TOGETHER (4)**—Dick Haymes-Helen ForrestDecca 23349 (See No. 11A)
12. **I'LL WALK ALONE (1)**—Mary Martin (Camarata Ork)....Decca 23340 (See No. 2)
13. **HOW MANY HEARTS HAVE YOU BROKEN? (11)**—The Three Suns Hit 7092 (Stan Kenton, Capitol 166; Tiny Hill, Decca 4447)
14. **INTO EACH LIFE SOME RAIN MUST FALL (1)**—Ink Spots-Ella Fitzgerald Decca 18624
15. **IT HAD TO BE YOU (6)**—Dick Haymes-Helen Forrest.....Decca 23349 (Betty Hutton, Capitol 155; Earl Hines, Bluebird 30-0825; Artie Shaw, Victor 20-1593)
- PRETTY KITTY BLUE EYES (12)**—The Merry MacsDecca 18610 (Vincent Lopez, National 7004; Art Kassel, Hit 7091.)
16. **THE TROLLEY SONG (2)**—The Pied Pipers (Paul Weston Ork) Capitol 168 (The King Sisters, Bluebird 30-0829)

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. **HOW MANY HEARTS HAVE YOU BROKEN?**—Stan Kenton (Gene Howard) Capitol 166
2. **TILL THEN**—Mills BrothersDecca 18599
3. **DANCE WITH A DOLLY (With a Hole in Her Stocking)**—Russ Morgan (Al Jennings) Decca 18625
4. **I'M MAKING BELIEVE**—Ink Spots-Ella Fitzgerald.....Decca 23356

Territorial Favorites With Juke Box Operators

The following records are reported as favorites in various territories as indicated in reports to The Billboard from leading Juke Box Operators.

- YOU'RE FROM TEXAS**—Bob WillsOkeh 6722 (Knoxville)
- JANIE**—Dick Haymes (Victor Young Ork)Decca 18623 (St. Louis)

Nov. 14; Circle Theater, Indianapolis, 17 (week); Joyland Casino, Lexington, Ky., 24; Topper Club, Cincinnati, 25-26; Paramount Theater, New York, 29 (indefinite).

ERSKINE HAWKINS: Plantation Club, Los Angeles, Nov. 3 (month).

FLETCHER HENDERSON: Paradise Theater, Detroit, Jan. 5-11.

WOODY HERMAN: Palladium, Hollywood, until Nov. 27; Auditorium, Fresno, Calif., 28; Auditorium, Stockton, Calif., 29; San Jose, Dec. 1; Auditorium, San Francisco, 2.

LOUIS JORDAN: State Theater, Hartford, Conn., Nov. 3-5; Armory, New Haven, Conn., 7; Roseland Ballroom, Taunton, Mass., 8; RKO-Keith, Boston, 9 (week); Adams Theater, Newark, N. J., 16 (week); Buffalo, 23; Palace Theater, Cleveland, 24 (week); Odd Fellows Temple, Chester, Pa., 30; Palace Theater, Fort Wayne, Ind., Dec. 1-3; Palace Theater, Columbus, O., 9.

STAN KENTON: Tune Town, St. Louis, until Nov. 6; Harding Field, La., 7; Landry's Restaurant, Hattiesburg, Miss., 8; St. Charles Theater, New Orleans, 9 (week); Naval Air Station, Corpus Christi, Tex., 16-17; Austin, Tex., 18; Shepherd Field, Wichita Falls, Tex., 19-20; Pacific Square Auditorium, San Diego, Calif., 24-26; Palladium, Hollywood, 28-Dec. 25.

GENE KRUPA: Sherman Hotel, Chicago, until Nov. 30.

LLOYD LA BRIE: Casino, Quincy, Ill., Nov. 14 (3 weeks).

HARLAN LEONARD: Silver Slipper, San Diego, Calif., until Nov. 10.

JOHNNY LONG: Ritz Ballroom, Bridgeport, Conn., Nov. 4-5; Empire Theater, Fall River, Mass., 7-9; Metropolitan Theater, Providence, 10-12; RKO-Keith, Boston, 16 (week); Adams Theater, Newark, N. J., 23 (week); State Theater, Hartford, Conn., Dec. 8-10; Chicago Theater, Chicago, 22 (2 weeks).

CLYDE LUCAS: Arena, Holyoke, Mass., Nov. 5; Palace Theater, Cleveland, 10.

HAL MCINTYRE: RKO-Keith, Boston, Nov. 23-29.

WILL OSBORNE: Loew's State, New York, until Nov. 8; Oriental Theater, Chicago, 10 (week); Palace Theater, Cleveland, 17 (week).

TONY PASTOR: Paramount Theater, New York, Nov. 1 (4 weeks); Frolics Club, Miami, 30-Dec. 18; Durham, N. C., 25.

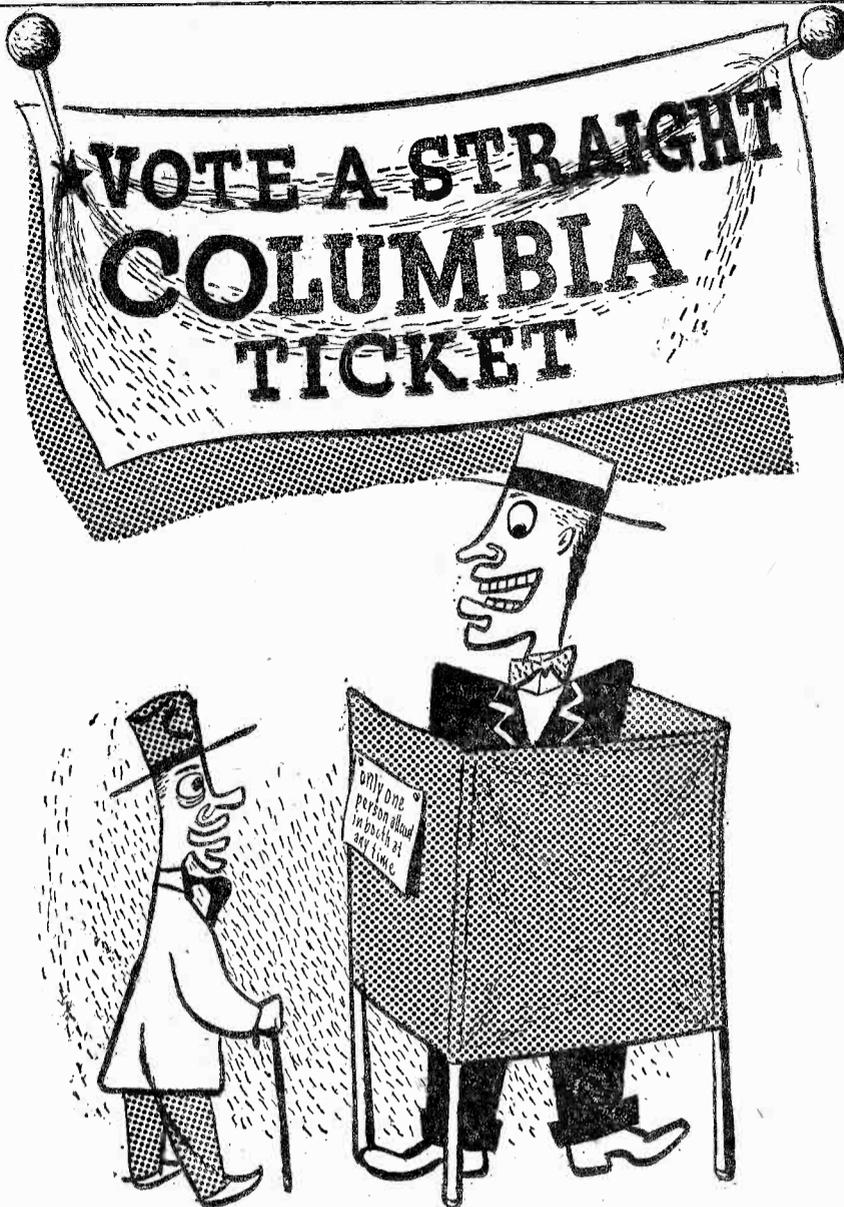
GEORGE PAXTON: Roseland, New York, until Dec. 25.

TEX RITTER: St. Charles Theater, New Orleans, Nov. 2-8; National Theater, Louisville, 10-16; Downtown Theater, Chicago, 17-23.

CHARLIE SPIVAK: Riverside Theater, Milwaukee, Nov. 3 (week); St. Louis, 10; Coliseum, Evansville, Ind., 11; Lakeside Park, Dayton, O., 12; Grotto, Pittsburgh, 14; Nu-Elms Ballroom, Youngstown, O., 16;

JACK TEAGARDEN: Training Center, Bainbridge, Md., Nov. 21.

JERRY WALT: Armory, Elmira, N. Y., 17; Allentown, Pa., 18; Ritz Ballroom, Bridgeport, Conn., 19; Auditorium, Worcester, Mass., 22; Metropolitan Theater, Providence, 23-26; Harrisburg, Pa., 27.



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X	HARRY JAMES
X	COUNT BASIE
X	FRANK SINATRA
X	BENNY GOODMAN
X	GINNY SIMMS
X	FRANKIE CARLE
X	KAY KYSER
X	XAVIER CUGAT
X	GENE AUTRY
X	TOMMY TUCKER
X	LES BROWN
X	THE CHARIOTEERS
X	CAB CALLOWAY
X	RAY NOBLE
X	ROY ACUFF
X	HORACE HEIDT
X	GENE KRUPA

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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.

MEET ME IN ST. LOUIS. Guy Lombardo and His Royal Canadians Decca 18626B

This is ideal stuff for Guy and the boys. And since it's going to get the promotional pic works in the picture "Meet Me in St. Louis," it's ideal stuff for the payable and retail counter sales. It's earmarked with the trade-marks of Lombardo. That will sell it to a certain sector. The pic will sell it to another. And the fact that the tune's all there will sell it to still a third gang. That's all, brother.

ONE MEAT BALL..... Josh White Asch 348-2B

Josh White is about as well as genre singer as is around (and that includes Burlie Ives and a few others). Naturally most of his tune slinging is for the followers of the folk trail, but this "Meat Ball" routine is good for any juke—and for top single disk, sales outside the album of Josh in which it's included. Of course Asch's limited pressings, no doubt, will keep this out of the top 10 in the juke pop chart—but wherever it's going to be played it's going to do a top nickel gathering job.

POPULAR RECORD RELEASES

(From October 26 thru November 2)

- DON'T YOU KNOW I CARE..... Paul Weston Ork (June Hutton) Capitol 177
- EACH NIGHT AT NINE..... Floyd Tillman Decca 6104
- G. I. BLUES..... Floyd Tillman Decca 6104
- GOTTA BE GETTIN'..... Stan Kenton (Anita O'Day) Capitol 178
- HELLO, SUZANNE Ella Mae Morse Capitol 176
- I DREAM OF YOU..... Andy Russell Capitol 175
- JEALOUS HEART Tex Ritter and His Texans Capitol 179
- LOUISE Coleman Hawkins Commodore K 1308
- MAGIC IS THE MOONLIGHT..... Andy Russell Capitol 175
- MOON ON MY PILLOW..... Jimmy Dorsey (Teddy Walters) Decca 18627
- MR. PICKWICK'S CHRISTMAS..... Charles Laughton (Narration With Musical Background), Directed by Hanns Eisler Decca DA-379
- OKLAHOMA ALBUM Decca DA-378
Parts 1 and 4
Selections From Oklahoma..... The Philharmonic Orchestra of Los Angeles (Alfred Wallenstein)..... Decca 23357
- Selections From Oklahoma— The Philharmonic Orchestra of Los Angeles Parts 2 and 3..... (Alfred Wallenstein)..... Decca 23358
- ON THE SUNNY SIDE OF THE STREET Coleman Hawkins.... Commodore K 1308
- SIEIGH RIDE IN JULY..... Paul Weston Ork (June Hutton) Capitol 177
- SWEET DREAMS, SWEETHEART.. Jimmy Dorsey (Teddy Walters) Decca 18627
- SWEET DREAMS, SWEETHEART.. Stan Kenton (Gene Howard) Capitol 178
- THE LONESOME TRAIN ALBUM.. Lyn Murray and His Orchestra and All-Star Cast Directed by Norman Corwin Decca DA-375
- WE LIVE IN TWO DIFFERENT WORLDS Tex Ritter and His Texans Capitol 179
- WHY SHOULDN'T I? Ella Mae Morse Capitol 176

Majestic Radio To Become Disker

NEW YORK, Oct. 28.—Newest radio manufacturer to announce its intentions of going into record biz shortly is Majestic Radio, located in Chicago. This makes a half dozen radio manufacturers who have indicated that they will go into the disk biz within a short time. Beside Majestic, Zenith, General Electric, Crosley, Philco and Emerson have signified intentions of competing with the already established firms, RCA-Victor, Columbia, and Decca, altho Victor is the only one of the Big Three that puts out radio sets.

Last week Majestic filed notice at the Securities Exchange Commission of its plans for factory facilities for the production of radios and disks. According to Majestic execs, production is skedded in three to four months, provided plants and equipment can be found. Firm intends to sign up name bands and other talent for waxing.

Leeds' Folios In Davega Shops

NEW YORK, Oct. 28.—Newest chain outlet for music pubs around town is Davega Sports Stores, which is now handling folios for Leeds Music. It's the first time the chain has put in any type of sheet music, having handled disks for some time now in its 21 stores. Leeds opened up the account some three weeks ago.

Pubs today are in Kresge's with sheet music, that being their biggest outlet in the chain store for the 35-cent product. But for many years, up to 12 months ago, they were not able to get into Woolworth's. Latter now carries folios only, having had a tiff with pubs many years back. Seems that they went into the biz of publishing their own songs when pubs tried to up the price of sheet music and so for many years wouldn't carry any type of music at all.

Music Popularity Chart Week Ending Oct. 26, 1944

POPULAR RECORD REVIEWS

By M. H. Orodener

JO STAFFORD (Capitol)

I Didn't Know About You—FT; *V. Tumbling Tumbleweeds*—FT; *V.*

A vocal thrill is provided in the thrashing of Jo Stafford for these two ballads of contrasting appeal. Gal has a big voice and it comes out full of warmth and charm from way down deep and not just from the throat. With an attractive musical setting etched by Paul Weston's band, plus sing assist from the Pied Pipers, these sides tend to create a deepening wave of enthusiasm for the lovely lyrical queen. Bob Russell's song story for Duke Ellington's "I Didn't Know About You," with the rhythmic urge pronounced for the moderately slow setting, finds Miss Stafford giving a mood-inspiring rendition of the torch tune. While typically Ellington in musical structure, Miss Stafford attains a free and easy flow in song, singing the first stanza alone and the Pied Pipers picking it up with her at the bridge bars of the second stanza to complete the spinning. Weston's music weaves a smooth bank, the Strads providing the tonal color, for Bob Nolan's song of the open spaces, "Tumbling Tumbleweeds." At a slow tempo, and with the Pied Pipers cutting in after the solo stanza at the start, Miss Stafford makes this evergreen bloom all over again.

Building big in song-selling circles, Jo Stafford makes an even stronger bid with these two ballads, both of which will bring the right returns to the music machine operators.

GINNY SIMMS (Columbia)

Don't Ever Change—FT; *V. Wish You Were Waiting for Me*—FT; *V.*

It's under most difficult circumstances when a songbird in the popular register is called upon to deliver without instrumental body supporting. But Ginny Simms overcomes that obstacle in admirable fashion. In fact, this couplet shapes up as one of the best of the all-vocal offerings. So well have the supporting voices of the mixed choir simulated the orchestral sounds, even to the extent of a swishing sound to accent the up-beat of a crash cymbal, that it is hard to believe the ears that Miss Ginny is giving out without the benefit of a band. For once it can be truly said that the lack of instrumental support is not felt. Her song delivery applied to two such highly tuneful ballads as these, it's all the more enthralling for the listening. Both "Don't Ever Change" and the sentimental "Wish You Were Waiting For Me," the latter with a contagious lilting ring, are taken at a slow tempo, with tempo liberties for the added half-chorus carrying out each side.

The combination of Ginny Simms with two new ballads that loom as winners in hit parade sweepstakes, this doublet can well serve double duty in the jukes.

HELEN FORREST (Decca)

Every Day of My Life—FT; *V. I Learned a Lesson I'll Never Forget*—FT; *V.*

Still another songbird that sings out the love ballads like a million, Helen Forrest has smooth and easy style with the selling of these two sides. Makes for each a lush lullaby with stellar support brought up from behind by Victor Young's music makers. At a slow tempo, Miss Helen brings out all the melodic charm and appeal in her piping for "Every Day of My Life," love ballad by Harry James, Morty Berk and Billy Hays, which was brought back in the Harry James-Frank Sinatra re-issue on the record. While the song missed the mark it deserved in the earlier year, Miss Forrest helps it make up lost ground in this year. Joe Davis's "I Learned a Lesson I'll Never Forget," already a hit, is also an excellent song vehicle for Miss Forrest. Sings it sentimentally at a bright tempo, with the band providing a rhythmic setting.

Again there is much that makes for coin-catching on both of these sides.

(See Popular Record Reviews on page 66)

FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Orodener

TEX RITTER (Capitol)

There's a New Moon Over My Shoulder—FT; *V.*

I'm Wastin' My Tears on You—FT; *V.*

This Hollywood cowboy rings true in giving lyrical urge to these outdoor tunes, singing in free and easy style with bright rhythmic accompaniment provided by the small combination of accordion, fiddles and clarinet. Tex Ritter sings it sympathetically that there's an old love still in his heart as he tells of the "New Moon Over My Shoulder." He makes it just as bright and rhythmic as he complains his love has grown cold and all she wants is his gold for "I'm Wastin' My Tears On You." Music ops can easily make the most of this record by spotting both sides in the machines.

(See Folk Record Reviews on page 66)

Artie Shaw's Band On 52-Week Basis; Men Get 10 to 20G

NEW YORK, Oct. 28.—Artie Shaw, whose band started rehearsals Saturday (28), will have a sky-high pay roll for his outfit. All men are under contract for a year, with salaries on a "play or pay" basis, which means that some 18 men will receive their dough 52 weeks a year. Salaries Shaw is paying is anywhere from \$10,000 to \$15,000 a year per man, with Roy Eldridge getting between \$15,000 and \$20,000. That means that Shaw's pay roll alone for men will be far over the \$5,000 mark per week.

WANTED

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TINY LITTLE

Worthington, Minn.

Pancho Into Prov. Biltmore

NEW YORK, Oct. 28.—New name-band location for Providence is Biltmore Hotel, which hitherto played society-type bands. First band in will be Pancho's ork, current at La Martinique, New York nitery, where he closes November 6. He opens Providence location November 13.

Roy Eldridge gave up his own band to go with Shaw, while the leader signed 11 men here in New York, with five of them training westward last Tuesday (24). Imogene Lynn is to be band vocalist. Opening date, December 1, may be moved back a day, with Minneapolis theater wanting band to play an eight-day week. Shaw will probably play army camps for a break-in.

Shaw's high salary for sidemen, men he took from other name bands, is one reason for his asking top price in theaters, around \$13,000 guarantee against a percentage. He's been offered to New York theaters, with a deal now in the works.

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BROADWAY OPENINGS

SNAFU

(Opened Wednesday, October 25, 1944)

HUDSON THEATER

A comedy by Louis Solomon and Harold Buckman. Staged by George Abbott. Setting by John Root. Company manager, Edgar Runkel. Stage manager, George W. Smith. Press representatives, Phyllis Perlman and Marian Byram. Presented by George Abbott.

Josephina	Eugenia Delarova
Madge Stevens	Elsbeth Eric
Laura Jessup	Patricia Kirkland
Ben Stevens	Russell Hardie
Mr. Taylor	John Souther
Kate Hereford	Bethel Leslie
Aunt Emily	Enid Markey
Senator Phil Ford	Ralph W. Chambers
First Legionnaire	Edwin Cooper
Second Legionnaire	Ernest Rowan
Third Legionnaire	Stephen Gierasch
Ronald Stevens	Billy Redfield
Efc. Danny Baker	Dort Clark
Mrs. Garrett	Ann Dere
Detective	Cliff Dunstan
Martha	Eve McVeagh
Col. West	Winfield Smith

According to George Abbott's press department, *Snafu*, in army slang, means something like "situation normal, all fouled up." G.I. Joe may tell you different, but that at least is a fair approximation. However, let it be said there is nothing snafu about the Louis Solomon-Harold Buchman comedy of the same title at the Hudson. Abbott has given the season a rib-tickling comedy which is as timely as it is amusing. He has put old-fashioned Abbott go and zip into its staging. *Snafu* looks like a hit.

The Solomon-Buchman didoes have to do with the return of a 16-year-old youngster to his quiet California town, when his parents extract him from Uncle Sam's service via the underage clause. The lad turns out to be quite mature after a year's session of Jap-killing in the South Pacific. He finds his family quite as much of a problem as they do him. It is material for hardy drama or wacky comedy. The authors have fortunately chosen the latter approach. *Snafu*, while at times seeming slightly like a welch rarebit dream, is mostly credible and always good fun.

There are scenes that are delightful—as when Papa Stevens starts to set young Ronald right on his sex life, and winds up punch drunk with the play completely taken away from him by his sergeant son. There are characters etched to be remembered; a nice, faintly bewildered mother and father with a sense of humor; a couple of nice young gals; a well-meaning ex-service pal who drops in to cause most of the trouble; a lovely dirty-minded old maid aunt; a

(See SNAFU on opposite page)

VIOLET

(Opened Tuesday, October 24, 1944)

BELASCO THEATER

A comedy by Whitfield Cook. Directed by the author. Settings by Howard Bay. Costumes by Grace Houston. General manager, Forrest O. Haring. Stage manager, Carl Judd. Press representative, Frank Goodman. Presented by Albert Margolies.

Clarence	John Cherry
Pete Granden	Harvey Stephens
Mrs. Elfe Tunison	Doro Merande
Elisba Bly	Len Hollister
Lily Foster	Helen Claire
Esther	Paula Trueman
Bruce	Billy Nevard
Violet	Pat Hitchcock
Evelyn	Fuzzy McQuade
Arthur	Martin David
Susie	Jimmy Somers
Sidney Watrous	Carlo Robinson
Walter Meeker	Mason Adams
Crystal	Fay Baker
Charlotte Watrous	Joan Vitez
Henry Watrous	Leslie Litomy
W. W. Upthegrove	Russell Gaige

About all that Whitfield Cook has accomplished with his dramatization of his *Red Book* mag stories is to put some seasoned players over a hurdle no actor can take gracefully. Most of them land in the ditch along with the play—and that about sums up *Violet*.

It is possible that the printed Cook yarns about a bespectacled teen-age product of progressive schools may be highly diverting. However, it must be reported that quiz-kid *Violet* arrives on the Belasco stage as a talkative, brattish Miss Fix-It as completely uninteresting as the rest of her fictional family—and that's saying a good deal.

There may be some gaiety in the tale of a twice-married laundryman who is a frustrated artist, his attempt to get married for the third time and the descent upon his courting of his two ex-s, his five offspring—not to mention sundry odd local characters who people his Vermont farm house. At all events Cook hasn't

THE PERFECT MARRIAGE

(Opened Thursday, October 26, 1944)

BARRYMORE THEATER

A comedy by Samuel Raphaelson. Staged by the author. Setting by Oliver Smith. General manager, Nick Holde. Stage manager, Robert Thomsen. Press representatives, Karl Bernstein and Thomas Barrows. Presented by Cheryl Crawford.

Dale Williams	Victor Jory
Jenny Williams	Miriam Hopkins
Rosa	Evelyn Davis
Mabel Manning	Helen Flint
Addison Manning	James Todd
Gloria Endicott	Martha Sleeper
Helen Williams	Joyce Van Patten
Lawyer	Bernard Gorcey

After some five weeks of out-of-town break-in and undoubtedly some frenzied rewrite by author Sam Raphaelson, *The Perfect Marriage* unveils on the Stem to about the same dimensions that it showed in the Hub last month.

Measured by the yardstick for top-drawer production *Marriage* should be one of a season's first-stringers. Cheryl Crawford has lavished the works on it. She has assembled a fine cast to play Raphaelson's script and had Oliver Smith design a lush, duplex living-bedroom set for them to play it in. She has had Valentina dream-up gowns for Miriam Hopkins that will make fem eyes pop with envy.

However, going back to the old crack about silk purses and sows' ears, all the fancy trimmings won't make a play if the script isn't there. Sam Raphaelson has slipped this time. Maybe his idea about a 10-year married couple making a discovery that they are out of love and a subsequent 24-hour stretch during which they plan a break-up which can only end in an Act III curtain clinch, has a lot of the stuff from which successful comedies are made. If so, Raphaelson hasn't trotted it out in the glare of the Barrymore foots. *Marriage* is a tenuous, talky and often boring piece of business. True, there are here and there flashes of Raphaelson wit—but the laughs are few and far between, and most of them stem from strident, quarrelsome scenes between the warring principals.

All of the Dale Williams' difficulties seem a bit ridiculous. Their problem could be settled with 10 minutes of good, sensible talk. However, they are put thru a set of ear-bending paces for two hours and a half which cover everything from discussions of divorce, their child, a little attempted cheating and a few amiably snotty truths about one another. There is never any question in the customer mind what the end will be—and it is.

It is up to Miriam Hopkins and Victor Jory to deal with all this, and they do with more success than these windy proceedings deserve. The former is by turns strident and coosome, but as Raphaelson staged his own piece, likely that is the way he wants the gal to be played. Jory is more fortunate or smarter. He manages to make the husband a likable guy in spite of everything. Martha Sleeper as the wife's philandering girl friend is really the one forthright and sincere character in the play. She runs away with the couple of scenes allotted to her. Young Joyce Van Patten is more than sufficiently pesty as the kind of a child such people as the Williams would be likely to have. Helen Flint, James Todd and Evelyn Davis adequately fill in the stenciled bits that the author has designed for them.

It's not in the cards that "Marriage" will snag any particular interest from the air-casters. It might rate a guest shot with Jory and Hopkins doing one of the row scenes, but even that would be thing going.

In sum *Marriage* is a disappointment and it seems nobody's fault but Raphaelson's. It may get a moderate play, based on a Jory-Hopkins draw. But it won't fill any purse, silk or otherwise, for Cheryl Crawford.

Bob Francis.

found it. What laughs there are are sign-posted with a heavy hand. The rest is given over to stretches of gab by his eldest daughter, relieved by intervals of hectic confusion created by a bevy of unamusing brats. The Belasco stage seems to crawl with them.

It is too bad that good people like Harvey Stephens and Helen Claire have to be put in such a spot. After his fine job in last season's *Over 21*, it is pathetic to watch him struggle with something like *Violet*'s moronic papa. Nor does

(See VIOLET on opposite page)

SADIE THOMPSON

(Opened Thursday Evening, Oct. 26, 1944)

SHUBERT, PHILADELPHIA

(Stem Opening November 15, at Alvin Theater)

A musical play in two acts by Howard Dietz and Rouben Mamoulian. Produced and directed by Rouben Mamoulian. Lyrics by Howard Dietz and music by Vernon Duke. Dances by Edward Caton. Setting by Boris Aronson. Choral numbers by Millard Gibson. Orchestra conducted by Charles G. Sanford. Costumes by Motley, except for those for "Sadie Thompson" which are from studies by Azadia Newman for her paintings. Presented by A. P. Waxman.

THE CAST: June Havoc, Lansing Hatfield, James Newill, Ralph Dumke, Zolya Talma, Norman Lawrence, Milada Mladova, Chris Volkoff and Beatrice Kraft, Daniel Cobb, Grazia Narciso, Doris Fatston, Remington Olmsted and Bert Freed.

It was several decades ago that W. Somerset Maugham's and John Colton's *Rain* first brought to the stage, and for the first time in Philadelphia, a glorified South Sea street-walker which Jeanne Eagles created in the role of Sadie Thompson. Based on the same famous play, the dramaturgy is given a Rouben Mamoulian touch that comes out of *Sadie Thompson*.

Not entering as a musical comedy, but as a musical play, it brings back, with variations, the hoary saga of the husky-voiced siren—a fugitive from a red light, who finds herself on the Island of Pago Pago under the influence of the rainy season and the psalm-singing Reverend Davidson.

Philly Crix Tab

Three "ayes" and one "no opinion" chalk up a 75 per cent mark. Yes: Robert Sensenderfer (Bulletin), Jerry Gaghan (Daily News), Edwin Schloss (Record). No opinion: Linton Martin (Inquirer).

Just what Mamoulian is attempting to create with such story enmeshed with musical score and ballet remains quite an enigma. Starting late on preem night and lingering 'til the midnight hour, the production hardly ever shows reason for its being. It's plenty theatrical, but hardly can it be classified as entertaining. Save for one or two ballet bits, the stage set so lavishly by Boris Aronson is far more appealing and exciting than what it embraces.

Fault lies largely with the adaptation, being a mis-mating of musical and play. And on both counts, the casting is off center. June Havoc, stepping out of *Mexican Hayride* to fill the role of Sadie, falls short on the vocal requirements of the score whipped up by Howard Dietz and Vernon Duke, who certainly know better. They must have waited until the rains came, and then waited too long, before scoring this. There's isn't a single tune in the barrel that you could remember long enough to whistle between the acts. And save for the suggestive *Poor As a Church Mouse*, when Sadie is sourette instead of serious, there isn't a song in the lot that could muster up enough hand-claps to bring a return chorus. And there are 25 musical numbers on the roster.

The music, for what little it might be worth, makes for demands beyond the capabilities of this cast. Only Lansing Hatfield, as the Reverend possesses a voice strong enough to put dramatic power required by the musical wordage. And with the book an unusually heavy one for such a musical, it's asking too much of the histrionic abilities many possess.

As a matter of fact, none were able to sustain a projection of their parts across the footlights to help the pew-holder warm up to what they were trying to do on the boards. The playing was all as impersonal as a celluloid screen.

What is meant as an injection of comedy, altho the shot never finds the arm, is confined to Ralph Dumke, the fat and thirsty and philosophical Trader Horn. Tim O'Hara, as Sgt. Handsome, who wins Sadie's heart only to find that it had become sanctimonious under the spell of a psalm, finds both book and musical score beyond his command. Little that might distinguish them is given to the many others in the large cast.

Of it all, it is only the dancers that whip up any real enthusiasm for the show's one real bright bit, when the ballet flash-backs Sadie's road to ruin. In fact, if the others could keep up with the choreography of Edward Caton. *Sadie Thompson* would really be sumpin'. As

THE LATE GEORGE APLEY

(Opened Monday, October 23, 1944)
(Stem Opening, Nov. 21, at the Lyceum)

NATIONAL, WASHINGTON

A play by John P. Marquand and, George Kaufman. Staged by George Kaufman. Settings and costumes by Stewart Chaney. General manager, Ben A. Boyer; company manager, Rube Bernstein. Press representative, John Peter Toohey. Stage manager, Barbara Adams. Presented by Max Gordon.

Margaret	Mrs. Priestly Morrison
George Apley	Leo G. Carroll
Catherine Apley	Janet Beecher
John Apley	David McKay
Eleanor Apley	Joan Chandler
Wilson	Byron Russell
Amelia Newcombe	Margaret Dale
Roger Newcombe	Percy Waram
Horatio Willing	Reynolds Evans
Jane Willing	Catherine Proctor
Agnes Willing	Margaret Phillips
Howard Boulder	John Conway
Lydia Leyton	Ivy Troutman
Emily Southworth	Mabel Acker
Julian H. Dole	Howard St. John
Henry	Sayre Crawley

This is socko theater that should have Stem playgoers lined up at the b. o. well into next year.

Kaufman has joined hands with Author Marquand in this new venture to turn out a piece of solid b. o. that is a bell-ringer from the opening scene to the curtain dropper some 12 years and a good many laughs later.

Washington joyseekers, pushovers for good theater, took this one to their hearts and packed the National for the week it was here. It will coin dough on Broadway and will be a snap for Hollywood when it runs out on the Stem.

Washington Crix Tab

Drew 100 per cent "aye" votes from aisle experts. Yes: Andrew Kelley (News), Jay Carmody (Star), John Maynard (Times-Herald), Nelson Bell (Post).

Superficially this one might be called the Boston version of *Life With Father*, but it has a lot that is strictly its own tho *Father Apley* and *Father Day* are cut from the same cloth.

As in *Father*, plot of *Apley* is a succession of incidents that reflect Boston life as the former projected New York life of the '90s. Costumes, staging, acting, and sets are all up to *Father* or even better.

George Apley's collision with Freud and an Ralph Waldo Emerson debunking intellectual are highlights while the family problems of straightening out young John's affair with the daughter of a rising Irish toolmaker and daughter's affair with the debunking intellectual set the minor themes. In addition, there is the problem of finding Cousin Hattie's proper place in the family burial ground.

Over-all theme is that Beacon Street, Boston, is a "state of mind" and that the Apleys, along with the Cabots and the Lodges, have a responsibility that cannot be shrugged off lightly. All of this is told in rich good humor that makes an adult play for adult playgoers.

Leo G. Carroll, as the "late George," is terrific. He is the embodiment of all that Boston could hope for in its Beacon Street set. He is restrained, dignified and capable and should be associated with the "late George" for years to come.

The remainder of the cast does more than handsome by itself. Janet Beecher, as Mrs. A.; Margaret Phillips as Sister Amelia; David McKay, as John; Joan Chandler, as Eleanor; Percy Waram, as Roger; Reynolds Evans, as Horatio; Catherine Proctor, as Jane, and John Conway, as Howard Boulder, all do first class, top flight, jobs and ably support Mr. Carroll in his effort at creating an authentic bit of Americana.

George Daly.

It stands, it's nuttin'. Milado Mladova makes the blithe and lovely prima ballerina, with added delight to the optics in the Balinese and island dances of Beatrice Kraft, nee Kraft Sisters on the nitery circuits.

It's hardly likely that A. P. Waxman will bring *Sadie Thompson* to New York in her present condition. Yet, following a sellout opening night, advance ticket sale for its fortnight here is even greater than that attending *Bloomer Girl* on its local preem. As a matter of fact, Waxman may be able to take his production to Broadway on the morrow, and find them breaking down the doors of the playhouse to get seats. But this reviewer, for one, will never know why.

Maurie Orodener.

HORSES ARE LIKE THAT

(Opened Tuesday, October 24, 1944)
(Stem opening skedded for late November; no theater assigned)

SHUBERT-LAFAYETTE, DETROIT

A comedy by Rip Van Ronkel; directed by Anne Nichols. Assistant director, Virginia Smith. Stage manager, Robert F. Simons. Settings by Stephen Nastfogel.

Marion Brook.....Ethel Britton
Rusty Gaines.....Richard Taber
Peter Pillery.....Reed Brown Jr.
Daniel Beekman.....Albert Bergh
Fred Martin.....Carlton Baker
Mr. Snyder.....David Koser
Mr. Hoffman.....Paul Kirk Giles
Todd.....Harold Grau
Bartender.....Charles Thompson
Thackeray.....Oscar Polk
Gloria Strange.....Irene Corlett
Miss Emma Clatchie Stonehill...Nell Harrison

This play is an out-and-out farce, with a full measure of sure-fire gags and plenty of laugh-catching business. Characterization is broad and runs largely in stereotypes—the big Hollywood producer, the comedy Jewish lawyer and the ever-faithful sweetheart secretary, plus a composite photo of a fem movie star after the slightly philandering hero. It is adequate to the genre, however, and the play has definite probabilities of satisfying a wartime audience.

A lot of tightening up of slow moments and tying-in is called for—the second act curtain is too abrupt for one thing. Faster pacing will undoubtedly come as the company overcomes typical first-night drag and some rough edges in the script, notably in transitions between minor scenes, are worked in more smoothly. Other principal script flaw is insufficient working in of data to connect the plot at points, especially in connection with the intricacies of Hollywood bores. There's probably enough funny stuff in the script to give it a Broadway chance after suitable tailoring.

Penniless producer Pillery has a studio with nothing else but a lot of promotion ability, plays around with the incredible star, Gloria Strange, while he tries to borrow her from biggie producer Brenner, who's horse crazy. Contracts expire or get renewed by miraculous coincidences to help the plot. Pillery meanwhile gets ready to marry his wise-cracking, true-hearted secretary, Marion Brook. He goes to the races to see Brenner, who has the contract on la Strange and acquires a horse that produces twins in the third act, providing the rest of the plot. Sire is the most famed of stallions, mated with Pillery's mare secretly by Thackeray, colored groom played with exceptional character in a comedy part by Oscar Polk.

Miss Stonehill, aged owner of the stallion, exhibits the only real character development of the play in a brief bit. Played with delightful restraint, changing from the refined old maid afraid of sex—she wouldn't let her horse be bred—to exploitation of the twin colts and herself as star of a superduper race epic. Last proves Pillery's salvation as he amalgamates business and horses with Brenner's huge studio on the strength of this one film just before he finally gets the girl.

All parts are competently handled, but do not provide much scope for serious acting, being mostly stock characters fitted into the plot and funny business, which is the show's real saving merit. Bernard Gorcey as the diminutive, enthusiastic lawyer, turned in a nice character bit, with top acting honors going to Ethel Britton and Reed Brown Jr.
Haviland Reves.



BROADWAY SHOWLOG

Performance Thru October 28

Dramas		Opened	Perfs.
Angel Street (Bijou)	12-5, '41	1221	
Anna Lucasta	8-30, '44	69	
(Mansfield)			
Report from Hollywood has it that if Paramount doesn't buy pic rights, Paulette Goddard will grab it for herself and star in it. She has a deal with Paramount permitting her to do one independent production a year. So maybe this is it. Lillian Okun interviewed Alice Childress and John Tate over WMCA Saturday (28).			
Catherine Was Great	8-2, '44	102	
(Royale)			
Ice cream and cake backstage Friday (27) to celebrate passing 100 performance mark. Joel Ashley will stay on with troupe to Sunday (5). Kim Spalding will take over "Potemkin" assignment.			
Chicken Every Sunday	4-5, '44	237	
(Plymouth)			
Producer Edward Gross has taken option on drama rights to Rosemary Taylor's new book, "Ridin' the Rainbow." Dramatizing will wait on production of "Mother Wore Tights," of which several movie studios are hot for a slice. MGM reported on the inside track.			
I Remember Mama	10-19, '44	12	
(Music Box)			
Sell out to December 15. Author-director Van Druen guests with Bessie Beattie Wednesday (1). Rehearsals for four understudies began Thursday (26). George Dill is understudying Richard Bishop; Beverly Chambers for Cora Smath and Ottalie Kruger; Guy Sampsel for Oswald Marshall, Bruno Wick and William Pringle, and Donal Hastings for Robert Antoine. Brings cast roster to number 26. "Mama" requires 26 stagehands, or one for each actor.			
Jacobowsky and the Colonel (Martin Beck)	3-14, '44	266	
Marianne Stewart took over fem lead from Annabella Monday (23). Latter to USO offshore. Miss Stewart was guested by the Merchant Seaman's Club Wednesday (25) and will be dittoed by the National War Fund Committee at Port of Embarkation, Brooklyn, Tuesday (31). Oscar Karlweiss was unable to finish show Wednesday (25) due to sprained knee. Understudy, Herbert Berghof, completed the chore for him.			
Kiss and Tell	3-17, '43	684	
(Biltmore)			
Life With Father	11-8, '39	2093	
(Empire)			
Meet a Body	10-16, '44	15	
(Forrest)			
Perfect Marriage, The	10-26, '44	4	
(Barrymore)			
Seven to two vote by aisle experts gave it 22 per cent. No: Ward Morehouse (Sun), Robert Garland (Journal-American), Howard Barnes (Herald-Tribune), Willela Waldorf (Post), John Chapman (News), Louis Kronenberger (PM), Lewis Nichols (Times). Yes: Burton Rascoe (World-Telegram), Robert Coleman (Mirror). Victor Jory stars in "War Town" series "Too Young for Everything" (WHN), Saturday (28).			
School For Brides	8-1, '44	103	
(Ambassador)			
Phil Huston and Bernadine Hayes headed streamlined cast of "Man Who Came to Dinner" in show for GIs at Mason General Hospital, Babylon, N. Y., Monday (23). Others in troupe were Joel Ashley and Darby Moore.			
Searching Wind, The	4-12, '44	231	
(Fulton)			
Lillian Hellman has bought a house in the East 80s.			

	Opened	Perfs.
Snafu	10-25, '44	5
(Hudson)		
Rated a passing mark from crux for a total of 72 per cent. Yes: Willela Waldorf (Post), Howard Barnes (Herald-Tribune), Robert Coleman (Mirror), John Chapman (News), Burton Rascoe (World-Telegram), Ward Morehouse (Sun). No: Louis Kronenberger (PM), Lewis Nichols (Times). No opinion: Robert Garland (Journal-American). Grossed \$14,500 for first seven performances including a preview. Sara Lee Harris has been signed as understudy to Patricia Kirkland and Bethel Leslie by George Abbott.		
Soldier's Wife	10-4, '44	29
(Golden)		
A click. Playing to capacity with standees at every performance. Author Rose Franken, who underwent a serious operation Monday 16, has been reported out of danger by her physician.		
Ten Little Indians	6-27, '44	143
(Broadhurst)		
Halliwell Hobbs scorched with powder burn from prop pistol Monday (23). Missed no performances. Vivian Osborn and Victor Varconi withdraw from cast of No. 2 company in Cleveland this week. Toni Gilman and Alexander Darcy will replace them for the Chi opening.		
Two Mrs. Carrrolls, The	8-3, '43	471
(Booth)		
Understudy Guy Spaul married to Joan Croyden Thursday (26) at Millburn, N. J. The new Mrs. is playing out there in "Katinka," which has been held over for an additional week.		
Violet	10-24, '44	7
(Belasco)		
Drew a unanimous thumb-down from the crux for a zero score. No: Willela Waldorf (Post), John Chapman (News), Howard Barnes (Herald-Tribune), Robert Coleman (Mirror), Louis Kronenberger (PM), Robert Garland (Journal-American), Burton Rascoe (World-Telegram), Lewis Nichols (Times), Ward Morehouse (Sun).		
Visitor, The	10-17, '44	15
(Henry Miller)		
Weak, but will likely stick for movie rights. Good for at least another week.		
Voice of the Turtle, The	12-3, '43	310
(Morosco)		

Musicals

Bloomer Girl	10-5, '44	28
(Shubert)		
Stage manager Ward Bishop out ill since Monday (23). Assistant Robert Calley has been carrying on for him. Bishop returns to Shubert Monday (30). Five stand-ins have been added to cast roster. Nancy Douglass understudies Celeste Holm, Vaughn Trimmer preps for David Brooks, Blaine Corder for Matt Briggs, Hubert Dilworth for Dooley Wilson, and Kathleen O'Brien for Joan McCracken. Producer John C. Wilson has added three days to skedded New Haven stop of forthcoming "Streets Are Guarded" November 13 thru 15. Newie skeds a Stem bow at the Henry Miller's November 17.		
Carmen Jones	12-2, '43	382
(Broadway)		
Charles Friedman, who directed book, will do the same chore for the New Opera Company's "Impromptu." Susan Hammerstein, daughter of Oscar Hammerstein II, will be one of the dozen show gals in "Seven Lively Arts." Incidentally, Rose has finally had word that Bea Lillie has left England and should arrive here at any moment.		

	Opened	Perfs.
Follow the Girls	4-8, '44	234
(44th St. Theater)		
Mildred Fenton has been signed as official understudy for Gertrude Nielsen. Renee Russell, who has been temporary stand-in, goes back to line. Bruce (ex-"Othello") Fernald replaces Charles Conaway Monday (30). Latter goes to "Glad To See You." Val Valentinoff doubles at La Conga for a four-week stretch beginning Wednesday (8). Dave Wolper has signed Sammy White for a major slot in "Glad To See You."		
Mexican Hayride	1-28, '44	318
(Winter Garden)		
Don Powell replaced Bill Callahan Monday (23). Entire company to West Point November 5 to give show for cadets. Maxie Furman, Audrey Christie and Bea Mathews have the three top leads in the overseas version of "Hayride."		
Oklahoma!	3-31, '43	693
(St. James)		
Florenz Ames took over the Ralph Riggs role Monday (23). Owen Martin, who has been temporarily in the Riggs slot, went back to his original part. Lee Dixon out Tuesday (24), Milton Watson subbed. Arthur Ulisse will be replaced by Lloyd Cole Monday (30). Monday (30) also skeds dancers Jack Claus and John Butler replaced by Buster Burnell and George Strecher. Scott Merrill from the Chi troupe has taken over assignment which Jack Baker was temporarily filling. Latter went back to his dancing slot Monday (23). Harry Stockwell goes to Rochester Sunday (12) to guest with the Rochester Philharmonic in Eastman Auditorium.		
One Touch of Venus	10-7, '43	447
(46th St.)		
Ballet captain Nelle Fisher leaves Saturday (28). Marine Oliphant is the replacement. More notice givers are Frank Westbrook, who leaves Wednesday (1); Allyn McLarie, Saturday (4); Carl Eberle, Wednesday (8), and Duncan Noble, same date. No replacements yet named.		
Ginnee Richardson, ex-Venus ballet, will travel with Foxhole Ballet as one of the six dancing girls. Grant Mouradoff heads the USO dancers. Nelle Fisher replaced by Marianne Oliphant Saturday 28. Hal Stone left same day.		
Song of Norway	8-21, '44	80
(Imperial)		
Entire company, including chorus, starts cutting hit tunes for Decca album Monday (30). Helen Bliss and Larry Brooks will be guests of Dutch Treat Club Tuesday (31). Shuberts have signed Robert Wright and George Forrest to do the music and lyrics for "Spring in Brazil," in which Milton Berle will have lead. Carmen Miranda will be in it too.		
Star Time	9-12, '44	65
(Majestic)		
Dorothy Donegan, who stepped in for ailing Berry Brothers for a two-day fill-in has taken over their spot permanently. Lou Holtz's wife and three-year-old daughter came on from Coast to join him here this week.		
ICE SHOWS		
Hats Off to Ice	6-22, '44	180
(Center)		
REVIVALS		
Merry Widow, The	10-7, '44	25
(City Center)		
BALLETS		
Ballet Theatre	10-8, '44	25
(Metropolitan)		

SNAFU

(Continued from opposite page)

jolly pregnant gal from Australia; a windy State senator; a mousey school principal and, of course, Sergeant Ronald himself. Much of the credit goes to the script, but there are frequent touches in the direction that are all Abbott. The whip is applied all the way, and even an obvious slow-up toward the second act curtain is sufficiently juiced to prevent any feeling of loss of pace.

Abbott has also chosen a bang-up cast. Billy Redfield, a vet of air and stage but still under draft age, is exactly right for the youngster. Whatever happens to Snafu, he has cut himself a nice slice of kudos. Same applies to Russell Hardie and Elspeth Eric as ma and pa. Both roles could be mauled badly but they make the pair an understanding and amusing set of parents. There is grand performance from Enid Markey as the flustered, Time-mag-reading, spinster, and an ingenious love interest furnished by young Patricia Kirkland and Dort Clark. Former has no such strain put

upon her as in the late-lamented *For Keeps*, but turns in a chore that stamps her as a likely candidate for continued Stem ingenue demand.

"Snafu" seems a bit brisk in content for parlor airing. There are lines and situations which would make a radio exec wince, altho they'd be funny on the ether. If they were toned down to air requirements, they'd likely lose their punch, so maybe "Snafu" better stay right where it is at the Hudson. It should, in any event, make a whale of a funny movie.

John Root's set of a California sitting room is a small masterpiece of color and lighting. It is a worthy background for the amiable nonsense that goes on within it.
Bob Francis.

VIOLET

(Continued from opposite page)

Helen Claire fare any better by the script. Little Pat Hitchcock is even worse off, because she comes back to Broadway for a second time backed by memories of a tender and charming performance as the

youngster in Drueten's *Solitaire*. Her Violet will leave no such pleasant memories as her Virginia, but that, of course, isn't her fault. Doro Merande manages another of her sharp character vignettes as a Vermont matron, and Paula Trueman does what she can with the role of a slightly addled sister. The rest of them struggle along with what little Cook has given them, and without much assistance from his direction, either.

Possibly good air scripters could take some of the "Violet" material and twist it into an ether serial. However, as they stand, the precocious youngster and her family add up to a dull lot. It would take some sparking to push them up on the Hooperatings.

Howard Bay has designed a nice farm house set with two flights of stairs for them all to run up and down. Unfortunately, it takes more than stair-climbing to make a play. The movies may want *Violet* (according to reports MGM put 100G on the line for pic rights before the opening). However it's a safe bet that Broadway won't. *Bob Francis.*



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Swing St. Hard Pressed For Name Attractions

NEW YORK, Oct. 28.—Swing Street, with all its spots, is in for some fancy headaches if the threatened shortage of attractions, which mean something to customers, develops, according to trade sources.

Combos and units now working in the various spots have been held over for long periods. In some cases ops are satisfied to keep bill running. But in most cases it is the performers themselves who want to shift. And when the lads who make with the instruments and voices move along there just isn't enough solid stuff around to follow them.

A few years ago nearly every hot instrument player was beating his brains out to get into a 52d Street spot. Money wasn't particularly big but the chance to give out with plenty of punch plus the fact there wasn't many places around town that considered such performers commercial, gave a lot of acts their first start in showbiz.

Louis Prima, Hot Lips Page, Art Tatum and plenty of others began there, were caught and moved up to more dough and into class spots.

Fifty-Second Street was the street of discoveries. A budding performer from the sticks who was willing to go in for peanuts could get a job there. If he had anything on the ball the odds were all on his side.

Today the street, which had the elemental essence of everything in showbiz, is no more. Name acts who mean something are trying to get away from Swing Street into the better rooms. Occasionally a top combo fronted by a sock instrumentalist will work between Fifth and Sixth avenues. But today these units don't come for hay.

With the rise of the big time clubs the

small units are no longer dependent on Swing Street bids. They can get real moola and have class rooms, not to mention better hours.

This brings the shortage of name combos and acts acutely home to ops. In fact, so hard hit are they that contracts no longer stipulate that a group working one spot shall not work in a competitive spot within a certain period of time. In the past few months a unit or an individual closing in one room would open the very next night next door or across the street. This condition has become so frequent today it no longer is considered unusual, say cocktail agents.

Among the spots up against it right now is Chic Goldman's Downbeat. Customer pullers-in here are Billie Holiday, Coleman Hawkins and Roy Eldridge. Eldridge and his small band were expected to stay on indefinitely. But trumpeter played out of town to join Artie Shaw. Miss Holiday and Hawkins are both set to close about the middle of November to fulfill previous commitments. Goldman says he doesn't know who he can get to follow. This leaves the Downbeat in a spot the trade says will shortly include at least two other rooms on the street. Combos, say percenters, just are not interested in working the 52d Street spots. They feel it lowers their prestige, gives them long hours, and adds up to nothing.

Fee-splitters complain they are caught between the devil and the sea. Ops want talent. Agents are willing to do biz, but acts who mean anything to box office turn thumbs down.

So it seems as if 52d Street will have to get along with unknowns or shutter, is the considered opinion of trade sources.

Philly Cove Returns Names

PHILADELPHIA, Oct. 28.—The Cove, largest musical bar downtown, returns to a name policy with Art Tatum coming in next week. Marks first appearance for Tatum, piano ace, in this town. The Cove, which uses four units regularly, last year featured such names as the late Fats Waller, Adrian Rollini Trio and Dooley Wilson among others.

Corman Cullen Back

PHILADELPHIA, Oct. 28.—Pvt. Tommy Cullen has received a medical discharge from the army and returns to the cocktail unit set. One of first with a corn combo, Cullen has rounded together a new crew, opening this week at Midway Musical Bar.

Pete Rubino Forming Unit

PHILADELPHIA, Oct. 28.—Pete Rubino, trumpeter, turns to the cocktail field with a quartet of his own. Judy Darling will be added to sling the ditties. Unit makes its bow at Carmen's Lido Venice here.

Review

Bob Reems

(Reviewed at the Silhouette Club, Chicago)

Organized only five months ago, this combo (six lads and a girl) is rapidly beginning to shape into a musical group that merits attention. Reems, who leads off from the piano with special emphasis on right hand pounding, has surrounded himself with a good crew consisting of Marshall Reisman, drums; Don Londale, bass; Buster Hinkel, guitar; and Jos Rossi, accordion. His vocalists are Bob Marshall, who handles the ballad department, and Betty Jo Webb, a wholesome looking gal with a good pair of pipes.

Lads have plenty of pep and display zing in dishing out old favorites and breezy melodies that make for good entertainment. They sell nicely on the stand and garner plenty of attention with their personality and showmanship. They would fit well into any spot, as their rhythmic set-up is not only good for listening but embodies a tempo that is ideally suited for dancing.

Jack Baker.

OFF THE CUFF

East:

CHARLIE BUSCH, of CRA, and VI Barrett, of the Morris office, are back in New York after a selling trip below the Mason-Dixon Line. . . . New jam sessions set by TRUMMY YOUNG start December 12 at Lincoln Square Center, New York City. Admish will be a buck.

HARRY (HIP) GIBSON, Skeets Tolbert, Bonds and Clarke, and Edna Mae Harris all set for the opening of the new Spotlite Room on 52d Street, New York.

JOE MARCELLO brings his pianology to La Maina's Cocktail Lounge, Camden, N. J. . . . DEEP RIVER BOYS replace Three Peppers at Philadelphia's Swan Club. . . . CORALLI, song and guitar, and Bill Huggins, also guitar-vocals, new at Club Teheran, Philadelphia. . . . JESS ALTMILLER's electronics, Art Smith at the organ, and Fred Brelsford's guitar-vocals take over at Holiday Room of Atlantic City's Knickerbocker Hotel. . . . THE FOUR BLUES back in Philadelphia at Lou's Chancellor Bar. . . . JUNIOR BUCKWALTER and His Marimba Queens making Philadelphia bow at The Cove.

LOONEY TUNES staying at the Garde Hotel, Hartford. . . . RUTH RAY current at the Parkview Hotel, Springfield, Mass. . . . TOMMY EDWARDS appears at the Crystal Lounge, Troy, October 30. . . . SYBEL BARBRE current at O'Connors, Albany. . . . GEORGE JONES working at the Hollywood Show Bar, Pittsburgh.

JOHNNY AND GEORGE in the bill at Club Maxim, the Bronx. . . . BETH ELLIS working at the Rainbow Inn, New York. . . . LISBETH RUSSELL set for the Fifth Avenue Hotel, New York.

FERI SARKOZI and Lary Sury current at Ritz Carleton, New York. . . . MARS TRIO set for Roger's Corners, New York, until January 7. . . . STAN KELLER now at Stork Club, New York. . . . ANGIE BOND working at Sheraton, N. Y. . . . DELADINE ORR set for 35 Club, Paterson. . . . JOE HEMBREE current at the Warwick, N. Y. . . . SNUB MOSELY started at Queens Terrace October 19. . . . THREE INTERNATIONALS doing one-nighters around New York. . . . VINCENT BRAGALE opened at Statler, Buffalo.

SKUNK HOLLOW BOYS doubling from Diamond Mirror, Passaic, to Majestic Theater, Paterson. . . . VIVIAN GARRY TRIO opens November 1 at the Diamond Mirror. . . . DEWEY DAVIS current at the Music Bar, Schenectady. . . . DONNA CLARA appearing at the Cameo Lounge, Newark. . . . RUTH DORE into the Continental Grove, Akron, November 16. . . . ELAINE KAYE and Bobby Bernard current at the Bolton Hotel, Harrisburg, Pa. . . . VIVIAN GREY appearing at the Pied Piper, New York. . . . FREDRIC AND SANDRA HARTWELL current at the Blue Room of the Roosevelt Hotel, New Orleans.

Chicago:

LEON GONZALES and His Latin-American Tunesters are at the Winkin' Pup. . . . EDDIE WALKER on the piano at the Number 10 Theater Bar. . . . LILLIAN GERARD is the femsee at the Melody Casino. . . . CARMEN GROSS, pianist, currently at the Show Tap. . . . TAY VOYE, vocalist, appearing at the Bil-Is Club. . . . PHIL FORREST, satirist, booked into the Primrose Path. . . . CRANSTON HAMILTON can be heard at the Gayety Lounge. . . . CLEO BROWN, pianist, is the current attraction at the Chinatown Bowery. . . . TOMMY EMANUEL, piano, drew a holdover at the 5 o'Clock Club.

DICK SAUNDERS and His Three Beats of Rhythm inked in for the Stratoliner. . . . MAJOR AND THE MINORS are entertaining at the Miami Lounge. . . . VITO MARIANNI and His Rockaways are sharing the bandstand with Don Torres at the Stage Lounge. . . . NORINE GODIN is playing the organ at the Crystal Tap. . . . BOOKER WASHINGTON and His Trio are at the Club Congo. . . . CLAUDE GEIDER, piano, currently at the Pal-Mor.

EMILY JEAN can be heard at the Elbow Room. . . . ROYAL BEACH BOYS, Harvey, and Johnny Guest are entertaining at the Double Door. . . . CHARLES ROTHERMEL JR. is the attraction at the Poodle Dog. . . . LEWIS HARVEY booked in at Old-Mexico.

Here and There:

BOB BRENNER instrumentalists have been booked into the Dome, Minneapolis. . . . JIM HALL at the Theater Bar, Logansport, Ind. . . . FRANCES OSBORNE, Gloria Savitt, Ann Drake and Harriet Blake currently at Lord Lansdowne's Dayton, O. . . . O'BRIEN AND EVANS inked in at the Theater Bar, Terre Haute, Ind. . . . PRINCESS WHITE-CLOUD at the Turf Club, Biloxi, Miss.

CHENAULT AND DAY skedded for the Downbeat Room, Sloux City, Ia., starting October 30. . . . TOMMY RIGSBY entertaining at the Blue Grass, Cleveland. . . . MIKE MCKENDRICK goes into Bamboo Room, Kenosha, Wis. . . . MANNY LA PORTE (4) currently at the Duluth Hotel, Duluth, Minn. . . . JOHNNY GAY skedded for Schroeder Hotel, Milwaukee, starting October 30.

PAT O'DARE has opened at Don Hudson's, Green Bay, Wis. . . . JERRY MURRAY has drawn a holdover at the Red Room, Milwaukee. . . . AL (DAREDEVIL) DAULT, recently returned from a tour of USO-Camp Shows, will join the Karston show as feature attraction for the winter. . . . DAVE BOLD current at Auggie's, Minneapolis.

GILDA GRAY opened at the Tic Toc, Milwaukee. . . . JUNE HART, accordionist, is playing nightly at the Alpine Village, Cleveland. . . . JIMMY COSTELLO is at the Cotton Club, Houston. . . . DIOSA COSTELLO has been booked into the Town, Barn, Buffalo, starting November 13.

BOB MCGREW back for 10th annual visit at the Kansas City Club, Mo. . . . WILLIAM M. PARKS, former operator of the Deer Lodge, near the end of the Pennsylvania Turnpike, is now in the marines. . . . THREE SHELDONS with Camp Show unit No. 229. . . . MAC-ARTHURS at Queens Terrace, Long Island. . . . KEA LOKE at the Victoria Hotel, New York. . . . BILL WILLIAMS TRIO working at the Eau Claire Hotel, Wis. . . . FOUR MOODS appearing at Club 22, Woodside, L. I. . . . TOBY BROWN and His Little Brown Jugs current at the Gary Hotel, Gary, Ind.

Picture Money Good

NEW YORK, Oct. 28.—Ralph Rotgers, current at the swank East Side Monte Carlo, has a sideline, he says, which pays off almost as well as fronting for his rumba boys. Leader does portraits in pastels between jobs that he gets \$400 to \$500 for. Latin musiker has done Bob Christenberry, Guy Lombardo and Mrs. Seckendorf. Latter is his boss's wife.

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YULE BOOZE LOOKS BRIGHTER

Fla. Biz So Good Ops Are Cutting Bills, Says Agent

NEW YORK, Oct. 28.—Florida nitery operators are beginning to feel they overbought on talent in advance of the season, according to Harry Kilby, head of the GAC club department, who returned here this week from a two-week trip to the winter resort.

Kilby reports that business in Florida is already so heavy, with prospects that it will increase, that owners now are beginning to believe they won't need heavy talent-bills to pull in cash customers. Consequently, says Kilby, they are stretching the acts to which they are already committed to cover longer periods and are thus chopping down the number of attractions they will use.

C. of C. Says There's Room For About 90,000 Visitors

MIAMI, Oct. 28.—Announcement of the Miami Beach Chamber of Commerce that space is available for 90,000 visitors this winter has aroused great elation among night spots. Available statistics indicate there are 6,046 more hotel rooms, and some additional apartments to be filled, besides those hostleries open last year.

The joker is the transportation problem. Reservations out of New York are on a 30-day basis, with the military getting preference. Auto travel seems to be out as no one wants to be tied up here, even if fortunate enough to obtain gas to get in. There will be no extra trains this winter.

WLB Sets \$35 Top for Solo Fla. Chorines

MIAMI, Oct. 28. — Chorus girls in three local niteries are being held to \$35 weekly under a new line-hoover wage ceiling fixed Thursday (26) by Robert T. Segrist, regional director of the War Labor Board in Atlanta, Ga. Just why Segrist chose to apply the old (1942) wage freeze to chorus girls' salaries at this time could not be learned immediately.

New ruling does not affect hoofers working in produced lines. It applies only to chorines hired individually by niteries and costumed and directed by them. However, the edict could conceivably become a precedent for hoofers in niteries elsewhere and would run counter to established scales for line gals in many places.

Harry Romm Ready To Turn Pic Mogul

NEW YORK, Oct. 28.—Harry Romm, head of the vaude department of GAC, will turn part-time movie producer after the first of the year. He will not leave GAC. New contract with Tommy Rockwell, prez of GAC, permits Romm to make one picture a year for the next two years. Romm will produce independently and is financed by a combine of his own formation. Flicker will be a musical with the Three Stooges, Phil Regan and Will Osborne's ork.

Ex-Capitol Producer Now Flicker Tycoon

NEW YORK, Oct. 28.—Harry Gourfain, formerly producer at the Capitol Theater here, is now a full-fledged film producer with his own company, Harry A. Gourfain Productions, Inc.

Ex-vaudean left the Capitol to work with Constance Bennett on her pictures as associate producer.

La Vie Site Is Leased to New Owners

Lesser Says He Owns Tag

NEW YORK, Oct. 28.—The shuttered La Vie Parisienne, carriage trade East Side spot, that got that way when it ran afoul Mayor La Guardia and the breakage tax provisions, will shortly reopen under new management, it was learned this week.

Three club owners, two of them West Side ops, dickered for the spot, according to William P. Phipps, representing the landlords. Choice was finally given to an undisclosed group who signed a five-year lease when it passed the Dun-Bradstreet test. Papers were signed Saturday (21) when new ops took over.

Spot will have an elaborate talent budget and will light up in about six weeks, according to Phipps. He also said that deal included not only all fixtures but the name, La Vie Parisienne, as well.

Arthur Lesser, former op, insisted the name was his property, and if anybody opens with it they will face immediate legal action. He claims that new owners are probably the Casino Russe operators who had previously approached him with a proposition he turned down because suggested dining room and talent policy "was impossible," he said. Phipps admitted that one of the principals in the deal was a former Russian general.

Richard Davis, publisher of song books, is said to have bought the name and is rumored to be one of the owners.

Ex-G.I. Unit Being Formed for Vaude

NEW YORK, Oct. 28.—A new package entirely consisting of ex-GIs, both sexes, is being formed by Jack Kalcheim, of Consolidated Radio Artists' theater department.

Unit, tentatively titled *Ex-GI's in Grease Paint*, will have 15 ex-service people, mostly males, the gals are also eligible. To get feds Kalcheim will hire wives of servicemen, the ex-WACs and WAVES are preferred. Show will be offered to theaters for approximately 3G, the figure is dependent on the nut when casting is completed.

Hunt is now on for ex-service people who have been in showbiz or would like a crack at it. At least two will be standard acts who've gotten their discharge, while the others will be those who think they've got something to show and sell.

Chicago Clubs and Rooms Set Bands for Yuletide

CHICAGO, Oct. 28.—For the first time in many years, night clubs and hotels in the Downtown area here, during the holiday season will be loaded with well-known band attractions. Heretofore the spots, with the exception of one or two cases, have cut down their budgets, feeling that biz preceding Christmas and New Year wouldn't warrant the spending of extra dough to attract the crowds. With name bands hitting good grosses at the theaters during the past several months the operators have changed their opinions, feeling that these attractions are their best bets to garner the lush money that is floating around this season.

The Latin Quarter, after its success with Ted Lewis's band show, have inked in, for the first time, Frankie Masters and his ork for an extended run starting November 24.

Riobamba Opening Is Delayed; Jawitz Must Go, Sez AGVA

NEW YORK, Oct. 28.—The new Riobamba did not open as scheduled and its new relighting date is now set for November 2. Main reason was that the spot's liquor license did not come thru in time. Spokesmen for the club say they expect to get it.

Meanwhile, the Riobamba-AGVA broil reached a new degree of heat. AGVA now says that before the spot and its owners are removed from the "unfair" list Arthur Jawitz, former operator at present working as manager, will have to be out of the pic altogether. Union also states that Carmen Amaya, a member, has been warned not to appear for the opening. Rio's new ops say she will be there.

Nitery settled this week with AFM for a claim held against the old spot.

Detroit WMC Sets 50 Help Quota for L. Q.

DETROIT, Oct. 28.—Top employment of 50 male employees were set for Lou Walters' Latin Quarter here by the War Man-Power Commission as the result of a check-up made at the spot. The WMC also ordered dismissal of nearly a dozen waiters and stagehands who were apparently hired without proper compliance with the regulations on hiring. Manager Arthur Rozen previously expressed his intentions to co-operate with the WMC if it were shown that slips in hiring had occurred.

Setting of an employment ceiling is believed to be a new procedure for a night club, but is apparently considered necessary because of the still-tight labor market in this area.

Petrill Reading Nitery Under "Doghouse" Title

NEW YORK, Oct. 28.—Jack Petrill, manager of the Gothic Room and formerly entertainment director of General Motors, will turn nitery op on November 9 when he opens a downstairs spot in the Hotel Duane under the handle of the Doghouse.

Despite name, nitery will have smart decor and will operate on a supper-club basis. Starters in the first bill are Herbert Kingsley, composer-pianist, and Portia Morrow, legit actress turned singer.

Scotch Tight, Domestics Up

Gov't "liquor holiday" helps supply; niteries in small cities short

By Paul Ross

NEW YORK, Oct. 28.—When the Christmas tree season—the peak period in elbow-bending—rolls around about eight weeks hence, niteries and lounges in the larger cities, generally, will have

enough grog on hand to make both their registers and the physogs of their patrons rosy. However, scotch will probably be less plentiful. And hot spots in the smaller cities may find themselves short of the stuff that cheers. These are some of the major conclusions

resulting from a survey of Christmas liquor-supply prospects just concluded by *The Billboard* in 17 cities across the country.

Other conclusions are these:

Will Drink Blends

Holiday tipplers will have to do most of their boozing on domestic stuff—rye, bourbon, of the blended variety; rum, gin. Straight whiskies will be relatively scarce in most places except de luxe niteries.

The black market in everything except scotch has been hit a sock in the head by government action which includes both a clean-up drive and the August "liquor holiday." That is—as far as the clubs are concerned. It may or may not survive among private customers.

There is plenty of tie-in selling by distributors, or at least an effort (fairly successful) to make club operators take distress merchandise such as Cuban gin or domestic stuff in return for allotments of scarce stuff as scotch.

On the whole the grog situation will probably be better than it was for the holiday season last year.

The Billboard survey coincides with an official announcement by the Office of Price Administration that the black market is smashed and an announcement by J. A. Krug, chairman of the War Production Board, that there will not be another "liquor holiday" before the end of the year, as was widely believed in the industry. Krug made his announcement Thursday (26), the OPA its announcement last week.

\$1,000,000 in Fines

Chester Bowles, head of OPA, revealed that the Bureau of Internal Revenue, began a crusade against the black market last November, and during the first seven months of 1944 over \$1,000,000 in fines were paid by illicit operators. There were 190 convictions, 273 indictments or informations against them.

A big factor in the smashing of the black market was last August's "liquor holiday," during which 54,000,000 gallons of alcohol were produced by distilleries. According to various night club and liquor trade sources here, as well as government officials checked in Washington by *The Billboard* office there, announcement of the "holiday" in midsummer caused an immediate loosening of whisky reserves because those who were holding them believed they might be caught with excessive stocks at a time when the distilleries would again be selling the stuff. This was the turning point in the liquor supply available on the open market, and most operators in New York as well as those checked by reports of *The Billboard* in other cities now say that they have sufficient domestic goods on hand and expect to have enough for Christmas. This is borne out by a chart published this week by *The Wall Street Journal*, which shows an upturn in whisky stocks (See *Yule Liquor Supply* on page 29).



Mocambo, Chicago

Talent policy: Dancing and floorshows at 9, 12 and 3. Management, Pete Arnsten. Prices: Minimum, \$3-\$3.50.

After several seasons of on-and-off openings and closings under various ops, this spot, under new management, changed the name to the Mocambo, with first show here in over a year. Switch looks like the spot will join the ranks of other successful clubs here, having shown a steady increase in biz since the changeover went into effect on Friday (20).

First show is a good layout, having plenty of variety to satisfy the sophisticated crowds. Top billing is shared by Ted Smith and Flo Henrie, two Chicago favorites. Supporting are Jacqueline Hurley, Tommy Raft and Jacqueline Fontaine. Show and dance music by Carmen Spiro ork, while the Frank Alvio Trio, featuring Marie Lawlor, exotic songstress, fill in for the intermissions.

Smith starts the show off with a good line of rapid-fire chatter to plenty of laughs. His fast stories and clever quips are delivered in smart style and hold the attention. Later in the show he is assisted by Tommy Raft, a likable comedian, in a skit on the proper way to throw the ivories. Best bit, however, is his zany impression of a radio announcer. Gag got good laughs and heavy applause from the table sitters.

Flo Henrie, formerly of Bernard and Henrie, does a fine job with song patter *Life Begins at Forty*, *How Long Can It Last?* and *I Want To Be Like the Girl on the River*. Tho a bit on the blue side, she sells them inoffensively.

Jacqueline Hurley, merits attention for her acro work. Gal performs a series of body twists while perched on an illuminated table. Act has plenty of class and within sight of the audience. Shapely Jacqueline Fontaine gives the show additional lift with a fast routine of taps, getting a nice hand.

Lillian Lee, songstress, falls short in her warbling of pop tunes. Song styling is ordinary and when caught didn't impress. *Jack Baker.*



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NIGHT CLUB REVIEWS

Hotel St. Regis, Maisonette, New York

Talent policy: Floorshows at 9:30 and 12. Continuous dancing. Owner-operator, Hotel St. Regis; manager, Pierre Bultinck; publicity, Timmie Richards. Prices: \$1.50-\$2.50 minimum.

If this downstairs hotel room catering to the carriage trade proves anything it is that even good performers require the right surroundings, proper presentation and well-behaved audiences.

Two of the acts here, Dorothy Shay and Tommy Dowd, when caught on previous occasions in a spot that has little but location to recommend it, showed little more than average ability. They apparently had the stuff but couldn't bring it out. Both tried hard, perhaps too hard, but despite their extra efforts results were just fair. Here at the swank Maisonette, working to appreciative crowd, they were sock all the way.

Dorothy Shay, heading the bill, comes out with orchids in her hair and a dress that doesn't hurt her figure to give out with her standard *Amen* that gets them on her side. She continues to hold 'em with *I'm In Love With a Married Man*. Punch line in latter number got an appreciative response, which gave canary almost visible moral support. From then on it was all smooth sailing. Her *Rum and Coca-Cola* got them right and brought her back for some additional verses. Crowd demanded her *Tennessee*. Applause forced her into another and she gave with *I Wanna Get Married*, another sock. Miss Shay has improved amazingly since last caught. Phrasing is better, pipes are clearer and salesmanship is excellent. However, tendency to over act is still present. Gestures and mugging should be toned down.

Tommy Dowd, who emsees and works in own spot, has a new polish that fits room and crowd perfectly. His standard disappearing bird, rope cutting and vanishing dollar bits won terrific hands. But best improvement shown is in timing and chatter. His pauses before coming to a punch help build bits to get more than just chuckles. In one routine he calls upon a customer to help in rope cutting. He snared his ex-agent, Johnny Greenhut (MCA), who didn't do a bad job of straightening. Fact that both knew each other and both had friends in the room didn't hurt. Magician's final bit, where the dollar borrowed from a customer and ostensibly burned, turns up in another customer's cigarette, won terrific mitting.

Talia on in the deuce spot, last caught at the Waldorf, opened with her terp interpretation of the *Cockeyed Mayor*, with one of the boys (unbilled) in the ork doing the patter. Followed with two Hawaiian dances using graceful hands and beautiful gams to excellent advantage. The stylized white straw skirt sets off figure nicely.

Show opens with Laszlo at the key-boards doing Liszt's *Hungarian Rhapsody* followed by some fancy arrangements which end with the *Donkey Serenade*. Guy works in a shoulder-height spot which throws his shadow against a white wall. Paul Sparr's (8) ork does capable show cutting job. *Bill Smith.*

Tondaleyo's, New York

Talent policy: Floorshows continuous from 10:30 to 4. No dancing. Owner, John Levy; operator, Tondaleyo; publicity, Seth Babits. Prices: \$2 minimum after 10.

New spot on the site where lots of other clubs opened and did a quick folderoo seems to be doing good biz. The all-Negro talent works hard and the customers apparently like most of it.

Best jobs are turned in by Billy Daniels and Kenny Watts. Daniels, on last, is an easy, smooth song-seller with a mellow pair of pipes and has enough show hep to mix his stuff for best audience reception. Opened with *It Had To Be You*, followed with *I Don't Want To Walk Without You*, then a couple in a different vein, and closed with *I'm Lost*. Last number was the poorest. Daniels has been around for some time working in different 52d Street spots. With his phrasing pipes, and ability to give meaning to lyrics he belongs in the top bracket. Kenny Watts does the keyboarding for

Lou Walters' Latin Quarter, Detroit

Talent policy: Floorshows at 7:15 and 11; continuous dancing. Management, Arthur Rosen, general manager; Harold Berg, publicity; Wally Wanger, production. Prices: \$1-\$1.50 cover.

Carnival of Beauty, second revue-style show in this new spot, is a smooth and gorgeously staged and costumed 90-minute production. Show runs fast and has balanced attractions, tho strong on the musical side. Use of second elevated stage above the band allows constant action.

Opening is a Mardi Gras bit, with the Wally Wanger Girls (12), working in and out of most acts, unifying the show and providing effective support by beauty of dance and costume.

Billy Wells and the Four Fays, two men and three girls, gaily costumed, open as tumblers and working with speed, go into an acro-dance routine, have a novelty dance solo with an apparent midget with giant cigar, and alternate with some nice contortion work.

The Herzogs, five girls in all, open with swinging trapeze work, unusual in a night club, and some unusual neck suspension routine. Two of the girls have a series of very effective bits with variety stands on a single suspended rope. One girl, coming up as stooge from the house, does some exceptionally daredevil work on the swings.

Madeline Baker, best known for her work with name bands, who also had the Mardi Gras opening solo with the line, comes into her own in lovely bridal costume, assisted by the entire line in pink bridesmaids' costumes, singing *I Want to Get Married*. She has the voice, looks and personality to put it over neatly with cafe society, getting piquant contrast by individual style and arrangement.

Mary Raye and Naldi have many variations on the circular grace that characterizes their dance style. Outstanding are the differing holds and lifts they use briefly in several dance bits.

Romo Vincent is the perennial fat boy grown up, a little bit naughty in dialog and very, very funny. His massive eyes and somewhat squat figure are manipulated for the maximum comic effect, and he alternates patter, song and ad lib. in hilarious sequence.

Four Macs, all girls, have a speed skating number on a circular platform featured in the finale with a variety of carnival effects, including girls of the line themselves on skates, some with hobbyhorses. This winds up the show with a speed blackout. Dave Mordeaci fronts the band for the show, with Storch Caney's band playing rumbas between shows. *Haviland F. Reves.*

Daniels. Steinway work heps warbler to no small extent. During stage wait boy lets out (he doesn't have his own spot) with sock results. While waiting for Daniels to come on, Watts played one number and immediately got requests for more. Lad plays an easy piano, doing well with either mitt.

Gladys Bentley, who goes way back to the bathtub gin era, works in a male get-up, top hat and pants. Considering canary's size (she's about 300 pounds) costume makes her look grotesque. Miss Bentley opens with a couple of standard pops in a strong voice to a good hand. Follows with her customary blue material delivered seated at the piano, looking better in latter position. On blue material there is little to be said. Crowd liked it even tho stuff is so blue that the four-letter words are avoided by just a hair. Even tho Miss Bentley does that kind of stuff well she wears out her welcome.

Ann Cornell, in the deuce spot, is a lovely little thing with a figure to match. Voice, however, is weak. When caught, gal seemed to have a hard time with the ork which was racing so fast she couldn't mouth her words. Delivery is uninspired. Lyrics come out poorly giving impression of not caring one way or another.

Fredde White Trio, which opens the show, consists of accordion (he doubles on reeds) and two guitars. Group is strictly a cocktail act but do well in their spot. Trio does a fair job on vocals. *Bill Smith.*

La Conga, New York

Talent policy: Dance bands and floorshows at 9, 12:30 and 2. Owner-operator: Jack Harris; publicity, Dana-Coates. Prices: \$3.50 minimum after 10.

Jack Harris has been running his Broadway hottery on a low talent budget during the past few months, but for the new program has upped his costs and the results show it. *This Is the Show*, which premed Wednesday night (25), is not a world-beater but it marks a big advance from the last few offerings here.

Janette Hackett line (6) open with a *Black Magic* routine. Name is taken from black gowns gals wear. Hoofers are nice looking and handle themselves fairly well in the terping department. Number involves slinky movements and winds up with the gals breaking out colored fans and butterflies for figure-making purposes. It's a nice idea and draws a fair reaction.

LaMar and Martin, ballroom duo, follow for a couple of glide numbers. Main thing shown is a series of one-hand holds, sits and lifts which get nice hands. Couple dance acceptably and on second number, a kind of fox trot adorned with lifts, pull a very good mitt.

De Castro Sisters (3) have improved since their first New York appearance at the Versailles. Sell themselves to uniformly good applause, tho punching at times seems somewhat forced. They have switched from outright Latin stuff to a combination of Spanish and English, at one point doing a tamale version of *Milkman*. When caught they returned for an encore, *Amen*, which was not their best number.

Joan Barry, reported to be making her first Stern appearance, follows with a short routine of acro-dancing. Gal is very tall and fairly well built. Stuff consists of a number of no-hand somersaults. Works with surprising ease but is short on selling, which further experience should give her. Fluffy gown is bad because it hides what she is doing. Reaction very good.

Another Joan Barrie, a singer, comes on next. This one is short and brunette. Voice is average and repertoire of ballads is delivered in heavily schmaltzy style. Warbler's work at first drew only mild reaction, but by the time she reached a medley of gypsy tunes mob was clapping enough to merit an encore.

Line then returns for a Mex dance in typical costumes and is nicely received. Conclusion segues into appearance of Miguelito Valdes, chunky Latin baritone.

Valdes has a good voice and generally pleasing personality. Also knows how to pump himself across. But these assets are weakened somewhat by needless and heavy mugging. A little of this in the right places—that is where comedy touches are needed—would be fine. But he overdoes it and hurts what would otherwise be a solid act. La Conga customers, with whom he is obviously a favorite, lapped it up and wouldn't let him off the floor even after two encores. One of these, which sounded like *Cuban Joe*, is a terrific double-tempo tune and gave him the opportunity for his best work.

Machito's rumba ork does a grand job of show cutting and pulls out the patrons for plenty hoofing. Biz good when caught. *Paul Ross.*

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Talent policy: Dance band and floor-shows at 9, 10:30 and 12. Management, Joe Bart, owner-manager; Charles Leban, headwaiter. Prices 50-75 cents admission; dinner, \$1.25 up.

Informal shows are the order here. With the new show are featured Nick Cochrane, Danny Murray, and a Horner line of girls. Material is heavily comedy, which goes well with the patrons.

There are three girl numbers. Working on a small dance floor, the four girls open with a can-can number. Flowing gowns and picture hats are featured. The same four close the show, but this time as the Four Hollywood Beauties. Again it's gowns, with some one-two-three kick stuff. Midway in the show, LeMoyné, a willowy blonde, is featured in a ballet number. Her pirouetting gets a good hand.

Murray emsees. In his own spot he started slowly with old material. He gets down to work with his banjo solo, *Let Me Call You Sweetheart* and turns in a good job. Vocalizing a parody on *The Man on the Flying Trapeze* is laughable. But his electric banjo work on a combo of five tunes gets the top hand.

Cochrane, who has appeared off and on here for the past three years, is sock. Back from overseas, he purveys good comedy. His novelty lyrics, coupled with his hot trumpet, put him across in top fashion in the next-to-closing spot. He mugs effectively and gets the top hand of the show. *Sam Abbott.*

Clover, Miami

Talent policy: Dance bands and floor-shows at 9 and 11. Operators, Erving Moss and Bob Rosenbloom; manager, Tom Williams. Prices from \$1.50, no cover charge.

An enlarged and redecorated club, a swell show and a capacity crowd establish this downtown spot in its rightful place as a leader in niteries in this area. The new management does itself proud and indicates the good things to come.

Sonny Mars is a riotous comic with a routine which keeps the customers in an uproar.

Terry O'Donnell adds dignity to any program. He was recently discharged from the army. His medley of highlights from *Oklahoma* is especially pleasing.

Delmar and Renita do a ballroom routine that lines up with the best and get a big hand for their efforts.

Marques Sisters, a trio from Cuba, sing in typical Latin style, play guitars and toss maraccas for a good measure. Well liked.

Marga, maracca queen, another Latin type, has been added to the show to round out a combination that will be difficult to top for some time to come.

Clover Cover Girls, finely trained chorus line directed by Boots McKenna, are lavishly costumed and an eyeful for the guests.

Tony Lopez and ork continue to play here and add much to the entertainment. *L. T. Berliner.*

Chi or Coast Preem For New V&Y Show

NEW YORK, Oct. 28.—The Veloz and Yolanda show, still untitled, is slowly gathering momentum. Unit headed by dancers will have five or six additional acts plus an emcee and is expected to open around Christmas.

Show will run about two hours and will preem in either Chicago or on the Coast. It will play legit houses and is not expected to come to New York. Casting is now going on.

MARIO AND FLORIA into the Statler, Cleveland, October 11 following their four-weeker at the Boston Statler.

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Follow-Up Reviews

LE RUBAN BLEU, New York.—With Irwin Corey, Imogene Coca and Cedric Wallace, trio, held over (reviewed in *The Billboard*, September 30), tiny supper club is showing two replacements. One is Day, Dawn and Dusk, Negro comedians. Outfit, with one working the keyboard, exhibits a repertoire of jive business built around *Is You Is?*; *Oh, No, John*, and other tunes. Some of this biz is funny, some is not. But East Side mob liked 'em well enough to bring them back for two encores.

Lisetta Vereá, blond chanteuse doubling out of *The Merry Widow*, is also new. Gal is good on looks and handles herself knowingly. Stuff is strictly ooh-la-la Continental style, done in English, French and Roumanian. Much of the act is designed to involve the audience in keeping time, pulling up her stockings and so on, to which the crowd responded to a fair degree when caught Wednesday night (25). Of three numbers and an encore, the one dealing with a monkey-biz love affair seemed to be Miss Vereá's most successful. Response good. *Paul Ross.*

ROMANIAN VILLAGE, New York.—New addition to show here, Jennie Goldstein, should give bill a needed shot in the arm. New to Broadway cafe spots, Miss Goldstein is a vet to the Jewish legit. Management hopes she will pull in enough of the Lower East Side biz to make up the \$750 she is said to be getting.

Miss Goldstein is no spring chicken and doesn't pretend to be. Opening pitch asks younger set to like her as much as mothers and fathers do. From then on, of course, customers, outside of her friends, were in a show-me mood.

On English material Miss Goldstein doesn't do so well. Her schmaltzy style and loud pipes got only fair results. But if she didn't get over with special English stuff, mostly based on pops, she was socko with the Yiddish lyrics.

Her best was *Ut Ehr Gedavent (Did He Pray?)*, a Yiddish folk tune with special material dealing with the problems of Hitler, Mussolini and Hirohito. Schmaltzy delivery here was right in her alley and delivered with terrific results. If number could be translated into English it would be a solid click.

A hep crowd who can understand Yiddish will go for her. Her American stuff isn't good enough to stand up alone. *Bill Smith.*

Zanzibar Plunging On Next Show; Sets Robinson, Rocco

NEW YORK, Oct. 28.—Next Zanzibar show due to open around Christmas will cost ops a bundle of cash.

Louis Armstrong, according to trade sources, is in on a percentage deal. But other acts, all names, will pull down heavy dough. For, in addition to trumpet maestro, bill will consist of Bill Robinson, Delta Rhythm Boys, Maurice Rocco and the Peters Sisters. It is understood that management is also after the Nicholas Brothers, skedded for the Roxy, December 20, to go into the same show, doubling from theater.

Joe Howard is currently dickering for Lena Horne to follow.

Fischer Unit Due On Road by Jan. 1

NEW YORK, Oct. 28.—A Clifford Fischer package is due to hit the road before the end of the year if present plans materialize. It will be called *Follies* (with two ll's, he says) *Bergere*.

Unit will consist of 40 performers of whom 15 will be line girls and five show girls. Package will also carry its own ork of eight, to be augmented in the various areas played.

Show will sell for approximately \$10,500 in theaters and will go into arenas and auditoriums on a split (50-50 or 60-40). Fischer, who owns unit, is guaranteed \$1,000 weekly.

First date is set for Trenton, December 25. Consolidated Radio Artists is doing the selling.

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VAUDEVILLE REVIEWS

Loew's State, New York

(Reviewed Thursday Afternoon, Oct. 26)

Current 25-minute show runs smoothly enough but is weak on comedy. Pacing is good and performers try hard, but results, as far as customer response goes, is tepid.

Will Osborne's ork (16), framed handsomely by a red eye, white triangular pillars and lots of pin spots, does a better job in current show than when last caught here. New sidemen work well enough together and give out when called upon but lack the necessary lift to make band sock. Best thing showed by lads was the slick arrangement of World War I pops dished out for the walk-off. Latter gave the musickers some good rides which were nicely handled. Flip Bilotti, on drums, and Joey Adams, leading the sax section, continue to give ork the lift it needs. Brass, however, needs tightening.

Osborne does one vocal, *Trolley Song*, which left much to be desired. Guy gives out like he didn't care if school keeps.

Vocalist Peggy Greer turned in a much better job. Miss Greer, a big hefty blonde, is a mike hugger who seems to hold on for dear life. On pipes, canary sells her blues shouting to good hands and could have done more if running time permitted.

The DeMarlos, dance team, on in the deuce spot, clicked with their graceful terp routines. Both kids look good and sell with plenty of show savvy. Team keeps its lifts and overhead stuff to a minimum depending more on actual dancing than on strong-arm acros. Pair walks off to a fine hand.

Ray English, who carries the comic load, fails to click. Guy tries hard enough, he even "falls" into the pit, but nothing happens. Some of his face and pratt-falls pull chuckles but few are sustained. On heel and toe work guy delivers with more authority. Best bit, as far as mob is concerned, is his boogie-woogie routine in which he explains how dance is discovered by gal removing girdle.

Pic is second run of *Since You Went Away*. Bill is in for two weeks. Biz good when caught. *Bill Smith.*

Capitol, New York

(Reviewed Thursday Evening, Oct. 26)

Current stager at Loew's Main Stem house headlines stage adaption of radio's *Blind Date*, farseed by Arlene Francis. Singers Ella Mae Morse and Johnnie Johnston and Bob Strong's ork round out near hour's show that is fair entertainment. *Date* is reported getting around \$7,500, with rest of package boosting show to somewhere around \$13,000. Pic, MGM's *Marriage Is a Private Affair*, got lukewarm notices in papers.

Most of the time on stage is taken up by winder-upper, *Blind Date*, and that's where whole caboodle goes into a pratt-fall. Altho Miss Francis is a slick handler of people and ad libs with ease, show depends mainly on quick wittedness and spontaneity on part of non-pro contestants. Guys try to date up dames on other side of a screen via phone after a build-up by Miss Francis. Idea is okay, but even tho there's the spirit of good, clean competition, where two guys vie for one gal there's sure to be one who gets the short end of the rope and embarrassment for the loser.

In case of most audience participation shows, amateurs are usually only a small part of the goings on, and that's plenty. Here, however, they predominate, and when left to their own ad-lib devices the whole thing lags plenty.

Six servicemen vied at show caught for three cuties. Miss Francis tried to put lads at ease by cuddling and gabbing with them at mike. She naturally turns topics to dames, and one time the answer she got was plain blue and in bad taste. That's the chance she runs. Gals talk to two guys, one at a time, ask set questions and depending on how slick or which ever one fits her taste that guy wins.

Bob Strong's band, new outfit around and one getting a break via this B'way appearance, backs singers Ella Mae Morse and Johnnie Johnston, latter also making debut. Miss Morse, reportedly suffering from a cold, is a blonde beaut, smooth both in manner and presentation of material. In fact, she's almost too smooth. Instead of being socko and punchy she's ingratiating to the point of where she's almost too polite. She sings *Patty Cake*, disk she popped with Capitol records, *Robin Hood* and ended up with her fave *Cow-Cow Boogie*. She has plenty of the H'wood touch, correct hand movements and peachy gown, but fact that her numbers are almost all in the same tempo doesn't help. She walks off to a good but not quite socko hand.

Warbler Johnston, good-looking chap, puts on a slick show. He has a smooth baritone voice, but standout from other singers around is his selection of tunes. He doesn't do ordinary run of pops, but tries such unusuals as *Rockin' Horse Ran Away* for example. He has a boyish stage mannerism that's refreshing, even to the way he gets down on his hand and knees and salaams for thanks. Possible flaw is his cocksureness which gives his work somewhat an aura of coldness. However, his looks and voice, which he handles well, makes him okay b. o.

Strong's ork, which had a summer build-up at Glen Island Casino, has five reeds, four rhythm and eight brass. Strong is nice looking guy, self-effacing and actually leads like he means it. Band is composed mostly of youngsters who play with plenty of pep and lip, jumping most of the time. Band is strictly in jump groove for most numbers, tunes that he probably did at Casino. They are more for dancing than for show.

Musically, ork is fine, but should have more than just musical selections for a theater. Time is past when payees come just to listen to riffs unless done by a top band. Strong has good sidemen and summer of playing together at one spot has given section ensemble good chance to play together. They do that well and back show in commendable fashion. *Paul Secora.*

Oriental, Chicago

(Reviewed Friday Afternoon October 27)

With the double billing of Bob Chester ork, which just finished a four-week run at the Sherman Hotel here, and the jiving King Sisters, current bill is a good set-up to attract heavy attendance from swingsters and bobby sox. After the first show on opening day the lobby was packed, and pace continued until almost the supper hour.

Chester wins the jive devotees with an original jumper that keeps the kids swinging and swaying in their seats. Follows with *I'm Waiting for the Man I Love*, with vocal backing by Betty Bradley.

Miss Bradley, a likable dish, nets a big hand later in the show with a fine warbling of *Salt Water Cowboy* and a cute version of *Do It Again*, in which she does a song impersonation of how a teen-age girl would like to be kissed. Number clicks solidly.

David Allyn gives a romantic touch to show with his crooning of *Sweet and Lovely* and *Fellow on a Furlough*.

Son and Sonny, Negro dancers, after a song opener make the show hum with their fast stepping and flying splits. From the heavy applause the hit of the act is Sonny, who speeds across the stage in a series of toe taps that merit attention.

Ray Parker with his dummy stooge, Porthole, offer one of the cleverest novelty acts seen in this town. Lad opens with the usual chatter, then surprises the audience when he walks away and the dummy keeps on talking without the assistance of pull stringing from Parker. Highlight of the act is when the ventriloquist goes into the audience and does a mind-reading trick, with the dummy answering the questions from the stage. Routine is well handled and provides 10 minutes of unusual entertainment.

The King Sisters keep up the jive tempo with their fine warbling of *Her Tears Flowed Like Wine* and an election number *Franklin D. Sinatra*. Their first number seemed to sound a little flat, but the gals came back and clicked later with the ticket buyers. Alice, the contra member, does a fine job in leading off with *I'll Walk Alone*, while Yvonne draws the laughs with her *I Said No*. Quartet drew a heavy mitting and had to come back for a curtain call while the band was playing the finale. *Jack Baker.*

Downtown, Chicago

(Reviewed Saturday Afternoon Oct. 28.)

Current bill is a mixture of class and corn and will have to depend upon its tag *Crazy Show of 1944* if it expects to do a fair biz. Tho the acts are good, show as a whole falls short of the standard set during the past few weeks. Milt Britton's comedy band plus three acts comprise the bill. When caught, the attendance was below par, with only the center sections of the main floor being filled. Opening starts off with a bang. The maestro firing a revolver as a gag to waken the audience. A hot jump number, *920 Special*, by the ork starts the pace for the horse-play, which is the forte of band. Thruout the show the boys do everything but pay attention to their playing which is in direct contrast to the smooth way in which Britton handles the intro.

Susan Carroll, a cute little blonde puts plenty of pep in her singing of pop tunes. Gal has a good pair of pipes and knows how to put over her numbers. Al Dellay, crooning member of the group, didn't fare so well when caught. Received only a fair hand for his warbling of *It Could Happen to You*. Has a pleasing voice but lacks salesmanship. Comedians Buddy Raymond, guitarist, and Joe Britton, clarinet-sax, provide a score of laughs. Raymond doing everything from singing *Old Man River* to eccentric dancing, has a good flare for comedy and works hard. Top band novelties include *The Unfinished Symphony*, an old standby of Britton's. Bit, however, has been cut down to two men and isn't as effective as his former routine when he used more members of the band. Other novelty is the maestro's nutty finale, a noisy stage-messing and prop-smashing affair. Number is strictly hoke.

Barr and Estes, dance team, get plenty of chuckles from their routines. Male partner carries the load, however, with his eccentric dancing and gags. Lad's good dancer and receives plenty of mitting for his work. Bonnie Baker closes with the tunes she made popular. When (See *Downtown, Chicago*, on opp. page)

Tax Take Drops, Means Smaller Clubs Axe Acts

WASHINGTON, Oct. 28.—Some nitery ops are still holding off on entertainers to get away from the 20 per cent tax. Cabaret tax-collections for August (collected in September) and released by Internal Revenue today (28) indicates a sharp drop of approximately 20 per cent in the take. In August the collection was \$4,165,235.50. The July collection was \$5,222,678.11. Collections are still way up over last August, however, when figures ran to a mere \$1,747,350.61.

Lacking breakdown of figures so that the falling-off can be traced, Internal Revenue officials hazarded the guess that some clubs are still foregoing entertainment to get around stiff 20 per cent. Unofficial reports in the revenue office indicate that niteries in New York and other big towns are booming, so the fall-off must be in small town bistros.

Names at Guild Anniversary

NEW YORK, Oct. 28.—First anniversary of the New York Newspaper Guild canteen was celebrated Friday (27) with a bill of name acts. Following performers appeared: Carol Landis, Marge Hart, Gertrude Niesen, Jackie Gleason, Jackie Miles, Jack Powell, Andy Russell, Jerry Wayne, the Barry Sisters, Bob Hutton, Albert Seville, Arthur Lee Simpkins, Josh White and Dolores Brown.

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Yule Liquor Supply Ample; Gov't 'Holiday' Builds Stocks

(Continued from page 25)

for the first time since the middle of 1942.

Operators of the big New York niteries all say they are well-heeled with drinkables. The smaller ones say they have no stocks in warehouses but expect to be in good shape. Scotch will be the crucial item here, even in the big places which state they will have to dig into their reserves if expected overseas shipments do not come in. These places sell mostly scotch. The small spots divide 50-50 between scotch and other types.

Tie-In Deals

All ops checked state that they have been approached to take deals on a 2-for-1 and up to 10-for-1 basis by distributors, the idea being that if they will buy 100 cases of blended whisky, rum, Cuban gin or something else they may get anywhere from 10 to 50 cases of scotch. Most deny biting on this, but a few admit they now have reserves of non-scotch stuff that will serve them for years to come.

Some big operators say that they are having no trouble getting straight whisky and name-label stuff. They say that distributors, wholesalers, distillers and importers like to have their best brands on display in the best places, and so favor them. This, of course, makes it tough for the smaller and side-street places to get prime grog.

The *Billboard*'s Washington man reports that a record shipment of 1,600,000 cases of scotch—the biggest previous one was 300,000—was destined for these shores from Great Britain but never arrived because of the need for shipping for "D-Day" last June. However, he states, that according to information available at the British Embassy there is some likelihood that 1,000,000 cases will arrive here in time for Christmas, now that the war is going easier.

Reports filed from various cities around the country gathered by representatives of *The Billboard* follow:

Ohio Opens Up

CINCINNATI, Oct. 28.—Cincinnati niteries ops, and that goes for those in the rest of Ohio, too, as they all get their supply from the same source—the Ohio Liquor Control Commission—will find themselves vastly better off this holiday season than the last from a liquor-stock standpoint. Last season's record in that respect was nothing short of shrecklich.

Ohio tavern and niteries ops are still on a ration basis, figured on past sales, but recent months have seen a considerable easing, especially in the better brands, and many a panther-sweat trade-mark that's been off the backbar for months is making appearances again. Bourbon and rye supplies are up to par, but scotch, especially the better brands, are daily becoming increasingly difficult to obtain. However, the word is out that Ohio's scotch supply will be replenished in plenty of time for the holidays.

The recent liquor-manufacturing holiday put a vast stock of blended whisky in the State-operated warehouses and three brands of blended whisky have been placed on the State stores' unrestricted list, creating not only an oasis for the home drinker, but giving tavern and niteries ops a freer source for bar whisky, thus enabling them to conserve on their better brands.

The Kentucky niteries, just across the Ohio River from here, have never suffered quite as badly as their Ohio neighbors as far as liquor shortages have been concerned. In Kentucky the liquor business is still a private enterprise and, while it has been difficult to obtain at times, there has been no rationing of the precious commodity.

Virginia Okay, Too

RICHMOND, Oct. 28.—Only whisky sold in Virginia comes thru State-operated ABC stores. Current ration is two bottles per person per month, with rum and brandy ration free. According to ABC board members they have a sufficient quantity coming into the State to increase the ration for December if the board deems it wise. The ration probably will be doubled at that time. Black market whisky is plentiful, altho prices are exorbitant. Present indications show that niteries need have no fear of liquor shortage during holiday season.

Tight on Gin

NEW ORLEANS, Oct. 28.—Liquor sup-

ply in niteries of Crescent City area is ample to equal record-breaking consumption of last year. Gin is still short, but there is a fair-sized stockpile of whiskies and rum. Further shipments are expected in most instances and all look for enough up to last minute.

For past month, local warehouses have built up best supply of 1944, with nationally advertised brands of whiskies particularly easier to find. Nearness of Cuba helps the rum position here.

Big Biz in Steeltown

PITTSBURGH, Oct. 28.—The night clubs in the heart of the nation's industrial empire with its war-padded pay rolls are looking forward to the biggest Christmas and New Year's business in history. Reservations already are coming in for New Year's parties.

But there's one hitch—the shortage of liquor staring niteries owners in the face. At the end of last August the Pennsylvania State Liquor Control Board stepped up night club liquor allotments 10 per cent. This helped a great deal, but even now choice of brands for guests is almost impossible.

One bright ray of hope has been held out for the niteries however. The liquor board has hinted that another 10 per cent quota increase will be granted some time late in November.

Chi Optimistic

CHICAGO, Oct. 28.—Niteries and hotel operators, wholesalers and distributors here are in an optimistic mood, most of them voicing the opinion that the liquor supply, tho it is not loosening up, will be plentiful as far as bourbon, wines, rum, cordials and gin are concerned.

Wholesalers and distributors also report that with their present stock on hand plus bottled goods coming in during the next few weeks, unless there is a heavy demand from retail customers—who may stock their shelves immediately—they will be able to supply their night club customers with enough liquor to take care of the heavy demand.

One large distributor stated that if the situation becomes acute, he may be able to allow the niteries to draw from their January quotas to offset any shortage which may occur during the holiday season. Hotel spots, especially those dealing in a good bottle and drink trade for their guests, don't seem to be disturbed. Many of the nabe spots who have a lower quota and especially those who have suffered a slump in business during the past few months are somewhat worried. They feel that this year may turn out to be one of their best seasons and that they will not have an ample supply to fill the demands. The same applies to cocktail lounges and if that situation arises they will have to resort to heavy beer orders which will cut down their profits.

Detroit Bonuses

DETROIT, Oct. 20.—Michigan liquor situation relatively favorable, a survey of representative niteries owners and the State Liquor Commission shows. Commission staff reports the distillers' holiday in summer allowed the commission, which is the sole purchaser of liquor in Michigan, to buy adequate stock, so supply is actually better than year ago.

Distribution has been under quota for past 18 months. Commission has distributed (20,000) extra cases of a blend rye to smaller night spots, giving double quota to all spots on quota of less than 10 cases weekly until this stock and additional 10,000 cases expected are exhausted.

Typical owners of most spots agree the situation is accordingly favorable in most varieties, altho there is a common report that scotch is virtually unobtainable.

Bonus of gin and rum given by the commission a few months ago helped here, easing over the shortage of whiskies.

Fred W. Chlopan, executive secretary of the Metropolitan Cabaret Owners' Association, pointed out that extremely poor business for 10 weeks under the 30 per cent tax also allowed spots to build up backlog of liquor stocks.

Tennessee Tight

MEMPHIS, Oct. 28.—Mid-South liquor dealers forecast an increasing scarcity of bourbon and name brands, but a plentiful supply of rum and brandy. Blends may or may not be in good supply. Distributors say that situation for sev-

eral years will be just like it was after repeal of prohibition in 1933 due to the long period when no new liquor was made.

Only beer or ale may be sold by Memphis niteries. Patrons carry bottles usually. Both beer and ale have been in short supply for months and no relief is expected.

Indianapolis Worries

INDIANAPOLIS, Oct. 28.—Liquor supply this year will be short. In fact, much shorter than last year. There will be no shipments in the near future and most quotas have already been cut from 60 to 40 per cent. Straight liquor is very scarce and blends are none too plentiful. Niteries do not expect very good business.

Some stocks are being held for the holiday business, but are far from ample. Most places barely have a 30-day supply on hand, while some have a year's supply, according to reports from authoritative sources.

Ample amounts of rum, gin and brandy are available. A reported decline of 26 per cent in the purchase of revenue stamps reveals the extreme shortage here. Whole situation depends on consumption between now and the holidays. The present situation looks dark and there is little hope of good holiday business in the niteries.

Pennsylvania Gets 80 Per Cent

PHILADELPHIA, Oct. 28.—No fears of a drought face the niteries ops with enough bottled goods on hand and more to come to take care of all degrees of thirst. Nor do the ops have to turn to the black market.

On Monday (23) the liquor allotment for ops and other licensees in Pennsylvania was increased to 80 per cent of their normal purchases. The raising of the allotment for licensees was the second time since the August whisky holiday that the Pennsylvania Liquor Control Board has increased the ration for permittees.

Alls Well in Hollywood

HOLLYWOOD, Oct. 28.—Liquor situation here for the holidays looks good, wherein a few months ago the picture was gloomy. Release of liquor from local warehouses during the past few weeks has given niteries ops a hopeful outlook for Christmas and New Year's.

The top night spots here report that they have plenty of everything on hand except scotch. No special liquor shipments are expected here as local warehouses and liquor dealers have enough on hand to take care of the expected business.

While there is a definite shortage in some spots of bonded liquors, there is plenty of the bar variety on hand. Most club ops feel that this season should top last year's mark and they are already taking steps to get all the gravy they can before the war bubble bursts.

Buffalo Mixed

BUFFALO, Oct. 28.—Liquor supply in night clubs during coming holidays will be good. All niteries operators agree that they have plenty of liquor in stock to take care of good or very good business during the peak season. All have the same or a bigger supply than last year and none are worried.

Opinions of eight local wholesalers and distributors differ. All feel that niteries are well stocked.

Government officials' personal knowledge of liquor conditions indicates that there will be more liquor this Christmas in niteries.

10 Per Cent Less in Florida

JACKSONVILLE, Oct. 28.—Liquor situation in this area in the next eight weeks is not too encouraging. Estimates among distributors run all the way from 10 per cent above last Christmas to 40 per cent below, depending on what distiller each distributor tied up with.

Some distillers are releasing a fair supply now with the promise of more next month. Other distillers trimming down allotment with warning that there is less to come next month. Night clubs here do business with about 10 distributors, picking up a case here and there. Over-all picture stacks up to about 10 per cent less than last Christmas.

Twin City Tears

MINNEAPOLIS, Oct. 28.—Because New Year's Eve falls on Sunday, Minneapolis legit night clubs are in peculiar position of not being able to have any New Year's Eve parties this year. Niteries here are fairly well stocked on merchandise, they report, and even were they to observe New Year's Eve the club would have enough liquor to get by. These supplies have been put in reserve during past

year against the time when they will be needed.

Wholesalers report that present indications show liquor supply seven or eight weeks hence will be at least 25 per cent under what it was a year ago. Scotch whisky, as expected, is practically nil in the way of stock with prospects the same.

50 Per Cent Up

CLEVELAND, Oct. 28.—Distillers reveal that full quotas were received for the month of November and there is very little likelihood that there should be any drastic change to follow in the next few months. F. W. Weyl, local rep of liquor control board, sez that niteries and cafes have received a 50 per cent increase over last year's quota for the same period.

Niteries operators are in good shape and reveal that the pre-war quotas of beer are being filled.

Miami Not Short

MIAMI, Oct. 28.—There does not seem to be too great a shortage of liquor in the Miami area, and most night clubs have good stocks on hand and more coming for the holidays.

Most of the spots state that supply on hand and to come will compare favorably with other years, as present stock has been maintained at a high level, in anticipation of a possible decrease during the rush season.

A few of the smaller clubs, and those which will re-open before Christmas, may experience a shortage in the better grades.

Wholesalers seem to have good stocks on hand of one kind or another, and are not worried too much about a threatened shortage.

Even Scotch Subs Out

SAN FRANCISCO, Oct. 28.—With the uncertainty of obtaining choice liquor importations, night spot and hotel operators here are optimistic and will be bidding for top trade.

However, there came a warning from government officials that scotch is practically out as a holiday seller and that the arsenal substitutes are about reaching the breaking point.

Dealers and distributors say the same but insist they have on hand plenty of good blend types. They say they will be able to fill the niteries' orders satisfactorily. All of which leaves the ops no choice but to take what they can get.

Some comment has been emanating from night club channels that restrictions, particularly selling hours, may be lifted, but as yet no authoritative word to this effect has come out of State liquor control headquarters. Liquor selling here is prohibited after midnight.

Iowa Smiling

DES MOINES, Oct. 28.—Survey of night spots here discloses that operators expect a sufficient supply of liquor for the holiday season, altho patrons will have to be content with lower quality than in past seasons.

Iowa supply for night spots is obtained largely out of State, as State liquor stores limit customers to two bottles of whisky monthly. Operators point out they now buy at \$10 per case above shelf price from out of State, while six months ago they were paying \$30 to \$50 a case extra. Some of the operators are already stocking up for the Christmas trade.

State liquor commission is also expected to ease the situation somewhat with an extra ration limit for the holidays. Altho no official word has been released on this as yet. Liquor stores next month will have domestic gins available for first time in many months.

Trend in some of larger night clubs has been to lower prices on drinks reflecting the larger supply available.

DOWNTOWN, CHICAGO

(Continued from opposite page)

caught, the mike was set to a low pitch making it hard for the back-row sitters to hear her baby-voiced rendition of *You'd Be Surprised, Especially You* and *When I Walk With Billy* which are as impressive as ever and get a heavy mitting from the patrons. For an encore she does her old favorite *Oh, Johnny*. It brought her back for two thank yous.

Jack Baker.

Chicago's 885 Club Back

To Flesh Entertainment

CHICAGO, Oct. 25.—The 885 Club, swank Northside spot, has reverted to its former entertainment policy after being operated as a class restaurant since the cabaret tax went into effect.

On top in their first Chicago appearance, are the Carioca Serenaders, formerly with Carmen Miranda.

Hefty Bills, Holdovers Sustain Takes on Stem

NEW YORK, Oct. 28.—With new bills doing sock business and hold-overs lining them up before the box office, Stem grosses continue to hold up nicely. Tail end of storm hitting town on Saturday didn't hurt takes with the exception of the Capitol, which was in the last session of its four-week show.

Radio City Music Hall (6,200 seats; house average, \$100,000) held up when it showed \$122,000 for its second week with Hilda Eckler, Van Grona, Jack Powell and Mrs. Parkington. Opener brought a terrific \$130,000.

Roxy (6,000 seats; house average, \$75,000) kept in the groove with a fine \$83,000 after an opening of \$88,000. Bill in for four weeks has Jackie Miles, Hazel Scott and Jerry Wayne with *Laura*.

Paramount (3,664 seats; house average, \$75,000) also came up with a good \$88,000 for the second week against an opener of \$90,000 for Frank Sinatra, Raymond Paige ork, Olly O'Toole and *Hearts Were Young and Gay*.

Capitol (4,627 seats; house average, \$55,000) dropped sharply for the last week of the four-week run when it showed a poor \$47,200 with Horace Heldt ork and *Seventh Cross*. Previous week had \$63,000. Opener got \$78,000, followed by \$67,000. Total for run was \$225,200.

Strand (2,779 seats; house average, \$45,000) opened with a good \$54,500 with Les Brown ork, Sue Ryan, Danny Drayson and *The Conspirators*.

Loew's State (3,500 seats; house average, \$25,000) dropped to \$26,000 for Buck

and Bubbles, Harry Cool, Don McGrane's ork and Dr. Wassell from the previous week's \$29,500. New bill starting Thursday (26) has Will Osborne's ork, Ray English, DeMarlos and *Since You Went Away*.

Ravazza, Mills Pull Big 22G, Chi Downtown

CHICAGO, Oct. 28.—The Downtown Theater (1,800) hit another high mark (its third since the spot reopened as a vaude-pic house on September 1) when approximately \$22,000 rolled into the b. o. last week. Responsible for the strong take, only \$2,000 less than Duke Ellington's second week's gross, were the double headline billing of the Mills Brothers and Carl Ravazza, who appeared at the spot directly after an extended run at the Blackhawk Restaurant here. Biz was boosted by a heavy trade of bobby sox, who almost created an a la Sinatra panic to hear the bandster play and sing.

Current show, headlining Milt Britton ork and Bonnie Baker, looks like another winner and should bring in better than average receipts.

Lack of name attractions at the Chicago (4,000) caused a considerable drop over the previous week, the B & K ace spot hitting only a fair \$48,000. Show, which featured Paul Draper, with Susan Miller sharing the billing, will be held over for a second week and will do well if it hits around the \$43,000 mark.

The Oriental (3,200), with *Blind Date* radio show billed as the top attraction and Ada Brown as the added attraction, stayed at its usual average weekly biz, hitting a good \$31,000. Present bill, with Bob Chester and his band and the King Sisters, opened good, and house should hit a strong \$35,000 for the week.

Earle Hits a Low 17G; No Name Draw

PHILADELPHIA, Oct. 28.—Heavy rains for the starting week-end and lack of name luster on the marquee made for a sluggish box-office week ended Thursday (26) at the Earle Theater (seating capacity, 3,000; house average, \$20,000; prices: 45 to 95 cents).

Sellout crowds for *Ice-Capades of 1945* at the Philadelphia Arena, as well as bumper activity at the four legit houses also made for competing factors and the gate hit a weak \$17,000.

Freddie Slack, as the band draw, made for a virtual new name locally, with some support from movieland's Henry Armetta, Paul Remos and His Toy Boys, Betty Jane Smith, with Mary Ann McCall, out of the band, rounded out the bill. Fibber McGee and Molly, in *Heavenly Days* on screen, helped some.

Prima Busts Adam's Attendance Record

NEW YORK, Oct. 28.—Louis Prima walked off with the attendance record at the Adam's Theater, Newark, N. J., last week, playing to 38,184 payees. Highest grosser for theater is Jimmy Dorsey, who played to 37,633 some time back, with admissions hiked to \$1.10 for evenings. Prima's top was 85 cents, leaving him with net gross of \$24,000 after all taxes were paid. He paid acts \$3,100, split 50-50 with theater and took out \$9,000 for his end.

Bill with him was Ella Mae Morse, Gil Maison and Mack and Desmond. Reportedly, theater had to stop selling ducats Wednesday (25), Prima's last night at theater.

Poor Bills Weaken B.O. \$ in San Fran

SAN FRANCISCO, Oct. 28. — Warm weather plus poor stage and screen attractions didn't contrib much to box



ROUTES

Acts • Units • Attractions

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

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

A
 Allen, Lee, Trio (Miami) Dayton, O., h.
 Allen, Paul (Cafe Rouge) NYC, h.
 Allen Sisters (Ernie's) NYC, nc.
 Ames, Alan (Center) Norfolk, Va., t.
 Ames, Jimmy (Slapsy Maxie's) Hollywood, nc.
 Ann, Evelyn (Zanzibar) Cleveland, nc.
 Arden, Gale (Pinto's) NYC, nc.

B
 Bailey, Mildred (Cafe Society Uptown) NYC, nc.
 Baird, Bill & Cora (Hipp) Baltimore, t.
 Baker, Bonnie (Downtown) Chi, t.
 Baker, Don (Murphy's) Trenton, N. J., nc.
 Baker, Jerry (Embassy) Brooklyn, nc.
 Banks, Billy (Diamond Horseshoe) NYC, nc.
 Banks, Sadie (Old Roumanian) NYC, nc.
 Bari, Sam (Chicagoan) Chi, h.
 Barnett, Chester Bobo (Polack Circus) San Antonio, Tex., 27-Nov. 2.
 Bart, Jan (Old Roumanian) NYC, nc.
 Barton, Eileen (Paramount) NYC, t.
 Belmont, Barbara (Beverly Hills) Newport, Ky., cc.
 Bergen, Jerry (Club 18) NYC, nc.
 Bernards, The (Blue Angel) NYC, nc.
 Bigard, Barney (Onyx Club) NYC, nc.
 Blackstone (Capitol) Washington, t.
 Blaine, Barbara (Lookout House) Covington, Ky., nc.
 Blake, Gloria (Havana Madrid) NYC, nc.

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Blakstone, Nan (Fensgate) Boston, h.
 Blanchard, Jerri (Club 18) NYC, nc.
 Blind Date, with Arlene Francis (Capitol) NYC, t.
 Bond, Angie (Sheraton) NYC, h.
 Borden, Terry (Embassy) Brooklyn, nc.
 Bowers, Eleanor (Hipp) Baltimore, t.
 Bragale, Vincent (Statler) Buffalo, h.
 Brooks Sunny (Mexican Bar) Cleveland, nc.
 Brown, Dolores (Onyx Club) NYC, nc.
 Brown, Red (Kopy-Kat-Klub) San Antonio, Tex., nc.
 Brown, Evans (Maxine's Music Bar) Phila, nc.
 Brown, Susaye (Zombie) Detroit, nc.
 Brown, Wally, & Alan Carney (Palace) Cleveland, t.
 Buckley, Dick (RKO-Boston) Boston, t.
 Buckwalter, Junior, Marimba Queens (Cove) Phila 23-Nov. 4, nc.
 Burns Twins & Evelyn (Adams) Newark, N. J., t.
 Burns & White (Beverly Hills) Newport, Ky., cc.
 Burton's Birds (Radisson) Minneapolis, h.

C
 Calts Bros. (Michigan) Detroit, t.
 Cardo, Mal (Helsing's) Chi, cl.
 Carlisle, Charlie (EJwery) Detroit, nc.
 Carlisle, Una Mae (Le Ruban Bleu) NYC, nc.
 Carnegie, Andy (Tropic Isle) Brooklyn, nc.
 Carnevale, Tony (Statler) Buffalo, h.
 Chatterton, Georgie (McGough's) Brooklyn, nc.
 Chester, Eddie (Ernie's) NYC, nc.
 Chords, The (El Rancho Vegas) Las Vegas, Nev., 1-14, h.
 Claire, Dorothy (Lookout House) Covington, Ky., nc.
 Cliff, Anita (Cow Shed) Cleveland, nc.
 Colbert, Melrose (Old Mill) Defiance, O., nc.
 Como, Perry (RKO-Boston) Boston, t.
 Crum, Robert (Three Deuces) NYC, nc.
 Curran, Vince (Club 18) NYC, nc.
 Curtis Marionettes (Blackhawk) Chi, re.

D
 Dale, Gloria (Club 78) NYC, nc.
 Dale, Slim (Embassy) Brooklyn, nc.
 Davidoff, Jascha (Casino Russe) NYC, nc.

office in the past week at the two local vaude houses. For the third successive week both were below level.

Golden Gate (seating capacity, 2,850; house average, \$27,000; prices, 45 cents to 95 cents) chalked up \$20,000 for week ended October 24. Stage offering included Ben Blue, Patti Moore and Benny Lessy, Martha Tilton, Dick and Doty Remy, and Bernie Cummins and ork. Pic, *Bride By Mistake*.

Warfield (seating capacity, 2,680; house average, \$25,000; prices, 45 to 85 cents) grossed \$23,000 for week ended October 23. Stage bill had *Brazilian Follies* with Moro and Yacaneli, Senor Don Zelaya, Three Bounding Jacks, Marie Caruso and Vadja Del Rio. Pic, *Trade Winds*.

Davis & Lewis (Belvedere) Houma, La., 1-7, nc.
 (French Casino) New Orleans 8-21, nc.
 Debutantes (Colony Club) Chi, nc.
 De Croff, Ann (Astor) Montreal, nc.
 Delta Rhythm Boys (Glenn Rendezvous) Newport, Ky., nc.
 DeMarcos (State) NYC, t.
 Dennis & Sayers (Seven Seas) Boston, nc.
 Denton, Joe (LaSalle) Chi, h.
 Dillon, Jane (Glenn Rendezvous) Newport, Ky., nc.
 Dodd, Mary Jane (Helsing's) Chi, cl.
 Doris, Joe (Queen's Terrace) Woodside, L. I., N. Y., nc.
 Douglas, Roy (Leon & Eddie's) NYC, nc.
 Drake, Alan (Bali) Brooklyn, nc.
 Drake, Marcia (Ernie's) NYC, nc.
 D'Ray, Phil (Jefferson) St. Louis, h.
 Draper, Paul (Chicago) Chi, t.
 Drayson, Danny (Strand) NYC, t.
 Dumont, Marie (Marie Crisis) NYC, nc.

E
 Eason, Otto (Stanley) Pittsburgh, t.
 Eden, George (Biltmore) NYC, nc.
 Edwards Sisters (Regal) Chi, t.
 English, Ray. (State) NYC, t.

F
 Fagan, Jack (Pinto's) NYC, nc.
 Fayne, Charlotte (Adams) Newark, N. J., t.
 Fields, Sally (Ernie's) NYC, nc.
 Fisher, Hal, & Laura Kellogg (Kitty Davis Airliner) Miami, nc.
 Flames, Three (Earle) Washington, t.
 Fontaine, Jack (Colony Club) Chi, nc.
 Forbes, Frances (Old Roumanian) NYC, nc.
 Fostaire (Esquire) Norfolk, Va., nc.
 Froeba, Frank (Governor Clinton) NYC, h.
 Fuller, Bob (Capitol) Washington, t.

G
 Gaby, Frank (Michigan) Detroit, t.
 Gallant & Leonora (Pierre) NYC, h.
 Gallus, John (Jefferson) St. Louis, h.
 Gardner, Earl (Three Deuces) NYC, nc.
 Garr, Eddie (Lookout House) Covington, Ky., nc.
 Gay Nineties (Palace) Columbus, O., t.
 Gilbert, Ethel (Gay '90s) NYC, nc.
 Gobby, Roy (Red Mill) Bronx, N. Y., nc.
 Goldstein, Jennie (Roumanian Village) NYC, nc.
 Gould, Carol (Beverly Hills) Newport, Ky., cc.
 Gray, Paul (Helsing's) Chi, cl.

H
 Hall, Bob (Diamond Horseshoe) NYC, nc.
 Harrington, Pat (Greenwich Village) NYC, nc.
 Hart, Marion (Swing) Brooklyn, nc.
 Hartmans, The (Blackstone) Chi, h.
 Hayes, Billie (Helsing's) Chi, cl.
 Henning, Pat (Chicago) Chi, t.
 Henry, Art & Marie (Fair) Dothan, Ala.
 Henry, Paul (Colony Club) Chi, nc.
 Hever, Captain (Carman) Phila, t.
 Hill, Annabelle (Regal) Chi, t.
 Hilliard, Jack (Iceland) NYC, nc.
 Hope & Ryan (State) Baltimore, t.
 Hoveler, Winnie (LaSalle) Chi, h.
 Howard, Willie (Adams) Newark, N. J., t.

J
 Jaffe, Nat (Kelly's Stable) NYC, nc.
 James, Ida (Cafe Society Downtown) NYC, nc.
 Jansleys, The (Chicago) Chi, t.
 Jean, Jack & Judy (Hipp) Baltimore, t.
 (See VAUDE ROUTES on opposite page)

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\$143,000 Gross In First 4 Weeks At Detroit L. Q.

DETROIT, Oct. 28.—Lou Walters' Latin Quarter, which opened here a month ago, is apparently well-launched on a paying career. Spot was eyed with considerable distrust by Detroiters, remembering the long history of fiascos in the place during the past 15 years, but all evidence is that this time it is genuinely clicking.

That the policy is paying off is shown by the business done. Spot grossed \$143,000 in its first four weeks—the run of the opening show. Business remained fairly constant, running from \$33,000 to \$40,000 per week. Total number of patrons for the four weeks was around 29,000.

Rubinoff, Rocco Don't Help Detroit

DETROIT, Oct. 28.—Biz in local theaters was markedly down this past week, with the weather, war news and pre-emption interest on the radio among the chief contributing causes to the decline, according to local showmen.

At Hughes-Downtown Theater (2,800 seats; house average, \$23,000) grosses dropped to the lowest figure in two months, despite a fairly strong bill that included Rubinoff, a long-time Detroit favorite, and Maurice Rocco. Picture was *Storm Over Lisbon*.

Currently the Downtown is turning to a show of attraction value rather than a single star name, with the *Hollywood Pin-Up Girls* in for the week. Opening stronger than last week, they are expected to run about \$25,000.

W. Herman Boffs Palladium Highs

HOLLYWOOD Oct. 28. — Closing the first of his six weeks engagement at the Hollywood Palladium, Woody Herman put more than 40,000 people thru the turnstiles at the spot during the first six days. Opening strong on Tuesday with nearly 9,000 people, Herman packed the house with an over 10,000 crowd Saturday night.

Herman was given a big send-off at his opening which was expected. However, crowds like the band leader drew Wednesday and Thursday were not in the usual vein.

Herman now ending the second week of his run, stands to pull 70,000 people which is a record for a regular week here.

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Magic

By Bill Sachs

DR. HARLAN TARBELL made his annual pilgrimage to the magic desk last week in Cincy for a class of instruction before the local magic lads and a show the following night (Thursday) at the Cincinnati Club for members and their families. Dr. Tarball has a heavy fall and winter sked mapped for him, including a show at the Brooklyn Institute of Arts and Sciences, November 4, and a class at the Pittsburgh magicians' conclave, November 25-26. He played the Mayo Theater, Rochester, Minn., Sunday (29). . . . **THE GREAT PRONK**, who has been in the South Pacific area the last two years with the air forces communication system, says he has entertained hundreds of thousands of troops in that time. "I have well over 600 pounds of hocus pocus over here," Pronk typewrites, "and adding to it all the time. I can safely say that I am the old man of illusions over here, as I have yet to see a soldier-magician or a USO mystery man do illusions. Recently returned from Auckland, N. Z., where I hit the Tivoli house there for a three-day stand, which resulted in a 'could be' contract for the future." Pronk's address is S/Sgt. Eugene C. Fronk 12035719, APO 706-1, c/o Postmaster, San Francisco. . . . **B. C. HILL JR.** (Mystic Hill), banker-magician of Winder, Ga., writes: "I read your item on Pfc. Edward T. McGough in last issue and have written him today in the hopes of aiding him in his magical efforts. Banking is my business and magic is my hobby and I'm kept quite busy in this section with club dates and full-evening shows. Recently appeared at Lawson General Hospital and U. S. Hospital 48, near Atlanta. Hope Lippincott and some of the other fellows hit this territory soon." . . . **C. A. GEORGE NEWMANN**, mentalist-magician, is back in Minneapolis after winding up what he describes as "the most successful summer tour I've had since the advent of P. D. R.—and that's a long time; too long, in fact." The season just ended was Newmann's 49th in the same territory and the natives, he infos, had nothing but money.

LITTLE JOHNNY JONES, now in New Guinea with a USO unit after a successful trek thru the South Pacific area, infos that he's due back in the States late in November. Johnny says he's lost 25 pounds but feels great, and offers to trade a kangaroo for a box of cigars. "Last week," he writes, "a python fell out of a tree and into the audience. It created quite a disturbance but the reptile was duly cut up into handbags and stuff." . . . **JOAN WILLIAMS**, mentalist, after several months in Hollywood, is vacationing in Delmar, N. Y. "With a son overseas and a daughter to support, I hope to get going again soon," she pens. . . . **CHARLES PERILLI** has been displaying his magical wares in front of the Ramon Torres band at Hotel Ansley Roof, Atlanta, the last several weeks. . . . **ROBERTS AND COMPANY** last week renewed their affiliation with the J. C. Michaels Attractions, Kansas City, Mo., for the 1945 season of fairs. . . . **MILBOURNE CHRISTOPHER**, still doing tricks for the troops abroad, V-mails from Belgium that he has just added Luxembourg to the long list of spots he has visited. . . . **FROM GREENVILLE**, N. C., comes a postal signed "The Inebriated Magician." That covers a lot of ground but we have a pretty good idea who's who. . . . **GALLI-GALLI** is current at Hotel Statler Terrace Room, Detroit. . . . **BERT HOWARD** scribbles from Chicago that he's still scouting for a spook-show magus to play a string of spook dates he has all set. . . . **DONALD R. POPE**, a G.I. now serving in Belgium, writes under date of October 15: "I'm sure you'll be interested in hearing of the splendid job Corp. C. Thomas Magrum, the magician, is doing in entertaining the troops in Belgium. Despite adverse working conditions, poor lighting and the like, not counting his cumbersome G.I. clothing, he fools 'em and keeps 'em laughing all evening." . . . **BOBBY PARKER** has taken his bag of tricks from the Village Barn, New York, to the Lotus Restaurant, Washington.

BALTIMORE, Oct. 28.—An okay \$18,700 was grossed by Hippodrome Theater week ended October 25 with bill made up of Bert Wheeler; Venus Ramey, "Miss America of 1944"; Jean Parker, Alan Ames and Renee and Russell. Pic, *Music in Manhattan*.

VAUDE ROUTES

(Continued from opposite page)

Jennings, Joanne (Sarong Room) Chi, re.
Jerome, Betty (Ball) Brooklyn, nc.
Jerry & Turk (Glenn Rendezvous) Newport, Ky., nc.
Johnston, Johnnie (Capitol) NYC, t.
Jones, George (Majestic) Paterson, N. J., t.
Joyner & Foster (Golden Gate) San Francisco, t.
Jules & Webb (Bellerieve) Kansas City, h.

K

Kal, Momi (Lexington) NYC, h.
Karson's, Maria, Musicales (Plains) Cheyenne, Wyo., h.
King, Mary Lou (Queen's Terrace) Woodside, L. I., N. Y., nc.
King, Muncie (Normandie Room) Cleveland, nc.
Kirby, John (Shangri-La) Phila, nc.
Kramer, Stan (Capitol) Washington 9-15, t.
Kramer's, Henry, Midgets (Lido) San Francisco, until Nov., 13, nc.

L

LaBato, Paddy (Olmsted) Cleveland, h.
LaDare, Marie (New Plaza) Harrisburg, Pa., h.
Lathrop & Lee (RKO-Boston) Boston, t.
LaVola, Don & Carlotta (Utah Canteen) Salt Lake City.
Lawler, Marie (Colony Club) Chi, nc.
Lee, Lillian (Colony Club) Chi, nc.
Lee, Lois (Majestic) Paterson, N. J., t.
Lee, Rala (Havana Madrid) NYC, nc.
LeFleur, Arthur (Carman) Phila, t.
LeMoind & Estelle (Cat & Fiddle) Cincinnati, nc.
Lemonte, Eddie (Cedar Gardens) Cleveland, nc.
Leonard, Semon & Sonia (Majestic) Paterson, N. J., t.
Lewis, Jack (Pinto's) NYC, nc.
Lewis, Joe E. (Copacabana) NYC, nc.
Lewis, Happy (Boulevard) Elmhurst, L. I., N. Y., nc.
Lloyd & Willis (Palace) Cleveland, t.
Long, Nick Jr. (Lookout House) Covington, Ky., nc.
Lendi, Stephanie (Marie Crisis) NYC, nc.
Leonard, Ross (Pastor's) NYC, nc.
Lorraine, Lillian (Ernie's) NYC, nc.
Louis & Cherie (Lotus Supper Club) Washington 6-20, nc.
Lucas, Nick (Stork) Denver 30-Nov. 11, nc.
Lucky Girls (Temple) Jacksonville, Fla., t.
Lynn, Herby (Magnolia Room) New Orleans, until Nov. 23, nc.
Lyon, Ladd (Stanley) Pittsburgh, t.

M

Mabley, Jackie (Regal) Chi, t.
Mage & Karr (Majestic) Paterson, N. J., t.
Marion, Sid (Carman) Phila, t.
Martin, Frenchy (Kelly's Stable) NYC, nc.
Maurice & Maryea (Blackhawk) Chi, re.
Meade, Gloria (Rio Cabana) Acushnet, Mass., nc.
Meller, Joan (Cinderella) NYC, nc.
Miller, Susan (Chicago) Chi, t.
Moore, Betty Jane (Iceland) NYC, nc.
Moore & Eaton (Hipp) Baltimore, t.
Morgan, Patty (Copacabana) NYC, nc.
Morris, Doug (Garden) Pittsburgh.
Morrison, Joe (Vine Gardens) Chi, nc.
Morse, Ella Mae (Capitol) NYC, t.
Morton, Alvira (Club Alabama) Chi, nc.
Mosley, Snub (Queens Terrace) Woodside, L. I., N. Y., nc.
Munro & Adams (Olympia) Miami 1-7, t.

N

Nadine (Zimmerman's) NYC, re.
Nesor, Al (Red Mill) Bronx, N. Y., nc.
Nicholas Bros. (Earle) Phila, t.
Nightingale, Billy & Evelyn (Golden Gate) San Francisco, t.
Nilson, Walter (Palace) Columbus, O., t.
Nolan, Cissie (McCough's) Brooklyn, nc.
Novellos, The (400 Club) Ft. Worth, nc.
Nuzzo, Jimmy, & His Estrolitos (Town Casino) Chi, cl.
Nyman, Betty Ann (Copacabana) NYC, nc.

O

Orantos, The (Riverside) Milwaukee, t.
O'Toole, Ollie (Paramount) NYC, t.

P

Parker, Ray, & Porthold (Oriental) Chi, t.
Parker, Selma (Flamingo) Brooklyn, nc.
Parrish, Adele (Earle) Washington, t.
Pendleton, Buntly (Essex House) NYC, h.
Petrie, Jane (Biltmore) NYC, h.
Pierson, Dave (Neil Deighan's) Camden, N. J., nc.
Pops & Louie (Paramount) NYC, t.
Price, Sammy (Cafe Society Downtown) NYC, nc.

R

Rand, Lucille (Cow Shed) Cleveland, nc.
Rardin, Joey (Earle) Phila, t.
Read, Kemp (Luke's Lodge) Newport Beach, R. I., h.
Reilly, Joan (Gay '90s) NYC, nc.
Renee & Russell (Center) Norfolk, Va., t.
Rio & Rita (Via Lago) Chi, nc.
Rock & Dean (Clinton) NYC, t.
Roberta's Circus (State) Baltimore, t.
Rollini, Kurt (National) Louisville 3-9, t.
Ross, Dorothy (23 Room) NYC, h.
Ross, Frank (Diamond Horseshoe) NYC, nc.
Roy, Don (Southern Manor) Columbus, Ga., nc.
Roy, Jack (Club 78) NYC, nc.
Russell, Connie (Drake) Chi, h.
Ryan, Sue (Strand) NYC, t.

S

Savo, Jimmy (Cafe Society Uptown) NYC, nc.
Sebastian, John (St. Regis) NYC, h.
Sedley, Roy (Club 18) NYC, nc.
Semon, Primrose (Swan) Phila., nc.
Sharon, Nita (Esquire) Norfolk, Va., nc.
Shavers, Charlie (Kelly's Stable) NYC, nc.
Siemon, Hank (LaSalle) Chi, h.
Simpson, Carl & Faith (Sherman) Chi, h.
Sinatra, Frank (Paramount) NYC, t.
Singer, Troy (Penthouse) Cleveland, nc.
Slaya, Lydia (Old Roumanian) NYC, nc.
Smith, Ted (Colony Club) Chi, nc.
Son & Sonny (Oriental) Chi, t.
Starr, Lou (Zombie Club) Cleveland, nc.
Stirling & Rubia (Greenwich Village) NYC, nc.
Stoner, Percy (Ernie's) NYC, nc.
Sullivan, Maxine (Blue Angel) NYC, nc.

Burlesque Notes

By Uno

THEA COCKRELL is doing strips and straights on the Hirst Wheel. It's her first time east from Chicago niteries and the Schuster Circuit. . . . **LYN YORK** is in the same unit as acro dancer. . . . **JACK COYLE** opens with Mike Todd's Chicago edition of *Star and Garter*. . . . **JACK FAUER**, extra-attraction booked for the Hirst Circuit, has Cowboy Dan, Hal Haviland, Eddie Rector, Joan and Joyce, Laddie Lamont, Bobby Randall, Maxine Clark, Smithy and Dotty, Joe Byrd and Tiny and Palmer and Johnson distributed among the 20 shows on the wheel. . . . **MAXINE DUSHON** reopens on the Hirst Circuit November 3 at the Howard, Boston. . . . **WEST AND LEXING** threw a party October 19 to celebrate their seven-week run at the Strand, New York, their first major engagement away from burly. Attending were Margie Hart, Ann Corio, Bob Williams, Chill Willis, Rags Ragland, Jack Mann, Eddie Yubell, Lonnie Lewis, Joe DeRita, Joyce Breazelle and Sam Carlton. Last named was recently engaged to write the team's radio scripts. . . . **GEORGE B. HILL** is in his 18th month of entertaining the boys in Honolulu. . . . **LEE FORD** (Mrs. Hill) still hospitalized in Honolulu.

ROSITA ROYCE and her doves opened October 27 at the Howard, Boston, after nine months on the Pacific Coast. . . . **GENE SHERIDAN**, owner of Arrow Head Inn, Norfolk, on a recent visit to Manhattan entertained Carole Lord, Don Rinaldo, Maxine Dushon and Leah Wakefield. . . . **EADIE LANGER**, former burly principal, is now Mrs. J. N. Taggart, wife of an army officer with the air force stationed in California. . . . **EVELYN TAYLOR**, featured in the Gardner-Anger Hirst unit, has sold one of her two bits of real estate in Upper Manhattan. . . . **FRANK CROWLEY**, master carpenter at the Hudson, Union City, N. J., was formerly billposter at the RKO-Capitol there. . . . **D. J. BURNS**, electrician at the Madison, Albany, N. Y., was formerly manager of the Capitol, Union City. . . . **BUDDY WALSH**, formerly of Walsh and Kramer, is now teamed with Marjorie Dori (Miss Pennsylvania) and plans a return to burlesque. . . . **THELMA WHITE** left the Grand, St. Louis, last week for the Follies, Kansas City, Mo.

Sumner, Helen (Ivanhoe) Chi, re.
Sunday, Vicki (Ball) Brooklyn, nc.
Suns, Three (Piccadilly) NYC, h.
Sweethearts of Rhythm (Regal) Chi, t.

T

Taylor, Johnny (Zombie) Detroit, nc.
Thomas, Jimmy (Pennsylvania) West Palm Beach, Fla., h.
Tranger, Don & Alpha (Capitol) Scranton, Pa., 2-4, t.
Tudell, Julio & Jean (100 Club) Des Moines, Ia., nc.
Tuthill, George (Old Roumanian) NYC, nc.

V

Van, Gloria (5100 Club) Chi, nc.
Van, Samye (Swing) Brooklyn, nc.
Vance, Tari (Earle) Washington, t.
Verea, Lisette (Ruban Bleu) NYC, nc.
Victoria Four (Neil Deighan's) Camden, N. J., c.
Villerino, Geronimo (Havana Madrid) NYC, nc.

W

Ward, Michael (Biltmore) NYC, h.
Warren, Annette (Carter) Cleveland, nc.
Wayne, Cholly (Pickwick) Cleveland, nc.
Wayne, Iris (Henry Grady) Atlanta 2-15, h.
Weeks, Wendy (Pinto's) NYC, nc.
West, Harold (Three Deuces) NYC, nc.
West, Wally (Earle) Washington, t.
Whirlwinds, Four (Iceland) NYC, nc.
White, Josh (Cafe Society Downtown) NYC, nc.
White, Olive (Carman) Phila, t.
Whitney, Vera (Pastor's) NYC, nc.
Willard, Harold (Gay '90s) NYC, nc.
Winchell, Paul (Loew) Rochester, N. Y., t.
Wonder, Tommy (Copacabana) NYC, nc.
Woytova, Olga (Old Roumanian) NYC, nc.
Wynthers & Angeline (Wm. Penn) Pittsburgh, h.

Y

Yvette (Adams) Newark, N. J., t.

Ice Shows

Carnival on Ice (Netherland Plaza Hotel) Cincinnati.
Frane's, Dorothy, Ice Time (Adolphus Hotel) Dallas.
Frane's, Dorothy, Ice Fantasia (Benjamin Franklin Hotel) Phila.
Hats Off to Ice (Center Theater) NYC.
Ice-Capades of 1945 (Garden) Pittsburgh 29-Nov. 18.
Skating Vanities (Arena) Minneapolis 3-12.
Ziegfeld, Dolores, Fantasy on Ice (The Boulevard) Elmhurst, L. I., N. Y.



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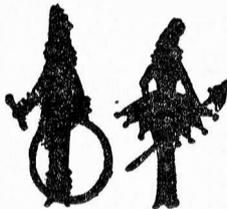
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THE FINAL CURTAIN

BATTLER—Mrs. Isabelle, 60, mother of Mrs. Lou Costello, at her home in Van Nuys, Calif., October 19. She leaves two other daughters, Mrs. Robert Fleming and Mary Battler; a son, Walter, all of Van Nuys. Services at St. Francis de Sales Church, Van Nuys, October 23, followed by interment at Calvary Cemetery there.

BERGER—Louis L., 44, co-owner with his brother, Ralph, of the Latin Quarter, Chicago Loop nitery, October 25 in Michael Reese Hospital there after a long illness. Survived by his widow, Dorothy; two other brothers, Sam and Ben, and a sister, Mrs. Ida Benjamin, Marinette, Wis.

BERNARD—Felix W., 47, who with the late Johnny (*Paper Doll*) Black and the late Fred Fisher wrote *Dardanella*, song sensation of 1919, in Hollywood October 27. He began composing when he was 18 years old, crashing thru with *Dardanella* four years later. Bernard was a partner in teams which composed more than 29 tunes, including *Winter Wonderland*, from the *Ziegfeld Follies* of 1934, with Dick Smith, and *Twenty-One Dollars a Month, Once a Year*, written in collaboration with Ray Kalgas in 1941. In his youth he was a pianist and tap dancer and four several seasons appeared in vaude.

CARLOS—Mrs. Charles (Ruth Jordan), 66, vaude performer, in Jamaica, L. I., N. Y., October 23. She appeared in vaude with her husband, Charles Carlos. Surviving, besides her husband, is a sister, Nan Engelson, former vaude actress. Services from Robbins Funeral Home, Jamaica, with interment in St. Charles Cemetery, Farmingdale, L. I.

CHASE—Herbert A., 82, violinist, at his home in George's Mills, N. H., October 12. He was a member of Nelson's Orchestra for many years.

CONARD—Mary Frances, 94, daughter of the late Jack Clifford, end man of Christy's Famous Minstrels of another era, in Oakland, Calif., October 12. Survived by three sons. Services at St. Augustine's Church, Oakland, with interment in that city.

DEWEY—Lieut. H. (Hank), 33, reported killed in action in France September 27. He formerly operated the Law and Outlaw Show on the L. J. Heth Shows and was a former partner in the Joe J. Smith Fair Booking Exchange, St. Louis. Survived by his widow and a daughter, Kalamazoo, Mich.

ESPINAL—Luis A., 71, voice teacher

and former concert baritone, in New York October 6.

FALLON—Thomas (Tommy), 66, carnival man, following a heart attack in Memorial Hospital, High Point, N. C., October 25. He was with the Joseph J. Kirkwood Shows in Thomasville, N. C., when stricken October 23. He had been in showbiz 45 years, operating his own show at one time. Later he had girl shows and concessions on Lawrence Greater, Heller Acme, Pioneer, Dumont and Joseph J. Kirkwood shows. Survived by his widow, Evelyn, of Kirkwood Shows, and a sister, Mrs. Bert Rothchild. Services at Riverside Memorial Parlors, New York, under the direction of National Showmen's Association, with interment in family lot in Brooklyn October 27.

FASSIO—Bert, 52, former burlesque comedian and active in the manufacture of 16mm. films, October 26 in Metropolitan Hospital, Welfare Island, N. Y., where he was recently removed to from the Roosevelt Hospital, New York, for a brain tumor operation. His burlesque career ended 25 years ago when he went into the road-show field. During the past summer and up to the time of the fire in Luna Park, Coney Island, N. Y., he operated an exhibit entitled *Hiller at the End of a Rope*. This was also the title for a film which was in the process of being finished at his movie workshop which he was busy organizing when he became ill. Survived by a brother in

ductor of Chicago Opera and Boston orchestras, in Lille, France, October 26.

HILLS—Mrs. Mary E., 73, to whom the song, *My Wild Irish Rose*, was dedicated, in Miami October 16. She had been an understudy of Lillian Russell at one time.

HIRSCH—Nathan S., 49, concessionaire, October 22 in Chicago after a lingering illness. Hirsch had been a carnival concessionaire for 28 years. Survived by his widow, Lucille; three brothers and three sisters. Hirsch was a member of the Showmen's League, and burial was in Showmen's Rest, Chicago.

HOOD—Abner D. (Doc) retired pitchman, in Veterans' Hospital, Indianapolis, recently following a long illness. He was a Spanish-American War vet and served in the Philippines. Survived by his widow, Mary; a daughter, Mrs. O. L. Ward, Jennings, Okla., and two sisters in Tennessee. Masonic services from Robert W. Stirling Funeral Home, Indianapolis, with interment in Washington Park Cemetery there.

KAPLAN—Mrs. Sarah, October 24 in Chicago, of injuries sustained when she was struck by a car. She was the mother of Lewis Kaplan, of Lewis and Eva Kaplan, Cavalcade of Amusements.

MULLEN—Iola, 68, wife of Blacky Mullen, of the Frank West and other shows, at her home in Fort McCoy, Fla., October 19.

NATION—Mrs. Jessie R. (Ma.), 58, retired carnival concessionaire at Nightengale Hospital, El Campo, Tex., October

JOHN M. SHEESLEY

John Merton (Captain) Sheesley, 63, many years owner-operator of the Greater Sheesley Shows, later known as the Mighty Sheesley Midway, died in Pensacola (Fla.) Hospital October 28 after a lingering illness with a malignant affliction.

He was born in Dauphin, Pa., near Harrisburg, July 25, 1881, and received his early education there and at Dickinson College, Carlisle, Pa. He entered the carnival business in 1908 as a candy wheel concessionaire on the former Johnny J. Jones Shows, where for six months he also had a half interest in a Human Laundry attraction. He joined the Krause Greater Shows the next spring and was with Ye Old English Carnival Company five weeks in the same year, was a partner in concessions with Sam Brown and assisted in the advance. He had concessions on Macy's Olympic Shows late in 1911 and early in 1912.

He organized the Greater Sheesley Shows in Headland, Ala., in 1912 and remained at their head until October 11 of this year, when he sold the equipment to Pete Kortas and Mel H. Vaught. The Sheesley shows are credited with being the carnival longest under the same owner and manager.

First president of the American Carnivals' Association, he was a member of the Showmen's League of America and other show clubs; Pacific Lodge, F. & A. M., and Mecca Shrine of New York City, and Elks' Lodge of Americus, Ga. Survived by a son and daughter-in-law, John D. and Dorothy, who had attractions and concessions on the show; two granddaughters, and two brothers, Charles E., Harrisburg, who has been associated with the show over 20 years, and Byron, Penbrook, Pa.

Remains were taken to Harrisburg, where funeral services were held at the Baker Mortuary on the afternoon of November 1, with interment in the family plot in Rayzor Cemetery, Penbrook.

Canada. Services October 30 from Riverside Memorial Chapel, New York, under auspices of the Actors' Fund, with interment in Kensico Cemetery, Westchester, N. Y.

FASANO—Ernesto, 66, music instructor and band leader, in New Haven, Conn., October 11. Survived by his widow, three daughters, a son, and a brother, Alfred, retired musician of New York.

FINLAYSON—Alexandria, 59, mother of Alex Finlayson, Paramount Pictures director. Services October 21 in Inglewood Park Cemetery, Inglewood, Calif.

GLAZER—Mrs. Anna, 70, mother of Billy Glason, vaude actor and radio script writer, in Los Angeles October 6. Surviving also are two other sons and four daughters.

GORNO—Dr. Albino, 85, world-renowned teacher of piano and dean of the faculty of the Cincinnati College of Music, October 29 at the Good Samaritan Hospital, that city, of injuries sustained when struck by an auto October 25. He was born in Casalmorano, Italy, and at the age of 5 became interested in piano, organ and harmony under his father's tutelage. Gorno was a graduate from Milan Conservatory and was awarded a medal for composition by Queen Marguerite in 1881. In 1881 he came to America as concert pianist and accompanist for Adelina Patti, touring the country with her for five months after which he joined the Cincinnati College of Music's faculty. Survived by a brother, Giacinto Gorno. Services at Sacred Heart Church, Cincinnati, November 2.

GROVELER—Gabriel, 65, former con-

24. She and her husband had been with C. A. Wortham, John Kennedy, Alamo, J. George Louche and other shows, and operated the A. & C. Cafe, Palacios, Tex., at the time of her death. Survived by her husband, Al; a daughter, Mrs. Joe Hington, Springfield, Ill., and a son, Claude B., with the air corps. Interment in Evergreen Cemetery, Palacios.

PAGAN—S/Sgt. John J., former Philadelphia orchestra leader, killed in action in France, according to word received by his widow, Mrs. Eunice Pagan, October 20.

PERRY—Helene Hardy, 80, former actress and press agent, at the Home of Incurables, Bronx, New York, October 20. She had played in stock and vaude with her daughter, Doris Hardy, and at one time was advance agent for Julia Marlowe and did press work for Alla Nazimova and the Four Cohans. Services under the auspices of the Actors' Fund of America at Walter B. Cooke's Chapel, New York, with interment in Kensico Cemetery, Westchester, N. Y.

PIETRAS—Walter J. (Pete), formerly of Sol's Liberty Shows, following a gas explosion at his home in Meriden, Conn., September 27. He was a veteran of World War II. Survived by his widow, Vera. Military services from John J. Ferry & Sons Funeral Home, Meriden, with interment in St. Stanislaus Cemetery there.

ROGERS—Mrs. Bessie Mae, in Princeton (Ky.) Hospital October 17. Survived by her husband, H. L. Rogers; an adopted son, Harold Murphy, and three stepchildren. Interment in Cedar Hill Cemetery, Princeton.

ROMANOWSKA—Felicia, 69, Polish prima donna, in Los Angeles October 9 from injuries sustained in an automobile accident. She was married to Casimir Konczalski and conducted a voice studio in Los Angeles.

SADEL—Mrs. Irene Weber, secretary to Loew's Eastern division manager, Carter Barron, in Washington October 19 after an illness of several months. She was secretary to Carter Barron for the past 12 years. Survived by her husband, T/Sgt. Dave Sadel, of the Army Medical Corps.

ST. PETERS—Rosella, 55, mother of Verna Peters, night club singer, in San Francisco October 6. Burial at Everett, Wash.

SHARREN—Urona R., med showman, following a heart attack in Kansas City, Mo., October 16. Services from Freeman Mortuary, Kansas City, with interment in Toledo.

SHARVEN—U. R., black-face comedian and lecturer of the Sharven and Bertie Dovnoc team, following a heart attack in Kansas City, Mo., October 16. Interment in Toledo.

IN MEMORY
of Our Dearly Beloved Wife and Mother

Madam Ve-Ara

Who Passed Away Oct. 22, 1943.
Husband—A. B. Fredrick
Son—Carlyle I. Fredrick
Daughter—Maxine C. Fredrick

YOUNGMAN—Jacob, 72, father of Henny Youngman, comedian, October 25 in Brooklyn. Surviving, besides Henny, are his widow; another son, Lester, and three sisters.

Marriages

COWART-CAIN—T. M. (Curley) Cowart, owner of Halibar Cocktail Lounge, Chicago, to Dorothy Georgie Cain in Chicago October 18.

JENKINS-SHEFELUK—Ens. David Jenkins, former singer, and Marie Shefeluk, violinist, October 3 in Philadelphia.

JENSEN-HALE—Carl Jensen and Mrs. James Hale, pitch folk, in Lake Charles, La., September 7.

KEHRER-BAUER—Corp. Charles Kehler Jr., director of AAA band at March Field, Calif., to Elaine Bauer, singer with Henry Busse's band and formerly of Station WCKY, Cincinnati, at March Field October 23.

KIBBE-HOSLEY—Ens. John R. Kibbe, merchant marine, to Patricia Hosley, of the cast of *Janie*, in Westfield, Mass., October 14.

LAMBDDIN-LEWIS—Capt. J. M. Lambdin, U. S. marines, to Dorothy Lewis, ice skating star, in Dallas, Tex., October 3.

LOEB-HEISS—Leo Loeb Jr., comedian with the *Ice-Capades* show, and Betty Jane Heiss, dancer with the same ice show, October 11 in Cleveland.

Births

A son, Donald Wells, to Mr. and Mrs. D. W. Fraser Sr., in Gaffney, S. C., October 2. Father operates cookhouse on Johnny J. Jones Exposition.

A son, Robert Kent, to Mr. and Mrs. Allen, of Allen and Kent, in New York September 14.

A daughter, Marion Rose, to Mr. and Mrs. Arthur Lake in Good Samaritan Hospital, Hollywood, October 6. Father is a screen actor.

A daughter to Mr. and Mrs. Sherman Billingsley at Doctors' Hospital, New York, October 9. Father is owner of the Stork Club, New York.

A son, Tommy Jr., to Mr. and Mrs. Tommy Dowd at Medical Center, New York, September 15. Father is magician.

A son to Mr. and Mrs. Jerry Gaghan September 28 in Philadelphia. Father is dramatic and night club editor of *The Daily News*, that city.

A daughter to Pfc. and Mrs. Curtis T. Wiles at Taylor Hospital, Chester, Pa., October 4. Mother is the former Helen Mae Cooper, dancer.

A daughter, Margaret Jo, to Mr. and Mrs. William J. Pellegrini at Presbyterian Hospital, Chicago, October 12. Mother is a midget who appeared in the movie *The Wizard of Oz*.

A daughter, Iris Rose, to Mr. and Mrs. Edward T. Hall at Kansas City, Mo., September 17. Mother was Florette Estelle Strahl, dancer.

A son, Ted Lawrence, to Pvt. and Mrs. D. V. Allen at Riverside Sanitarium, Monroe, Mich., October 10.

A son to Mr. and Mrs. Russ Barrett at Willimatic, Conn., recently. Father is manager of the Capitol Theater there.

Charles Edward Blaney

Charles Edward Blaney, 76, retired author-producer, October 20 in Norwalk Hospital, Norwalk, Conn.

Producer of 200 melodramas and author of 100 of them, he became known as "King of the Melodramas." At the age of 20, he produced his first play in Columbus, O., with the late Joseph M. Gaites. Appropriately entitled *A Railroad Ticket*, it brought him into New York. He became associated with Stair & Havlin, popular priced legit circuit, and was one of their best producers. Later he operated his own theaters in New York, Brooklyn, Baltimore, Philadelphia and New Orleans and also established stock companies in his theaters.

Altho he entered show business as an actor, he gave up acting to become a producer. Among his productions were *More to be Pitted Than Scorned*, *King of the Optum Ring*, *The Millionaire Detective*, *For His Brother's Crime* and *Across the Pacific*.

After the death of his first wife, Elizabeth Rockefeller, member of the musical comedy team, Melrose Sisters, he married Cecil Spooner, actress. He built the Cecil Spooner Theater, Bronx, N. Y., and which now is called Loew's Spooner Theater, where Miss Spooner starred in *The House of Bondage*.

He was responsible for the development of such stars as Harry Clay Blaney, his brother; Lottie Williams, Fiske O'Hara, the Russell Brothers and Sir Harry Lauder, Scottish singing comedian.

Survived by his widow, Cecil Spooner Blaney; a son, H. Clay Blaney, producer of *Meet a Body*, now at the Forrest Theater, New York; three other children by his first marriage, and a brother, Harry Blaney, of Hollywood.

OPS STIR ON NEW SET-UPS

W. T., R. & W. Are Combined

Big motorized org set to take road in spring—all equipment in Muskogee

ST. LOUIS, Oct. 28.—Preparations are under way to bring out for the 1945 season the largest and most imposing motorized carnival by combining the World of Today Shows and the Reynolds & Wells Shows. Org will have a fleet of 64 trucks, 18 rides, 15 shows and from 30 to 40 concessions, show officials said.

There are 15 men now in winter quarters at Muskogee, Okla., repairing and getting the combo in condition for an early opening next spring. Owners L. C. Reynolds and H. Wells said there would not be a truck, show or ride that would not be repaired and painted during winter. An order for 10 new show tops and the same number of new concession tops has been placed with a manufacturer.

Reynolds & Wells owned and operated the Reynolds & Wells Shows for eight years, and at the close of the 1943 season purchased the World of Today Shows (See WT, R & W Combined on page 56)

Lynch Fire Blamed On Juve Arsonists At Close in Halifax

HALIFAX, N. S., Oct. 28.—On Closing day of the season for the Lynch Shows, October 14, fire destroyed a large tent, a small tent and dealt heavy damage to a trailer and its contents, including a motion picture machine. Had there been a wind the whole carnival would have burned quickly, as the blaze had been started at shortly before 5 a.m. with a canful of gasoline.

Three youths were suspected of being the incendiaries by Eli Wilson, a mentalist on the show, who discovered the fire. He was burned about arms and legs in trying to fight the flames before arrival of firemen and apparatus. Wilson was sleeping in one of the burned tents. The trailer and contents belonged to him and he was readying to leave for Toronto during the day.

He attributed the motive of the fire-bugs as revenge for not giving them jobs when they asked him several days previously. They had threatened him when he refused, he said, Roy Lecroix, shows' night watchman, said he had not seen any sign of fire 20 minutes prior to its discovery. Damage was estimated at about \$2,000, including four auto tires.

Nancy Carroll, formerly active on the screen and more recently doing stage work from New York City, made a surprise appearance with a party on the Halifax lot, while spending two weeks here visiting military hospitals. She went on nearly all the rides, favored the Ferris Wheel, saw all the shows and waited for the free act at 11 p.m.

SLA Red Cross Fund Over 12G

CHICAGO, Oct. 28.—The Showmen's League has made an excellent record of contributions to the Red Cross during the season just closing. Chairman J. C. McCaffery and committee have been active in solicitations and, altho many shows have closed their season, contributions continue to come in.

This week a check for \$1,935.88 was received from President F. E. Gooding, representing contributions from his five units. This brings the total to \$12,438.87.

Solomon Heads League Ticket

Nominating group names Kressmann, Phillips and Carsky for vice-presidents

CHICAGO, Oct. 28.—Sam Solomon, one of the owners of the Royal American Shows and first vice-president of the Showmen's League of America, has been chosen to head the League's regular ticket for 1945. Announcement of the choice was made by the nominating committee at the regular meeting Thursday night. For remainder of the ticket the committee named: First vice-president, Fred H. Kressmann; second vice-president, E. Lawrence Phillips; third vice-president, William Carsky; treasurer, G. L. (Mike) Wright; secretary, Joseph L. Strelbich.

Sam Solomon, one of the best known and best liked carnival operators in the country, has been in the business more than 30 years and for many years operated Sol's Liberty Shows, which played leading county fairs of the Midwest. Two years ago he purchased the Rubin & Cherry Exposition. Shortly thereafter Carl J. Sedlmayr bought a half interest and the name was changed to the Royal American Shows. Solomon has long been active in League affairs.

One League trustee is to be elected this year, and B. S. Gerety was nominated to succeed himself.

For members of the board of governors the committee nominated M. H. Barnes, (See Solomon Ticket Head on page 56)

Soltau's St. Paul Case Is Dismissed

ST. PAUL, Oct. 28.—Libel case against Rev. Henry J. Soltau, brought by directors of Minnesota State Fair, was dismissed in Ramsey County District Court here October 23 by Judge Clayton Parks on motion of James F. Lynch, county attorney. Lynch told the court that after reading proceedings of the trial before Justice of Peace Nic Lebens in the State Fairgrounds court last September that he was satisfied there was insufficient evidence for prosecution.

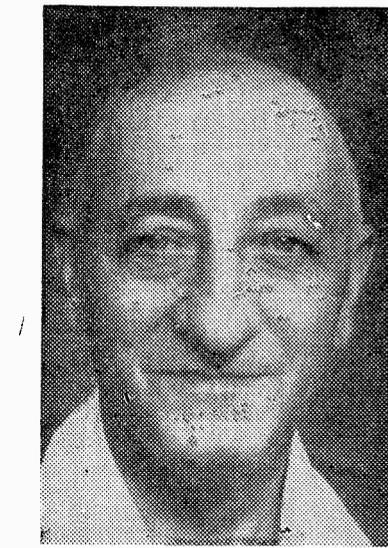
Lebens had given Soltau a 60-day suspended sentence and the defendant appealed to District Court. Lynch said he was convinced that even if Soltau were tried by a jury, a step made mandatory by the appeal and a verdict of guilty were returned, evidence would not be sufficient to stand up under an appeal.

Asked by the court if he had any objections to the dismissal, Arthur Leseuer, Soltau's attorney, said he had none and he expressed the belief that the action "was a little tardy." Soltau, declaring the "action speaks for itself," added: "I haven't reneged on any statement I have made and I am not now."

CA Goes to Quarters After Far Trek, 10 Record Takes

TULSA, Okla., Oct. 28.—Al Wagner's Cavalcade of Amusements closed a successful season in Enid, Okla., last Saturday and left for Tulsa and new winter quarters Sunday afternoon, arriving here at 9 p.m. In Enid when Garfield County Fair officials made the contract they gave the downtown streets as the location, adjoining Convention Hall, where farm exhibits and livestock contests were to be, an ideal layout, reported William B. Naylor, show publicity director.

Immediately after the first publicity residents and a near-by church started protests, but the difficulty was event-



JOHN M. (CAPTAIN) SHEESLEY, who died October 28 in Pensacola (Fla.) Hospital, had been owner and operator of the Greater Sheesley Shows, known more recently as the Mighty Sheesley Midway, over 32 years, which is considered the record in the field for long and uninterrupted ownership and management. He had remained active until a few months ago and a lingering illness caused him to sell the show equipment October 11 to Pete Kortess and Mel H. Vaught. Details in the Final Curtain in this issue.

WM Enlarges Macon Space; Initial Biz Big

MACON, Ga., Oct. 28.—World of Mirth Shows, favored with ideal weather, had big business in the first half of Georgia State Fair here October 23-28. Monday, usually a poor day, was best in history. Tuesday, Children's Day, had a huge throng during the day and a big night crowd. Wednesday was unusually good, day and night.

Show arrived from Columbia, S. C., a run of more than 200 miles, about 10 p.m. Sunday. Unloading started at once and the midway was ready for operation at 5 p.m. Monday. At the last minute it was found that more space would be necessary. Gerald Snellens, agent, recruited a bulldozer and road-building crew and in a few hours on Monday a large adjacent cornfield was leveled, giving the midway very attractive appearance.

Guests of Max Linderman, general manager, on opening day included Owner Max Goodman, Wonder Shows of America, and Charles Sparks, retired circus owner living in Macon. This year's fair was on six days, compared to a 10-day fair last year.

Goodman To Go Out Again

Prepping to resume with Wonder Shows after passing up season of 1944

LITTLE ROCK, Oct. 28.—Max Goodman will resume touring with his Wonder Shows of America next season. Because of war conditions the show did not go out this year.

He announced that he had decided to come out of retirement and would open winter quarters here December 1 to rebuild and revamp equipment and that he intended to turn out an organization outstanding for quality, material and personnel.

On a scouting trip during the past seven weeks, he said, he had gathered some interesting material and that his outlook for bookings was excellent. Upon his return to Little Rock about November 20 he will lay out the work and then leave for the Chicago outdoor meetings. His son, Joe, is still with a USO-Camp Show.

Martone Sells To Ops' Group

DES MOINES, Oct. 28.—Heart of America Shows have been purchased from Toney Martone, Kansas City, Mo., by Ross L. Sinderson, Frank Ward and Madison Bros., it was announced here by Frank Ward.

Equipment includes three rides, Swing, Ferris Wheel and Tilt-a-Whirl, semi-trailers for transportation of the entire show, transformer truck and shows and concessions. Co-Owner Ward said the equipment had been stored in winter quarters, 3937 Douglas Avenue, here, and would be overhauled and repainted after January 1.

Middle West territory will be played and an early opening is planned by the management.

Collins Buys Sheesley Ride

PENSACOLA, Fla., Oct. 28.—During a visit here William T. Collins, head of the William T. Collins Shows, purchased a Fly-o-Plane, which John D. Sheesley, son of the late Owner John M. Sheesley, has had on the Mighty Sheesley Midway. It will be shipped to Collins winter quarters in St. Paul. New owners of the Sheesley org, Pete Kortess and Mel H. Vaught, are here putting the show into quarters. Collins is buying considerable equipment in various spots to enlarge his show. He announced contracting these North Dakota fairs for 1945: Fessenden, Flaxton, Bottineau, Langdon, Cando, Jamestown and Hamilton.

Levy Names Heads Of SLA B. and B.

CHICAGO, Oct. 28.—Sam J. Levy, chairman of the annual Showmen's League Banquet and Ball, has named these chairmen of committees:

Special events, Frank P. Duffield; reservations, Edward A. Hock and R. L. Lohmar; reception, William Carsky; entertainment, David P. O'Malley and Charles Zemater; eastern committee, Frank D. Shean; program, Irving Malitz; press, Nat S. Green.

Each chairman will name the members of his own committee. Chairman Levy left Chicago early this week for a two-week rest and upon his return will announce details of the banquet and ball program.

ually overcome, altho only for the days of the fair. Show had been booked by the committee to play a week following fair, but county officials later declared against Sunday showing. Business was fair on the first three days and a big children's matinee Saturday and a good night gave the show a better-than-average week. During the season the Cavalcade traveled as far west as Montana and New Mexico and as far north as Minot, N. D. At 10 fairs the show broke previous records for midway grosses. The show started with 37 railroad cars and Owner Wagner left them in use until the close. (See CA in Record Grosses on page 56)

Showmen's League of America

Sherman Hotel, Chicago

CHICAGO, Oct. 28.—Past President Jack Nelson was in the chair October 26 and with him at the table were Treasurer M. J. Doolan, Secretary Joe Streibich and Past President Ernie A. Young. Nominating committee presented the regular ticket of officers for 1945. Mustering-Out Fund report showed donations of \$300 from the Ladies' War Workers' Club, World of Today Shows; \$50 from Cole Bros.' Circus; \$100 from John Quinn, World of Pleasure Shows; \$15 from F. E. Gooding Mile-of-Quarters cards; \$10 from Charles N. Engel; \$5 from a friend, and \$10 from William L. McCoy. Red Cross Fund was increased by donations from Dick Gilsdorf and William L. McCoy.

Membership applications came from A. Deportie, John W. McMasters, Joe Brown, Howard A. Burdge, Henry Wodetzki, Ken Murray, Virgil Hutzler, Joshua A. Barnes, Edward G. Keck, Silver Raley, Harold Oehler, Pira C. Brown, W. J. Levi, Samuel W. Nickerson, Mack Hogue, Glendon R. Gattis, W. C. Zander, D. F. Lamkin, Ray W. Miller, Arthur R. Davis, Louis Rosenberg, E. Womble and B. C. Hart. Credit for these goes to William Carsky, Joseph L. Fontana, Oscar Bloom, Thomas N. Henderson, Robert L. Overstreet, Ralph G. Lockett, James T. Richards, John W. Gallagan, H. B. Shive, Bruce J. Duffy, F. E. Gooding, Alex Wilson and Arthur Hopper. Total has now reached 220.

Members were grieved by news of the death of member Nate Hirsch October 21. Sympathy was extended to Smiley Daly, whose son was killed while hunting in Wisconsin, and to Louis Kaplan, whose mother was injured in an auto accident and died October 25. Sick list includes Sam Gluskin, slowly recuperating at his home; William Coultry, Tom Vollmer and R. N. (Hi-Ki) Adams, who are still hospitalized. Servicemen's package committee has added the name of Sam Glickman to those who will assist in this work. Next package goes out next week. Chairman J. C. McCaffery named as co-workers on the President's Party committee William Carsky, George Terry, Sam Bloom, Fred H. Kressmann; Ernie A. Young, Boyle Woolfolk, George B. Flint, Toby Wells, Hogan Hancock, David P. O'Malley, Arthur F. Briesse, and Edgar I. Schooley. Callers included Pvt. A. G. Slater, Detroit; Charles N. Engel, Flint, Mich.; Harry E. La Breque. (See SLA on page 54)

SECOND-HAND SHOW PROPERTY FOR SALE

\$15.00 New Heavy Canvas Tarp. 12x15 Ft. Others. \$20.00 Seeburg Elec. Piano with Motor. Nickel Slot. \$35.00 Folding Skating Mat, 8x9 Ft. Fine cond. \$12.50 Life Size Wax Lungs, showing blood vessels and organs in color. In glass case.

WEIL'S CURIOSITY SHOP Philadelphia, Pa. 12 Strawberry St.

CLUB ACTIVITIES

National Showmen's Assn.

Palace Theater Building New York

NEW YORK, Oct. 28.—Vice-President Jack Rosenthal presided at the governors' and regular meetings night of October 25, the first time that he had been able to attend since the Palisades Park fire. On the dais also were President Emeritus George A. Hamid, Secretary Joseph McKee, Treasurer Joseph Hughes, Councillor Hofmann, Assistant Treasurer Harry Rosen, Dr. Cohen; Fred Murray, chaplain, and Executive Secretary Walter K. Sibley. Banquet reports of Vice-Chairman Sam Rothstein; Jerry Gottlieb, ticket control, and Fred Murray, year book, were favorable. Regular meeting was the most largely attended of the season so far.

About 60 auxiliary members were guests after the meeting. Vice-President Dolly McCormick was invited to the dais for a talk. Mack Harris came from Asbury Park, Joe Harris attended for the first time in a long while and Vincent Anderson came from Savin Rock, Conn. Mrs. Bernhardt, widow of the late Bennie Bernhardt, is here from Toledo with her daughter. Member Sgt. Meddie Piorier is loaded with citations, about which he does not speak, among them the Distinguished Flying Cross, Silver Star and others. He does not wear them. Sgt. Al

(See NSA on page 54)

Caravans Plan Affairs

CHICAGO, Oct. 28.—At the 34th business meeting of Caravans, Inc., October 24, President Pearl McGlynn presided and all other officers were present. Seven membership applications were tabled for the usual two weeks. Ruth Martone informed that she expected to attend the first round-up in December. Letters came from Norma Lang, Peggy Davies and Sophia Carlos. A surprise donation of \$43.25 came from Emily Bailey, profits from a bazaar held at her home, all gifts having been made by hand. Attending their first meeting were Maude Green, Josephine Glickman, Julie and Martha Vanco, Molly Bergerder, Louise Murphy and Mrs. Ralph Woody. Service flag for the clubrooms was donated by Chairman Mae Oakes. Members with relatives in the armed forces were asked to send the names of the service men or women to Mae Oakes, 115 N. Clark Street, Caravans, Inc. Committee on arrangements for the first annual installation dinner at the Hotel Hamilton and the Caravans Round-Up, No. 1, at the Hotel Sherman reported plans well under way.

Michigan Showmen's Assn.

156 Temple Avenue, Detroit

DETROIT, Oct. 28.—Attendance at the October 23 meeting was 64, and on the rostrum with President Harry Stahl were Past President Leo Lippa, Second Vice-President Manny Brown, Treasurer Louis Rosenthal and Secretary Arthur J. Frayne. President Stahl appointed Edward Bennett, new house chairman and named Herman Aarons, Sam Solof and Frank Wagner to the house committee. Former Chairman H. Sobel, resigned, now resides in Cincinnati.

Service committee read letters from Corp. John (Mike) Balog, serving in France; Pvt. Harry Levine, now in New Guinea; Pfc. I. (Paddles) Reinsner, who reported his transfer from Hawaii, and S/Sgt. George Schroeder, who had arrived in Kearns, Utah, awaiting assignment overseas. A telegram from Coxswain Max (Cappy) Kaufman stated he would arrive next week. He has been in the South Pacific the past 18 months and has three years of service to his credit. Contributions were made by Rudolph Nathensen, \$25, and Roscoe T. Wade, \$25.

Annual election primaries are set for December, final balloting to be in January. Nomination petitions will be circulated at the next meeting and November 15 is closing date for filing nominations. President Stahl accepted the invitation from Oscar C. Buck, president of the National Showmen's Association, to attend its seventh annual banquet and ball. Talks were made by Past President Lippa; H. F. Reves, Detroit representative of *The Billboard*, and visiting members Harry Gert and George Walters.

International Showmen's Association

Maryland Hotel, St. Louis

ST. LOUIS, Oct. 28.—Reports of Secretary Francis L. Deane and Treasurer Leo L. Lang were good at the meeting October 19. Club now has more members than ever in its history, membership being more than double that of 1942-'43 combined. There is more money in the treasury than ever before, besides \$2,000 in War Bonds, the club having purchased \$500 more of the last issue.

Robert (Bob) Robinson and Earl Bunting are leading in new members secured and are assured of War Bonds by President John H. Maher. Billy Moore, son of member Harry Moore, home on a furlough from the South Pacific, and Buff Hottle, New Orleans, were present. New members elected at the last three meetings include Richard Callighan, W. C. Jacobs, C. C. Zimmerman, Carl E. Martin, Marlon Vlaich, Albert D. Clothier, Vincent Stalets, Theodore Martin, Albert R. Fetka, William R. Gersbach, Michael

(See ISA on page 54)

Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire Los Angeles

Ladies' Auxiliary

Halloween Party, October 23, was largely attended. At a brief meeting, at which letters were read from Betty Coe and Irene Cohn, it was reported that Leta Johns was home from the hospital. A new member was presented, Emily Gregg, by Marie Morris, second vice-president, who presided in absence of Mary Taylor. Bank Night award went to Elsie Zuker, and door prizes, donated by Ethel Ebell and Marie Morris, to Julia Smith and Emily Gregg. Jessie Loomis, Mora Bagby and Dot Cronin were present for the first time since spring. Bobby Branson brought greetings from the West Coast Shows.

Speakers included Emily Mettler, Ann Stewart, Tilly Upke and Gertrude De

(See PCSA on page 54)

Heart of America Showmen's Club

Coates House, Kansas City

KANSAS CITY, Mo., Oct. 28.—With rooms cleaned and redecorated, the season's first weekly meeting, October 20, had capacity attendance. President C. F. (Doc) Zeiger presided, with G. C. McGinnis, secretary, and Harry Altschuler, treasurer, present. Financial report showed the club in good condition. Allen Franklin Adams and Ross Lynn Sinderson, Des Moines, were elected members. A letter came from Mrs. Sarah Damon, Peterboro, Ont., sister of the late W. Frank Delmaine. Frank Baker, Byers Bros. Shows, sent a generous contribution to the cemetery fund.

President Zeiger called upon the chairman of the entertainment committee to make a special effort to provide entertainment and lunch at meetings during winter. Chairman Buck Ray, banquet and ball committee, reported that he expected the annual event to eclipse past efforts. Committee is working in conjunction with the silver jubilee committee and they have an outstanding program worked out for the week of December 25-January 1. After the meeting luncheon was served by members of the auxiliary. Chester I. Levin reported that his son, Leo, who had been with the army in New Guinea, had been moved to the Netherlands East Indies.

New Women's Club Set in San Antonio

SAN ANTONIO, Oct. 28.—A new club of show women, called the San Antonio Showladies of Texas, has been organized by a group residing in this city. Clubrooms are at 436 West Houston Street, downtown.

Officers are Cleo Graves, president; May Smith, vice-president; Helen O'Brien, secretary; Tillie Miller, secretary, and Edith From, chaplain. Evelyn Archer and Nellie Shinn comprise the sick committee. Charter members total 33 and the club is open to all women in circus and carnival business. Dues are \$3 a year and meetings are held every Tuesday afternoon.

Club has been fortunate in having local showmen donate furniture and other equipment to make for comfortable headquarters. Plans are under way for a big Thanksgiving dinner in the clubrooms for members and families. Birthday parties are to be featured and last week the club gave an interesting party for its president. Member Edna Tarkington, brought home from a hospital after a long illness, is recuperating. Sally Stevens has been on the sick list. Mae Rosen and baby, Mrs. Jack Little and baby and Virginia Voght and her new baby were guests at the meeting last week. Expected guests and new members at the next meeting are Mrs. Marie Beckmann, Mrs. Danny Odum and Mrs. Lily Lasky.

Troupers' Parties Skedded

LOS ANGELES, Oct. 28.—Regular Associated Troupers inducted 28 new members October 17 and issued invitations for a Halloween Tacky Party October 31 and Home-Coming Ball November 21, reported Walton de Pellaton. Acting President Joe Krug named Sammy Dolman chairman for the events with these assistants: Harry Levine, Marlo LeFors, Jennie Reigel, Lillabelle L. Williams, Frank Yagla, Eddie Harris and Walton de Pellaton. Halloween Party was also to celebrate birthdays of Walton de Pellaton, Frank and Jean Yagla, Lucille King, Joe Krug, Minnie Pounds, Bill McMahon, Ruby Davis, Carmen Cardwell, Ernest Bagby and Louis Baker.

Clara Zeiger sent in two finished napkins which received plaudits, having been embroidered with the club's emblems to conform with its stationery. Jessie Loomis made her first appearance. Letters were sent to the following who were ill: Doc Cunningham, Bill Dill, Jean Yagla, Robert Neil and Calvin Einfeld. Ethel Krug, chairman of the membership committee, received congratulations on over 100 members added during her term. Visitors were Mrs. Vaughn and her granddaughter, Betty Pruitt, members of the St. Louis and Dallas clubs; Norman Carroll, Beatty-Russell circus, and Berie Barillis and Dick Anderson, Cole Bros. Circus.

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Pick Up Your Supply Going South.

FROM THE LOTS

Endy Bros.-Prell

Savannah, Ga. Ten days ended October 21. Auspices, Alee Shrine Temple. Location, new showgrounds. Weather, one-day hurricane. Business, excellent.

This was one of the most outstanding dates ever played by this show, with nine big days and one lost because of weather. Savannah was hungry for outdoor amusement. Co-operation from Alee Shrine Temple was good, with Potentate B. B. Henry in constant attendance and Committee Chairman Wyle Stahler on hand with over 50 Shriners nightly with the Shrine band. Newspapers and radio gave marvelous co-operation and special tie-ups with schools gave two big matinees. The hurricane which created so much damage in the South struck at 4 to 7 o'clock Thursday but the personnel had been warned, and in a driving rain and wind the entire show was torn down and put on trucks. All equipment was placed in the center of the showgrounds and after the storm early on Friday the entire show was reassembled, showing to big crowds Friday and Saturday nights. Only two large show tops were lost, as the storm had hit a few hours ahead of schedule. Visitors included Guy Dodson, who has a Savannah nitery, and Owner Max Goodman, Wonder Shows of America. Mr. and Mrs. William F. Korhn with son, Raymond, joined with Glass House. All previous records were broken for gross business on rides, shows and concessions. Alee Temple signed for next year.

HOWARD STAHLER.

Siebrand Bros.

Tucson, Ariz. Two weeks ended October 23. Weather, good. Business, good.

Move from Phoenix was made in good time and show was ready opening night, second engagement of the year here. Extra tickets were put on the front gate to take care of the amusement-hungry people who came early and stayed late. Show moves on 30 trucks, carrying a two-ring circus, eight rides, six shows and 30 concessions and has toured Utah, Nevada, Oregon, Idaho and Arizona to business above par. Not an opening day has been lost. With the closing of the show a few weeks away, a party was given by the management under supervision of Mrs. Ritter, whose husband has the bingo and photo gallery. Much praise was handed to the women of the show for a grand dinner served. There were drinks and a speech by Mayor Harry Lucas, of Red Rock, former showman. A letter from P. W. Siebrand Jr., in armed service in the South Pacific, telling that he was safe, brought smiles to the faces of Manager and Mrs. P. W. Siebrand.

P. LEWIS.

Alamo Exposition

Weatherford, Tex. Week ended October 14. Weather, variable. Business, good.

Show had good business on the last three days, the first three being lost to cold weather. Trip to Waco was made and all equipment was ready by noon on October 16. Cole Bros.' Circus played Waco October 16 and the Alamo personnel were guests of Joe Hayworth, circus legal adjuster. Cole personnel visited Jack Ruback, Alamo general manager. Visitors in Waco included Brownie Bishop, manager of the Arcade Shows; Ira Burdick, Temple, Tex.; George Proctor; Tommy Stevens, Arcade manager,

and Homer Casey, sheriff of McClennon County, and party. Rosemary Ruback left for a few days to ready their winter home. Season will close in Austin November 11. Joe Ulcar regained his health and returned from Stamford, Tex., where he had been in a hospital. Roland Smith, park manager in San Antonio, placed a unit of rides and concessions in Waco across from the Cotton Belt depot and is getting good business. Mrs. Alma Bradley visited with Mrs. Ted Custer in Waco. Winter quarters in San Antonio will be opened as soon as equipment arrives. Louis (Blackie) Ringold, general representative, is laying plans for 1945.

TED CUSTER.

B. & H. Company

Fairfax, S. C. Week ended October 21. Location, downtown. Weather, fair until Thursday, which was lost to rain and wind. Business, fair.

Show barely missed the hurricane, which came thru but caused only slight damage. Little Gene Carol Hobbs has been confined to bed. Personnel of the show: W. E. Hobbs, owner-manager; C. D. McCune, assistant; Mrs. Eleanor McCune, secretary-treasurer; Vera Anderson, electrician; Lewis Fowler, utility man; J. W. (Chick) Tilley, mailman. Rides: Ferris Wheel, Albert Henderson, foreman; Fred Wilson, second; Chair-Plane, Raymond Grooms, foreman; Merry-Go-Round, Frank Parkeson, foreman; Minstrel Show, Marion Chambers, front man; Sonny George, stage manager and tap dancer; Joe Reiss, comedy; Clara Mae, chorus; Henry Starke, piano, and G. W. Wesley, drums. Concessions: Cookhouse, W. E. Hobbs, manager; Marion Chambers, chef; Loraine, assistant; Mrs. Hobbs, one; Mr. and Mrs. Anderson, two; Mr. and Mrs. Frank Parkeson, two; Frank Ephram, one; Pete Miller, one. Six are office-owned with Vadia Henderson, Howard Hill, Chick Tilley, Frank Ephram, Fred Owens and Fred Wilson as agents. FRED OWENS.

Allen & Nickerson

Fayette, Ala. Week ended October 21. No auspices. Location, streets and lot adjoining post office. Enclosed midway. Weather, cool. Business, fair.

With cool nights, attendance was slim until latter part of the week, when a good Saturday matinee and night put the engagement on right side. Location was all that could be desired, being in the heart of town. While in advance of the show here, the writer caught the Johnny J. Jones Exposition at Tuscaloosa and visited with several old friends, including Mr. and Mrs. Carl Lauther, Dave Fineman and Leo Allen.

Haleyville, Ala. Week ended October 14. Auspices, LLL. Location, service station lot. Enclosed midway. Weather, variable. Business, fair.

With a location at the junction of two highways and only two blocks from the business section, the engagement was earmarked for near-capacity business but the weatherman ruled otherwise, as it was cold and rainy until Saturday. On the final day weather moderated and the public started coming early and stayed late. Midway was packed from early afternoon until a late hour Saturday night. Co-Owner J. J. Allen, who had been playing fairs with Hennies Bros.' Shows, returned here. Visitors included Mr. and Mrs. Maxwell Kane and Kellie Grady, Kellie Grady Shows.

WALTER B. FOX.

Ark.-La. States

Hope, Ark. Week ended October 21. Auspices, Hempstead County Fair Stock Show. Location, Fair Park. Weather, cool. Business, good.

New Livestock Show of county officials and leading merchants, after a three-year layoff owing to war conditions, proved successful. Free gate replaced the former 35-cent admission and brought near-capacity attendance nightly. Day play varied, with Thursday and Friday the best. All concessions operated. Visitors and concessionaires joining included H. F. (Whitey) Runge, Hoosier John, Herman F. Schwartz, Bill Randall, Mr. and Mrs. F. J. (Dutch) Doyt and Ollie Bryer. Show people joined or spent the week after the closing of the season on the Charles Oliver Mound City Shows in near-by Prescott, Ark. Gabe Haywood added three concessions, making a total of 18. Show now carries 8 rides, 2 shows and 48 concessions. Haywood purchased

two concessions from the Billottis, who returned to their home in South Dakota. Other visitors included Whitey and Peaches Butler, and the Madison brothers, Pete and Harry. Owner Everett H. Singleton and wife, Mildred, left to spend a few days in Orange, Tex., in the interest of their park equipment operating there in Bass Bros.' Park. The park equipment owned by Singleton and Frank H. Steinberger will be combined next season to operate as a carnival unit, playing Louisiana, Arkansas and Illinois fairs.

J. (BILL) CARNEER.

Virginia Greater

Carthage, N. C. Week ended October 21. Location, uptown. Auspices, Junior Chamber of Commerce. Weather, fair. Business, good.

Show moved from South Carolina, and the lot, two blocks from the courthouse, being small, one show and one ride were not set up. Business opened slowly but picked up each night. Friday's hurricane passed this way and a blowdown tore the animal top of Louis Augustino and Sol Speight's Cotton Club Revue top. Marquee was also on the ground but sustained little damage. Show lost the day to rain. Tops were repaired and reopened Saturday night to big business. W. C. (Bill) Murray, general agent, went to Suffolk, Va., to arrange for winter quarters on Tidewater Fairgrounds, next week being the wind-up of the season. W. H. (Heavy) McClain joined in Chesterfield, S. C., as assistant to electrician Bob Millican. Tommy Fallon joined here with a Girl Show. Happy Arnold's son-in-law and daughter joined here to assist on the Arnold concessions. Roy E. (Elmer) Lollar's bingo did near capacity, as did his other concessions. Monday night the show played day and date with the Beers-Barnes Circus and much visiting was done. Mr. and Mrs. Jack Huffine and son were visitors.

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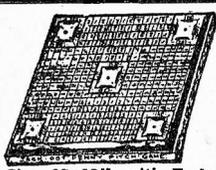
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GOING in?

MRS. M. REYNOLDS WOODWARD is under a doctor's care in Brunswick, Ga.

FROM Piermont, Ala., Wanda Lee reported she was with the Silver Derby Shows and intended to be out all winter.

JOE AND RUBY KANE, after a successful season, returned to their home in Rochelle Park, N. J.

JACK STARLING entered Veterans' Hospital, Muskogee, Okla., after closing with the World of Today Shows.

SAM WARD closed last week as publicity director of the Royal American Shows and returned to his home in Chicago.

CAN you recall the pre-war days when it was easier to buy a show train than it is now to get a stateroom on one?

WAYNE TURNER, who closed at the Lyric Theater, Indianapolis, with Claudie, magician, reported he is awaiting induction into the armed forces.

FRANCIS J. KELLY, New England carnival operator, returned to his home after five weeks in St. Raphael Hospital, New Haven, Conn., reported Mrs. Kelly.



MAX GOODMAN, owner-manager of the Wonder Shows of America, announced that he would come from retirement and again take the road in the spring of 1945 with a rebuilt and augmented organization. Because of war conditions he decided not to troupe this year, which decision kept in quarters one of the major railroad carnivals.

LEE McDANIELS joined Hedrick's Gay-Way Shows, laying out the lot in Roxboro, N. C., and reporting that the show probably would be out all winter.

TONY MARTONE, Kansas city, Mo., and Ben (Lefty) Block, San Antonio, were among other recent visitors at the St. Louis office of *The Billboard*.

CLOSING his annex attraction, Stella Mae, on the Bill Hames Shows, Georgie Spears Jr. will winter in Fort Worth and open the '45 season at the Houston Fat Stock Show.

THERE isn't a showman on earth who doesn't secretly turn the pages of his favorite trade journal to see if his name is mentioned.

DOC AND MRS. COONEY, operators of guess-weight in Eastwood Park, Detroit, visited E. L. Blystone, rice writer, at Ardara, Pa., while en route to Johnstown and Carlisle, Pa.

W. G. WADE, owner of the shows bearing his name, was ill last week at his home in Detroit with an attack of grippe after closing the season in Coldwater, Mich.

WILLIAM PINK, who successfully operated his rides the past season in Victory Park, Tulsa, Okla., spent several days in St. Louis last week, leaving for his home in Los Angeles for the winter.

AFTER a successful season with Charles Hodge's Side Show, Joe Ferrando is tak-

ing treatment for gangrene in the left leg in Eloise (Mich.) Hospital, and his wife is working there as nurse's aide, reported Rosita Ferrando.

ON Bee's Old Reliable Shows in seasons of 1942-'43 and part of 1944, concessionaires Paul and Betty Hubbard, who are playing Ohio schools with their magic show, plan to be with the Bee org in 1945.

WOMEN general agents next season? Why not? You won't find them coming in with a grouch while suffering on the morning after.

PLAYING fairs with the Central Amusement Company to good business are Walter L. Lankford's Wild Animal Show and Mrs. Lankford's Reptile and What-Is-It? shows. They have twin sons in service in Europe.

A GOOD season is reported by Frank and Winnie Wozniak, who had two ball games on the World of Pleasure Shows. Now playing southern fairs, they will visit relatives in the East and then go to Punta Gorda, Fla., for the winter.

O. J. BUTCHER is seriously ill in Bethesda Hospital, St. Louis. For several years he owned and operated Burt Bros.' Shows, and for the past two years has had a souvenir and gift store on Market Street in St. Louis.

EARL HENNING, after closing the season in Marshall Hall (Md.) Park, is at Hot Springs and will leave there for Tampa and Sarasota where he will be



SAM J. LEVY, who as chairman of the Showmen's League Banquet and Ball, has started action by naming committee chairmen for the annual event in the Hotel Sherman, Chicago, on the night of December 6. He will announce details upon his return to Chi after a brief rest. This 32d annual affair will mark his more than 25 years of service in the post, not consecutively, but over that period of time.

joined by Harry Lehman for a vacation until season opens.

JOINING the Berryhill United Shows were Harry and Mrs. (Sunshine) Lewis with a concession and Mike Mackey with Monkey Revue Show, reported R. E. Spencer. Recent visitors were Ted Meadows and Manager Fay, Silver Derby Shows.

WONDER who the old-timer was who philosophized: "If you haven't got it together by November 1 you won't get it before winter."

JOHNNY REEVES JR., former outdoor publicity agent, now doing publicity for Douglas Aircraft Corporation, has been commuting via plane between its West Coast and Chicago plants. He reports several hundred show people employed in the Douglas plants.

WHEN the World of Pleasure Shows closed the season in Auburn, Ind., Mr. and Mrs. E. C. May joined the J. F. Sparks Shows in Panama City, Fla., he selling tickets on the front gate and she

working a ball game for Mrs. Winnie Wozniak. After the show closes the Mays, who purchased a house trailer before going south, will visit in Tampa.

REX M. INGHAM'S Wild Life Exhibit is back in quarters in Ruffin, N. C., after making some fair dates with the John H. Marks Shows. Org will soon reopen in stores for the winter. The Inghams have moved into their new home and are using the old place as a winter quarters. Ingham reports animal business flourishing, with demand far exceeding supply.

MRS. F. N. OGILBY, who underwent an operation in Barnes Hospital, St. Louis, on October 23, is recovering, reported her husband, Blackie Ogilby, who had a successful season with his concessions on the Rogers Greater Shows. Mrs. Ogilby will be in the hospital for the next two weeks, following which the Ogilbys probably will take a trip in the South.

OCTOBER 20 in Enid, Okla., will be long remembered by over 200 members of the Cavalcade of Amusements, when a birthday and end-of-season party was given by Mrs. Hattie Wagner, wife of Owner Al Wagner. Using the private car for a reception hall and the "pie car" for a buffet luncheon, guests were lavishly entertained by Mr. and Mrs. Wagner. A 60-pound five-high birthday cake was high spot of the supper. Over 100 beautiful and expensive presents were given to the hostess and all were opened by her at close of the party. Decorations in private car and buffet car were tastefully arranged and tables the full length of the car were loaded with food and drinks. Mrs. Wagner was congratulated for the thoughtful gesture at the close of a long season on the road.

WHEN an independent showman turned down a woman's pass the indignant gal yelled: "When the chief of police sold me that pass he said it was good for every-thing."

IN Wilmington, N. C., grandstand-show performers and many of the personnel of R & S Amusements and the John H. Marks Shows, including James M. Raftery and John H. Marks paid tribute to the memory of Don Hartman, a former member of the Marks Shows, in a drizzling rain in Oakdale Cemetery on the morning of October 19, reported Walter D. Nealand. Hartman was a member of an aerial free act with the Marks Shows and he was killed while performing at the Wilmington Coastal Fair in October, 1937, when his rigging broke. Services at the grave, which is marked with a handsome monument, were conducted by Rev. J. L. Davis, chaplain of Wilmington Post, American Legion. The grave was covered by a blanket of flowers from the assembled showfolks and two wreaths were offerings of Legion post members.

H. L. ANFENGER'S Animal Oddities and Monkey Circus played Atlanta two weeks, moving to Gadsden, Ala. He expects to go into winter quarters shortly. While in Atlanta Anfenger hit high and low in business. One rainy day Jim Reece, head stock man, was approached by a motherly looking woman. "Are you the manager?" she queried and, before he could answer, she added: "I am the lady who owns the lot you are on and I notice you have been very nice to the children around here and to show you how much I appreciate it there will be no charge for the lot on days when it rains. So keep track of the rainy days and let me know when you pay for the lot." Two well-dressed people, on leaving the Monkey Circus, asked Foster, the gate man: "What sort of animals are these?"

MRS. ROY GRAY "surprised" her husband with a birthday party on the lawn of their home in Houston October 16. For the past 10 years members of the show have been giving him birthday parties. Some years ago Doc Waddell, then on the show, suggested to Mrs. Bessie Gray that they give her husband a birthday party. It went over with a bang and since then he has been mentioning his birthdays long before each October 16,

"Love's Labor . . ."
OFTEN wonder whether press agents believe that their bosses spend their leisure winter hours reading the past season's scrapbook.—John Onceayear.

reported Louis Bright. A bingo top was erected in the lawn of the Gray home on Reid Street, with a long table down the middle. Turkey, ham and other viands were augmented by a 20-pound cake with 58 candles, over 100 attending the party. Roy Gray Shows have not been on the road since Pearl Harbor, rides and concessions being in a park on North Main Street, Houston.

In the Armed Forces

CORP. CHARLES (OLSEN) OLZEWSKI, former concessionaire on shows in the South and Midwest, has been promoted to rank of sergeant.

VERNE M. BELL, who had been overseas 21 months, visited Tim and Jeanette Waters in New Boston, Tex. He formerly worked a ball game for the Waterses.

STANLEY (BUTCH) PLAS, Detroit concessionaire and member of the Michigan Showmen's Association, was sent to a Southwest Pacific station after a stay in Australia.

LOUIS (LITTLE LEON) McLEONDON, former concessionaire with the F. H. Bee, Frank West and Motor City shows, has been a parachute rigger in the South Pacific for two years, reported Larry Biggers.

J. D. (SWEDE) TAYLOR, formerly with the John T. Wortham Shows, T. D. Tidwell Shows, Crowley Shows and the Ringling circus, is in Italy, driving in the First Canadian Motor Ambulance Convoy, reported Jack Delmar.

PVT. DAVE FERGUSON, formerly with Wish concessions in Eastwood Park, Detroit, has been visiting his family in Chicago and his brother, Marshall Ferguson, Eastwood Park, Detroit. A leg that was shattered in Normandy is now in a cast.

ALLEN E. BRYANT, chief boatswain mate, who has been in the South Pacific

In Conference

ABOUT this time of year it is safe for idle ones to sit around and discuss what the show owners should do next season—without much danger of being told to do something themselves. —Whitey Gooks.

two years, is on a month's furlough. He had been with the World of Mirth Shows and Sol's Liberty Shows as scenic painter. While in Cincinnati last week, he gave *The Billboard* a call. His home is in Griffin, Ga.

CAPT. KENNETH (DUKE) WILSON, formerly with the Royal American Shows, penned from Sydney, Australia, that he expected to be back in the States soon. He expressed his enjoyment in reading *The Billboard* in the Southwest Pacific. Captain Wilson had 12 months' service on a patrol boat and spent three months in a hospital.

PVT. LOUIS C. BESTLAND, 44037405, youngest son of Mr. and Mrs. H. O. Bestland, who is a former ride owner and now owner of a theater in Broxton, Ga., is stationed with Co. A, 223 I.T.B., 68th I.T.R., Camp Blanding, Fla. Another son, Corp. Harry L. Bestland, received an honorable discharge from Army Air Force Hospital, Fort Logan, Colo. Corporal Bestland, who was in service two years, spent five months in a hospital after being injured in a jeep accident. He is at his parents' home in Broxton, Ga.

S/SGT. WESLEY D. CHARLES, who was singing emcee on the Johnny J. Jones Exposition, World of Mirth Shows, Cetlin & Wilson Shows and several others before the war, spent a furlough, after completing aerial gunnery training and receiving his wings at Kingman, Ariz., with friends on the Jones shows and Cetlin & Wilson Shows. He did a couple of songs for the National Showmen's Association benefit on Cetlin & Wilson before catching a train for his home in Richmond, Va. He was to report for duty with the Third Air Force, Tampa, at end of his furlough.

SPONSORED EVENTS

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Communications to 25 Opera Place, Cincinnati 1, O.

Wilmington Legion Post's Gala Week Hits High Marks

WILMINGTON, N. C., Oct. 28.—American Legion Thrill Circus and Gala Week Celebration, sponsored by Wilmington Post in Legion Stadium October 16-21 was declared a huge success, despite chilly weather first half of the week and rain Thursday. Attendance was called the best ever registered by a similar outdoor event in this vicinity. Coastal Fair here was canceled in 1941 and this was the first big outdoor event since.

Monday night, with temperature at 44 degrees, had 11,000 paid admissions at main gate and 6,555 paid in the grandstand. Tuesday, warmer, saw a marked increase and Wednesday there was 15,000 attendance. Grandstand program had Flying Romas Troupe; Three Skyrockets, high aerial; Daredevil Bruffy, high act; Mal Lippincott and Company, magicians;

Heardrinks Duo, acros; Melchior and Marie, trampoline; Capt. Frank Doss's Trained Animal Circus; Australian Rollos, gymnasts; Pansy, Borden cow; Harry, novelty act, and others.

R. and S. Amusements and John H. Marks Shows combined on the midway with 19 major and three kid rides, 12 shows and a Skooter owned by A. L. Mansfield, local ride owner, and packed them in daily. On Children's Day all schools closed at 1 p.m. and midway and grandstand did near-capacity. A special show for night-shift workers of North Carolina Shipbuilding Corporation Thursday started at 11:30 p.m. and ended at 3 a.m., with special tickets sold in advance and big attendance. On Friday, Auto Thrill Day, Jack Kochman's Hollywood Hell Drivers worked in front of the grandstand at advanced prices to turnaways, afternoon and night. There were harness racing at the Saturday matinee and a Saturday night Victory Mardi Gras Celebration.

James M. (Jimmy) Raftery, head of R. & S. Amusements and a local resident, was director-general. Eddie M. Lewis had charge of promotions and Walter D. Nealand handled publicity, directed the grandstand program and announced the acts. Exploitation included 30 24-sheet stands, three banners across principal streets, 3,500 sheets of paper and window cards, 28 trash-can cards, two daily newspapers, four weekly papers, 12 out-of-town papers and five daily announcements over Station WMFD. Thomas B. Hughes, chairman of the Legion Post committee, was assisted by Commander Norwood S. Westbrook and William L. Farmer.

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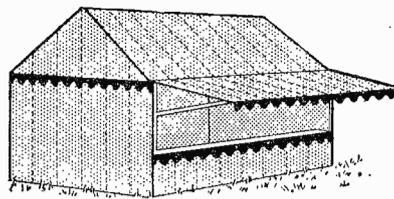
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Dallas Turns Out for B-R

St. Louis Firemen have attendance of 151,369 — Wirth and others okay

DALLAS, Oct. 28.—The Beatty-Russell circus, here October 19-22, had a sellout night of October 20 and it was disclosed that at the other seven performances show had near-capacity crowds despite some competition on the final day. Side Show biz was brisk.

Billing was up for both B-R and Polack Bros.' circus, the latter sponsored by the Elks' Lodge in behalf of the Crippled Children's Hospital.

Morton Show Grosses \$100,000 in Toronto

TORONTO, Oct. 28.—The Bob Morton Circus grossed \$100,000 for the week ending October 21 at Maple Leaf Gardens. Last year the total take was \$75,000. Net proceeds go to underprivileged children and war charities. The Rameses Shrine sponsored the show.

The attendance for the week's twice-daily performance was 123,000. This figure included 4,000 underprivileged guests. Monday matinee, 10,000; night, 8,000. Tuesday matinee, 11,000; night, 7,500. Wednesday matinee, 11,000; night, 10,000. Thursday matinee, 11,000; night, 9,500. Friday matinee, 12,000; night, 12,000; Saturday afternoon, 11,000, and the final performance drew 10,000. House capacity is 12,466.

Morton emceed the show; Joe Basile directed the Rameses Shrine band, and Winnie Duncan was vocalist.

SGT. EDDIE HENDRICKS, former trouser, is nearing his third year of service for this country. He has been in China, Burma and India. His address is APO 689, care Postmaster, New York.

Georgia Good For Bailey Bros.

MACON, Ga., Oct. 28.—Bailey Bros.' Circus is finding the Georgia territory exceptionally good. A delegation of three members of the local Shrine circus committee—Paul M. Conaway, J. P. Kennington and G. P. Lockhart, visited Manager Bob Stevens and other friends on the show at Griffin, Ga.

Despite threatened storm and heavy rain, the show had capacity at matinee, and started turning 'em away at 8:05 p.m., 10 minutes before scheduled performance.

Wirth Biz in D. C. Brisk Thruout Week

WASHINGTON, Oct. 28.—Frank Wirth's Victory Circus topped Uline Arena big top house gate records in week-end (21) opening, with business brisk thruout this week. Arena seats 5,200. Joe Holman, Wirth's local p. a., copped capital headlines when "Lone Ranger" stunted on White House lawn, giving the President's grandson a ride on "Silver." Stunt helped bring fans into the arena.

Disabled vets, back from fighting fronts, were front-rowed during the week with 100 brought in nightly from army and navy hospitals. The result was good press and general good-will for industry.

Ticket scale was \$1.20, \$1.80 and \$2.40. Business here was even better than in Providence and Syracuse, other big dough towns. Unit jumps to Binghamton, N. Y., after wind-up here today.

The line-up of the show: Lone Ranger; George Keller's mixed group of animals; Rudy Rudyoff's Horses; Great Albanis, motorcycle thriller; Kurtzo and Kurtzo, pole act; Roy Rogers' five elephants; Flordelina, wire act; Great Arturo, high-wire act; Kay and Carol; Laddie Lamont; Roberta's ponies; Happy Spitzers' mules; Mike Cahill; Francisco and Delores; Flying LaForms; Tien Tsi Lui Troupe; clown alley, Felix Adler, Charles Frank, Billy Potter and Bert Turner. Show was under the personal supervision of Frank Wirth, with Tom Kay acting as equestrian director.

St. L. Firemen Gate Is 151,369

ST. LOUIS, Oct. 28.—The Firemen's Thrill Circus and Rodeo here, which closed night of October 22, had attendance of 151,369. Show was at the Arena, opening there night of October 13, with night performances only with exception of the two Sundays when matinees were given. The final Sunday saw 18,143 attend the matinee, and 11,132 at night. Thomas N. Packs was producer for the third successive year. The souvenir program, 436 pages, carried over \$65,000 worth of advertising.

Executive staff for Packs was Ernie Young, aerna director; Joe Greer, rodeo director; Frank Cervone, musical director; Hugh Ridley, rodeo announcer; Dave Malcolm, circus announcer and emcee; Jack Van Pelt, director of publicity.

The program: Clown walkaround, featuring "Bozo" Harrell; the national anthem, sung by Mrs. Henry Kemper; Grand Entry with the flags of Allied Nations; Dolly Jacobs, featuring a lion riding on back of a running horse; Fandaw and Gladys, trapeze; clown walkaround; cowboys and girls in quadrille; (See ST. LOUIS GATE on page 54)

Polack Show Has 43,000 in Ft. Worth

FORT WORTH, Oct. 28.—Polack Bros.' Circus, which closed a 10-day engagement here at Will Rogers Memorial Coliseum last Sunday, played to about 43,000. Officials of Moslah Shrine Temple, which sponsored the show for the second consecutive year, said exact attendance figures cannot be announced until all ticket sellers have reported.

Large business and industrial concerns bought large numbers of tickets which were either sold or given to employees. Many firms had special nights. There were a few near sell-out performances at the Coliseum, which seats 6,500.

Shrine officials were pleased with the show and said that negotiations are under way for a return engagement.

Cole Gives Special Show for Patients

TEMPLE, Tex., Oct. 28.—With cloud-dotted blue skies for a top and dusty gray earth for a ring, top performers of Cole Bros.' Circus put on a special show Tuesday noon, October 17, for more than 1,000 patients at McCloskey General Hospital here, their audience made up of sick and wounded men, many of whom had not seen a circus since they were boys.

The showfolk admitted it was a thrill to appear before such an appreciative audience. Many of them have brothers, sons, or nephews in the service, and they went thru their acts with a zeal which brought laughs and thrills to the pajama-clad patients.

Col. Harry Thomas, Waco, colonel in the mounted patrol of New Mexico, served as announcer for the show, which included the Slayman Ali Troupe of acrobats; Caudillo Sisters, another acrobatic group; Jan Sidney, soprano, and Otto Griebling and Freddie Freeman, who opened the performance. In addition, the show brought its entire troupe of clowns. The circus band, led by Eddie Woekener, lent a musical background to the program.

General James A. Bethea, commanding general of McCloskey, expressed appreciation of the patients and hospital for the special performance. "It's a wonderful thing you've done for us today," the general told circus representatives and performers. Lieut. Travis E. Rooker, Special Services officer, introduced Colonel Thomas. The performers were guests of McCloskey for luncheon before they left to present a matinee performance in Temple.

Rodeo in Chicago Goes Com'nwealth

CHICAGO, Oct. 28.—The Diamond D Wild West Rodeo and Circus, which opened at the Coliseum here October 20, went commonwealth Thursday for remainder of the engagement. Forrest Freeland, rodeo publicity man, obtained more than a page of pictures Wednesday, with the old standard p.-a. gag, turning steers loose on Michigan Avenue. In spite of this, show failed to draw. Attendance was slim the first seven days, and the performance is only fair. The rodeo portion is the usual routine of bronk riding, bulldogging, etc., with a few excellent performers providing fair entertainment.

Acts presented include Gilbert and Lee, hand-balancing; the Valeros, bar act; Romero, swaying pole; Betty Tilton, trapeze and rolling globe; the Erwings, aerial acrobatics; Buck Steele's Liberty horses; Chip Morris and his trained horse, and Curly Miller and troupe. Miller has a trained horse and the feminine members of the troupe sing Western songs. Whitey Harris and Happy Maxwell clown the arena; Jack Raum has the rodeo stock. Show is produced by John Daros.

Facts on B-R Show Tour

CINCINNATI, Oct. 28.—In the program and season route book of the Beatty-Russell circus, the following facts and figures of the tour are given: Miles traveled, 7,184; cities visited, 127; States visited, 12; State capitals, 5; longest run, 1,500 miles; shortest run, 10 miles; exhibition days, 216; non-exhibition days, 10; performances canceled, 3; performances, 423; Sunday stands, 30; 24-day stand in Los Angeles; 11 days, San Diego, Calif.; 10 days, Portland, Ore.; 9 in Seattle; 4-day stands, 2; 3-day stands, 5; 2-day stands, 23; one-day stands, 92; half-day, 5, and 44 California stands.

THE HENRYS (Art and Marie), will conclude their outdoor season November 4 at the Dohan (Ala.) Fair, following up with Howard Suez Clyde Bros.' Circus at Oklahoma City.

N. Y. RODEO PROVES TOPPER

Beats Record Of 1942 High

Prices, taxes on ducats upped—four added Friday matinees—39 shows

NEW YORK, Oct. 28.—Madison Square Garden's 19th Annual Championship Rodeo, which closes tomorrow night, chalked up what was probably a record take for this annual event. Attendance at the 39 performances since October 4 has equaled or exceeded last year's gate. In addition prices, as well as taxes, on ducats were upped and there were four added Friday matinees, all of which indicates a gross take well above that of last year.

Attendance at the Saturday and Sunday matinees was particularly heavy, all reserved seats for the two final afternoon sessions being sold out before the middle of the closing week. The Garden management will not disclose the actual take, but checking thru other sources permits setting the gross for this year's rodeo at something above the record total of 1942, which was about \$500,000. As there (See N. Y. RODEO TOPS on page 54)

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Mushroom, Tex.
October 28, 1944.

Dear Editor:

Whether he means it or not we don't know for sure, but Manager Upp announced that this show would positively go out on rails next season. Every fall for the past five years he has declared that he was definitely thru with trying to troupe an overland circus, and that the next season would find him operating a railroader or he would quit. When we pressed him for more details the boss replied: "What difference does it make? It will look good in print, won't it?" His frankness convinced everyone that he had something on the fire. Had he admitted everything, the entire personnel would have decided there wasn't anything to his idea.

Last Tuesday the wagon train had to cut across country, leaving one highway to reach another. We had to cover 12 miles of dirt road and broke the jump by making a half-way stand at Lukefodder, Tex. A steady downpour of rain on Monday left the road in terrible condition. Those who have trouped this backland country with wagon shows know the grief. We would drive 300 yards and then

stop to cut the gumbo from between wagon spokes with hay wire. While battling the clay, one actor spoke up: "One doesn't have this grief with a railroad show." It was then that the boss decided to go on rails.

Rumors on the lot have every big railroad-show department head already under contract, and the wise ones are openly saying who will be let out. Everyone has a general agent set to pilot the show next season, and it is definitely set to play from Coast to Coast. When a well-dressed government tax collector came onto the lot it was quickly buzzed that he was a New York banker, who wanted a piece of the circus as a hobby, and that his brief case was filled with dough and the necessary papers that, when signed, would make him a partner. The collector was treated like a visiting fireman at a convention by the entire troupe, playing politics for next season.

Our dressing rooms are full of title rumors. The producing clown (we have only one) advised that he had it from reliable sources that the show had secured, without money, the Four-Up & Six Bros.' Monster Railroad Circus title (See WON, HORSE & UPP on page 54)

UNDER THE MARQUEE

Communications to 25 Opera Place, Cincinnati 1, O.

LATE closing?

HANDLING novelty specialties at the Ice-Capades show at the Arena, Philadelphia, is Jim Stutz.

LOU BARTON handled the advance, publicity, ticket sales and promotions of the Grotto Circus at Fredericksburg, Va.

CLOSING as general agent of Sello Bros.' Circus, Bill Owens has joined Helen Morrisey's Revue in same capacity.

BE it ever so humble, there is no place like the barn.

CHARLES KOSTER is now with Michael Todd's *Star and Garter*, which will open in Chicago November 16.

GUS LIND and Lyle Chappell, playing Dallas recently with Beatty-Russell, were entertained at the home of Aerial LaZellas.

THE FORMER Christy eight-horse Liberty act is now owned by Bob Stevens and will be presented at indoor circuses by Milt Herriott.

JACK M. SMUKLER and Gladys Mullins, clown team, are scheduled to put on their number in behalf of the Sixth War Loan around Detroit.

THERE was a time when only the First-of-Mays imagined that a circus wouldn't move if they left the show.

BOOKED to play the Houston Shrine Circus is Chick Yale with his table and barrel rock. He will follow with the Wichita (Kan.) Shrine Circus.

CLOWN Paul Jung, who produced numbers on the Ringling circus, opens November 20 in toyland, Leonard's Department Store, Fort Worth.

EARL ARMSTRONG (Armstrong's comedy car) is employed in the administration building of the Wabash River Ordnance Works, Newport, Ind.

ROBERT M. BURNS is now contracting press agent with Bailey Bros.' Circus and visited Lucius Jenkins, former trouper, at Tifton, Ga.

CANVASMAN, who spent his salary as fast as he made it, stated that he had had an intuition all season that he would close broke.

ED (RED) WILLIAMS, concessionaire, and wife, Pat, gave a surprise party in

With the Circus Fans

By The Ringmaster

CFA

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Members Joe Beach and Charles A. Davitt, Springfield, Mass., had a busy season visiting the following circuses: Grotto at Worcester, Mass.; Shrine, Hartford, Conn.; Ringling-Barnum, New York City; Hunt Bros., Manchester, Conn.; Cole Bros., Binghamton, N. Y.; Wallace Bros., Greenfield, Mass.; Shrine, Narragansett Park, R. I.; Rosary Church, Holyoke, Mass.; Bailey Bros., Greenfield, Mass.; Frank Wirth, Providence; Hamid-Morton, Boston. It was the first year they did not see a circus in their home town.

Winnie and Tom Gregory had members of Pete Mardo Tent, Akron, as their guests at dinner in Lakewood, Cleveland suburb, afternoon of October 22. After dinner the party went to the Gregory's apartment for a business meeting.

The first annual dinner of Lillian Leitzel Tent No. 33, CFA, was given in New Orleans at the Athletic Club October 5 when the Ringling circus was there. The host was the vice-president of the tent, Harry J. Batt Jr. Those who enjoyed an excellent menu were, besides CFA Batt, J. A. Leighton, secretary-treasurer of the tent; CFA G. Emmett Jones; Henry E. Alfortish, the tent's water boy. Guests were A. Frank Fairley, Harry (Pop) LaVan, former trouper, and Elroy Alfortish. The party attended the circus in a body.

their Columbus (O.) home, celebrating the birthday anniversary of Harry Hild. A number of showfolk were present.

HARRY DANN, of the Ringling circus, and Otto Griebing, of Cole Bros., will be in Toyland, Famous Barr Department Store, St. Louis, opening November 6 and running thru the holidays.

CLOWN contortionist Buck Leahy closed with the Black and White Revue at Jacques Theater, Waterbury, Conn., October 26 and is now playing night clubs in Buffalo.

"YAH! YAH!" moaned a colored canvasman on closing night. "My pusha kept telling me all season that he would see me thru—an' now I is thru."

D. H. RODENBURG (Whitie), with Mickey Blue on the Polack show, states that he was remarried to Rose E. Andrews at Tulsa, Okla., October 19. The bride is known in showbiz as Rosalee Gordon.

FRIENDS of Smiley Daly will be sorry to learn that Daly's 17-year-old son, who was to have entered the navy shortly, was killed last week in a hunting accident.

FRANK AND PAUL MILLER, concessionaires of the Ringling circus, are spending a few days in New York, but will return to Sarasota shortly for the winter season.

ERNEST SYLVESTER closed a successful season with Regal Exposition Shows October 29 as secretary, his first in 20 years with a carnival. He had been with the big tops. Ernie will again be in Fort Lauderdale, Fla., for the winter.

WHEN Dailey Bros.' Circus was in Rogers, Ark., the World of Today Shows were at Muskogee, Okla. Floyd (Slim) Arnold, the musical rube, was paid a surprise visit by Harry Leonard, Jimmy Chevanne, and Sis Cook. Leonard made

DRESSING ROOM GOSSIP

Cole Bros.

Gloom was cast over our dressing room with the sudden death of Karyl De Motte, clown, just before the first bugle. He went so suddenly that the folks haven't got over the shock yet. He was a grand fellow. A big day in Waco, Tex., for Harry and Nea Thomas; the mother of Harry was with the show three days. The following gave a performance at the McCloskey Army Hospital, Temple, Tex.: Slayman Ali Troupe, Four Caudillo Sisters, Marna Robinson, Jan Cidney; Leandro Pirrin, Santiago, the last named two from Arthur Hoffman's Side Show, and the following clowns, Billy Nelson, Albert White, Horace Laird, Billy Burk, Toby Arcaya, Lee Vertue, Karyl De Motte, Jack Kennedy, Charles Raimer, Otto Griebing and yours truly.

Texas has treated the show to some grand weather. To Georgia Sweet, the writer takes off the sombrero. She is one of the few cowgirls left that is going under a horse's stomach in the Wild West concert. Of course, Dapples has a lot to do with it. Had a letter from Frank Shephard, who has been in the Akron (O.) Hospital since he fell. He is doing fine and able to get around on his own power. Also had a letter from Win Partello, who is in a hospital in England after being hit while doing his bit in the paratroopers. Albert Yoder and Amos Thompson came over to the show to spend their vacation till the show closes.

Bobby Pashoin has taken over the gilly since Gardner did an Arab in L. A. Visitors: Ted Meyers, editor of *Sawdust and Spangles*, now in the army; Carl Preston; Bobby Peck Macgow and husband known as Mac and who was formerly boss ticket seller on the Hagenbeck-Wallace Circus; Leland Antes, Holt Massey, Harrison B. Waite, Mrs. Harry Thomas. Milanie Antelek is doing a grand job in the perch act after her recent major operation.

FREDDIE FREEMAN.

Beatty-Russell

The show is in its 32d week and the most common expression heard around

Davenport Sets Dates

CHICAGO, Oct. 28.—Orrin Davenport, indoor circus producer, has a line-up of dates for the new season much the same as last year, with the possibility of one or more new dates being added. His season will start at Wichita, Kan., late in November, for one week. Next stand, so far set, is Grand Rapids, Mich., one week, late in January; then Cleveland, two weeks in February; St. Paul and Lansing, Mich., a week each in March, and Winnipeg, one and a half weeks in May.

arrangements to join Dailey for remainder of the season when the carnival closes. He will do impalement and punch.

MILLER Family of acrobats; Dime Wilson, producing clown with Bailey Bros., and Connie Wilson, aerialist, have been contracted for the Macon (Ga.) Shrine Circus immediately after closing of the Bailey show.

OMER J. KENYON informs that his ticket and banner sales at the Bob Morton Circus, Shrine auspices, in Toronto, was up about 25 per cent, the best he has ever had in the 12 years in that city.

REMEMBER when six out of 10 troupers never stayed to collect their two-week holdbacks and they worked out as high as five holdbacks a season on different circuses?

SKATING clown, Cecil Eddington, will open in Gimbel's Toyland, Milwaukee, November 4, and will be there until December 24. It will be his fourth year there. Eddington was with the Cole show.

BERNARD MAUS, formerly with the act of Mann Brothers (rolling globes and bounding rope), is stationed in France with the U. S. Army. He has been making several USO shows. Mrs. Maus is living in Chicago.

THE HOME of Clarence Bonette in Roby, Warner, N. H., was recently de-

(See Under the Marquee on page 54)

The Corral

Communications to 25 Opera Place, Cincinnati 1, O.

New York Garden Results

Results during third week of the 19th annual Championship Rodeo, Madison Square Garden, October 4-29.

Bareback Bronk Riding—Third day (seven performances), Billy Lawrence, \$440; Gene Rambo, \$360; Jack Spurling, \$290; Cecil Henley, \$220; Kid Roberts, \$147.50.

Saddle Bronk Riding—Fifth day (four performances), Andy Curtis, \$428; Texas Kidd Jr. and Claude Morris split, \$315 each; Bob Olson, \$215; Whiteie Stewart, \$130; Louis Brooks, \$60.

Wild Cow Milking—Night of October 17, Hugh Bennett (28), \$145; Ike Rude (37.1), \$87; Duffy Crabtree (49.1), \$58.

Wild Horse Race—Night of October 17, Fritz Becker, \$50; Red Wilmer, \$30; Todd Whatley, \$20; Wild Ride, Red Wilmer, \$35.

Calf Roping—Sixth day (four performances), Toots Mansfield and Clyde Burk (17.1), split, \$445 each; Dick Truitt (18), \$325; Floyd Peters (18.4), \$260; Everett Bowman (20), \$157; Jack Shaw (20.2), \$70.

Steer Wrestling—Fourth day (six performances), Dave Campbell (5.4), \$750; Louis Brooks (6.2), \$600; Jiggs Burk (7), \$476; Bill McMacken and Bob Olson (7.2), split, \$302 each; Bill McGuire (7.3), \$130; Kid Fletcher and George Yardley (8), split, \$37.50 each.

Wild Cow Milking—Night of October 18, Dick Truitt (31.3), \$145; Ralph Stock-

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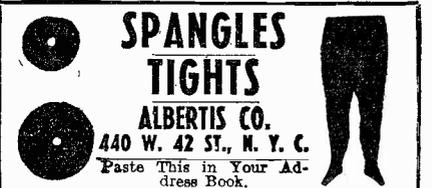
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URO Heads Pick New York For December Annual Meet

NEW YORK, Oct. 28.—United Rink Operators will hold the annual meeting in Park Central Hotel, New York, December 4 and 5. Room reservations are to be handled thru the office of William Schmitz, national secretary, Elizabeth, N. J., and he has urged all who are to attend to arrange for accommodations immediately, owing to crowded facilities of the hotel. November 15 has been set as final time for reservations.

Secretary Schmitz reported increased membership and stressed the admission of five California spots. (*The Billboard*, September 23.) He also told of his request to the Internal Revenue Department for an interpretation of the act passed by Congress with reference to compelling every organization, non-profit or otherwise, to file an income information report. He was informed (*See URO Annual in New York, page 43*)

Ohio Branch, RSROA, Drops Special Group

CLEVELAND, Oct. 28.—Political action committee was dissolved by the Ohio Chapter of the RSROA in a meeting at the Rollerade here October 23. Committee, appointed at the last meeting a few months ago in Columbus had not functioned, it was said.

Fred A. Martin, secretary-treasurer of the RSROA, who was guest speaker, outlined activities of State organizations. Other business included discussion of special nights so as not to conflict at various spots in the State, position of the amateur and post-war operation and a membership drive for amateurs.

George Anagnost, secretary of the Ohio body and operator of the Greystone Columbus, read letters from National President William (Pop) Brown, Seattle, and Fred J. Bergen, Boston, chairman of tests and competitions. Next session is scheduled for January in either Cincinnati or Lima.

Get-Together?

NEW YORK, Oct. 28.—Members of the national roller skating bodies met October 24 in the Park Central Hotel here. Secretary-Treasurer Fred A. Martin, Roller Skating Rink Operators' Association, Detroit, said the purpose was "to discuss a possible solution to the problems of the sport." No further information was given out. Present from the RSROA were Martin; Past President Fred H. Freeman, Boston; Victor J. Brown, Newark, N. J., and Fred J. Bergin, Medford, Mass. United Rink Operators were represented by President Earl Van Horn, Mineloa, N. Y., and Secretary W. Schmitz, Elizabeth, N. J. Also attending were Oscar Morgan, New York, president of the Amateur Roller Skating Association, and Daniel J. Ferris, secretary of the AAU.

ARSA Adding More Clubs to Its Roster

NEW YORK, Oct. 28.—Recent additions to the Amateur Roller Skating Association, announced by Ozzie Nelson, secretary-treasurer, are Martinez Figure Skating Club, Skateland, Martinez, Calif.; International Ramblers, Diamond Rink, Oakland, Calif.; Senator Club, Senator Rollerrome, Sacramento; Lucky Rollers, Sebastiani Rollertorium, Sonoma, Calif.; Norwood Dance and Figure Club, Norwood (O.) Rink, and La Course's Dance and Figure Club, Norwich (Conn.) Rink.

An ARSA sanction was granted to Senator Roller Skating Club, Sacramento, to present exhibitions in a benefit show for the Veterans of Foreign Wars fund. Exhibitions will be given by Maxine Cioli, Jo Ann Moore and Dorothy Williams.

New Intermediate Class Adopted for RSROA Competish

DETROIT, Oct. 28.—A new intermediate class of competition for figures, (*See RSROA Sets New Class opp. page*)

WHITE ELK COMES BACK

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. . . provided it will not interfere with war production.

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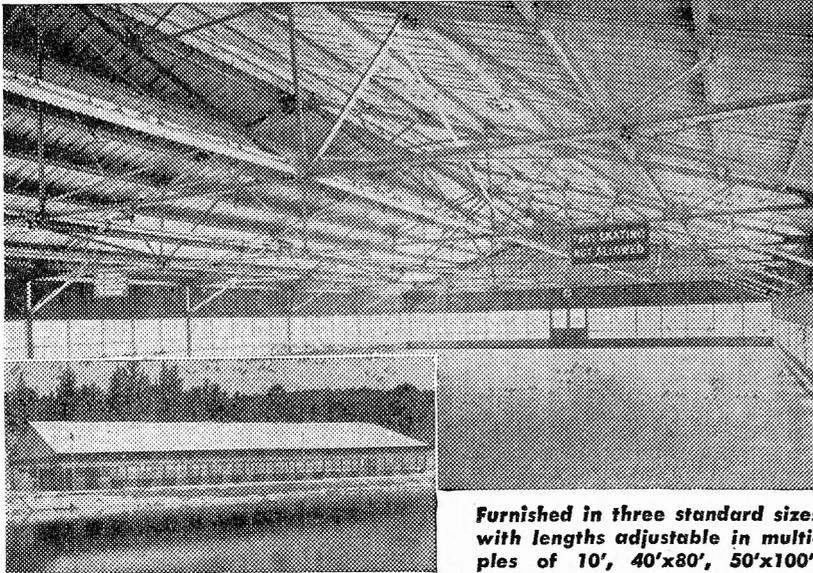
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Hurricane Hits Daytona Gently; Damage 200G

DAYTONA BEACH, Fla., Oct. 28.—The hurricane that blew in here last week-end rendered considerable damage, but not nearly as much as was expected by the citizenry, who for 30 hours before its arrival were hearing of its devastation in other areas. An estimate of about \$200,000 was set on damages of city and privately owned property.

Largest of the places hit by the gale, which passed here at an 83-mile-per-hour pace, was the Casino Pier, whose owner, Earl Warner, said losses ran into many thousands of dollars. The spot was open, however, a few days after the storm.

Florida Theater, in the beach region, sustained damages of about \$3,000, while the Bath and Tennis Club, tony nitery, was battered to the extent of about \$2,000. A score of small concession buildings, many unoccupied, were mauled by the elements.

The ocean came up to one of the furthest points in the resort's history, but at no time did it imperil the Boardwalk. Full illumination was not restored in all areas of the town for several days.

Lifesaving equipment and shrubbery around the ocean's edge was damaged by the gale, and considerable damage was done to plate glass in the Streamline Hotel, one of the biggest hostleries here.

Right after the storm a crew was put to work removing debris.

Quincy Pilots New York Pool

NEW YORK, Oct. 28.—T. Jay Quincy, manager of the swim pool at Eastwood Park, Detroit, last summer, has returned to New York to take charge of the indoor pool at the Park Crescent Hotel on Riverside Drive for the winter.

RSROA SET NEW CLASS

(Continued from opposite page)

dance and pairs has been announced by RSROA headquarters here. Arrangement for the new class resulted from plans of early figure and dance committee. The figure competition has not been changed, but the intermediate class will skate the figures which were originally set up for the novice competition.

Fred J. Bergin, Bal-a-Roue Rollerway, Medford, Mass., chairman of the judges, tests and competitions committee, said: "We were getting too far ahead of the novice skaters. They were no longer novices, but intermediate competitors because they were skating loops and other advanced figures which any real novice could not possibly perform. Let's keep the novice group really low enough in quality so that a real bunch of skaters will take part annually."

The novice class will skate competitive figures from the same group as the juniors. In skate dancing the competition has been selected from the old novice and senior dance groups so that a real intermediate contest will be possible.

Under RSROA rules recently made effective, figures, pairs and dance competitive skaters will progress from one class to another as follows: Junior, under 12, first, second, third national and first state move when over 12th birthday. Losers when over age move to novice class, move to first, second, third national, first State and then after win move to intermediate, as do winners in the previous group. From the intermediate first, second, third national and first State winners enter the senior. Any person who has won any place (first, second, third) in any senior competition must thereafter stay in senior class. This year skaters who are not bound by competitive wins in senior class or by age to junior class may choose their class (novice, intermediate) and thereafter skate in that class.

YMCA RINK, Daytona Beach, Fla., opened October 19, with a no-admission arrangement for its season's debut. Rink has arranged an auspicious seasonal program, with sessions for youngsters and women. Milo Smith is managing and present program calls for emphasis on serving men of the armed forces.

American Recreational Equipment Association NAAPPB Pro'm Near Completion

By R. S. Uzzell

There positively will be a convention at Chicago December 5 thru December 7. Many surprises are in store for the convention.

The sea lanes are again opening for export business, and shipping space can again be had for Central and South America. Space has been engaged and an order is being collected and prepared to go to South America. It begins to sound like pre-war times.

Guliano's large Merry-Go-Round at West Haven, Conn., which was put out of business by the snow load that wrecked the building last winter, goes to Edward J. Carroll at Riverside Park, Agawam, Mass., who has a building large enough to accommodate it.

Brady Lake, in the Cleveland district, is coming to new life thru new management.

Jack Greenspoon and associates are building a Coaster, the first one at Virginia Beach, Va. They have purchased additional land to accommodate it. Howard Balsher will do the job.

The war prosperity, with its attendant big grosses, has stimulated much talk of new parks. The inquiry is for a comparatively large city with but one park at present. History does considerable repeating.

The blackout of beaches along the Coast was a hard blow but not as bad a calamity as the blank-out which some places in the pathway of the September

hurricane got. Most of the operators who sustained damages are pleased with the promptness of insurance settlements. The cost is so small for this extra coverage that parks in the storm area cannot afford to fail to have it annexed to their policies.

Morris Goldberg, of Skee-Ball fame, has made good with the Silver Baths at Coney Island, N. Y., and has purchased the Ravenhall property next to Tilyou's Steeple Chase Park where he will put in some amusements. At 50 years of age he talked of retiring, now, at 66, he says he just cannot retire and retain his health.

How could Goldberg better show his confidence in Coney Island's future. He has known it for 50 years, has made a fortune there and lost it, and is now on his feet again as a result of the operation of Silver Baths, which he runs thruout the year. Steeple Chase scored the best season this year in its history.

Shillan, Deals Set, Returns to London

NEW YORK, Oct. 28.—J. W. Shillan, British amusement device manufacturer, is winding up a business trip covering the Eastern United States and Canada and, priorities permitting, returns to London next week.

Shillan has several deals pending with American ride builders for post-war exchange of manufacturing rights thru which his firm will be licensed to make American devices for the European market, and American firms will be granted rights to produce Shillan's devices—auto and water scooters—in this country.

Mayor's Tax Plan Decides A. C.'s Post-War Picture

ATLANTIC CITY, Oct. 28.—A picture of a greatly improved and more attractive post-war Atlantic City has been drawn by Mayor Joseph Altman, predicated upon the public support and ultimate approval of a proposed toll tax and seasonal luxury tax which he has been advocating publicly over the radio and before local civic groups.

The mayor declared, among other things, that a thought has been advanced by Ezra C. Bell, of the planning commission, with respect to the future of Garden Pier, now involved in litigation hinging on the beachfront park easement deed. This thought encompasses demolition of the Garden Pier theater and building next to it, and the erection in its place of a 250-foot ornamental brick and glass tower to be illuminated at night, with water cascading into a rock pool, Altman stated. Around the pool will be an amphitheater and a bandstand. In the bandstand will be an ice rink for year-round use. Persons entering the tower would pay 10 cents toward maintenance. The project would cost \$500,000.

This and numerous other equally attractive improvements outlined by the mayor could be realized as post-war developments, together with the immediate and more pressing necessity of rebuilding the Boardwalk and street ends destroyed by the recent hurricane, with the estimated \$1,150,000 annual income which would be provided thru his tax proposals.

Details of these have already been well publicized. In the main, they include a 25 to 50 cent toll tax on visiting motorists, and a 2 per cent seasonal luxury tax designed to have but slight effect on permanent residents. The toll will bring in an estimated \$350,000 annually, and the luxury tax an estimated \$800,000. This fund would be earmarked for public improvements.

\$215,000 Bang-Tail Plant Planned for Jantzen, Portland

PORTLAND, Ore., Oct. 28.—A \$215,000 horse-race plant looms for Jantzen Beach Park here, in addition to the myriad of present entertainment devices, with organization of Portland Downs, Inc.

The organizers, Harvey Wells, president of the park board; Ralph Cake, Portland attorney, and J. B. Dodson, vice-president of Jantzen Knitting Mills, have applied to the Oregon State Racing Commission for a license to stage horse racing at the amusement resort. The commission is expected to act on the application at its next meeting.

The incorporators plan a \$90,000 grandstand and clubhouse and a \$35,000 racing oval, plus a \$40,000 stable and \$50,000 worth of equipment.

"Already we have been contacted by leading turfmen of Oregon, Washington and California," Wells said. "We will launch the building program as soon as materials are available and, if given approval by the State racing commission, hope to be in operation some time next year."

Three years ago Bill Kyne, now operating Bay Meadows tract in San Francisco, came to Portland with a plan for building a big racing layout at Jantzen Beach. He announced he would stage a race program within a year but dropped the plan when the United States entered the war. The organizers would not comment on whether Kyne would figure in the new plans.

Daytona Swim Biz Zooms; Looks for Hefty Winter

DAYTONA BEACH, Fla., Oct. 28.—Statistics released by the Daytona Beach Red Cross Life-Saving Corps in its annual report show that between June 1 and September 4 of this year 687,910 persons bathed under guard protection in the Daytona region. Last year, during a corresponding period, the number of bathers was slightly short of 300,000. The feeling is that the winter will find figures that are equally as encouraging.

Charlie's bingo game going bang-up trade and hotels are readying for a busy season. Ferris Wheel on the Walk jams 'em on week-ends. One of the first post-war improvements to be discussed here is expected to be in connection with the possibility of lengthening the Boardwalk.

Fact that bars and clubs have a 9 p.m. curfew accounts for the fact that the spots fill up early in the evening, with patrons wishing to take advantage of the brevity of nocturnal drinking time. Drinking is banned on Sundays.

McSwigan to release details soon — early reservations indicate big attendance

CHICAGO, Oct. 28.—Plans for the 26th annual convention of the National Association of Amusement Parks, Pools and Beaches are shaping up well and A. B. McSwigan, of Kennywood Park, Pittsburgh, program chairman, announces that details of the program will be released soon. Round-table discussions on topics of vital interest to park men are being arranged, and Chairman McSwigan expects soon to announce a speaker of national prominence.

The manufacturers' section of the organization has changed its meeting date from Monday to Tuesday, December 5, because many manufacturers intend to come to the convention a day later than usual due to the fact that there will be no trade show. Meeting will be held in the Grey Room of Hotel Sherman at 8 p.m., December 5. Henry A. Guenther, chairman of the special pool section, will release details of the section's round-table discussions in another week and promises an interesting program. NAAPPB board of directors will hold its preliminary meeting Monday afternoon, December 4.

Secretary A. R. Hodge says reservations are coming in rapidly even tho no letters have yet been sent out, indicating a large attendance.

New Bedford Spot Includes Coaster In Revamp Plans

NEW BEDFORD, Mass., Oct. 28.—Lincoln Park here has contracted with Ackley, Bradley & Day, Pittsburgh architects and engineers, for construction of a modern, streamlined Coaster, work on the new ride to begin immediately following V-Day in Europe.

Deal was consummated following a survey of the Lincoln Park ride situation by Vernon Keenan, of the Ackley, Bradley & Day staff, and a conference between Harry A. Ackley, of the same firm, and John Collins, president of the Lincoln Park Amusement Company. Preliminary studies and development of the plans are now under way and the job will be in blueprint form within a few weeks.

Parallel with the construction of the new Coaster, Collins has plans for other improvements for Lincoln Park to make it one of the outstanding funspots in the New England sector.

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LA., GA. STATES GO OVER BIG

All Angles Up In Shreveport

Early counts soar at 39th annual, with huge RA midway and topmost B-C revue

SHREVEPORT, La., Oct. 28.—With ideal weather, early records were broken at the 39th Louisiana State Fair and National Hereford Show here October 21-30. Opening-day attendance with a free gate was estimated at over 30,000 and on Sunday over 60,000.

Dedicated this year to greater food production, the fair offered large exhibits, judging of prize livestock and poultry and extensive 4-H Club exhibits, in addition to the Hereford show with 36 exhibitors from Texas, South Carolina, Louisiana, Mississippi, Oklahoma, Tennessee and Illinois competing. Judging of the 364 entries by Frank Scofield, Austin, Tex., nationally known cattleman, got under way Wednesday. More than 750 animals took all space in the cattle barns heretofore found adequate. Cattle overflowed into the horse barns and some were taken care of beneath the football grandstand.

A greater number of entries in all contests were on hand than ever before and premiums were increased. Adult premiums for poultry have been re-established this year, and Clyde Ingram, superintendent of the poultry division, declared the poultry show was the largest ever held in the States. A delegation of 12 legislators from Alabama and representatives of civic and industrial groups in that State were visitors Monday to examine facilities for showing livestock which may be adapted to a similar showing in Alabama, where plans are under way for a prize livestock show, said T. C. Reed, Alabama State Chamber of Commerce.

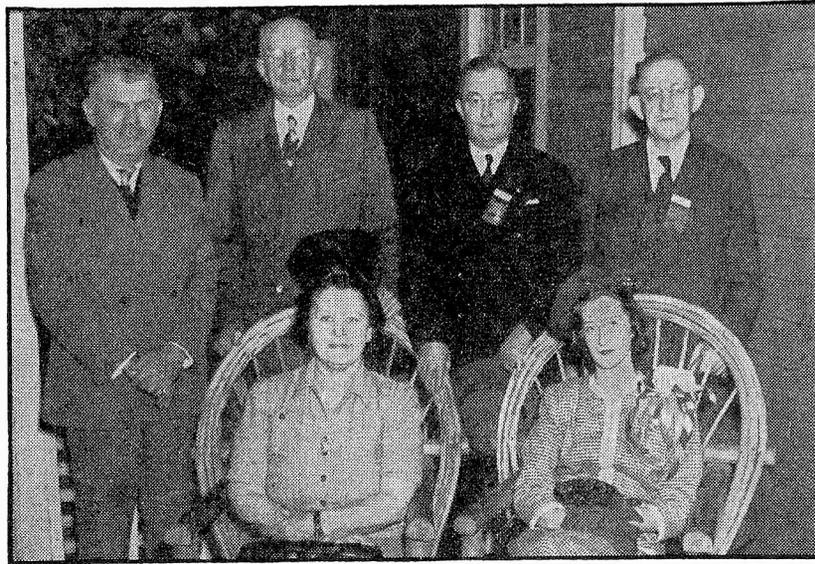
Eighth Service Command's war exhibit, with displays of local war plants and plastics and several thousands of articles which are made from them, drew thousands of spectators.

Barnes-Carruthers State Fair Revue of 1944, with many top-notch acts, drew capacity on the first five nights and W. R. Hirsch, secretary-manager of the fair, said grandstand receipts showed an increase of 30 per cent over last year's.

Royal American Shows on the midway doubled the early business done at the fair last year, reported Co-Owner Carl J. Sedlmayr, who predicted a new attendance record if good weather continued.

About 250,000 in Six Days

Secretary-Manager Hirsch estimated attendance on the first six days at about (See Shreveport Goes Up on opp. page)



WHEN THE WORLD OF MIRTH SHOWS were signed for 1945 for the 11th consecutive year at South Carolina State Fair, Columbia, a photog caught this group during the '44 annual October 16-21. Standing, left to right: General Manager Max Linderman, of the shows; Fair Secretary Paul V. Moore; Gov.-Elect Ransome J. Williams, of South Carolina; Fair President D. D. Witcover, Darlington. Seated, left to right: Mrs. Max Linderman and Nancy Ransome Williams, daughter of the governor-elect.

Rare Rain Hits Columbia Gates; Game a Washout

COLUMBIA, S. C., Oct. 28.—Heavy rains that fell on two days of the 75th annual South Carolina State Fair here October 16-21 cut attendance to about 25,000 below the record 100,000 of 1943, officials estimated. Big Thursday, which features the traditional University of South Carolina-Clemson College football game, was practically washed out by rain that started about noon.

Altho the football crowd was up to capacity, 20,000, few spectators remained after the game. Spectators to the grid contest are required to pass thru the fair gates to reach the stadium. Fair Secretary Paul V. Moore said that between 20,000 and 25,000 school pupils from over the State usually attend the fair on Friday, School Day, but that only about 10,000 persons passed thru the gates Friday. The grandstand show did not give a performance Thursday due to rain, but presented a night stanza.

Secretary Moore said that this was the first rain to fall on the fair in 42 years and the first to fall on a Carolina-Clemson football game of the series started in 1896 at the fair. He said fair officials had received praise from over (See Rain Curbs Columbia on opp. page)

Middle Ga. Colored Annual, Curbed by Rain, Ups Exhibs

MACON, Ga., Oct. 28.—Despite bad weather, the 5th annual Middle Georgia Colored Fair here had a successful run. Rain and cold kept it closed two nights of first week and hold-over week was decided upon. Four nights of the second week were lost to bad weather.

W. E. Franks furnished midway attractions. He leased Ferris Wheel, Chairplane, Kiddie Ride, Funhouse and other attractions from the J. L. Johns Gay-Way Shows, added his Tilt-a-Whirl and other attractions from Playland Park, Macon, and gave the fair its biggest midway.

Homosophian Club, Negro civic organization, which sponsors the fair, gave out a statement thru C. W. Sellers, president, expressing gratification. "We had more exhibits than ever before and better attendance when weather permitted," Sellers said. "We are highly pleased with the outcome."

ST. LOUIS.—Pat Purcell, many years with Jimmie Lynch's Death Dodgers, and for the past several years sports writer on *The Minneapolis Times*, spent several days here, arranging for *Skating Vanities* to show in Kiel Auditorium next month. He is still on *The Times* and handled the work here and in several other cities for the skating troupe on a special arrangement with publishers of the newspaper.

Fort Smith's Bow So Good Stockmen Figure on Annual

FORT SMITH, Ark., Oct. 28.—This community's first attempt at holding a complete fair proved satisfactory, reported Collier Wenderoth, chairman of the Chamber of Commerce Livestock Committee, sponsor of Arkansas-Oklahoma Fair and Livestock Exposition, October 9-15. Fair was held at Andrews Field, a ball park, all exhibits being under canvas.

World of Today Shows set up in an adjoining tourist park, with entrance into the exposition grounds. The more than 37,000 square feet of canvas was furnished and set up by the Campbell Tent & Awning Company, Alton, Ill. E. G. Campbell was a visitor during the week. Free act was Sensational Marion, high pole, working on the fairgrounds

twice daily. Despite cool weather the carnival had good business, and excellent quality of livestock and other exhibits attracted good crowds all week. Wednesday and Saturday were given over to children, prices to all shows and rides being reduced.

Livestock committee plans to make this an annual event and has hopes of obtaining necessary ground for building a modern rodeo arena and fair plant. Besides Chairman Wenderoth the committee comprises A. D. Murphy, secretary-manager; Carroll S. Morrow, general superintendent, and G. B. Boyd, secretary-manager of Ozark Empire District Fair, Springfield, Mo., general manager and advisor. Members of all committees worked hard and contributed greatly to success of the show.

Macon Sales Take Upshoot

Advance chalks 45% rise —6-day annual supplants big 10-dayer of last year

MACON, Ga., Oct. 28.—E. Ross Jordan, general manager of Georgia State Fair here October 23-28, at the halfway point in the 89th annual, termed it "unquestionably one of the most successful" in history. Advance ticket sales by committees of the Macon Exchange Club showed an improvement of about 45 per cent over last year. Sale halted on Saturday before opening day.

Last year's fair ran 10 days and chalked up the biggest grosses on record. This year's event was held to six days on request of Exchange Club members, who said they did not have sufficient man power to handle another 10-day fair. About 90 members of the club donate their services. This year they pledged 2,000 man-power hours.

First-half weather was ideal. Children's Day on Tuesday saw one of the biggest crowds in many years. War theme was still predominant, with hundreds of articles of armament displayed by Warner Robins Air Depot, three displays by WAC's and other military events. There were five separate cattle shows, a horse show and special agricultural competitive events among nine Middle Georgia counties.

Free-act program included Will Hill's Society Circus, Silvers Johnson and Company, Teeter Sisters and fireworks. Acts were booked thru the Gus Sun Agency.

Third Chicago World's Expo Is Talked Up

Victory Fair Advanced

CHICAGO, Oct. 28.—Allan Carpenter, a member of the editorial staff of *Popular Mechanics* and an authority on world fairs, has advanced a plan for a third Chicago World's Fair to commemorate the coming victory of the Allies, and several leading commercial groups to whom it has been presented have expressed much interest in it.

Civic and business leaders have been informally discussing the possibility of a Victory Fair for some time. They have felt that Chicago, with its background of two successful world's fairs, would be the logical site for such a celebration because of its strategic location, its excellent transportation and hotel facilities and its position as one of the world's greatest cities. Carpenter's proposal is the first concrete plan to be presented and the favorable response it has received from influential groups is expected to lead to some definite action.

Benefits Are Pointed Out

"A world's fair somewhere in America is inevitable as a victory celebration," Carpenter declared, "and the most logical place to hold it is Chicago." He pointed out that Chicago has successfully held two great fairs and that the city would profit immeasurably from another. It would provide post-war employment for thousands of workers and hotels, restaurants, retail business and transportation companies would benefit from influx of visitors.

Proposed name for the international exposition is the World's Victory Fair. (See Chi W. F. Proposed on opp. page)

Extra Added

FORT SMITH, Ark., Oct. 28.—"Saturday afternoon, just before the Sensational Marion was to perform, her helper noticed a large swarm of hornets on the top section of the high pole," recounted General Manager G. B. Boyd, Arkansas-Oklahoma Fair and Livestock Exposition here October 9-16, and also secretary-manager of Ozark Empire District Fair, Springfield, Mo. "The helper went up to try to smoke 'em out but there were hundreds and they did not want to move. The act finally went on, with the assistant going up with her, standing on the rigging and keeping the hornets away with a spray gun while she worked. Needless to say, the act was cut a little short. She told me it was her first experience of the kind in 10 years of work. It sure was a new one on me."

Around the Grounds

SUFFOLK, Va.—Fire of undetermined origin early on October 19 destroyed seven individually owned concession tents on Tidewater Fairgrounds, causing damage estimated at \$1,000. Fire chief said rain helped to prevent the flames from spreading. He reported several persons were believed to have been sleeping in the burned tents, tho all except two apparently escaped without injuries. They were D. W. Dwyer, owner of four of the destroyed stands, and Johnny Rivfull.

HOUSTON.—Directors of Houston Fat Stock Shows and Livestock Exposition have called on city council to provide additional space for the 1945 show and post-war expositions. Plans would call for added floor to present annex and building of a temporary structure for housing livestock on Buffalo Bayou. City claims foundation of the building is not strong enough to stand any added structures. Julian Weslow gave the council a verbal spanking for lack of recognition of the show and its worth to the community.

DALLAS.—Improvement plans for the State Fair of Texas here, including expansion of buildings and grounds, so as to be ready as soon as possible after the war, will headline considerations of stockholders at the annual meeting December 11, Secretary Roy Rupard said. Election of officers and directors is carded. Directors have gone on record approving building of suitable quarters to house 4-H Boys' and Girls' Clubs and the best stock arena in the Southwest. Interest centers in a 100,000-capacity stadium to replace the present 45,000-seat Cotton Bowl.

RAIN CURBS COLUMBIA

(Continued from opposite page)

the State on the exhibits which depicted the slogan, "Food for Victory."

Contract between General Manager Max Linderman, World of Mirth Shows, and the fair board was signed for 1945, which will be the 11th consecutive year for the show on the fair midway here.

SHREVEPORT GOES UP

(Continued from opposite page)

250,000. Rube Liebman, clown, celebrated his 25th consecutive year here, doing announcing on the grounds day and night. Ace Lillard and His Circus of Death Thrill Show, skedded attraction in front of the grandstand on the two Sunday afternoons and today, on the first Sunday played to over 6,000 paid admissions. Among acts presented every afternoon were Three Jig Saws, Gaudschmidt Brothers, Rainbow Troupe, Edison Family, Mandel Trio, Greer's Horses, Hankow Troupe, Florence King Company and the Zucchini cannon act.

Barnes-Carruthers elaborate revue featured LaTasha and Laurence, Hild Dance Ensemble; the Melodists, song stylists; Rouse Company, some of the acts appearing in the grandstand afternoon shows, with Bert Lynn as emcee and Cervone's Band furnishing music. Army Service Forces Show, presented by the Eighth Service Command, was under direction of Maj. Gen. Richard Donovan, commanding. Lieut. Francis J. Murphy, former Southern California newspaperman, was co-ordinator in charge of the show, and Sgt. Joe Rosien, former advertising manager of Sanger Bros., Dallas, handed promotion and public relations. Thousands of dollars' worth of War Bonds were sold at the show, any purchaser of a bond receiving as a gift a 4-pound loaf of G. I. bread baked before their eyes in huge army ovens. Barksdale Field also had an army display separate from this show. The Marine Corps and Waves also had splendid exhibits.

Among those operating on the independent midway, all with several concessions, were B. S. Gerety, Phil Little, Madison Bros., Rex Howe, N. C. Scullin, Leo Moriarity, Charles Golding, E. S. Webb, Clayton Holt, Dave Stevens, Murray Goldberg, Charles DeLenz, Cady Groecelose, Harold Pickett and Ernie Kaapuni. Many prominent fair men and showmen were guests of Secretary-Manager Hirsch and his assistant, Joseph Monsour.



Meetings of Assns. of Fairs

International Association of Fairs and Expositions, December 4-6, Hotel Sherman, Chicago, Frank H. Kingman, secretary, Brockton, Mass.

Fair Managers' Association of Iowa, December 11 and 12, Des Moines. E. W. Williams, secretary, Manchester.

Iowa State Fair Board, December 13, Des Moines. Lloyd Cunningham, secretary, Des Moines.

Association of Tennessee Fairs, January 9 and 10, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Ohio Fair Managers' Association, January 10 and 11, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Massachusetts Agricultural Fairs' Association, January 18 and 19, Hotel Bradford, Boston. A. W. Lombard, secretary, 24 State House, Boston.

Virginia Association of Fairs, January 22 and 23, John Marshall Hotel, Richmond. C. B. Ralston, secretary, Staunton.

Nebraska Association of Fair Managers, January 23 and 24, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Pennsylvania State Association of County Fairs, January 24-26, Penn Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

INQUIRIES are being made and secretaries of associations of fairs should send in the dates of their annual meetings.

CHI W. F. PROPOSED

(Continued from opposite page)

In his prospectus Carpenter suggests that logically the exposition should be divided into three major zones, with an amusement zone to be worked out later. "These zones," he says, "would best fit a triangular space, with one to each, and a dominant building in the center to tie the whole fair together. The major groups are government, business and industry, and religion and the people. From this basic idea the division of the grounds into sections, streets, paths, plots and an integral system of transportation and landscaping can be worked out. He suggests that the concessions and amusements might be given a separate belt all the way around the triangle of the fair itself.

Bond Issue Is Suggested

Carpenter thinks a convenient site could be found on the lake front or possibly in a demolished slum area which, after the fair, could be developed into a desirable residential section. As to the year in which the fair would be held, that would be largely dependent upon conclusion of the war and probably would be before 1950. As a preliminary step, Carpenter suggests the floating of a bond issue to finance the fair and a campaign for advance sale of tickets.

URO ANNUAL IN N. Y.

(Continued from page 40)

that the organization is not subject to income taxes, capital-stock taxes or any other tax, altho an income information report had to be filed.

President Earl Van Horn, Mineola (L. I.) Rink, reported receipt of an invitation to participate in the forthcoming national infantile paralysis drive and asked its reference to the entire body at the national meet in December.

In addition to the president and secretary, those attending were Walter Kiefer, treasurer, White Plains (N. Y.) Rink; Willard Holland, Bridgeport, Conn.; Jesse Carey, second vice-president, Circus Gardens, Philadelphia; Ozzie Nelson, secretary-treasurer, Amateur Roller Skating Association; John Bockman, at present in armed service, and Tom Legge, Boston.

JOHNNY DALEY, comedy acrobat on skates, is at Club 509, downtown Detroit spot.

PHYLLIS SPROCK is the new pro at Kahn's Rollerdrome, Atlanta. She was

formerly affiliated with the Coliseum spot in Baltimore.

TONY SAVARD operates a rink in the Royal Stadium, only spot in Montreal. It is located in the east end of the city and biz is reported okay.

THIRD ANNIVERSARY of Rollerland Rink, Indianapolis, will be observed by the Rollerland Skating Club which has been sanctioned to present it December 5-7 for the benefit of the RSROA fund.

WELLS RINK, Wyandotte, Mich., maintains a register for all visitors. A. C. Fisher, of the spot, is especially proud of the signatures of service men and women.

FOUR MACS, fem skating act, are booked into the Latin Quarter, topflight Detroit night club, for a month's engagement, with the entire line of Wally Wanger Girls on rollers in a novelty finale.

CORRAL

(Continued from page 39)

well (39.4), \$87; Floyd Peters (51.3), \$58; night of October 19, Gene Rambo (26), \$145; Jiggs Burk and Tom Taylor (39.2), split, \$72.50 each, Matinee, October 20, E. Pardee (28.4), \$145; Pat Parker (41), \$87; Irby Mundy (41.1), \$58.

Saddle Bronk Riding—Sixth day (four performances), Shirley Hussey, \$428; Claude Morris, \$350; Carl Olson, \$280; Bill McMacken, \$215; Gene Fambo, \$130; Jack Wade, \$60.

Bull Riding—Sixth day (four performances), Dick Griffith, \$416.92; Jimmie Hazen and Fritz Becker, split, \$307.50 each; Smoky Snyder, \$215; Bob Estes, \$130; Glenn Tyler, \$60.

Wild Horse Race—Night of October 18, Bill Wakefield, \$50; Fritz Becker, \$30; Todd Whatley, \$20; Wild Ride, Fritz Becker, \$35. Night of October 19, Red Billingsley, \$50; Bull Linderman, \$30; Marvel Rogers, \$20; Wild Ride, Marvel Rogers, \$35; matinee, October 20, Paul Gould, \$50; Red Billingsley, \$30; Bill Linderman, \$20; Wild Ride, Marvel Rogers, \$35.

Bareback Bronk Riding—Fourth day (seven performances), Milt Moe, \$440; Bill Iler, \$360; Eddie Curtis and George Mills, split, \$255 each; Clyde Hebert, \$147.50.

Caif Roping—Seventh day (four performances), Jack Skipworth (15.4), \$500; George Wilderspin (16.3), \$410; Buck Sorrells (17.1), \$325; Jiggs Burk (18.2), \$260; Dick Truitt (18.4), \$157; Ike Rude (20.2), \$70.

Saddle Bronk Riding—Seventh day (three performances), Bill McMacken, \$428; Bob Burrows, \$350; Jackie Cooper, \$280; Steve Heacock, \$215; Gene Rambo and Ken Roberts, split, \$95 each.

Bull Riding—Seventh day (four performances), Dick Griffith, \$416.92; Buck Dowell and Bobby Burns, split, \$307.50 each; Clyde Hebert, \$215; Gerald Roberts, \$130; Jack Spurling and Slick Ware, split, \$30 each.

Wild Cow Milking—Night of October 20, John Bowman (38.3), \$145; Buck Sorrells (43.2), \$87; Ralph Bennett (49.2), \$58; matinee, October 21, Chuck Sheppard (26), \$145; Tony Salinas (27.4), \$87; N. A. Pittcock (29), \$58; night of October 21, Everett Bowman (37), \$145; Toots Mansfield (60), \$87; Bill Greenough (61.2), \$58; matinee, October 22, Jack Skipworth (29.1), \$145; Clyde Burk (31.1), \$87; Ike Rude (60), \$58; night of October 22, Choate Webster (28.2), \$145; Hugh Bennett, (31.4), \$87; Earl Moore (34), \$58.

Wild Horse Race—Night of October 20, Bill Linderman, \$50; Paul Gould, \$30; Wild Ride, Fritz Becker, \$35; matinee, October 21, Bill Linderman, \$50; Bill Wakefield, \$30; Todd Whatley, \$20; Wild Ride, Red Wilmer, \$35; night of October 22, Bill Linderman, \$50; Wild Ride, Bill Linderman, \$35.

Saddle Bronk Riding—Eighth day (four performances), Raymond Ivory, \$428; Johnny Tubbs, \$350; Carl Olson, \$280; Manuel Enos, \$215; Louis Brooks, \$130; Cecil Henley, \$60.

Steer Wrestling—Fifth day (six performances), Homer Pettigrew (5.3), \$750; George Yardley and Fritz Becker (7), split, \$537.50 each; Claude Morris (7.1), \$365; Andy Curtis (7.2), \$240; Art Jones (8.1), \$130; Dick Truitt (8.3), \$75.

Bull Riding—Eighth day (three performances), Fred Badsky, \$416.92; Glenn Tyler, \$345; Kid Roberts, \$270; Todd Whatley, \$215; Manuel Enos and Jack Spurling, split, \$95 each.

Wild Cow Milking—Matinee, October 23, Ralph Stockwell (29.1), \$145; Floyd Peters (37), \$87; Jiggs Burk (43), \$58;

night of October 23, N. A. Pittcock (25.3), \$145; Tom Taylor (27.3), \$87; Irby Mundy (34.3), \$58.

Wild Horse Race—Night of October 23, Red Billingsley, \$50; Red Dougherty, \$30; Bill Linderman, \$20; Wild Ride, Fritz Becker, \$35.

FIRST prize winners in the two-day rodeo sponsored by the American Legion, Mason, Tex., October 17-18, were: Caif roping, Cliff Martin and Ted Powers (tied); bull riding, Paul Umphrey and Alfred Cox (tied); bronk riding, Cox; bulldogging, Royce Sewalt.

JACK ANDREWS' RODEO and Hollywood Thrill Circus, played at the Coliseum, Des Moines, October 14-21. It played to 62,000 people, according to Larry Sunbrock. The acts were somewhat handicapped by the small arena, but were able to put on a show that was well received. Due to the short run in the arena, the car making a ramp leap was forced to start its run across the street back of the Coliseum, with traffic on the main thoroughfare stopped during the time. On one leap the car cleared two parked machines on which it was intended to land and instead crashed into the chutes which had to be repaired.

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Pix Men Must Work Together To Expand Post-War Prospects

CHICAGO, Oct. 28.—Latest figures on the distribution of 16mm. films by the non-theatrical division of the Office of War Information were recently made known to estimate 750,000 a month. There are between 25,000 and 30,000 16mm. projectors in use in the United States, exclusive of those being used by the armed forces.

All these indications and figures tend, even among the excitements and headaches of war, to solidify this busy, rapidly evolving and at times experimental picture business to an industry in fact. The 16mm. field has realized this structural process, but along with it there are problems facing the field, problems which involve self-regulation in order to keep pace with the current developments it has seen.

According to industry spokesmen, one important problem the 16mm. industry faces—and one, by the way, which has split distributors and exhibitors and equipment manufacturers in their various opinions of a solution—is that of the coming and eventual disposal of government surplus 16mm. equipment. There are some who urge that 16mm. projectors be allocated to educational institutions to be used for film teaching after the war. There are others, mostly manufacturers, who urge that the equipment be returned to their plants for reconditioning so that they can be resold by them on the market.

Then there are other problems about which the industry is concerned. It is not to be forgotten that the government had made efforts in the 16mm. field for "information services," both here at home and perhaps in other countries as well. That project may still assume concrete proportions in the event that its government sponsors carry out their plan.

Experts in the production, distribution and exhibition fields of the non-theatrical film industry have expressed opinions that production of 16mm. feature films, which are at the present time curtailed by wartime regulations and restrictions, cannot develop to any great measure until after hostilities cease. As for the post-war period, however, they all join hands in viewing it as a new era in the important growth of 16mm. entertainment pictures.

Along with the progressive advances

that have been currently developed or are being considered, especially in the industrial and educational fields of expanded 16mm. use, leaders in the industry see a move in the direction of self-regulation for the entire industry.

Already different associations have been formed to work in conjunction with the Office of War Information, and recently a group of 16mm. producers in New York formed the Educational Film Producers' Association. All these and others are important because among other things the organizations have been established to encourage trade practices and protect their interests. It is viewed now that organizations of 16mm. branches will eventually see the broad possibilities of joining together and in this way taking joint action to improve business and avoid past mistakes.

Last week *The Billboard* wrote about the first feature-length entertainment film produced with 16mm., this being but one post-war trend in the field of 16mm. All other trends, whether they be actual developments or yet in stages of being developed, point to the fact that the industry faces tremendous post-war activity from every point of view—educational, industrial, in production, distribution and entertainment.

An important thing to remember is that these activities cannot be reached unless, as one spokesman put it, "leaders in the 16mm. business don't get together now . . . and all gains made in their field and the tremendous amount of money poured into it during the war by government agencies will result in a waste of effort and money."

Hot Notes From Pix Spots

WASHINGTON.—As a result of F.D.R.'s dog, Pala, getting publicity in his opening political speech, *Pala, the President's Dog*, a Pete Smith short, has been getting requests for repeated bookings. Requests so far: 1,439.

HOLLYWOOD.—Telefilm camera news, filming the life of the late Gustavus Swift in 16mm. Kodachrome, have left for Fort Worth, Dallas, Chicago and St. Paul to take background shots. Film being made in collaboration with the American Film Center, New York.

WASHINGTON.—Ted Gamble, national director of War Finance, Division of Treasury Department, recently said to the 16mm. industry: "You will again be called upon to perform services (in Sixth War Loan Drive) and this time the 16mm. industry is on an equal footing with all other media . . . 25,000 showings to better than 10,000,000 people! Why not 25,000,000 in the Sixth!" War Loan Committee Headquarters are at 330 W. 42d Street, New York 18, N. Y.

NEWARK.—A new automatic, high-pressure mercury arc lamp has been developed and was recently presented before a meeting of the Society of Motion Picture Engineers. Provides steady light for printing motion picture film and may be used for recording sound on film by the variable density process.

SOMEWHERE OVER THERE.—Army Air Forces personnel at shuttle-bombing bases in Russia are now regularly receiving the motion picture industry's 16mm. gift entertainment films.

SFA Celebrates Home's 2d Year

CHICAGO, Oct. 28.—Show Folks of America celebrated the second anniversary of the Ann Lynch Home Sunday (22) with a gathering of some 500 old-time showfolks at the home from 2 to 10 p.m. Music, entertainment and refreshments were continuous afternoon and evening and many new members made their first inspection of the home.

Originally organized a few years ago as Show Folks, Inc., by a few old-timers from rep, stock and legit, the organization later changed its name to Show Folks of America. Its membership rapidly increased and soon included men and women from every branch of show business. A campaign was started to establish a home for aged show people, and Ann Lynch, herself an old-timer, donated a three-story residence at 1839 West Monroe Street. Other friends donated furnishings for the home.

During the last two years it has been the gathering place for many performers. Among the troupers who were on hand for the anniversary were Chet Gentry, who was featured in the Hi Henry Minstrels half a century ago, and Bud Schaffer, who was the Potash, of the comedy, *Potash and Perlmutter*.

Byron Gosh Tenter Ends One-Nighters

BULL GAP, Tenn., Oct. 28.—Byron Gosh closed his tent show season here last week after 29 weeks of one-nighters thru Virginia, Tennessee and Georgia to what he describes as "very fine business." The smallest jump, says Gosh, was nine miles, and the longest, 240 miles. There were no accidents or lost nights to mar the season, Gosh reports.

Extra equipment was added in mid-season, including a van-type truck, an extra middle piece, 200 feet of extra sidewall and 500 extra folding chairs. Gosh will play theaters thru the South this winter, as has been his usual custom.

Highlights of the canvas season just concluded, Gosh relates, were the boss canvassman (ex-Texas sheriff), who joined with an extra large suitcase which contained only a bible and a six-shooter; the hillbilly actor (?) who lost his harmonica and walked 12 miles back to the lot to find it; the Boy Scout helpers in each town who participated in stake-driving contests for prizes; the big candy sales; the town cop who arrested his own brother for coming to the tent show broke and drunk.

CHARLES (HAPPY) TICHNOR is in halls and schools in Crawford County, Wisconsin, with his one-man novelty show.

Rep Ripples

CAPT. J. W. MENKE, owner-operator of the Cotton Blossom Showboat, was in Chicago last week recruiting people for his floating theater which is now in its seventh year in St. Louis. . . . LIEUT. (J.G.) BENNY WULLKOTTE, who recently arrived at his home in Cincinnati for a furlough after three years in the merchant marine, for the past week has been taking treatment at the U. S. Merchant Marine Hospital, Louisville, for a hand injury sustained in the African campaign. He's due back in Cincy late this week. . . . BAILEY'S ALL-TEXAS SHOW is reported playing to satisfactory returns around Brownville, that State, with 16mm. pix and two flesh performers. . . . LON DAVIS, veteran advance agent, is reading a picture-vaude combination to work a circle of Connecticut and Massachusetts towns, with a change of bill weekly. Herbert Davis will furnish the flesh and music. . . . BILLY BRYANT and his mom and pop, Sam and Lady Violet, have taken an apartment in Cincinnati for the winter. Billy has been hopping in and out of town in recent weeks filling lecture dates before college drama groups, while his wife, Josephine, is still playing piano and organ at a nitery in her home town in Indiana.

BEBE WHITE (Mrs. Nellie Woodford), popular in Midwestern rep and tab circles and off the road now nearly eight years, is now head of social work at Union Bethel, Cincinnati, where her numerous duties include the direction of the Bethel T-A-C (teen-age club), with a membership of 168 teen-age boys and girls. Her handling of the kiddies' club, has won her much favorable comment in the Cincinnati area, and her efforts have brought about a great improvement in the juvenile problem in a neighborhood where juvenile delinquency has caused much concern. Bebe operates the club much along the line of a regular nitery, with the exception of the hard drinks and late hours. Entertainment is a regular feature. A recent attraction was Homer Meachum, well-known rep, tab, vaude and minstrel comic, now on the staff of WKRC, Cincinnati. Meachum and his radio partner, Cowboy Copus, are regular contributors whenever Bebe is in the need of talent to panic the kids.

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Athens, Ga.

BUSINESS OPPORTUNITIES

ADVERTISE - 20 WORDS IN 30 WEEKLY
newspapers, \$2.00; in 50 newspapers, \$3.00.
Goodall Advertising Agency, 37 Gardner St.,
Vallejo, Calif. no4

CLOSING OUT 640 CASES BOURBON AT AL-
most cost. Write Box C-204, Billboard, Cincin-
nati 1, O.

HOW I SCORED TREMENDOUS MAIL ORDER
success - from only \$100 start. By all means
investigate this! Write Evans, Box 9312 Station
S, Los Angeles, Calif. no4

MAIL ORDER BUSINESS - YOUR OPPOR-
tunity for business your own. Start small, grow
steadily and have your own business. Make your
own job, where you are boss for after war de-
pression and unemployment. Send quarter (no
stamps) for Beginner's Instructive Ident-Book,
"Profitable Mail Selling." Tells how to start right;
make the mail order business pay. Send for it now.
Adcrafters, Rm. 16, Chisholm Bldg., Edmonton,
Alberta, Canada. x

NEW, UNLIMITED FIELD OFFERS YOU
chance to be your own boss. Start in spare time.
Earn while you learn. Full particulars free.
Wright, 163-A Carlisle Ave., Paterson 1, N. J.

SPECIAL INCH DISPLAY ADVERTISEMENT
in over fifty mail order magazines, year only,
\$16.00. Wood's Popular Adv. Service, Atlantic
City, N. J. no11

START NOW - BUILD MONEY MAKING
Mail Order Business. Get yourself established.
Actual examples explained. Particulars free.
Young's Industries, Kent 4, O. x

CANVAS - VARIOUS WIDTHS AND WEIGHTS.
Tarpaulins, Waterproof Covers, 9x12 ft., \$8.10;
12x14 ft., \$11.75; 15x20 ft., \$20.25. Imitation
Leather, Paints, Enamels and many other items.
Michigan Salvage Co., 609 W. Jefferson, Detroit
26, Mich. no4x

FOR SALE - TWENTY-FOUR SEAT CHAIR-
plane, LeRoi engine, wood panel fence, ticket
booth. Calvin Gruner, Pinckneyville, Ill. no18

ORCHESTRA DISBANDING - FOR SALE:
Stands, Jackets, P. A. System, Cases, Orchestras-
tions, Drums, etc., cheap. Box 31, Cranston 10,
R. I.

RENT 35MM. SILENTS - WONDERFUL, BEST
selections. Largest collection in America. Free
list. Cecil Gill, 1000 Pa. Ave., Fort Worth, 4,
Tex. no4

TENTS - 12x12 TO 40x200. ALL PUSH POLE.
Complete list \$1.00. Hand roped, good as new,
rented couple weeks. Sidewalk, Poles, Stakes, Slides,
etc. Describe fully. Send stamp. Smith Tent,
Auburn, N. Y. no4x

TENTS - 30x50 AND 40x60 OR LARGER.
Good roped Tents. State your needs. Goudie
Sales Company, 1712 Main St., Kansas City, Mo.
no4x

WANTED - 35MM. SILENT AND SOUND
Movie Projectors and Films. Also sell and trade.
Charles Fussell, Box 142, Fitzgerald, Ga.

16MM. BOLEX MOVIE CAMERA - PERFECT
new condition with all lenses on turret. Wollen-
sak F 2.7 one inch wide angle and telephoto. Write
Len Cross, 3610 Plumosa Dr., San Diego 6, Calif.

HELP WANTED

ATTRACTIVE GIRL DRUMMER IMMEDI-
ately. Prefer one with voice or double, to join
well known girl unit. Send photo. Wire 2725
Redwood Highway, S., Santa Rosa, Calif. no4

BILL STEWART'S ENTERTAINERS, THEAT-
rical booking agency now located at 1800 Roslyn
Ave., S. W., Canton 6, O. Phone 26057. Stark
County's only Union Booking Agency, franchised
in A.G.V.A. and A.F. of M.

BOOKING AND PROMOTIONAL MAN WANTED
to contact theatres. Prefer man 45 or less with
experience. Write giving experience and age to
Abe Crosby, Mount Vernon, Ga.

DRUMS, PIANO - STRICTLY LOCATION,
good salary. No mickey. Must join around No-
vember 15. Chris Peterson, c/o Music Box, Omaha,
Neb.

EXPERIENCED TENOR MAN - MUST READ,
fake. Also Trumpet. Must have small band
experience. No character. Leader, Pier Hotel,
Daytona Beach, Fla.

FIRST ALTO SAX WANTED - CAPABLE OF
coaching and leading section. Salary \$50.00.
Building band for post-war possibilities. Large in-
strumentation, fine library of specials and stocks.
Location job. State age, draft classification, phone
number. Box C-216, c/o Billboard, Cincinnati 1,
Ohio. no11

GIRL TO ASSIST IN MAGIC SHOW - EX-
perience unnecessary. Send photo and full de-
scription. Dantini, 902 Spruce St., Philadelphia,
Pa.

GUITAR PLAYER - HILLBILLY AND SQUARE
dance for regional network. Steady work and good
pay. No boozers. Must cut it or else. James Mc-
Gowan, WLOG, Logan, W. Va. no4

GUITAR PLAYER - \$85.00, 6 NIGHTS.
Send details, where worked, with whom, home
local, picture if possible, etc. Leo Sunny, Hotel
Shawnee, Springfield, O.

IMMEDIATE POSITION FOR SOBER TENOR
Man, double Clarinet in tenor band playing swing
and commercial special arrangements. No trans-
posing. Top money. Bert Mader, General Del-
ivery, Alexandria, La. no11

LEAD SAX WANTED - LOCATION JOB,
long engagement, short hours, no shows. Wire
best price. Pack Humphreys, 446 Park Ave.,
Lexington, Ky.

MUSICIANS WANTED - FINE LIBRARY,
large instrumentation excellent opportunity for
personal improvement using both stocks and big time
specials. Location job thruout duration. Building
really fine organization for post-war work. If you
are interested in helping to build a band and satis-
fied with the moderate salary of \$50.00 weekly,
join us. State age, experience, draft classification
and phone number. Box C-217, c/o Billboard,
Cincinnati 1, O. no11

STRING BASS - SOCIETY STYLE, UNION,
\$59.00, 23 hours, one session. Clean character.
Barish, 1476 Boulevard, N. E., Atlanta, Ga.

WANT EXPERIENCED PIANO MAN - MUST
read, fake, solid. Small band experience. Florida
location. Join November 12. Box 3393, Daytona
Beach, Fla.

WANT TELEPHONE SOLICITORS - CHIL-
dren's Appeal. Good deal with unlimited oppor-
tunities. Apply or write 730 4th St., S. W.,
Washington, D. C.

WANTED IMMEDIATELY - WORKMEN FOR
week stand tent show. Musicians that double
or Actors that double Orchestra. Slout Players
Tent Show, Atlanta, Tex., week November 6.

WANTED - PHONOGRAPH MECHANICS.
References first letter. United Novelty Co.,
Biloxi, Miss. no11

WANTED FOR ALL WINTER CONTRACT -
Comedians, Musicians, Chorus Girls, Blues Singer
and Acrobats. Salaries tops. Pay your own wires.
State all details. Madame Burleson, c/o Fair-
grounds, Columbia, S. C.

WANTED - VIOLIN PLAYER TO PLAY IN
hillbilly band on radio and personal appearance.
Must be able to play modern, hillbilly and old time
tunes. Write Jimmie Brown, 129 Union St.,
Bangor, Me.

WANTED ON ACCOUNT OF DRAFT - LEAD
Alto Sax doubling Clarinet. Also want Trumpet
Man. Salary seventy-five per week. Otis Arnold,
906 9th St., Alexandria, La.

WANTED - TENOR SAX THAT CAN DOUBLE
Second Violin. Write Sandy Sandifer, Van
Cleve Hotel, Dayton, O.

WANTED - EXPERIENCED TRUMPET.
Also Bass, Piano. Must read fake. Small band
experience. No characters. Hi Daniels, General
Delivery, Palm Beach, Fla.

INSTRUCTIONS BOOKS & CARTOONS

A RIPLEY BELIEVE IT OR NOT TRICK
adapted to making tops, novelties, etc. Cost 2c
up to make. Fast sellers at 50c up. Instructions,
\$1.00. Geo. Gillespie, Galax, Va. no25

"GAME AND FORTUNE IN COWBOY SONGS,"
Revealing book teaches how. Price, \$1.00. Red
River Dave, Box 528, San Antonio, Tex. no11x

FOR A SURE-FIRE NOVELTY ACT USE OUR
Trick Drawings and Rag Pictures. Catalog, 10c.
Balda Art Service, Oshkosh, Wis. no25x

MAGICAL APPARATUS

A BRAND NEW ILLUSTRATED CATALOGUE
of Mindreading, Mentalism, Spirit Effects, Magic,
Horoscopes, Forecasts, Buddha, Future Photos,
Crystals, Lucky Places, Palmistry, Graphology Charts
and Books. Wholesale. Largest stock. Completely
illustrated catalogue, 30c. Nelson Enterprises, 336
S. High St., Columbus, O. no4x

ANSWER QUESTIONS - CALL NAMES, BIRTH-
dates. Professional Master Mindreading Act (no
assistants). Self contained. Use anywhere, \$1.00.
Magical Enterprises, Box 111-B, Levering, Mich.
no25x

BREMA'S NEW OBEDIENT BLOCK, 60c POST
paid. Manufactured by Manus Novelty Shop,
1325 Mt. Vernon St., Philadelphia 23, Pa.

LARGE PROFESSIONAL MAGIC CATALOGUE,
25c. Max Holden, 220 W. 42d St., New York
City, N. Y. no11x

MAGICAL APPARATUS - MINDREADING,
Escape, Publicity Stunts, Unusual Books, Il-
lusions, Chemical Reduction list, 30c. Genoves,
General P. O. Box 217-B, New York 1. no11

21 WAYS TO OVERCOME STAGE FRIGHT, BY
MacKenzie Gant. Price, one dollar. Four cur-
rent catalogs, 25c each. Thayer's Studio of Magic,
Box 1785, Wilshire-LaBrea Station, Los Angeles
36, Calif. no18x

MISCELLANEOUS

ATTRACTIVE PHOTO CALENDARS, GREET-
ings. Wholesale, retail. Sample set, prices, 10c
coin. Also Home Movie Screen. Studio McCoy,
La Crosse, Wis.

ELECTRIC HEATERS, 14" BOWL TYPE AND
two Burner Electric Stoves, A.C. or D.C., 120
volts, \$7.95 each plus shipping and postage, 30c.
No C. O. D. Jeannette Electric Company, 159
W. 23d St., New York 11, N. Y. no18x

FOR SALE - 120 SERIES TAKE TIPS,
bundles of five. Bargain, \$19.00 per gross.
25c with order, balance C. O. D. G. E. Lynch,
14 Seneca St., Oh City, Pa. no11

POP CORN - SEND FOR SAMPLE. HAYES
Seed House, Topeka, Kan.

MUSICAL INSTRUMENTS, ACCESSORIES

VIOLIN - GENUINE STRADIVARIUS
bearing the inscription "Antonius Stradivarius,
Cremonensis Faciebat Anno 1736." Fine instru-
ment. Earl F. Cochran, Box 219, Tifton, Ga.

PERSONALS

HARRY BEDE - GET IN TOUCH WITH
Ella Bede at once at 1145 52d St., Brooklyn,
N. Y.

MAILING SERVICE FROM CALIFORNIA -
Xmas gifts, souvenirs, post cards; your message;
'll mail 'em. Minimum order, \$1.00. Small
service charge. C. Boteler, 1876 Market, San
Francisco 2. no18

PROFITABLE PROMOTIONAL PUBLICITY -
What you want the world to know. Tell Boteler,
1876 Market St., San Francisco 2, Calif. no18

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ALERT DIRECT POSITIVE OPERATORS! -
Direx Paper is unsurpassed for quality which
brings repeat business. Why not convert to Direx
today? Write for trial order direct from factory.
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Weight Paper, in cut sheets. Rolls on special
order only. Try our new Marful 19 Developer
with Marful Paper. Write Marks and Fuller, Inc.,
Dept. B1, 66-72 Scio St., Rochester, N. Y.
no4x

BUY-SELL - 1 1/2", \$10.00; 2 1/2", \$15.00;
3 1/2", \$20.00; 5x5, \$6.50; 5x7, \$8.00. Metro
Camera Exchange, Box 404 Acme, Mt. Vernon,
N. Y. no18

DIME PHOTO OUTFITS CHEAP - ALL SIZES
available. Better drop in and see them. All
the latest improvements. Real bargains. P. D. Q.
Camera Co., 1161 N. Cleveland Ave., Chicago 10,
Ill. no25x

DIRECT POSITIVE ROLLS MACHINE CUT TO
any width. Prompt, reliable service. Henderson,
149 W. 20th St., Indianapolis 2, Ind. no4

127 WAYS TO MAKE MONEY, IN HOME OR
office, business of your own. Full particulars
free. Elite, 214 Grand St., New York. de30x

COIN-OPERATED MACHINES, SECOND-HAND

A-1 CIGARETTE AND CANDY VENDING MA-
chines - All makes and models, lowest prices,
from operators being drafted. Needcap Parts in
stock. What have you to sell? Mack Postel, 6750
N. Ashland, Chicago. de16x

A-1 ART TARGET, 1c, \$12.50; KICK-CATCHER
Football, 1c, \$12.50; 3 Chicken Shams converted
to Tank Gun, each, \$85.00; 4 Shoot the Chute,
each, \$100.00; one Air Raider, \$150.00; one Ten
Pin, \$49.50; Jennings Cigarola, \$75.00; Mills
25c Automatic Pay Dice Machine, plays 7, 11 and
field, like new, \$175.00. All ready for location.
1/3 deposit. Eagle Vending Co., 205 Tampa St.,
Tampa, Fla. x

ALL REBUILT! - INTERNATIONAL 1c
Ticket Weighing Scales, 5c Candy Venders,
Postage Stamp Machines. Adair Company, 6926
Roosevelt, Oak Park, Ill. no11

ALL REBUILT! - LOBOY SCALES, INTER-
national Ticket Weighing Scales, 5c Candy
Venders, Stamp Machines. Adair Company, 6926
Roosevelt, Oak Park, Ill. no18

ARCADES, ATTENTION! - WAR PICTURES.
Post Cards, 128 subjects. Planes, jeeps, ships,
tanks, etc. Fits 1c Post Card Venders, all makes.
New money maker; \$3.60 per thousand. 1/3 all
orders, balance C. O. D. Northwestern Sales and
Service Co., 4105 16th Ave., Brooklyn 4, N. Y.
no4x

COIN COUNTING TRAYS FOR PENNIES;
stacks \$5.00; made for pennies, nickels. Also
Penny, Nickel Stackers, \$1.00 postpaid. Want
Kirk Astrology and Watling Scales. B. J. Heine-
man, 656 Selden, Detroit 1, Mich.

BROWN FRONT, 5 1/2 DRILL PROOF, CLUB handle, new cabinet, \$225.00; Brown Front, 10 1/2, drill proof, knee action, club handle, \$267.50; Brown Front, 25 1/2, drill proof, knee action, club handle, new cabinet, \$325.00; 3 new Gold Chrome Original, in sealed crates, \$425.00; 2 Club Bell Consoles, 10 1/2, like new, \$397.50; Mills Jumbo, late hand, blue cabinet, \$102.50; Bakers Faces Daily Double, 1 Bonus Bell, 10 1/2, \$299.50; Pace Club Console, 5 1/2, \$155.00; 1 Pace Club Console, 10 1/2, \$215.00; 1 Chrome Bell, 5 1/2, \$299.50; 1 Blue Front, 25 1/2 gold award, \$190.00; 1 Blue Front, 5 1/2 gold award, \$165.00; 2 Santa Anita, cash pay, perfect condition, \$250.00; 1 Periscope, like new, \$199.50; 2 Mills 1-2-3, '41 model, F.P., like new, \$90.00; Jack in Box Stands, like new, \$52.50; Box Stands, \$19.50; 1 Dark Horse, F.P. Console, \$167.50; 2 Jennings Fast Times, cash, \$42.50; 2 Jennings Fast Times, F.P., \$42.50; 2 Club Trophy P.P. Consoles, \$315.00; 2 '41 Derby, F.P., \$325.00; 1 Grand National, cash, \$95.00. One-third deposit, balance C. O. D. Southern Vending Machine Co., 528 Craghead St., Danville, Va. Phone: 2414.

CONVERSION PARTS FOR BROWN FRONTS. Club Handles, Cabinets, Castings, Reel Assemblies, Disc, Slides, Jackin-box Stands, \$59.50. Coleman Novelty, Rockford, Ill. no11

FOR SALE — TAIL GUNNER, VERY CLEAN, \$199.50; 1 High Hand, in A-1 condition, \$139.50; 1 Rotation Pinball, \$14.50. Also have some Counter Games. Frank Guerrini, Burnham, Pa. no4

FOR SALE — FIVE BALL PINBALL MACHINES: All American, \$39.50; Bola Way, \$49.50; Bosco, \$69.50; Big Time, \$29.50; New Champ, \$49.50; Old Champ, \$39.50; Five-Ten-Twenty, \$99.50; Fleet, \$29.50; Fifty Grand, \$39.50; Horoscope, \$49.50; Sea Hawk, \$44.50; Sky Ray, \$29.50; Victory, \$30.00; Knockout, \$115.00; Invasion, \$115.00; Air Force, \$89.50; Star Attraction, \$59.50; Stratoliner, changed to Slap the Jap, \$49.50; one ball Skylark, com. F.P. and P.O., \$199.50; 1/3 deposit with orders. Novelty Service Co., 1333 W. Burleigh St., Milwaukee, Wis. no11x

FOR SALE — 2 KEENEY SUPER TRACK Machines, \$275.00 each; 24 Keeneey Pastimes, \$162.50 each; 5 Mills 5 1/2 D.J.P. Blue Fronts, serials 374,000, \$139.50 each; 5 Mills 5 1/2 Blue Fronts, S.J.P. serials over 400,000, \$152.50 each; 1 5 1/2 Mills War Eagle, 3/5 pay, \$89.50; 1 5 1/2 Mills Roman Head, \$109.50; 4 2 1/2 Mills Brown Fronts, newly refinished D. P., C.H., \$275.00 each; Box Stands, newly painted, \$12.50. All machines are clean, mechanically perfect. Third deposit. Seashore Novelty Co., P. O. Box 1661, Wilmington, N. C. x

FOR SALE — PINBALLS: CHIEF, \$20.00; Rotation, \$20.00; Regatta, \$15.00; Flight, \$15.00; Handicap, \$18.00. Frank Guerrini, Burnham, Pa. no11

FOR SALE — TWO BALLY ROLL 'EM CON-soles changed over, \$170.00 each; Lucky Star Console, \$125.00. Ray Ressel, 3854 2d St., Riverside, Calif.

FOR SALE — 1 MILLS 4 BELLS, 3 NICKELS and a quarter, late hand, very clean, \$775.00; 1 Mills 4 Bells, 4 nickels, original hand, overhauled by Mills in July, clean cabinet, \$475.00; 1 Mills 10 1/2 Blue Front, good condition, \$200.00. Fred Beckenbaugh, Ft. Dodge, Iowa.

GOOD 50¢ AND \$1.00 PLAY SLOT WANTED. Have for sale, 2 Chiefs, 4 Star, 5 1/2; 1 Mills Futurity, 5 1/2; 1 2 1/2 War Eagle, 2-4; 1 Jennings Victoria, 1-10. State price in first letter. Will trade. Box 65, Pineale, Wyo. no4x

MAILING LIST — OVER 4,500 BONA FIDE Operators, Distributors. U. S., Canada, Mexico revised as of 1944. For full particulars. Box C-192, The Billboard, Cincinnati 1, O. no4

ONE BALLS — TURF KING, JOCKEY CLUB, \$450.00; Long Shot, Sport King, \$350.00; Santa Anita, \$250.00; Grand National, \$150.00. Very good condition. Want Three Bells, 2-Way Super Bells, 25¢. Clyde Darter, 897 S. Myrtle Ave., Kankakee, Ill. Main 4087. x

ONE 50¢ MILLS MELON BELL, ONE 25¢ Mills Melon Bell, same as new; one 25¢ Jennings Chief, one 5¢ Columbia Twin Jack Pot, \$1,000 takes all. Sam Brewster, Lewisburg, W. Va.

PHOTOMATICS WANTED — ALSO RAPID Fires, Defenders, Ace Bombers, Grandmother Fortune, Tellers or any good Arcade Machines. Joyland Arcade, 3743 Woodward, Detroit 1, Mich. no4

PIN BALL, MUSIC, COUNTER MACHINES Route in beautiful, picturesque Southwest State of Arizona. Exceptional tourist business and immediate and post-war possibilities. Price, \$10,000. Box C-213, Billboard, Cincinnati 1.

STAMP VENDORS, 3¢, 1¢, \$6.50; "ELECTRO- Pops," combination corn popper, 5¢ coin operated vendor, \$37.50; others. Northside Co., Indianapolis, Iowa. no18

TEN STRIKE (3) EVANS, GOOD WORKING condition, \$125.00. Must call for. Tower Playland, 2413 Kensington Ave., Philadelphia, Pa. x

TWENTY 8-COLUMN ROWE CANDY VENDING Machines with enclosed cabinets. Very good condition. National Distributors, Inc., 1760 Columbia Rd., Washington, D. C.

WAR PICTURES — POST CARDS, 128 SUB-jects. Planes, jeeps, ships, tanks, etc. Bits 1¢ Post Card Vendors, all makes. New money maker; \$3.60 per thousand. 1/3 all orders, balance C. O. D. Northwestern Sales and Service Co., 4105 18th Ave., Brooklyn 4, N. Y. no4

"WEEKLY SPECIAL"—10 1¢ CHALLENGERS, \$30.00; 20 1¢ Model Fs, \$30.00; 10 1¢ Baseball Games, \$7.50; 20 5¢ Sanitary Napkin, \$10.00; 1 1¢ Pace Weighing Scale, \$40.00; Big Chief, \$39.50; High Stepper, \$50.00. Wanted: Photographs. Cameo Vending Service, 432 W. 42d, New York.

WURLITZER OR SEEBURG MAIN GEARS — Perfect cut new fiber, guaranteed; sample, \$6.00; 10 or more, \$4.50. Hundreds satisfied customers. Vem, 1362 Sacramento, San Francisco, Calif. no18

COSTUMES, UNIFORMS, WARDROBES

ASSORTED COSTUMES — CLOWNS, UNCLE Sams, Spanish, Chorus, Satin Panties. Band Coats and Accessories. C. Conley, 308 W. 47th St., New York.

EVENING GOWNS — \$5.00 AND \$7.00 — samples from fashion shows. Unusual values. State wants. No catalogue. Braverman, 812 8th Ave., New York.

SEVERAL PAIR OF LARGE USED OSTRICH fans, reasonable. Rhinestone G-Strings and Bras, \$10.00 set. Chorus Panties, Eyelashes and accessories. C. Guyette, 346 W. 45th St., New York.

TUXEDO SUITS, SINGLES, \$10.00; DOUBLE-breast, \$16.00; Orchestra Coats, \$2.00; Rhinestone G-Strings, \$5.00 up. Orientals, Rhumbas, Black Curtain (18x18), \$15.00. Wallace, 2416 N. Halsted, Chicago, Ill.

FORMULAS & PLANS

10,000 FORMULAS, RECIPES, TRADE Secrets for making most any conceivable product. 883 pages chock full of money-making ideas. Prepared by expert chemists in simple language. \$1.75 postpaid. Write. Grand, 2506 52d St., Kenosha, Wis. del6x

FOR SALE SECOND-HAND GOODS

A TOP MONEY-GETTING DART GAME CON-cession. "Bomb the Japs." For midways and indoor locations. Send for circular. Frank Welch, 735 E. Main St., Rochester 5, N. Y.

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. no25x

ALL KINDS POPCORN MACHINES — BURCH, Peerless, Kingery, Caramelcorn Equipment. New Coleman Gasoline Burners, Tanks, Fittings, lowest prices. Northside Sales Co., Indianapolis, Iowa. ja6x

DIAMOND RING — 3 ENORMOUS CUSHION cut diamonds. Total weight about 7 carats. Formerly property of the great Lillian Russell. Sacrifice, \$1,150.00. Cluster Ring, ruby and 12 large diamonds, \$195.00; 5/8 Ct. Diamond Ring, \$205.00; 13 Diamond Dinner Ring, platinum, \$135.00; Engagement Ring, 1/4 Ct. diamond, 6 stones in shank, \$69.00. Will send for inspection. Write, wire, phone Edward Ulrich, 1621 Elm St., Youngstown, O. no11

FOR SALE — 120 PAIRS RICHARDSON Skates; lots extra parts including Bearings, Cones, Axles, Wheels, etc. Hugh Cooper, Henderson, Tex.

FOR SALE — 225 PAIRS OF RICHARDSON Fibre Roller Rink Skates at \$5.00 per pair in excellent condition; 200 sets of new Richardson Fibre Rollers at 60¢ a set. Lowe's Roller Rink, C. W. Lowe, 633 4th Ave., W., Birmingham 4, Ala. no11

NEW AND USED ELECTRIC PLANTS, FROM 350 watts to 10 K.W. and larger. Write E. F. Schmalz, 215 Wyoming Ave., Kingston, Pa. no4

REBUILT DOUBLE-HEAD FLOSS MACHINE, mounted in cabinet, aluminum pan, \$150.00; National All-Electric Bungalow Popcorn Machine, \$125.00; Mills Custard or Ice Cream Machine, 5-gallon, rebuilt like new, air cooled, with or without 40-gallon cabinet, cost \$1,900.00; \$1,200.00. Box 1, Dupont, O.

14"x26" 16 ROD BASS DRUM AND ACCES-ories; Dutch Windmill Head; 48 Bass Piano Accordion, G. C. size Guitar, Tenor Banjo. Write Box 117, Amery, Wis.

FOR SALE—SECOND-HAND SHOW PROPERTY

A NEW CATALOGUE OF 35MM. ROADSHOW Attractions free. Exploitation Pictures, Gangster, Westerns, Comedies, Horror and Action Pictures. New prints, late releases. Free advertising. Low prices. Bussa Film Exchange, Friendship, O. no4

DIRECT POSITIVE OPERATORS — WRITE for catalog today. Glass Frames in all sizes, assorted and patriotic. Exceptionally fine line of high grade photographic folders created by one of America's foremost mount manufacturers; Chemicals, Oil Painted Backgrounds, Comic Foregrounds; Rubber Gloves at 75¢ pair; Rubber Finger Tips, set of 3, 15¢; General Electric Nos. 1 and 2 Photo Floods for immediate delivery; Eastman Direct Positive Paper, 1 1/2x250, \$5.75, and all other sizes up to 5" at deep cut prices. Everything for direct positive operator. Take care of all your needs with one shipment. Hanley Photo Supply Company (new address), 1414 McGee, Kansas City, Mo. no11x

DIRECT POSITIVE OPERATORS—A STEADY supply Eastman D. P. P. Prompt service, fresh stock, all 1945 dating. 1 1/2", \$5.75; 2", \$7.25; 2 1/2", \$8.75; 3", \$10.50; 3 1/2", \$11.00; 5"x7", \$6.25 per gross. Any size and any amount. 25% deposit with order, balance C. O. D. K. W. Geary & Co., Box 5916, Pittsburgh 10, Pa. Phone: Everglade 3319. no11x

FINEST MADE — 2 1/2"x2 1/2" D.P. CAMERAS. Best fast lens, automatic shutter, complete without booth, \$200.00. Beautiful booth, wired, with camera installed, \$475.00. Other sizes, same price. Double Cameras, \$350.00; in booth, \$625.00. We repair lens and cameras. American Stamp Co., Oklahoma City, Okla. x

FOLDERS FOR 1 1/2x2" PHOTOS, \$1.50 PER 100; 2x3, \$1.75; 3 1/2x5, \$2.75. Many other sizes. Limited supply Easel Mounts. Postcards for 1 1/2x2" photos, \$2.00 per 100. Holiday numbers ready. Immediate shipments. Miller Supplies, 1535 Franklin Ave., St. Louis, Mo. no4x

FOR SALE — DIRECT POSITIVE CAMERA, size 3 1/2x5 1/2, with good lens. Herman White, 517 W. Shumior, Edinburg, Tex.

FOR SALE—HAND OPERATED PHOTO MACH-chine, 2 1/2 by 3 photographs; Ilex F 3.5, 4 in. lens. Neon 25¢ Sign; brand new flashy booth. Murray's Studio, 233 E. State St., Trenton, N. J.

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Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

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C.; Phipps, James; Pliat, Alexander; Picaro, Jack; PIKE, Wm. David; PIKE, W. M. Bill; PIKUL, Frank A.; Pिंगितory, Mary S.; POPLIN, Chas.; POUNDERS, Marion; Pratt, Mrs. Fannie; Presti, Mrs. Lena; PRESTON, Jas. Thomas; Price, Archie S.; PROCTOR, Eugene; Qualls, Knox; Raetz, Gene Otto; Redfern, J. W.; Ragaisis, Jos. Kaismer; RAGLAND, Phillips T.; Rawlings, Mrs. Cecil; Raye, Toni; Reed, Billy; Reed, Harry; Reed Sisters; Reed, Mrs. Ruth J.; REESE, Elmer; REID, Albert; Reid, Ezra Matthew; Reilly, James J.; RELLY, Jas. Joseph; Remen, Alice; Remy, Archie; RESTORICK, John W.; REUTER, Lawrence Geo.; REYNOLDS, Clarence Ward; Reynolds, Ralph J.; Rhoades, D. D.; RHODES, Alford; Richards, A. L.; RICHARDS, Jas. R.; RICHARDSON, Joe O.; Riga, James J.; RILEY, Mark; RILEY, Wm. Allen; Rilo, Lee; Arthur; Rinehart, Ollie; Ristow, James P.; Ritz, Capt. R. V.; Roaweder, Erba; Robbins, C. N.; Robbins, Clarence; Roberts, Josia; Robertson Jr., Burton E.; Robertson, Fred; ROBINSON, Fred D.; ROCK, Randall; Rockwell, Sidney W.; RODEN, Thos.; Rogers, Dan; Steve; Rogers, Jeannie; ROGERS, Robt. E.; Rohweder, Mrs. Erna; Romalley, Tony; Rorabaugh, Harry E.; Rose, Martin R.; ROSE, Wesley; Rosenblum, J. C.; Ross, Charles; Ross, Patsy Ann; Roth, Mrs. C. R.; Rothwell, J. H.; Roxana, Mme.; Rubyettes, The; Ruddy, George; RUEL, Milton B.; Rusher, John W.; RUSSELL, Jos. Henry; Russell, Paul; Russell, Slim; Sadler, Thomas; SAFFORD, Carl; SAKOBIE, Geo.; SALZER, Ray C.; SANDERS, Laura & Ray; Sareault, Sylvain; Saunders, Nettie; SAWYER, Bill; Scarett, Robt.; SCHAEFER, Louis Edw.; SCHMIDT, Daniel H.; Schomburg, Vaughn; SCHNEPP, Harold; Osborne, J. L.; Own, George; PAIGE, Geo. Wm.; Painter, Wm.; Pajor, Steve; PALMERINO, Chas. J.; PARDEE, Eugene; Parker, Bill; PARKER, Edward; Parker, Marshall; Parker, Ray C.; Parsons, Carl; PATRICK, Theodore R.; Paulert, Albert; Paulus, Paul; PAYETTE, Raymond Al; Pease, Mrs. S. D.; Pease, Mrs.; Pelly, Mrs. Grace; Penney, George; Perkins, Sam; Perry, Frank; Perry, Mrs. Harry; PERRY, Jas.; PERRY, John; PERRY, Henry; Peters Sr., Wm. R.; PETRIE, Roy Allen; Phillips, Betty; Phillips, Mrs. R. C.; Phipps, James; Pliat, Alexander; Picaro, Jack; PIKE, Wm. David; PIKE, W. M. Bill; PIKUL, Frank A.; Pिंगितory, Mary S.; POPLIN, Chas.; POUNDERS, Marion; Pratt, Mrs. Fannie; Presti, Mrs. Lena; SMITH, Willie Love; SMITH, Wm. Monroe; SMITHLY, John Jos.; SNYDER, Dawson Ernest; SNYDER, Whittie Harold; Sorensen, Katherine; Soule, Verne; South, Martha; SPEAR, Barney; SPEIGHT, Sol; Spiker, Thomas E.; SPIVEY, Chas. M.; SPYROPOLOS, Harry A.; Stadelman, Paul; Stamey, J. D.; STANCIL, Needham Elwood; Stanley, Inez; Frenchy; STANSBERRY, Mearl Robt.; Staples, Mrs. Francis; Staples, Norman; Ray; Stark, Mrs. Lillian; Steele, J. E.; Steele, Mrs. Margie; Steffen, Hazel; Sterling, Donald B.; STEVENSON, Jack; Stevens, Pete; Stewart, Iris; Stewart Jr., R. E.; STEWART Sr., R. E.; STIEHM, Melvin Paul; STINE, Chas.; Stoball, Bob; Stoffel, Walter; Stoltz, L. F.; Stone, Stella; Stoppel, W. R.; Strout, Lee Roy; Strassburg, Ed; Stricklan, Mrs. Jas. T.; STROM, Peter; Studebaker, Paul F.; Sturgeon, Leslie D.; Stutzman, Jas. F.; Styles, Talmadge; Sullivan, John Leo; SUMMERS, Wm. Calvin; Sutherland, Pat; Sweigert, F. Kenneth; Swords Jr., J. D.; Sweitzer, Jimmie; SYLVER, James E.; Talshoff, Sol; Talbott, Geo. Burl; Taylor, Dennis; Taylor, Dick C. L.; Taylor, Mrs. Earl; Taylor, Ethel; TAYLOR, Herman; Taylor, Howard Ray; TAYLOR, Major Lee; Teighman, Earl; TEMPLE, Jas. Rubrey; Templeton, Ralph Edw.; THOMAS, Arney Geo.; Thomas, Calber; Thomas, Jack; Thomas, Rev. Tommy; Thorne, John E.; Thrush, Paul; Thrush, Wm.; Tighman, Earl; TIPTON, Fred; Tom, Mrs. Rosie; Tom, Walter; Towell Jr., Scott H.; TOWNSEND, Robt.; TRIMMER, Paul Ed; Triplett, Mrs. Cassie W.; TRUSTEE, Lou Loyd; Turner, Richard; Turner, Willie E.; UNDERHILL, Andrew Daniel; UNDERWOOD, Ralph Neal; VALLEGO, Tony; VAN CAMP, Arthur John; Van Driver, Robert; Van Horn, C. M.; VANCE, Robt. C.; Vann, Robert; VAUGHN, Hamp; Vance, Sylvester; VEALE, Wm. Hardy; Venable, Bill; Videto, Ken; VILLERS, Charles; VINCENT, Carlton; Morton; Voges, Bill; Hollywood Horses; Voyzey, Wilson; Wade, Brodie S.; WAGMAN, Geo. Frank; Wahlstrom, Emil C.; Wald, Frank; Walker, Alan; Walker, Fred; WALKER, George; Loranzo; WALKER, Martin; Wall, Johnnie; Wall, Valerie; WALLACE, Earl; WALLER, Tom; WALTON, Geo. Frederick; WARD, Kenneth; Wade; WARE, George; Monroe; WARFIELD, Earl; Warner, George; Edward; Warner, George; Edward

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AT LIBERTY—GIRL TRUMPETER, 18, READ, ad lib., fake. Also Girl Tenor Sax, double Alto, Baritone, Clarinet. Both union. Prefer all-girl band. Will not separate. State full details in first letter. Contact Erma Miller, 1258 Elizabeth St., Brownsville, Tex.
EXPERIENCED LEAD ALTO — HONORABLE discharge. Prefer large jump band. Also arrange. Musician, 1512 Kemp, Wichita Falls, Tex.
GUITAR CELLO AMPLIFIER. SOBER, dependable. Gene Smith, 12 T St., N. W., Washington, D. C. no18
RINK ORGANIST, NOW EMPLOYED, DESIRES change about November 15. Bess Mayo, 723 Essex Ave., Ft. Worth, Tex.
VIOLINIST — WISHES TO JOIN SMALL COMBINATION; Florida or hotel locations preferred. Age 28, good appearance, 4-F. All around ability. Fine tone and intonation. Can double Sax and Vocals if needed. Available November 10. Joe Marsh, 284 West Ave., Buffalo, N. Y. no11
VIOLINIST — AVAILABLE IMMEDIATELY. Thoroughly experienced in concert and dance. Now playing first but will consider second or third. Write or wire Box C-215, c/o Billboard, Cincinnati 1, O.
PARKS AND FAIRS
AVAILABLE — SENSATIONAL HIGH TRAPEZE Act for Southern fairs. For open time contact Jerry D. Martin, General Delivery, Charlotte, N. C. no25
E. R. GRAY ATTRACTIONS — SPIRAL TOWER, Swinging Ladder, Rolling Globe, Single Trapeze, Contortion, Comedy Acrobats. Harding & Keck, Evansville, Ind. de2
OUTSTANDING ORIGINAL NOVELTY TRAPEZE Act. Available indoor, outdoor events. Platform required outdoors. Flashy paraphernalia. Charles La Croix, 1304 South Anthony, Fort Wayne 4, Ind.

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A-1 PIANO MAN — READ, FAKE; STRICTLY sober, dependable, union. Doubt Clarinet in concert band. Have car. Jody Richey, Hazard, Ky.
AT LIBERTY AFTER NOVEMBER 4 — JACK Rodgers, Piano Player and Entertainer for clubs, taverns. Work single, novelty numbers and standards. Prefer New York State or Pennsylvania. Write or wire Jack Rodgers, c/o Johnny J. Jones Exposition, Week October 30, Dothan, Ala.
PIANO ACCOMPANIST WANTS NEW YORK studio spot. Eight years with singers, soloists. Swing artist. Classical background. Union, 4-F. L. Zaslou, 229 W. 105th St., New York.

SINGERS

GIRL VOCALIST — EXCELLENT VOICE. Plenty of experience. Age 20. Popular band. Will travel. Anne Simone, 21 W. 70th St., New York 23.

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ATTENTION! — LONDON PUNCH AND JUDY. The kiddies' theatre, department stores, toyland, theatres, clubs, museums. Doc Candler, R. 2, North, Mt. Clemens, Mich.
FIVE OR SIX GIRL LINE — ROUTINES, wardrobe; for theatre, camp shows and clubs. Thelma Carmen, 252 E. Lakeview Ave., Columbus, Ohio.
AVAILABLE AFTER NOVEMBER 4 — FEMALE Impersonator. Talking, Singing, Comedy. Wardrobe flash. Connect with stage shows, units, vaudeville, clubs. Have twelve minute act. Agents and managers, contact. Open for winter dates North, South, East or West. Sellers, General Delivery, Hattiesburg, Miss.

Ask Mdse. Trade To Furnish Jobs

Must Play Big Post-War Role

2 million new jobs must be provided by mdse., service trades, says prexy of USCC

NEW YORK, Oct. 28.—Several hundred jobbers and retailers were told here this week that they must play a big part in furnishing jobs after the war.

The speaker who proposed this idea was Eric H. Johnston, president of the U. S. Chamber of Commerce. Johnston suggested that the merchandise and service trades should at least plan on providing 2,000,000 new jobs after the war in order to help prevent general unemployment. (See MDSE. TRADE on page 50)

MERCHANDISE TRENDS

By Evelyn Mareneck

CHICAGO, Oct. 28.—There was a patriotic spurt in war work last week with the Philippines invasion on A-Day. But the view of industry as a whole was that the shift from munitions to civilian goods would be much more gradual than previously expected after the cut-backs with Germany's defeat. . . . Japan will take to about late in 1945 to defeat, according to certain theories from Washington and that means that war business will still be a big business.

The spot plan has been moving along in good shape, slowly increasing the number of permits for reconversion. Many of the firms already given approval for reconverting to civilian production are now turning out specialty merchandise.

Novelty Jewelry Gains

Retail sales volume, accentuated by heavy trading on Columbus Day, rose 10

to 14 per cent above the same week a year earlier. There was a brisk demand for gift items, and novelty jewelry sold well, according to Dun & Bradstreet's reports. Accounting for part of the heavy volume of sales were gift purchases made just before the deadline, October 16. Independent store volume sales in September were 9 per cent ahead of the same month a year ago. . . . Wholesale activity was reported to have picked up a little as buyers attempted to fill out depleted seasonal lines.

Spot Requests Granted

Among the local approvals of the regional WPB in New York were items of interest to the specialty merchandise field. Portable electric lamps, ash trays, sunglasses, buckles, metal photo frames and other similar articles have been given the okay by WPB. The manufacturers who were granted approvals had shown that this production of needed specialty items would not interfere with the war effort, according to the regional director of WPB.

Variety Stores See Gain

Variety chain stores—the huge outlets for manufacturers of specialty merchandise—have embarked on a 3-point program of merchandising activity, according to recent reports in the newspapers. It is expected that this activity will maintain a year-by-year gain of 6 per cent in sales—despite the fact that it is expected there will be a 9 per cent reduction in family income after the war. Chain variety stores are advising small manufacturers of popular-priced merchandise. (See Merchandise Trends on page 52)

Zippers Sell Fast, But Some Surpluses Need Smart Selling

WASHINGTON, Oct. 28.—The army is turning over the disposal of surpluses to smart salesmen and merchandising experts, the Treasury Procurement Division revealed. In one case, bolo scarabards made satisfactory tool kits with a few readjustments, and now sales are booming. But there are other surplus goods, from toilet soap to mining machinery, that required salesmanship and ingenuity plus in disposing them for civilian consumption.

The easier goods found markets of their own accord, but the harder types of merchandise needed expert readjustment, the army discovered, and now the division is disposing of surpluses at the rate of \$9,000,000 monthly.

It is easy to sell trucks and automobiles and a recent surplus of 10,000,000 zippers—but mine-sweeping nets, snow shoes and kindred items are white elephants and ways must be found to make the public purchase-conscious.

Mine marker kits, complete with danger signals and code to warn of German mines or booby-traps, are being sold as markers to rope off danger areas around fallen buildings or repair jobs.

Mosquito net outfits for malarial areas are being offered as play pens for children or as boy scout hiking equipment.

Five-man pneumatic life rafts, surplus to the Army Air Force which now has a (See ZIPPERS SELLS FAST on page 51)

STERLING SILVER CHARMS OR BANGLES

EITHER SILVER OR GOLD FINISH!



STERLING SILVER	GOLD PLATED
B1... \$16.50 Gr.	B1... \$18.00 Gr.
B2... 13.50 "	B2... 15.00 "
B3... 9.00 "	B3... 10.50 "
B4... 9.00 "	B4... 10.50 "
B5... 16.50 "	B5... 18.00 "
B6... 12.00 "	B6... 13.50 "
B7... 12.00 "	B7... 13.50 "
B8... 9.00 "	B8... 10.50 "

BULK CHAIN

Sterling Silver Cable.....	12c Ft.
Sterling Silver Curb.....	15c "
Sterling Silver, Gold Plated Cable.....	14c "
Sterling Silver, Gold Plated Curb.....	17c "
Sterling Silver, Gold Filled Cable.....	24c "

CATCHES

Sterling Silver.....	\$4.00 Gr.
Sterling Silver, Gold Plated.....	5.00 "
Sterling Silver, Gold Filled.....	7.50 "

JUMP RINGS

Sterling Silver.....	\$2.25 Oz.
Sterling Silver, Gold Plated.....	2.75 "
Sterling Silver, Gold Filled.....	4.50 "

ORDER NOW!

IMMEDIATE DELIVERY!

1/3 Dep., Bal. C. O. D., F. O. B. N. Y.

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114 East 32d St., New York 16, N. Y.

Phone Lexington 2-5788

WE HAVE WITHOUT DOUBT THE RICHEST ASSORTMENT OF BEAUTIFULLY COLORED FIGURINES, MADE OF TERRA COTTA COMPOSITION, AT POPULAR PRICES.

Over One Hundred Different Designs From \$4.80 Per Doz. to \$90.00 Per Doz. Each One a Work of Art.

Illustrated Price List K of the Entire Line Mailed to Any GIFT SHOP ON APPLICATION. We Illustrate One Here. One Carton of a Number Smallest Quantity Sold.

#3567 K The Philosophers, or Three Emotions.



#3582 K Peasant girl, offering flowers.

10 inches high, \$21.00 per doz. 1/12 doz. in carton.



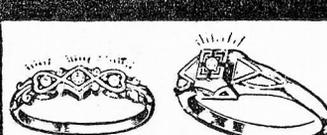
About 3 Inches High. American Pottery, in light brown, with dark brown and black spots. About 3 inches high. Packed 1 doz. in box, each containing four of each posture. They are the three funniest looking canines you can find. Price \$3.25 per doz. pieces. 6 doz. for \$18.00. 1 gross for \$33.00.

Be sure to send for our complete set K of GIFT GOODS, WE HAVE THEM FROM \$1.80 to \$90.00 per doz., all big sellers.

LEO KAUL IMPORTING AGENCY, Inc.

115-119 K SOUTH MARKET ST., CHICAGO 6, ILLINOIS.

"Chip-Diamond" Rings In 10K and 14K Gold Mountings Unlimited Quantities



No. 3B56 10K Gold

No. 3B60 10K Gold

10K GOLD
No. 3B60 Solitaire \$2.25 each Bulk
No. 3B56 Wed. Ring \$2.25 ea. Bk.
No. 3B201 Bridal Set \$4.50 ea. Box.
14K GOLD
No. 3B206 Bridal Set \$5.25 ea. Box.
Sizes 5-7



No. 3B201—10K Gold
No. 3B206—14K Gold

One chip diamond solitaire. "3" chip diamond wedding ring. 10K and 14K gold mountings. Individually or in sets. Other styles available.

(State your business)

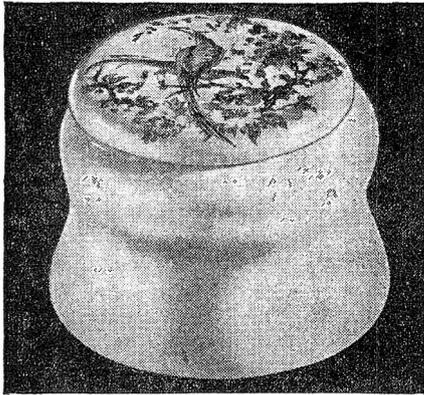
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LIGHTERS	All-Metal, Varied Colors, Streamlined.....	\$3.00 Doz.
CIGARETTE CASES	Beautiful Plastic-Varied Colors.....	2.00 Doz.
KEM 10c FLINTS	Takes In \$3.60. Per Card.....	1.80
BOXING GLOVES	Miniature (Pairs), Leather.....	3.60 Doz.
WALLET INSERTS	Clear #4003 — 3 Compartment.....	1.80 Doz.
	Acetate #360 — 5 Compartment.....	3.00 Doz.
SEAL-TITE POUCHES	Seals as it closes; Zopper, Leather, Full Size; Mounted on Beautiful Display Cards.....	8.00 Doz.
CALF WALLETS	Limited Amount—4 Extra Compartments for Cards and Photos. Beautiful Grains, Assorted.....	7.20 Doz.

WORLD NOVELTY CO.

238 W. JEFFERSON AVENUE, DETROIT 26, MICH. Phone: RAndolf 4221



MUSIC BOX SPECIALS

Every woman wants a fascinating Musical Powder Box! These are made of wood, enameled in dainty pastel colors, with a bird and floral top decoration in soft, delicate hues. 3 gold gilt ball feet. Roomy powder container is furnished with soft puff. Size 3 1/4 x 3 1/4 x 3 1/4". Sh. Wt., 2 lbs.

Each \$2.25.

B20H104 — Assorted Colors. IN DOZEN LOTS—EACH \$3.95.

Prices Less 2% Cash Discount.

25% Deposit Required on C. O. D. Orders. Wholesale Only. Catalog Sent on Request.

Hagn JOSEPH HAGN COMPANY

WHOLESALE DISTRIBUTORS SINCE 1911
217-223 WEST MADISON ST., CHICAGO 6

Popular Items

Outstanding Offer

A valuable 10-window pass case for photos, driver's license, identifications, etc., is being offered free with customer's orders for a genuine leather key chain by National Novelties, Chicago, Ill. Said to be worth double the value, this offer is only good for a limited time. The key chain is made of rich leather with a crystal clear window to protect, personalize and identify keys, luggage or other effects. It comes with a flexible, self-locking ball chain.

Luxurious Shave Kit

Two great names have combined the finest in blades and leather to make a compactly arranged, beautiful, stitchless shave kit. The Caravan consists of 10 Personna precision razor blades, with a precision plastic razor and a 20-gauge steel mirror in a genuine pigskin case by Worthington Fifth Avenue, New York. This offer is almost pre-sold by its name and style and dealers are urged to order the Caravan kits for the holiday season.

Rings for Unity

Unity Jewelry Company, New York, is offering unique, eye-catching rings, which—according to reports—are rapidly becoming the biggest talk of the town. They're saying, "Unity will save the day with Victory for the U. S. A.!" These rings, made of sterling silver and with hands joined together in gold design, are proving to be more than a novelty—they are a symbol that all good Americans will want to wear. And as new as tomorrow's Victory headlines!

Sealed Mysteries

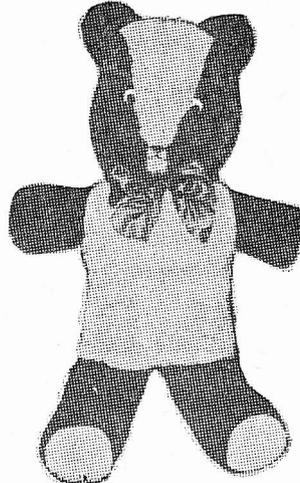
Here's a great for the beginner in magic or puzzles. It is especially good to send to boys and girls in service or for Christmas or other occasion gifts. Records are coming in fast Theron Fox, San Jose, Calif. There are 15 tricks in a box and many of the items have sold for more than the price of the entire lot. Each trick in a sealed envelop and all boxed attractively with instructions that are easy to follow.

A Broadway Hit

Brite-Glo Products Company, New York, is featuring a new plastic novelty, Lucky Ducky, a luminous duck figure four inches high. Lucky Ducky has made a humorous appearance on Broadway, according to glowing reports, and is amusing and attractive in its own right with its satin pearl, washable finish and its bright colors. According to these same reports, wholesalers are looking forward to a nationwide duck panic—and with Lucky Ducky there'll be good eating for those who get on the bandwagon and jump their sales.

OPERATORS
BIG FLASH TIMELY
MERCHANDISE

Attractive, Well Made, Well Stuffed



JUMBO PANDA BEARS

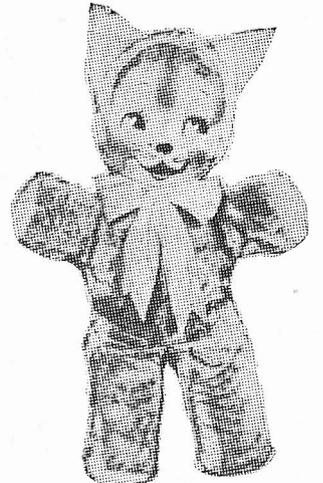
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In plush and duvetyne combinations, MASSIVE in Appearance, WELL STUFFED, FLASHY COLORS, 34 inches high. It's love at first sight with anyone who sees them.

Packed 14 to the carton

\$3.25 each

Samples \$3.50 Each



KUTIE KAT

#102

26 inches tall, made of high lustrous pile rayon plush. Popular demand forced us to bring this item back. Making FAST money with this item should be a cinch.

Packed 12 to the carton

\$48.00 doz.

Samples \$4.50

Flashy Colors

They'll Sell FAST

Immediate Delivery 25% Dep., Bal. C. O. D.

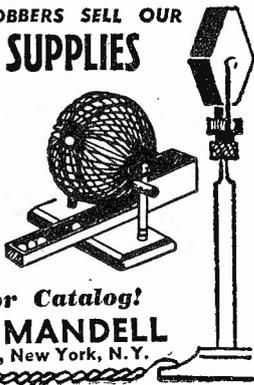
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In the Heart of New York

OVER 1000 JOBBERS SELL OUR
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FULL SKINNED TUXEDO STYLED COAT

Sizes 12 to 20

SPECIAL \$27.50

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The largest assortments of outstanding Fur Creations in our history available NOW! Immediate Delivery. All types at reasonable prices. Satisfaction Guaranteed!

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ADORABLE EAR WIRES

Adorable Ear Wires for pierced ears, made of lovely rolled gold on sterling silver. Exquisite design.

\$6.00 Per Doz.

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UNITED JEWELRY CO.

Dept. EE Wheeling, W. Va.

BINGO SUPPLIES

REGULAR SPECIAL—7 COLORS

REGULAR SPECIAL—10 COLORS

Mounted Bingo Cards

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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.

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LOWEST JACKETS PRICES CAPES • SCARFS

ALL GENUINE FURS!

Our new 1945 Victory Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW GIANT CATALOG! Satisfaction guaranteed or money refunded. Same day deliveries.

H.M.J. FUR CO.

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Our buyers have scoured the markets for merchandise

U. S. MADE SLUM

	Per Doz.
Worth Covered Base Balls	\$ 2.00
White, Blue or Tan Yacht Caps	1.90
Horseshoe Plaques	2.00
16-Inch Soldier and Sailor Dolls, Plastic Heads With "Goo-Goo" Eyes and Stuffed Bodies, Special	16.50
Aluminum Milk Bottles, Each	1.75
Medium Plaster, Gro	7.00
Weighted Darts, Doz.	1.20
Swaggers, Gro.	10.75
Jumbo Fox Tails With Comic Cards, Per 100	23.00
Knife Rack Rings, Per 100	2.50
Cane Rack Rings, Per 100	2.50
Shooting Corks, Per 1000	2.25
4 to 7 Inch Hoop-La Rings, Doz.	.55

GLASSWARE

	Gross
Heavy Whiskey Glasses	\$ 3.50
Ash Trays	3.75
Tumblers	4.00
Nappies	4.50
Sugar Bowls and Creamers	4.80
Saucers	4.80
Cups	5.20
6" Bowls	6.75
8 1/2" Bowls	10.80

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.

SPECIAL American HUMMEL REPRODUCTIONS
SIZES 5" to 5 1/2" IN HEIGHT - ASSORTED SUBJECTS \$10.50 DOZ.
TOYS-DOLLS-NOVELTIES-SPECIALTIES-SALESBOARDS
NEW ITEMS ARRIVING EVERY DAY - CATALOG FREE
DIVERSO PRODUCTS Co.
610 NORTH WATER ST. MILWAUKEE 2, WISCONSIN

CATALOG NOW READY

SWAGGERS Assorted Colors. Full Length. Heavy Weight. 2 Gross in Carton. Gross—**\$9.50**

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

INDIAN AND WESTERN DISTRIBUTORS

622 N. Main St., Pueblo, Colorado

★ Indian Artercraft ★

Hand Loomed Indian Bead Work. Distinctive Indian Motifs Beaded on Genuine Leather Belts:

Narrow - \$27 Per Dozen
Medium - \$30 Per Dozen
Wide - \$33 Per Dozen

Sample Dozens Only: Sizes 24 to 34. HAND CREATED LABEL CHARM The Lucky Monkey With Colorful Indian Bead Work; Three Dozen to Attractive Display. \$3.50 Per Dozen — \$36 Per Gross. Immediate Delivery.

C. O. D. or 25% Deposit With Order.

RUBBER STAMPS

FOR

SOLDIERS - SAILORS - MARINES

MADE WHILE-U-WAIT

SAMPLE IMPRESSION ACTUAL SIZE

CARTER, L. D.

G-9347

RUBBER TYPE\$35.00 THOUSAND
 TYPE HOLDERS 1.00 HUNDRED
 INDELIBLE INK 10.00 HUNDRED
 METAL PADS 15.00 HUNDRED

DEPOSIT REQUIRED ON ALL ORDERS

LOS ANGELES GLOBE

809 SOUTH FIGUEROA, LOS ANGELES, CALIF.

MDSE. TRADE

(Continued from page 48)

ployment. This address and a number of others on related subjects were delivered at a two-day marketing conference of the Chamber of Commerce this week.

Important Statistics Recited

Johnston was emphatic in his statement that the merchandise and service trades would have to take the lead in furnishing new jobs after the war because the manufacturing industry could not really furnish so many extra jobs. Then Johnston launched into a recital of important statistics to support his idea.

He told the conference that the manufacturing industries in 1940 employed a total of about 10,000,000 people. During the present war, employment in factories has risen to about 16,000,000 people. He thinks that after the war factories over the nation should be able to employ a maximum of about 14,000,000 people.

This gives the idea that some other lines of business than the manufacturing field will have to take up the slack in employment.

Johnston added that farms and factories will be able to employ about 30,000,000 people all told and these millions will be producing the raw materials and manufactured goods for the consuming public. In order to furnish jobs for employable people, the merchandise and service trades must take up the rest.

Another speaker gave some data on the total volume of business being done by retail outlets and merchandise industries in general. He said American retailers would have to handle a total volume of \$110,000,000,000 worth of goods yearly after the war, and it was inferred that this large increase in the volume of total sales would also furnish employment for additional thousands of people. The total retail sales in 1929 was \$74,000,000,000, and the record high was reached in 1943 when the total was \$91,000,000,000.

Sales Estimated for 1944

While these figures were being quoted early in the week, the U. S. Department of Commerce issued an estimate on the probable retail sales in 1944. The estimate shows the total for this year at about \$67,000,000,000, or an average of \$510 for every man, woman and child in the U. S. The speakers at the marketing conference were interested in all lines of trade and chiefly in boosting employment in the future. They had no specific data on the part that the specialty merchandise field will play in the future.

There are no definite statistics which show the percentage of the total merchandise sales per year in the U. S. that go to novelty and small items. In time it is expected that the excise tax reports will give reliable data on the total vol-

JUST OFF THE PRESS!!

Issued to merchants only

CATALOG 44F

FEATURING

- Pins
- Earrings
- Locketts
- Identification Bracelets
- Rings
- Bracelets
- Crosses
- Charms
- Etc.

WRITE TODAY FOR CATALOG 44F

(Complete selection of Costume and Staple Jewelry)

BIELER-LEVINE

37 S. Wabash Ave., Chicago 3, Ill.

SPECIAL!!!

For Limited Time Only!

SNOW STORM TABLETS

No. 300—A fortunate purchase of a large supply of raw material enables us to offer this popular item at a reduced price—while the supply lasts! (Still packed 3 dozen boxes to display card.) Order today!



30c DOZ.—\$3.30 GROSS

Send for list of many other items!

113 Dep., Bal. C. O. D., F. O. B. N. Y.

RICHARD APPEL, Inc.
 72 SPRING ST., NEW YORK 12, N. Y.

CHOCOLATES

OPERATOR'S QUALITY ASSORTMENTS

- #59 Large Mirror Chest, 1 Lb. Choc. & Conf. \$ 2.85
- #11 Vanity (All Mirror), 2 Lb. Choc. & Conf. 3.60
- #37 Wood Chest (Mirror), 2 Lb. Choc. & Conf., 12 1/2 Lb. and 1 1/2 Lb. 11.75
- #32 Wood Chest Vanity, 2 Lb. Choc. & Conf., 24 1 Lb. and 2 2 Lb. 21.50
- #521 1 Large, 2 Medium Panda Bears & 12 1 Lb. and 12 1/2 Lb. Choc. & Conf. 20.85
- #12 Vanity (All Mirror), 2 Lb. Choc. & Conf., 24 1 Lb. & 2 2 Lb. Choc. 21.75
- #27 Musical Chest, 1 Lb. Choc. & Conf., 24 1 Lb. & 2 2 Lb. Choc. 24.50

50% Deposit or Full Remittance.
DELUXE SALES CO.
 BLUE EARTH, MINN.

14 Karat GOLD Wedding Band

5 DIAMONDS

Greatest Value \$3.95

Diamonds have risen in price—and they're going even higher! Think of a genuine 14K Gold Wedding Band, in beautiful new modernistic style, with clip diamonds, at the unheard of price of \$5.95! Don't be confused by this sensational Low Price. We guarantee the elegance and beauty of this Wedding Band will thrill you beyond your fondest expectations. We defy you to match this value anywhere else at this low price.

Mr. Dealer: Here's a quality wedding band you'll be proud to offer your customers. Anyone who sees it will know it's the "real McCoy." 14 K. GOLD is plainly marked on the ring. The 5 diamonds are genuine. Can easily retail at \$6.00 to \$10.00 and up. While limited supply lasts your cost only \$3.95 each. They'll go fast at this close-out price. So rush your order today. Send 25% deposit with order. We'll ship C. O. D. for balance, plus postage. Specify ring size wanted.

ILLINOIS MERCHANDISE MART
 500 N. Dearborn St., Dept. AL 22, Chicago 10, Ill.

TELESCOPES



LIQUIDATING ENTIRE STOCK

Good vision, wide range telescopes. Used for all sports, hunting, spotting planes, ships, etc. Regular \$1.00, retailer. For quick sale only \$72.00 per gross. Address: **BOX 375, Palos Heights, Ill.**

FREE—LEVIN'S XMAS CATALOG—FREE

With an Order Selected From This CONCESSIONAIRES' PRICE LIST

GLASSWARE

No.	Article	Pack Ctn.	Per Gross
2986	Salt and Pepper Shakers	Gross	\$3.00
2918	Coasters	Gross	3.00
3420	Custard Cups	1/2 Gross	4.75
633	Juice Tumblers, 5 Oz.	Gross	3.75
6009	Water Tumblers, 9 Oz.	Gross	3.85
166	Nappies	Gross	3.90
2003	Coaster Ash Trays	Gross	3.00
320	5 Oz. Sherbets	1/2 Gross	4.75
2545	4 3/4 In. Bowl	1/2 Gross	4.25
2545	5 1/4 In. Bowl	1/2 Gross	4.50
2539	Measuring Cup	1/4 Gross	5.40

Also Butter Dishes, Refrigerator Jars, Water Bottles, Fruit Bowls, One Gallon Cookie Jars, Seven-Piece Sets, Eight-Piece Ovenware Sets—All at Lower Prices.

AMERICAN MADE SLUM

No.	Article	Pack Ctn.	Per Gross
2126	Paper Flag on Stick	Gross	\$.65
2127	Paper Bow Flag Pins	Gross	.75
2950	Monkey Mirrors	Gross	2.95
1160	Band Rings, White Metal	Gross	1.00
9718	Rayon Bow Flag Pins	Gross	1.35
6923	Bean Blower	Gross	1.00
75	Comic Pennant	Gross	.75
3403	Lucky Charms, Carded, Box 120 Ct.	Gross	.85
9273	1 1/2" Comic Buttons	Per 100	2.25
116	Pencils, No Eraser	Gross	1.44
2149	Shoe Laces, 72 Pr. in Box	Box	1.00
9634	Paper Masks	Gross	.75
3120	Plastic Thimbles	Gross	1.20
FOR YOUR BALL GAME			
25	Baseballs	Doz.	2.00
8920	Swaggers	Gross	10.00
4023	Large Paper Lels	Gross	6.75
1618	16-18" Tails	Per 100	16.50
610	6-10" Tails, W/Cards	Per 100	4.50

1 1/4" Roosevelt Buttons	Per 100	\$ 2.00
1 1/4" Dewey Buttons	Per 100	2.00
12x30 Roosevelt Pennants	Per 100	15.00
12x30 Dewey Pennants	Per 100	15.00
K223-R—Donkey Pin, K213-D—Elephant Pin, K225-D—Elephant Head Pin, K214-R—Donkey Head Pin.	Per Doz.	75c

Prices F. O. B. Terre Haute. C. O. D. Orders Must Be Accompanied by 25% Deposit.

LEVIN BROS. Since 1886 Terre Haute, Indiana

INVASION—

PICTURES POST CARDS

ACTUAL ACTION PHOTOS BY U. S. SIGNAL CORPS.

FRANCE - ITALY - GERMAN AND JAP

15 CARDS IN ATTRACTIVE PACKAGE — NO PRICE MARKS

10 BIG 5x7 PICTURES IN PACKAGE — NO PRICE MARKS

A RED HOT HUSTLING ITEM — SELLS BIG

SEND ONE DOLLAR FOR ALL SAMPLES — PRICES IN QUANTITY

LAWRENCE R. BURNS, Box 254, Lebanon, Tenn.

LUMINOUS RELIGIOUS FIGURES & FLOWERS

By Nite Glow

Write for Complete List

NITE GLOW PROD. CO.

106 W. 46th St., N. Y. C.
 ME 3-5794



FURS COATS — JACKETS

Latest 1944-45 Catalog Just Out

Quality, Price, Style. Coneys, Sealines, Caraculis, Muskrets, Skunks, Red Fox, etc. Illustrated Catalog is FREE. Write today.

LOWEST PRICES

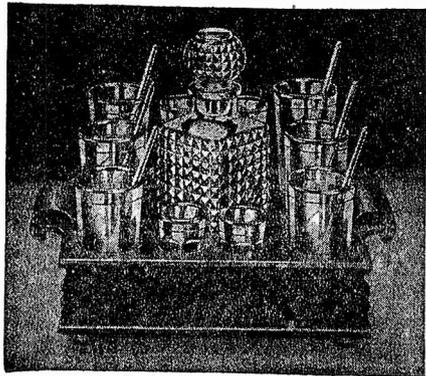
M. SEIDEL & SON
 243 W. 30th St., N. Y. C.

CEDAR CHESTS

ALSO MIRRORED BOXES & VANITIES Filled or Empty. Write for Circular.

CROYDON CO.

Box 85, Linwood Sta., Detroit 6, Mich.



"BARETTE" 19 Piece Set

- 1 Walnut Finish Cabinet, 10 1/4" by 14 1/2" by 3 1/2" with 2 easy grip handles.
- 6 Crystal Hi Ball Glasses with Gold Edge.
- 4 Crystal Spirit Glasses with Gold Edge.
- 6 Crystal Swizzle Sticks.
- 1 Crystal Decanter.
- 1 Stopper.

INDIVIDUALLY BOXED.

Complete 19 Piece Set—Wt. 8 Lbs.

PRICES:

- 36 Sets or More\$2.37 Per Set
- 12 Sets 2.50 Per Set
- 6 Sets 2.67 Per Set
- Less Than 6 Sets 3.00 Per Set

Also Furnished in a Salesboard Deal as Follows:

Barette Deal #232

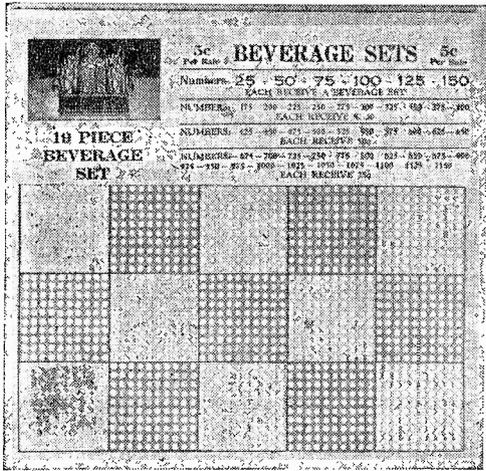
1500 Holes @ 5c. Takes in \$75.00. Gives out 6 Barettes, 10 \$1.00 winners, 10 50c winners and 20 25c winners. Total payout \$20.00. Profit \$55.00 less cost of deal.

Price per deal complete
\$18.65

25% Deposit With All Orders.

A.N.S.CO.

312 Carroll St.
Elmira, N. Y.



ume sales on a number of specialties including luggage, jewelry, fur coats and other items.

Other speakers at the conference discussed such ideas as disposing of surplus goods by the government and problems of taxation. The consensus of opinion among business men on the surplus goods question was that the government should distribute the merchandise thru regular channels as had been planned.

Discuss Gov't Policies

Ernest L. Ohlrich, Assistant Secretary of the Treasury, attended the conference and explained government policies at the present time. Ohlrich has gone on record as having said that the surplus goods law recently passed by Congress should be changed in order to speed sales of surplus goods to wholesale channels. It will be recalled that President Roosevelt signed the bill reluctantly, and now department officials are leading the move to have the law amended to eliminate a lot of red tape.

Other representatives at the meeting discussed OPA price politics, and some manufacturers who were present said that OPA was delaying the return to the manufacture of civilian goods because it was trying to maintain price controls even after the war ended.

The marketing conference of the Chamber came soon after the conference on distribution which was held in Boston last week. The New York conference on distribution has become a national institution, and a number of the delegates who were present at the meeting here had attended the one in Boston.

Speakers at both conferences emphasized that the distribution trades, including both wholesale and retail, have a big future provided that they plan to increase their services. Leaders in business also agree that merchandise and service industries must do much to furnish jobs in the future.

BIG PROFITS

with these

FAST SELLERS!

INSERT PLUG

out of sight in cigarette.
When the "Moocher"
smokes down to the load—
IT GOES BANG!



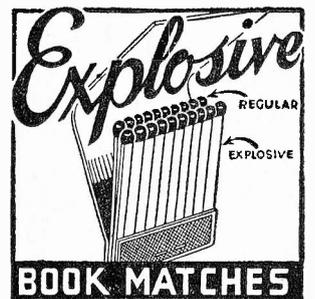
CIGARETTE LOADS

A harmless, practical joke! These are little wooden plugs, loaded same as the Trick Matches. Inserted in any Cigar, Cigarette or Pipe, they explode when the fire reaches them. Much better seller than ready-loaded Cigarettes, as each man may load his own particular brand. Every smoker a prospect for these! Packed 12 loads in illustrated envelope.



TRICK MATCHES

They shoot with a loud bang! — Immediately after striking. They are loaded to give a big scare, but not enough to be at all dangerous. Every man who smokes is a prospective customer. Every "victim" wants to know where he can get some, so every box you sell advertises your store. A big repeat seller! Packed 12 matches in a box. 6 doz. in carton. 10¢ seller. Shipped by express only.



Something new! Catch your unsuspecting friend. These are regulation book matches, consisting of two rows of 10 matches each. The back row is regular. The front row is explosive. YOU light up with a regular match from back. YOUR VICTIM takes one from the front row—BANG! Assorted color covers, novelty designs. Packed 48 books in carton with display card. Shipped by Express.

Trick Matches and Cigarette Loads are the fastest moving repeat sellers in the entire Novelty field. Low priced. Big Profits to Dealers.

SOLD BY

Leading Novelty Jobbers in principal cities all over the United States.

If your Dealer cannot supply you write me for address of your nearest source of supply.

LYLE DOUGLAS

Joke Novelties

238 W. DAVIS DALLAS 8, TEXAS

WOOD JEWELRY

CEDAR

Write for our
New No 44 & 45
Illustrated Price Lists
Over 100 Items

CHARLES DEMEE
MFG. CO.
116-E WALNUT ST.
MILWAUKEE, WIS.

GRAFT

HAND MADE

ZIPPERS SELL FAST

(Continued from page 48)

new model, are sold as rowboats for sportsmen and children.

The armed services, which find less need for horses and mules in this war, have turned over thousands of surplus spurs. These will find their way to the public as premiums on a radio program if procurement's negotiations with a prospective purchaser are successful.

Nearly all surplus is sold to manufacturing or distributing concerns, and is then re-sold to the public thru regular trade channels. Present sales, while large, are only a trickle compared to the vast quantities expected to become surplus when the war in Europe ends.

Procurement anticipates that surplus washing machines, refrigerators and many other war-scarce items will then be for sale. And there will be "left-overs" nobody will buy, which may be stored away in government warehouses for many years.

Procurement, while struggling with the mounting surpluses of this war, is still trying to sell surplus property from the last war—including a supply of World War I leggings.

TIES 8c EACH

AT last attractive men's ties, the kind that men like and buy, at low prices to you as distributor. In gross lots, your cost \$12 per gross. In 5 gross lots or more, \$11.50 per gross. We would suggest that you start with a gross or more ties—then you get a full selection of colors and designs that you can't get in a few samples. These ties can be sold quickly at 23¢ each, 5 for \$1.00. There are some choice designs amongst them that can be sold for more if you pick them out.

Special for limited time only—We can send you postpaid a few dozen ties at \$1.40 dozen—or we will send you 6 sample ties for a dollar. As always, money back PRONTO if you are not satisfied. For speedy service always include full amount with your order—avoid C. O. D.'s, it means extra fees and shipping delay.

SCOTCH AUCTIONEERS CO.

1129 Sixth Avenue New York 18

COMMANDO KNIVES—HUNTING KNIVES

Commando Knife has 7 in. double edge steel blade. Encased in high-grade leather sheath. \$37.50 Doz. Sample \$3.50.

Hunting Knife has 6 in. single edge steel blade. Encased in high grade leather sheath. \$33.00 Doz. Sample \$3.00.

Samples, cash with order. Dozen Lots, 25% with order, balance C. O. D.

VULCAN KNIFE CO.

P. O. Box 4036 Birmingham 6, Ala.

ATTENTION!

SALESBOARD STAR SELLER
GIANT 30 in. WOOL PLUSH BEAR
Order Now for Immediate Delivery
\$48.00 PER DOZ.
Samples of Other Salesboard Numbers Sent on Request.
25% Deposit With Order, Balance C. O. D.

MAYFAIR MDSE. CO.
WAYNE PRODUCTS
16 W. 23D ST., NEW YORK 10, N. Y.

BREAKING SALES RECORDS!

SKYLARK 5c Plastic Whistle 5c

FEATURES: Plastic, washable, unbreakable, sanitary; musical effects, bird imitations, kazoo effects.

BIG MONEY MAKER FOR CONCESSIONAIRES AND DEALERS

Sold Exclusively Through Jobbers

GROSSMAN MUSIC CO.

210 Prospect Cleveland, O.

HOT CHRISTMAS ITEM!

New Juvenile Game . . . KIDDIE PUZZLE . . . Is Sweeping the Nation
Fast. Send \$1 for Samples and Low Distributor's Price.

A. M. WALZER CO. MIDLAND BANK BLDG., MINNEAPOLIS, MINN.

CASEY DOES IT AGAIN!

By Scooping the Market With This Special Closeout of

PAN-DEE

A flashy, cuddly toy, made of genuine non-crush plush, stuffed with fluffed cotton; has Roly Poly Eyes, Plastic Nose and Bright Blue Tie. Full 16 inches tall. PAN-DEE is a natural Money Maker that can't miss. THESE TOYS WERE MANUFACTURED TO SELL AT MUCH MORE THAN CASEY'S LOW PRICE; THERE'LL BE NO MORE WHEN THESE ARE GONE. ORDER YOURS TODAY!

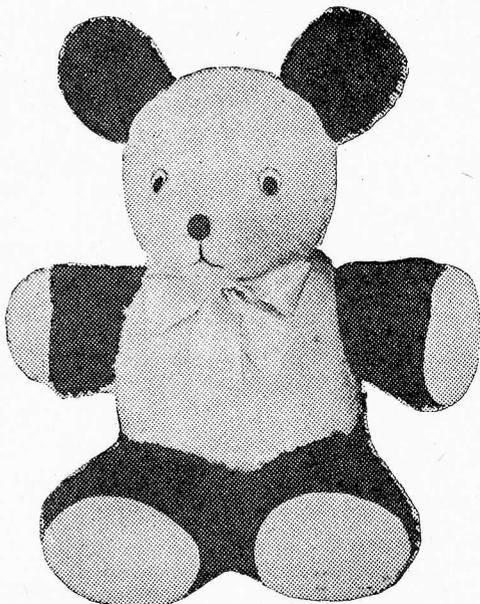
Only **\$24.00** While Quantities Last

Packed 2 Dozen to a Carton

Sample, \$2.50

25% Cash With Order, Balance C. O. D.

Our new catalogue, showing our complete line of Stuffed Dolls, Toys and profitable Christmas merchandise of all kinds, is just off the press. Send for your free copy today.



TELL IT TO **Casey** YOUR DEPENDABLE SOURCE OF SUPPLY
1132 S. WABASH AVE. • CHICAGO

Gilding the Lily?

Here's your chance, merchandisers, to take advantage of a new feminine trend that may spread like wildfire among the girls.

According to reports from the University of Kansas, co-eds were sporting fancy or plain pipes—it didn't really matter so long as they had pipes. Cigarette shortages were the cause of this turn of events on the campus, and a clerk in one drugstore reported she had sold a whole card of 25-cent cornob pipes to University co-eds. Another clerk said that three gals walked in the store, hiked up their blue jeans, and said, "Well, if you're out of fags, give us a pipe."

Well, well, can this be the birth of a new freedom?

MERCHANDISE TRENDS

(Continued from page 48)

Merchandise specialties how and why to produce better quality goods in spite of wartime restrictions. Manufacturers in the novelty trade are also being advised how and why to reduce their production and distribution costs. All this—plus the program within the variety chain stores themselves—that of modernizing and enlarging their stores—makes the management of the present variety chain stores anticipate a growth in the future synonymous with that growth of the past.

Yearly Jewelry Sales Up

In a survey of buyers in Springfield, Ill., it was shown that earrings in the popular-price brackets are the No. 1 sellers in jewelry departments. Prices and taxes, the buyers avowed, do not—in any way—slow up sales of jewelry, and all departments surveyed claimed a decided increase in sales over last year. The jewelry department—with its popular appeal of costume and novel jewelry—has done much to increase the traffic in department stores, one buyer accredited.

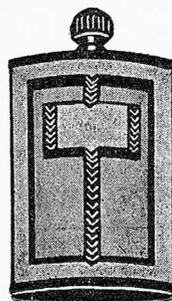
Start Air Cargo

Already a shipment of books consigned to the President of Mexico has been included in some of the items shipped by air freight service from the U. S. The air cargo service now begun paves the way for a boom in this new phase of fast, efficient distribution. The novelty merchandise trade is interested in the current plans for providing more trade centers thru the growth of new airports and air parks, and this initial air cargo service already has accepted shipments of merchandise to and from 42 cities, it was announced.



B. B. 100—10K Yellow Gold Ring, set with fine Diamond. Each. . . \$4.10

B. B. 101—3 Diamond Wedding Ring to match. Each 4.50
Sizes 5 to 7



"A PERFECT LIGHTER THAT NEVER FAILS"

It is known as the "Match-King" and makes an excellent gift for either ladies or gentlemen. Has beautiful lines and is well made. Comes in assorted two-tone designs; packed one dozen assorted designs in patriotic colors to a box.

No. BB-110—\$7.20 Per Dozen.

ROHDE-SPENCER CO.
223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS

READY FOR YOUR XMAS NEEDS

—LIMITED STOCKS STILL AVAILABLE—

Blankets, Enamelware, Cutlery, Luggage, Mirror and Cedar Vanity Chests, Fitted Travel Cases, Dresser Sets, Metal Tool Chests, Portable Bar Sets, Fur Animals, Dolls, Toys, Giftwares, Gift Jewelry, Brush Sets, Pen Sets, Beverage Sets, etc. Also a complete line of Decorations, Favors, Souvenirs, Novelty Hats, Nomenclators, Ornaments.

1-day Service

IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP.
3333 LINDELL BLVD., ST. LOUIS 3, MO.

THE Hottest Seller Since the Chicago Fire!

PLASTIC PEA SHOOTERS

1 Gross — \$8.00; 5 Gross — \$35.00; 10 Gross — \$65.00

Net Cash With Order

BORDER NOVELTY CO.

405 Woodward Ave.,

Detroit 26, Mich.

XMAS CARDS

COLORFUL COMICAL HUMOROUS

Originators and Manufacturers Since 1935 of Colorful, Comical, Greeting and Joke Cards. Send \$2.00 and we will ship prepaid ON APPROVAL our Display Album, containing 20 Comical Xmas Cards with order blanks. Retail dealer prices 3, 4 and 5 cents each. If you buy all or part of the line the \$2.00 you sent will be allowed for credit on your first order or you may return the Album within 10 Days for an immediate Cash Refund. In either case the Album Costs You Nothing. Fair Enough? OR—

ASK YOUR JOBBER ABOUT "THE MARCY LINE."

MARCY MFG. CO., INC.

138 W. 17TH STREET, NEW YORK 11, N. Y.



\$1.50 EACH

In doz. lots. 20-yr. gr. Metal with pearl-like inlay. Order Now! Catalog Free.

UNITED JEWELRY CO.

Dept. 388-BB Wheeling, W. Va.

MAGIC RACES

Winner cannot be determined in advance. At cigarette touch 6 horses are off.

BIG PROFITS

All the thrills of actual race. Fast seller. 40 Races, \$1.00. Dime brings samples, wholesale prices.

BARKLEY CO.

Dryden 3, Va.



Sell Tinsel Christmas Signs to stores, homes, offices, clubs. Made on cardboard with sparkling silver tinsel. Easy, fast sellers. Make Xmas money. Order now. 7 sample Tinsel Xmas Signs, 11x14, \$1.00 postpaid; 75¢ seller. 3 sample 7x9 Silk Xmas Banners, \$1.00 postpaid; 75¢ seller. 15 sample ultra-blue Xmas Signs, 7x11, \$1.00 postpaid; 35¢ seller. 100 Tinsel Xmas Signs, 11x14, \$10.00. F.O.B. N. Y. C.—no C.O.D.'s. L. LOWY, 8 W. Broadway, New York 7, N. Y. Dept. 230.

SPARE TIME AGENTS WANTED

in your territory!

Something . . . fast selling . . . profitable . . . Make as much as \$50 per week in your spare time selling Patriotic Banners . . . with the photograph of a loved one in service etched right into the colorful silk. Lifetime memory preserved. For full details and complete information write to:

FOTO PORTRAIT CO.

1172 Ogden Avenue New York 52, N. Y.

CONCESSIONAIRES! NOVELTY STORES!



No. 820—3 Color Engraved, Gold Filled Heart Locket, Floral Motif, Sterling Silver Gold Plated Neck Chain.

\$36.00 Doz.

Same Locket as above with sterling silver gold-filled Neck Chain.

\$39.00 Doz.

ORDER TODAY!

SURE-FIRE SELLERS!

- 18" Sterling Silver Neck Chains \$5.40 Doz.
- 18" Gold Plated Sterling Silver Neck Chains 6.00 Doz.
- 18" Gold Filled on Sterling Silver Neck Chains 7.20 Doz.
- Sterling Silver Anklets, Carded 6.75 Doz.
- Gold Plated Sterling Silver Anklets, Carded 7.20 Doz.
- Gold Filled on Sterling Silver Anklets, Carded 9.50 Doz.

- No. 709—Light Identification Bracelet \$45.00 Doz.
- No. 708—Medium Identification Bracelet \$54.00 Doz.
- No. 710—Heavy Identification Bracelet \$72.00 Doz.

1/3 Deposit, Balance C.O.D. Send for Catalog!

TREND CREATORS
1265 Broadway, NEW YORK, N. Y.

JOKES and TRICKS

Jobbers • Storekeepers • Pitchmen

THE FAD IS SWEEPING THE COUNTRY

- Popular Selling Items—Retailing 10¢ and Up.
- | SPECIALS | Doz. | Gross |
|--|------|--------|
| Hot Pepper Gum, Chickie Form . . . | .50 | \$3.80 |
| Hot Pepper Gum, Slices | .60 | |
| Hot Pepper Toothpicks, Carded 24 . . . | .60 | 4.95 |
| Hot Seats, a Hit Number | .50 | 4.40 |
| Hot Pepper Candy | .60 | 5.95 |
| Wonder Mouse, Boxed, Carded 24 . . . | .75 | 7.95 |
| Sneezing Powder, Extra Strong | .50 | 3.25 |
| Bloody Soap Powder, Bloody Joke . . . | .50 | 4.40 |
| Cigarette Bitters for Chislers | .50 | 3.25 |
| Sink Bottle for Cigarette Bums | .60 | 5.75 |
| Chinese Ring Illusion Trick | .60 | 5.95 |
| Snowstorm Pills, Carded 36 | .60 | 4.95 |
| Bitter Toothpicks, Carded 24 | .60 | 5.95 |
| Invisible Lovers' Ink, Carded 24 | .60 | 5.95 |
| Trick Shooting Book Matches | .60 | 5.95 |
| Trick Ex-Kitchen Matches | .60 | 5.95 |
| Trick Snake Book Matches | .60 | 4.20 |
| Shooting Cigarette Loads | .60 | 4.95 |
| Itch Powder, That Lousy Joke | .50 | 3.75 |
| That Dirty Joke, It's Dirty | .60 | 5.40 |
| Lovers' Cards, Set of 12 | .50 | 3.95 |
| Hindu Paper Folding Trick | .75 | 4.95 |
| Sink Bottle for Cigarette Bums | 3.00 | 33.00 |
| Comic Mirrors, They Are Hot | .75 | 8.25 |
| Flash News, They Are Funny | .50 | 3.80 |
| Sooner Dog Pills with 3 Pills | .75 | 6.95 |
| Sooner Dog Pills, 6s, Carded 36 | .60 | 5.90 |
| Daddy Bank Roll, Stage Money | .50 | 4.95 |
| Dog Don It, Large Dirty Pill | .90 | 7.95 |
| Chans Laundry Ticket Trick | .60 | 5.95 |
| Alarm Clock Candle, Hot Joke | .50 | 4.80 |
| Stink Perfume, It Sure Stinks | .75 | 7.80 |
| Hotsy Totsy Fanny Dancer | .75 | 8.75 |
| Drizzle Glasses | 1.75 | 17.50 |
- Send 25¢ With Order, Balance C. O. D. Full Amount With Order—Take 2% Off.

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- Ladies' Sheer Nylon Thirds (All Over Nylon) \$7.00 Doz.
 - Ladies' 45 Gauge Rayon Seconds 5.50 Doz.
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 - Let Us Suggest a \$25.00 Trial Order Assorted, Including 1 Doz. of the Nylons at \$7.00 Doz. Remainder All Fast Selling Items.
- NATIONAL TRADING CO.**
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Good lighters are scarce. Here's a 50¢ retailer that looks like a \$1.00 value. Lights instantly. Two-tone all-metal cases. A sure money-maker. Your cost only \$3.60 per dozen. Flashy counter card free with every 3 dozen order. Send 25¢ deposit, balance C. O. D.
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Pipes
For Pitchmen

By Bill Baker

Communications to 25 Opera Place, Cincinnati, 1

PADDLES MAC . . . shoots a "hello" to all the boys and gals from the Terrell, Tex., hospital where he has been a patient for some time.

ANY REPORTS from the tobacco fairs?

IRVING ROTH . . . has a spot in Kresge's, St. Louis, as well as a studio for his astro work.

GEORGE EARL . . . needle threaders, is reported convalescing from a stroke in St. Louis.

THERE IS NO SHORTAGE of opportunity.

RAY C. HERBERS . . . and Madaline E. Ragan are set in St. Louis until the Christmas holidays. Duo reports good passouts there, with Johnny Gates doing escape with them. Jackpots were cut up in the Mound City with Sid Sidenberg, Ray Marsh Brydon and Doc Broadsworth.

KEEP ABREAST OF THE TIMES and you will be proud you are a pitchman.

KID CARRIGAN . . . is working for Doc Paul Hunt in Los Angeles and Long Beach, Calif., with health books. The Kid made a recent trip from the Coast to Pittsburgh and back.

A. E. FITCHETTE . . . pipes from Milwaukee that he is running several rooming houses there. He infos that Fred Walters of bingo, is in department stores there; Red Taylor, on jewelry; Mickey Romanelli, is cheffing; Fat Henke, on dairy paper; Fred Altonburg, is sheeting; Doc Wilson, demonstrating magic in stores, and Walter Fitzgerald, electioneering with Horace O'Hara.

CHIEF OWEN RED FEATHER . . . was a Pipes desk visitor last Friday (27) and reported he would work the weekend for Linden at his El Vin shop in the market district on Cincy's Sixth Street. Red Feather has been working in a steel plant in Johnstown, Pa. He was on the night shift and hustled med to the workers on the side. Previously gendarmes had shooed him from outside the plant's gates. He plans to open a store in Johnstown soon.

Nothing New

By E. F. HANNAN

A VISIT to several small fairs in the East proved to me that there is little that's new in selling lines. Pitchmen I watched work were exploiting the same stand-bys. Curiously the champion money-getter at one small Maine fair was a salesman who put out the old-time Punch and Judy whistle and did it in champion style. Not only kids but adults tossed him 15 cents for his unwrapped item after a Punch concert that was good enough for vaude.

Years ago a small-size man named

Balleo sold these same Punch whistles at Austin & Stone's Museum, Boston. He vanished from Boston and now and then over the years I would ask someone who might know "whatever became of the little whistle man?" No one knew.

One day I was on Sixth Avenue, New York, and stepped into a novelty store. The little man who came out to wait on me was none other than Balleo. "What did you ever do with the Punch whistles," I asked. "I kept them," he said, and then he showed me some 20-odd novelty items that he had made and sold at various times. But he still had a trade on his Punch whistles and when he passed away he left bankbooks that showed that he hadn't done so bad. Pitchmen's items may be old, but the public is always new.

Events for
Two Weeks

October 30-November 4
ALA.—Birmingham. Dog Show, 4-5.
LA.—New Orleans. Legion Celebration, 30-Nov. 12.
MICH.—Gaylord. Potato & Apple Show, 1-2.
Ionia. Fat Stock Show, 31-Nov. 2.
Lansing. Dog Show, 5.
N. J.—Elizabeth. Dog Show, 4-5.
TEX.—Houston. Shrine Circus, 3-16.
UTAH—Ogden. Livestock Show, 4-8.

November 6-11
GA.—Atlanta. Shrine Circus, 6-12.
KY.—Louisville. Fat Cattle Show, 8-10.
LA.—New Orleans. Legion Celebration, 6-12.
ME.—Lewiston. Poultry Show, 7-9.
N. J.—Newark. Dog Show, 12.
N. Y.—New York. Dog Show, 12.
PA.—Harrisburg. Dog Show, 11.
Nazareth. Farm Products Show, 9-11.
TEX.—El Paso. Old Frontier Days, 10-11.
Houston. Shrine Circus, 6-16.
WASH.—Seattle. Dog Show, 11-12.



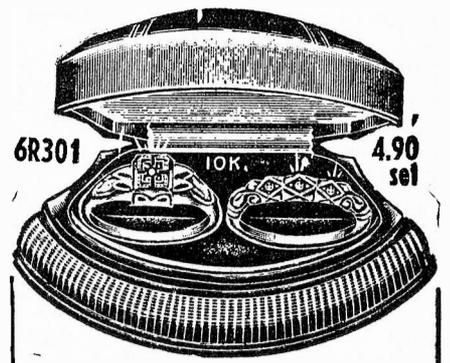
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FOR ENGRAVERS, FAIRS, MILITARY STORES, RESORTS, PROMOTIONS, etc. FAST SERVICE!
Latest styles of Lockets, Identification Bracelets, Anklets, Signet Rings, Earrings, etc.
Send \$10.00 or \$20.00 for Samples.

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45 Gauge 75 Denier Real Sheer, "Grade A" seconds of a very high grade Rayon Hose, sizes 8 1/2 to 10 1/2; 1/2 Doz. packing. Latest shades, \$5.20 per Dozen Pair; for Sample Dozen add 25¢ postage.
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DIAMOND RING SETS

In Beautiful Plastic Boxes
10K Gold Mountings
6R301—1 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . Set \$4.90
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We have a few of the famous Vibro-Tool for engraving on jewelry, wood, hardest metals, glass, etc. Delivered PREPAID on receipt of P. O. M. O. for \$10.00. Includes 20 needles and one special needle for use on jewelry, wood, etc. Diamond Point Needle for long wear and use on even hardest metals, glass, etc., \$8.50 extra. Order now our famous Professional Model No. 3 Electric Engraving Pencil, 5 foot safety cord, with six rolls SUPERIOR GOLD FOIL, 1" by 400" \$7.25, delivered PREPAID on receipt of P. O. M. O. Extra rolls gold, silver and waterproof colors, white, black, blue, red, green, orange, brown, yellow—6 rolls, \$2.50. 12 rolls, \$4.80. Our pencil is used by nearly all the 5 & 10's, pitchmen, libraries, industries. Engraves fine, small lettering or medium or big, wide lettering just "with a twist of the wrist." R. E. STAFFORD, 2434 N. Meridian St., Indianapolis 8, Ind.



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ARMY AND NAVY GOODS

- Army and Navy Sewing Kits . . . Gr. \$18.00
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- Small Duffle Bag . . . Gr. 12.00
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- Money Belts . . . Doz. 3.00
- Army & Marine Hanky Cases, . . . Doz. Boxes 2.50
- Wallets With Insignia . . . Doz. 5.00
- Army Stationery, 96 Sheets, 50 Envelopes . . . Doz. Boxes 2.75
- Webb Belts . . . Doz. 2.00
- Waterproof Cap Covers . . . Doz. 1.75
- 4 Leaf Pass Case . . . Gr. 15.00
- Large Pillow Cases With Baltimore, Md. . . . Doz. 2.50
- S.S. Insignia Pins . . . Doz. 1.50
- S.S. Guard Pins . . . Doz. 2.75
- 7" Zipper Army Week End Bag, Doz. 2.50
- 7" Zipper Navy Week End Bag, Doz. 3.00
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1945 Patriotic Art Calendars Ready . . . Be First. Sell our magazine published for veterans and service men. Their mouthpiece. HOT SPECIAL INVASION ISSUE and other snappy, strikingly illustrated service men's joke and story books. Quick sellers, also official Flag Respects Book. Free copy U. S. Supreme Court decision protects salesmen, kills ordinances. Special inducements for disabled. Bulk sales. Earn \$10 to \$50 daily for few hours' work. Samples 10¢.

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In Large Four-Color Box. \$1.00 retail — \$7.20 dozen prepaid. One-third cash. Sample 50¢. Jobbers write.
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20" BEAR or ELEPHANT

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CIGARS 5.35

15c size, 50 to box
20 boxes (minimum) @ 5.50; 60 boxes @ 5.45; 120 boxes @ 5.40; 240 boxes @ 5.35.
CANDY BARS
5c chocolate covered, 24 to box, 80¢
30 boxes to case, minimum order.
Send full amount or 50% deposit by M. O., Bank Draft or Certified Check.
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SELL VITAMINS

Start a business of your own. We pack under your own label, assuring you of repeat business. Get in on this big paying field. Millions and millions sold annually. Complete stocks of standard formulas, or we make to your specifications. Literature FREE. Write today. THE GIBSON COMPANY, 103 Gibson Building, Harlan 1, Iowa.

Beatty Buys Wallace Bros.' Circus; Is To Retain York Quarters Till Zoo Is Ready

Staff and Plans To Be Announced Later

CINCINNATI, Oct. 30.—Clyde Beatty announced in a telegram that he had bought Wallace Bros.' Circus October 21 in Dallas.

Also present when the deal was closed, he said, were Roy Rogers, who was co-owner of the circus; Ralph J. Clawson, who had been managing it, and Sterling (Duke) Drukenbrod, personal representative of Beatty on the Clyde Beatty-Russell Bros.' Circus, with which Beatty has been this season.

Wallace show will go out all new next

season, Beatty said, and he will retain its winter quarters in York, S. C., this winter while building new quarters in Fort Lauderdale, Fla., in conjunction with his Jungle Zoo there. He expects to announce later the make-up of department heads, staff and innovations to be installed.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Oct. 28.—Some problems to be discussed at the 11th annual meeting night of December 4 in the Hotel Sherman, Chicago, are those of rationing and priorities, as well as new tax changes which may be probable prior to the opening of the 1945 season. Annual report will recommend to members interested in these subjects that they participate in one or more conferences with the general counsel and associate counsel Richard S. Kaplan, Gary, Ind.; Louis Herman, Toronto; Paul M. Conaway, Macon, Ga., and assistant general counsel Hyman G. Gould, Rochester, all of whom are expected to be present.

PEANUTS

RAW JUMBOS IN THE SHELL @ \$18.00 PER 100 LBS. ROASTED, \$21.00 PER 100 LBS. Packed in 90-Pound Containers. Prices F. O. B. St. Louis. On new accounts, payment with order. We do not have any other kind of Peanuts, nor do we have Popcorn.

PRUNTY SEED & GRAIN CO.

620 North 2nd St. ST. LOUIS 2, MO.
"In Our 70th Year"

6 CORK GUNS

Best offer takes them

8 CUSTER CARS

Battery operated and charger. Best offer takes them.

JAS. CANTE

Union Beach, N. J.

YES—ENAMEL WARE FOR YOU

BINGO OPERATORS—NO NEED TO BE SHORT OF ITEMS.
Glass Cooking Utensils—Picture Frames—Mirrors—Liquor Sets—Knife Sets—Dresser Sets—Towel Sets (Boxed)—Tourist Sets, Etc., Etc. COMPLETE LINE OF PREMIUM MDSE.

Enamel	Price Doz.	Packed	Glass	Price Doz.	Packed
Dish Pan	\$7.00	24	Vac Coffee Maker	\$16.50	12
4 Qt. Covered Pot	6.85	24	Tea Pot	11.00	12
6 Qt. Covered Pot	5.30	12	Drip, Coffee Maker	11.00	12
6 Cup Perc.	8.40	12	Tea Kettle	10.20	6
2 Qt. Rice Boilers	8.50	12	Sauce Pan	12.25	12
12 Qt. Water Pail	7.40	12	Silux Coffee Maker	24.00	6
Dish Pan	8.50	12	10 Pc. Gift Set	10.30	6

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FOR SALE

Two Carrouseles, 7-Car Tilt, No. 12 Wheel, Rolloplane, two 1940 GMC Y License Tractors with 28 Feet Van Body Trailers, also Miscellaneous Carnival and Park Equipment. All Rides portable except the one Carrousel; this ride is one of the finest Spillman built, three rows jumpers, 66 animals, two chariots, is beautifully carved and decorated, rim ceiling and enclosure wired for 1700 lamps, 20-HP motor, large-size double Tracker Organ, platform 51 feet diameter, rim 58 feet diameter. This equipment can be inspected by appointment only. Must be dismantled and removed by December 1, 1944.

P. C. BAKER, Lakewood Park
BARNESVILLE, PA.

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MORGAN CITY, LA., NOVEMBER 6-19

American Legion Victory Fair and Armistice Celebration

Can place Ten-Cent Stock Concessions, Ride Help for Wheel, Merry-Go-Round, Chairplane. All replies

ED GROVES, Arnaudville, La., this week; Morgan City, November 6-19.

AERIAL ACTS WANTED

for Moultrie, Ga.; Valdosta, Ga.; Madison, Fla.; Perry, Fla., and Lake City, Fla. Out all winter.

Shan Wilcox, Playland Shows

Albany, Ga., This Week

Carnival Routes

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo: Austin, Tex.
- Allen & Nickerson: Jackson, Ala.; Flomaton 6-11.
- Arcade: Brownwood, Tex.
- Berryhill United: Linden, Ala.; season closes.
- Billy's Rides: Dozier, Ala., 2-7.
- Bistany: Gainesville, Fla.
- Blue Ribbon: Cocoa, Fla.
- Central Am. Co.: (Fair) Rich Square, N. C.; (Fair) Kenly 6-11.
- Cetlin & Wilson: (Fair) Florence, S. C.; (Fair) Sumter 6-11.
- Colley, J. J.: Durant, Okla.
- Crafts 20 Big: Oxnard, Calif., 2-12.
- Craig, Harry: Midland, Tex.
- Crescent Am. Co.: Gastonia, N. C.
- Dixieland: Holly Bluff, Miss.
- Dodge's Greater: San Luis Obispo, Calif., 3-12.
- Dodson's World's Fair: (Fair) Jacksonville, Fla.
- Dyer's Greater: Obion, Tenn.
- Endy Bros. & Prell: Jacksonville, Fla.
- Expo. at Home: Savannah, Ga.; Valdosta 6-11.
- Fay's Silver Derby: Dallas, Ga.
- Gay Way: Fort Valley, Ga.
- Gentsch & Sparks: (Fair) Meadville, Miss.
- Gold Medal: (Fair) Hattiesburg, Miss., 30-Nov. 11.
- Greater United: Victoria, Tex.
- Groff United: Santa Paula, Calif., 31-Nov. 5; San Fernando 7-12.
- Groves Greater: Arnaudville, La.; Morgar City 6-11.
- Hannum, Morris: Charleston, S. C.
- Hennies Bros.: New Orleans, La., until Nov. 1
- Henson, J. L.: Gunnison, Miss.; Benoit 6-11.
- Jones Greater: Columbus, Ga., 30-Nov. 10.
- Jones, Johnny J., Expo.: Dothan, Ala.
- Kaus, W. C.: Plymouth, N. C.
- Kirkwood, Jos. J.: (Fair) Hamlet, N. C.
- Lamb, L. B.: Demopolis, Ala.; Aliceville
- McKee, John: Campbell, Mo.
- Magic Empire: Plain Dealing, La.
- Marion Greater: (Fair) St. George, La.; (Fair) Bowman 6-11.
- Marks: New Bern, N. C.
- Mighty Monarch: Fort Pierce, Fla.
- Omar's Greater: Mellwood, Ark.
- Ozark: Bragg, Okla.; Van Buren, Ark., 6-11; season ends.
- P. & W. Greater: Marionville, Mo.
- Peppers All-State: Amore, Ala.
- Pike Am. Co.: Lone Oak, Ark.
- Playland: Albany, Ga.; Moultrie 6-11.
- R. & S.: Wilmington, N. C.
- Regal Expo.: Albany, Ga.; Valdosta 6-11.
- Rogers & Powell: Lexington, Miss.
- Royal American: (Fair) Mobile, Ala., 3-12.
- Royal Am. Co.: Hinesville, Ga.; Savannah 6-11.
- Royal Expo.: Bainbridge, Ga.
- Siebrand Bros.: Yuma, Ariz., 30-Nov. 2.
- Singleton's United: Arcadia, La.
- Southern Valley: Jena, La.
- Sparks, J. F.: Ozark, Ala.; Montgomery 6-11.
- Strates, James E.: (Fair) Anderson, S. C.
- Stumbo: Hampton, Ark.
- Stunflower State: Vernon, Tex.
- Toyland: Alexandria, La.
- Texas: Harlingen, Tex.
- Tom's Am. Co.: Donaldsonville, Ga.
- Tower Am. Co.: Lexington, S. C.
- Turner Bros.: Charleston, Mo.
- Ward, John R.: Pascagoula, Miss.
- West Coast Victory: Emeryville, Calif., 1-15.
- Wonder City: Bastrop, La.
- World of Mirth: Augusta, Ga.

Circus Routes

- Anderson, Bud E.: Drumright, Okla., 2; Guthrie 5.
- Arthur Bros.: Holtville, Calif., 31; Calexico Nov. 1; El Centro 2; Brawley 3; Calipatra 4; Indio 5.
- Bailey Bros.: Thomasville, Ga., 1.
- Cole Bros.: Lake Charles, La., 31; Baton Rouge Nov. 1; Alexandria 2; Monroe 3; Vicksburg, Miss., 4.
- Dalley Bros.: Sylacauga, Ala., 31; Columbus, Ga., Nov. 1; Troy, Ala., 2; Andalusia 3; Union Springs 4.
- Hamid-Morton: Atlanta, Ga., 6-12.
- Polack Bros.: San Antonio, Tex., 30-Nov. 2; Tulsa, Okla., 6-12.
- Sunbrock, Larry, Rodeo: Birmingham, Ala., 2-5; Chattanooga, Tenn., 10-12.

Misc. Routes

- Birch: Emmett, Idaho, 1; Caldwell 2; Nampa 3-4; Gooding 6; Burley 7; Idaho Falls 8; St. Anthony 9; Pocatello 10.
- Blond Rumba Team (Federal Gardens) Buffalo 1-4.
- Campbell, Loring: Decatur, Ill., 6; Springfield 7.
- Couden, Doug & Lola: School assemblies, Coolidge, Ariz.
- Enos, Rue & Phil (Shrine Circus) Houston, Tex., 3-16.
- Fayssoux: McAllan, Tex., 1; Edinburg 2; Mission 3; Rio Grande City 4.
- Francis, George (Latin Quarter) Fall River, Mass., 1-4.
- Francis, Leo: Indianapolis, Ind., 1-4.
- Hagaar's, Doc. Oddities: Pittsburgh 1-11.
- Lankford, Walter L., Animal Show: Rich Square, N. C.
- Lippincott: (Fair) Anderson, S. C., 1-4; Chesterfield 6-11.
- Overman, Wally (Riviera Club) Columbus, O., 1-5.
- Rickton's Dogs: Murfreesboro, Tenn., 1-4.
- Sadler, Harley, Show: Slaton, Tex., 2-4; Post 6-8; Snyder 9-11.
- Slout, L. Verne, Tent Show: Fordyce, Ark., 1-4; Atlanta, Tex., 6-11.

WANTED

Man and Wife with experience to promote, assemble and operate amusements for night club and outside recreation. We have large permanent training camp here and these boys are looking for winter sport. Park and night club will be operated in buildings on grounds of Wayne County Fair Association, Goldsboro, N. C. Write for details. Fine proposition for winter months.

W. C. Denmark, Operator
FUNNYPARK & PLAYGROUND
Goldsboro, N. C.

John R. Ward Shows

WANT

Capable Ride Superintendent and Men for Merry-Go-Round, Tilt and Tilt. Want Girl Show and Chorus Girls for Minstrel show. Want Man and Wife Manager Cook House. Want Concessions. Pascagoula, Miss., this week.

ARTHUR (POP) SMITH

Contact me immediately via Western Union collect. Good proposition for you.

J. P. BOLT, Mgr.

Royal Exposition Shows

Bainbridge, Ga., this week

WANTED

Sober, reliable Griddle Men; also Night Men. Permanent work in sandwich shop. Good salary and pleasant surroundings. Drunks, save your time and money.

JOE DECKER
SOUTHERN GRILL, INC.
301 East Main St. NORFOLK, VA.

WANT

Shows, Merchandise Concessions, Man and Wife to operate Bingo, Ride Help. All winter's work. Defense towns on coast.

PEARL'S VICTORY SHOWS

Galveston, Texas

FOR SALE

Parker 40 Ft. Merry-Go-Round, in good mechanical condition. Top poor shape. Wire or write

L. B. "BARNEY" LAMB
Care L. B. Lamb Shows, Demopolis, Ala., Oct. 30-Nov. 4; Aliceville, Ala., Nov. 6-11. P.S.: Can use few good Ride Men for all winter's work. Will buy Kid Rides in A-1 condition.

WANT TO BUY CUSTARD MACHINE

Must be all electric. Electric Freeze or Thomas make. Will pay premium cash price.

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For Indoor Circuses and Theaters
CAN ALWAYS PLACE GOOD ACTS
For Quick Action—Wire
TOBY WELLS, 643 N. Clark, Chicago

WILL PAY CASH FOR CARNIVAL

Not less than six Rides, Bingo with Blower and Sound System. Wire or write where can be seen. Address: BOX 2352, Miami 14, Fla.

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AT WARSAW, N. C.

NOV. 7 — Five Days and Nights — NOV. 11.

LEGITIMATE CONCESSIONS

of all kinds. Everything open except Bingo, Cookhouse and Frozen Custard. Positively no Wheels, Coupon Stores or Gypsies. This will be a big one. Wire at once for space. Address

JAMES M. RAFTERY, Wilmington, N. C., this week.

P.S.—Two Kiddie Rides for sale, Swings and Automobile Rides in excellent condition. Can be seen in operation. \$800.00 for both.

Allen & Nickerson Shows

WANT FOR ALL WINTER'S WORK

GENERAL AGENT THAT KNOWS ALABAMA AND FLORIDA.

Ride Help on the following Rides: Second Man on Wheel, Second Man on Octopus, Foreman for Loop-o-Plane and Chairplane. Best of treatment. Best pay. Want Agents for Swinger, also Agents for Ball Games and Slum Concessions and Six Cats. All answer at once.

S. W. NICKERSON, Allen & Nickerson Shows, Jackson, Ala., this week.

P.S.—Doc Barfield, Maxwell Kane, contact us.

WANT

For Mammoth 10-Day Celebration, Charleston, S. C., Starting November 2, Ending Armistice Day, Followed by 10-Day Colored Celebration, Also Charleston.

Want Concessions all kinds. Come on; don't wire. Shows, except Side Show. Tilt or Octopus. Need good Electrician. Ride Help, come on. Out all winter. All wires to

MORRIS HANNUM SHOWS

CHARLESTON, S. C.

CENTRAL AMUSEMENT CO. WANTS

For Firemen's Fair, Kenly, N. C., November 6 thru 11; Mt. Gilead Fair, November 13 thru 18, and all winter South.

Want Stock Concessions that work for 10 cents. Want Shows with own outfit. All contact

SHERMAN HUSTED, Manager, Central Amusement Co., Rich Square, N. C., this week; Kenly, November 6 thru 11.

PAN-AMERICAN THRILL CIRCUS

WANT for eight weeks in Florida, opening St. Petersburg November 9 to 12, for American Legion Crippled Children's Hospital Fund, two high-class Special Agents. Will book Peanut, Popcorn, Eat and Drink Stands. No game concessions will be permitted. Write or wire C. A. ABBOTT, 522 Golf Street, Sarasota, Fla. Our phone, 6142.

Want—BLUE RIBBON SHOWS—Want

Electrician with Diesel experience. Earl Tieghman, Russell Cooper, Jack Dougless, Lucky, answer. Mechanic with Truck and Ride Motor experience, Ridemen and Ride Foreman, come on. Burgess Lawrence and Murphy, come on. A few Stock Concessions open. Shows with own equipment, come on. Can place General Agent and Special Agent capable on Promotions. Must know Florida laws.

L. ED ROTH, Cocoa, Fla., this week.

STILL COOKING

Oblon, Tenn., on Streets. First in Three Years. One more Show. High Striker open. Have best Armistice Day spot in south. Will buy 32 ft. Merry-Go-Round. Contact

DYER'S GREATER SHOWS

WILL BUY

60, 70 or 80 ft. Tent with Middles. For Sale—50x80' Khaki Tent, 9 ft. Walls.

WM. KETROW

Gen. Del., Charlotte, N. C.

SOLOMON TICKET HEAD

(Continued from page 33)

W. D. Bartlett, Oscar Bloom, Sam Bloom, Leo Barrington, Arthur F. Briese, Oscar C. Buck, Walter F. Driver, Herbert A. (Whitey) Lehrter, Charles G. Driver, David B. Endy, Sam Feinberg, John W. Gallagan, Joe Rogers, George A. Golden, Max Goodman, Sam Gordon, Nat S. Green, Harry W. Hennies, W. R. Hirsch, S. T. Kessop, Johnny J. Kline, Ernest (Rube) Liebman, Morris Lipsky, Louis Leonard, Andy Markham, Edward Murphy, Harold Paddock, Robert K. Parker, Irving J. Polack, Nat D. Rodgers, Rudolph Singer, Michael Rosen, Jack Ruback, James E. Strates, James P. Sullivan, J. C. (Tommy) Thomas, Ned E. Torti, Al Wagner, A. L. Rossman, Denny Pugh, Max Brantman, Ray Marsh Brydon, Michael J. Doolan, Morris A. Haft, Arthur R. Hopper, Harry Ross, George Terry and Charles Zemater.

Letters Going Overseas

CHICAGO, Oct. 28.—With more than 100 members in the armed forces, the majority of them overseas, the Showmen's League is endeavoring to see that the boys are kept informed of what is going on in the States. This week a plan was inaugurated whereby each member present at a weekly meeting of the League will be given the names of two servicemen to whom to write. The following week they will be given two different names, and in this way all of the members will be receiving letters frequently.

As the addresses of many of the boys change frequently, members knowing of such changes are asked to inform the League secretary so that as many letters as possible may reach their destinations promptly.

WT, R&W COMBINED

(Continued from page 33)

from Denny Pugh and Joe Murphy. During the past season Wells remained on the Reynolds & Wells Shows, with Art Signor as manager, and Reynolds was on the World of Today Shows, with Noble C. Fairly as manager. Both shows reported a big year, with the two combining to play Oklahoma Free State Fair, Muskogee, to an all-time midway gross of over \$45,000.

All show fronts and light towers will be lighted with neon. Priorities on much material necessary in rebuilding and repairing have been obtained. Art Signor will supervise work in quarters. Joe Chiodo is in charge of the mechanical department, Bob McDoo is artist and Paul Will is in charge of the electrical department. Several new features will be announced later.

GA IN RECORD GROSSES

(Continued from page 33)

ing. There were many changes in department heads during the season but at the close things were moving efficiently, especially in the ride department, where several capable bosses joined after mid-season.

On the Tulsa Fairgrounds the 100-by-800-foot pavilion will give cover to every wagon. Natural gas heat will be used during winter work. New shows, rides and other equipment to be added are expected to be in Tulsa before the staff leaves for the Chicago December meetings. Other buildings will be used for storage. Of the original staff who opened the season, Robert L. Lohmar, general agent; Eddie Hollinger, secretary; Karl Eaton, office assistant; O. J. (Whitey) Weiss, concession manager, and William B. Naylor, publicity department, were on hand at the close. Archie Wagner and Tom Sharkey are taking stock and handling storage at the fairgrounds. Sharkey will leave for Chicago and Mr. and Mrs. Wagner for Hot Springs as soon as this work is completed. Mr. and Mrs. Weiss left for Tampa, with a stop-over in Shreveport. Manager Joseph S. Scholibo, who will leave shortly for Houston, expects to be at the Chicago meetings.

2 ALL DAY GRINDERS

All Winter's Work. Pay Every Night. Hour On and Hour Off.

DANCERS

Must be youthful and be able to dance. Pay every night. Pleasant long winter season. Also want a good MIND READER.

WILL PLACE

GOOD GRIND STORE, CLOTHES PIN, RAZZLE DAZZLE OR ROLL-DOWN Work for Quarter and a Half.

All Reply in Detail

LEONA HALLIGAN

416 Washington Ave.,
St. Louis, Mo.

FOR SALE

Complete 15-Car Dodgem—Rebuilt and Better Than New—Fluorescent Lighting—Beautifully Painted—New Top—in Perfect Operating Condition.

WILL BUY FOR CASH

or Book for 1945 Season

Fly-O-Plane

Address:

Mike Krekos, Gen. Mgr.

WEST COAST AMUSEMENT CO.
291 Sixth Ave. SAN FRANCISCO, CALIF.

DIXIELAND SHOWS

Now Playing Mississippi Delta With Louisiana to follow. Can place for all winter: Fish Pond, Coke Bottles, Stock Ball Game and other ten-cent Stock Concessions not conflicting. Will book Merry-Go-Round with own transportation. Communicate with

W. L. BOSTWICK

This week, Oct. 29th to Nov. 4th,
Holly Bluff, Miss.

P.S.: Whitey Butler wants Man and Wife for Grab. George Cain has opening for one Dealer.

OMAR'S GREATER AMUSEMENTS WANT

Concessions, Concession Agents, Ride Help, Carpenter, Wood Work Men, Mechanic. Will buy Rides of all kinds. Have for Sale—All Canvas and other Show Equipment, ten Show Tops, fine Concession Tops. Now contracting for 1945. Will book five major Rides, ten Shows; have new tops. Want capable Show People in all lines, Musical Comedy, Minstrel, Free Act, Shows with or without own equipment. Out all winter. Need men for show and men for winter quarters, now open. Mellwood, Ark., Oct. 30th thru Nov. 4th. Permanent Address: BOX 551, Marlanna, Ark.

WANTED MUSEUM ACTS

JOHN HOWARD MUSEUM

Minneapolis, Minn.

WANT TO BUY

3 ABREAST MERRY-GO-ROUND

36 Ft. Machine Preferred.

Not Interested in Junk.

JOHN QUINN

100 Davenport, Detroit 1, Mich.

FOR SALE

Parker Merry-Go-Round, cheap; 8 Trucks and Trailers, several Show Fronts, stored at Batesville, Ark.

J. W. LAUGHLIN

c/o Playland Park, 9201 S. Main St., Houston, Tex.

WANTED

To book or buy small Merry-Go-Round, Glider or Kiddie Ride. Concessions—Bingo, Hoopla, Penny Pitch, Shows of all kinds. Wire

P. & W. UNITED SHOWS

Out All Winter
Dixon, Mo., Oct. 31 to Nov. 6; then per route.

FOR SALE

Merry-Go-Round, Chair-o-Plane, 8-Car Whip, 15 Dodgem Cars, Portable Dodgem Building. Address:

FUNLAND PARK

Jacksonville, N. C.

NAMA Launches Post-War Plan

Keeney Buys Majestic Plant

CHICAGO, Oct. 28.—Highlighted in real estate activity here this past week was the \$150,000 purchase of a one-story building now occupied by the Majestic Radio & Television Corporation by J. H. Keeney & Company, manufacturers of coin operated machines. The property involved, comprising 60,000 square feet of floor space at 2600 W. 50th Street, was purchased in the name of the Keeney Building Corporation and the trustee, Chicago Title & Trust Company, which conveyed the title to the Keeney firm and is negotiating for an additional 35,000 feet of adjoining land.

After Majestic moves out the premises will be occupied by the Keeney firm, with intention of continuing their war work until conditions permit them re-converting into the manufacturing of coin operated amusement machines, in which they were actively engaged prior to the war.

J. H. Keeney, president of the firm, announced that they plan to erect another building covering 15,000 feet on adjoining land at the newly acquired site.

U. S. Export of Movie Mchs. to Canada Will Feel Eye of Censors

ST. JOHNS, N. B., Oct. 28.—Distribution and operation of a large number of coin operated movie machines thru the Eastern provinces is expected in the near future.

In New Brunswick, movie machine films are subject to the provincial board of censors and pictures cannot be used without the authorization of the board, just as all movies shown in the provincial theaters are authorized. Several years ago the New Brunswick regulations for films were revamped, and in the revision attention was given to movies used in coin operated machines. This is believed to be one of the few provinces in Canada that demands approval of movies for coin machines.

The board has been notifying all distributors of coin machines in the province that it is essential to submit all pictures destined for the machines to the board of censor and such pictures must be passed by the board before they can be

(See U. S. Exports on page 60)

Second Star Flies In Bally E Flag

CHICAGO, Oct. 28.—A second star has been added to the Army-Navy "E" Flag flying over the "Bally" plant, a statement by Herb Jones, vice-president and works manager of Lion Manufacturing Corporation, revealed.

"The second star," Jones pointed out, "like the original flag and the first star, was awarded officially to the Lion Manufacturing Corporation. Actually this is the organization known to the coin machine industry as Bally Manufacturing Company, and the second star is further proof of the vital contribution of the coin machine industry to the assured victory of the United Nations."

McNamara Resigns From Soundies Post

CHICAGO, Oct. 28.—Ralph P. McNamara, assistant treasurer of Soundies Distributing Corporation of America, resigned as of yesterday to take a position with an as yet undisclosed firm on the West Coast. One of the original employees of the firm, he has been active in all phases of its development. He left for the Coast today.

No successor has as yet been named.

Chi Cigs Easy To Get If You Need a Nip or Want a Bet

CHICAGO, Oct. 28.—Cigarette shortage thruout the nation is so acute that the wits are at their wit's end thinking up quips and stories about the ingenuity of consumers tracing available packs, and retailers getting the most from their possession of the packs.

Here in Chicago, where liquor was so tough to get not so very long ago, when you had to buy several bottles of wine or cordial to get one fifth of whisky, smokers are also feeling the bite on the ciggie shortage. And to make the most of it the story is going the rounds about the State Street liquor shop in the Loop having an abundant supply of cigs on hand offering their customers the ultimatum—buy a bottle of whisky and we'll sell you a pack of cigarettes!

There is also the story about the smoker who went up to a cigar counter, asked for his favorite brand, and settled for any brand they might sell him, to be

(See Chi Cigs on page 70)

Gets Plenty Spade Work Done At Successful 2-Day Session

Over 100 manufacturers, suppliers and operators take part in charting industry's future course and finding answers to present headaches

By Walter W. Hurd

CHICAGO, Oct. 28.—Merchandise shortages was the big topic in public and private discussions among the more than 100 delegates and guests at the 9th annual meeting of the National Automatic Merchandising Association in session here October 25 and 26. Operators of practically all types of vending machines were asking the one big question of when they might expect increased supplies of merchandise, and several manufacturers representing candy, gum and soft drink firms were present to try to answer such questions.

About all they could say was that they would like to know the answer themselves. No representatives of cigarette manufacturers were present but operators in the special conference on cigarette problems discussed the supply situation in general.

Two days were devoted to discussions and conferences according to a well-prepared program. Officials of the NAMA agreed that the biggest accomplishment by the organization at the meeting and also for the current year was the launching of a public relations program for the coming year. It was officially announced that a group of about 10 members had assured the organization of a fund of \$25,000 to finance the public relations program for the first year. This announcement was received with such enthusiasm that operators began voluntarily pledging various sums to the fund ranging from \$100 up.

The official program calls for a competent public relations staff to carry out the program with the idea that the membership of the organization will see the results and that when the subject comes up a year hence the entire membership will be ready to support the campaign to the limit.

Made Official

Many speakers referred to the public relations program during the conference, and on the second morning R. L. Strain, of the American Locker Company, made the official committee report to the organization. A 14-page bulletin containing a complete outline of the program was also distributed to those present. This program served to concentrate attention on the completeness of the plans and stimulate prolonged discussion on the benefits the trade would derive.

The program includes a number of points, such as the adoption of a new name for vending machines, a new term for operators, even a new name for the association, engaging a public relations counsel, publishing a house organ and creation of a permanent committee to handle public relations matters.

The advisory committee in its report recommended a code for the vending machine industry which consisted of seven points. There was general agreement that the code was concrete and would be a good advertisement for the industry.

The suggestion that new names for vending machines be found, for operators and for the name of the organization itself aroused considerable discussion, but the suggestion was left over for suggestions that might come from various sources. The desire for a new name for vending machines was due to the fact that so many people still refer to vending machines as "slot machines." The trade wants to get away from this ugly word "slot machines," they said.

The first session of the conference really opened with a big boost for public relations. Nat Leverone, president of the NAMA, opened the first session with appropriate remarks of what might be accomplished during the meetings and with the prediction that it would be one of the most telling conventions ever held by the vending machine trade. Leverone introduced E. J. Condon, an official of Sears, Roebuck & Company, to discuss some of the broad problems of winning public good will.

Exemplary Course

As an official of one of the biggest mail order houses in the country, Condon (See NAMA Gets Plenty on page 59)

Editorial

Vender Vitality

By Walter W. Hurd

THE vitality of the vending machine industry was much in evidence at the conference held in Chicago under the auspices of the National Automatic Merchandising Association, October 25 and 26. The members of this organization firmly believe their branch of the coin machine industry will lead the procession after the war and they are planning to work toward that end.

Predictions have come from a number of sources that within a few years, following the end of the war, the vending machine trade as a whole, will once again be the leading branch just as it was in the late '20s. In other words, the late '40s may repeat the history of the late '20s with respect to the most advanced branch of the coin machine industry.

One official said that excessive taxes would be the only thing to deter the vending machine from making great strides in the future. Drawing a lesson from the history of the late '20s, I would say that to arouse the enmity of organized labor would be the only thing which can keep the vending machine trade from attaining and holding first place in industry history during the years to come.

Officials of the association said the new public relations program adopted this year was really the outstanding work of the group and much is expected from this program during the coming year, when it will be given a full test. Many interesting ideas have been suggested in the program and among them is the need for new names or terms to designate vending machines, operators and even the association itself.

This need for new names that will take with the public has been felt by the entire industry for many years and many have proposed contests, offering big awards, in an effort to invent names that could be made popular with the public. The vending machine trade has long been disturbed by the word "slot"

and its members want to get away from that. They know also that the term vending machine is too cumbersome and the public will never get used to it.

One of the most influential workers in the organization said privately that the trade should not be so disturbed by the word "slot" because the public may insist finally in using that very word to refer to vending machines. He recalled how the juke box trade had long resisted the public trend to use the word "juke" and then the name eventually became the most popular advertisement the phonographs could get. He also suggested that the men in the armed forces would no doubt invent a short and snappy name for vending machines, if they have not already done so.

Present indications are that the public will begin to use automat, or else will simply say, "I bought a candy bar from a slot downtown." But the trade may still have a chance to invent a more acceptable name before the public gets set on any particular term. Once the public adopts its own name there would not be much chance to change it, even tho a trade spent thousands of dollars in the effort. The whole coin machine industry will wish the vending section good success in getting appropriate names.

Two sections of the trade now have names that have become so popular with the public they are likely to stick for decades. The name for juke boxes was started by the public and repeated by newspapers until the trade had to accept it. Now it is popular the world over, because men in the armed services still speak of juke boxes in whatever quarter of the globe they may be. The name pinball is the only name so far which the trade itself has actually made the public accept against its will. Pinball is now in the unabridged dictionaries and so is likely to become a part of the language.

Public Relations Program Set

NAMA Out To Sell Public on Value of Automatic Mdsing.

\$25,000 fund approved—setting up code of ethics for industry—seeking new names for machines, operators and assn.—plan hiring public relations expert

CHICAGO, Oct. 28.—An ambitious 10-point public relations program, aimed to educate both the public and legislators as to the economic soundness and legitimate place the merchandising machine deserves to occupy in the distribution and marketing phases of the national business picture, was adopted by the National Automatic Merchandising Association following its submission by the public relations advisory committee here on Thursday (26). Drive will be pushed by a \$25,000 fund to put it across. R. L. Strain, vice-president of American Locker Company, Inc., served as chairman of the committee along with W. E. Bolen, J. B. Lanagan, D. C. Letts, E. F. Pierson and G. M. Seedman.

In submitting its proposal, committee pointed out that a sound public relations job would not only secure public acceptance of the industry and the products and services its members render, but also lessen the necessity for the trade to defend itself against unjust taxation, as the cumulative effect of the public relations program.

Committee's Recommendations

In summary form the recommendations of the committee are:

1. Establishment of a code of business practices for the industry setting forth its ideals and objectives in booklet form for use both within the industry and with the public.
2. Adoption of a new name for the term "merchandise and service vending machines."
3. Adoption of a new term for the commonly used term, "operator."
4. Adoption of a new name for the association.
5. Monthly issue of a four-page, informative, good-will publication to be sent to members, potential members, including suppliers.
6. Employment of a public relations staff member for the development and co-ordination of a public relations program and for editing of the house organ.
7. Retaining of a public relations counsel.
8. Adoption of an adequate public relations budget.
9. Approval of suitable plans for raising money to meet the budget.
10. Creation of a permanent public relations committee.

Industry Code

Citing the fact that the foundation of any business or industry rests upon confidence which springs from integrity, fair dealing, efficient service and mutual benefits, the committee pointed out in its report that no public relations program will prove effective unless the industry follows these precepts of sound ethics and good business practices. Therefore it recommended the adoption of a code for the merchandising industry and submitted a suggested code for further discussion.

In a preface to the actual code the committee cited four basic principles which the trade recognizes; namely, that the use of automatic merchandising service units has become widespread, that association members are fully aware of their responsibility to the general public, that the public has not been made fully aware of the important services rendered by merchandise and service units, and that it is the desire of the industry, represented by the association, to cooperate with the public and local chambers of commerce and better business bureaus and other organizations interested in the promotion of good business. The Code as Presented Follows:

"To maintain the good will of the public and to carry on a high standard of

business principles in accordance with the American way of life the members of the National Automatic Merchandising Association pledge themselves as follows:

"1. That the members of this association will recognize at all times they are serving the public and therefore they must always have the public's welfare and well-being first in mind.

"2. That only fresh and high quality merchandise is to be offered to the public at all times.

"3. That units will be always clean, attractive and in good mechanical working order and will be serviced as frequently as the type of merchandise or service may require.

"4. That only those units will be operated which will return to the patron his money if no merchandise is delivered or service rendered.

"5. That all units should be plainly marked with instructions for their operation.

"6. That the members of this association will observe the highest ethics of business dealings among themselves, and with the public and others engaged in all types of business.

"7. That the members of this association will at all times recognize their personal and business responsibilities to their respective communities."

Wanted: New Names

Believing that the term "vending" no longer properly describes the industry, that the term "operator" is also inadequate as applied to the men who place machines on location, and that the term "automatic merchandising" as applied to the association is not as descriptive as it should be, the committee listed new names for each of the above three terms that had been suggested to date and recommended that further exploration be made in this direction.

Terms suggested as potential substitutes for "vending machine" are:

- Merchandising machine
- Self-service machine
- Mechanical service device
- Personal service machine
- Automatic marketer
- Automatic purveyor
- Mechanovend
- Mec-a-vend
- Public service device
- Automart

(See NAMA Out to Sell on page 60)

Officers Re-Elected

CHICAGO, Oct. 28.—All officers of the National Automatic Merchandising Association were unanimously re-elected for the coming year. They are:

President: Nathaniel Leverone, Automatic Canteen Company.
Vice-President: Robert Z. Greene, Rowe Manufacturing Company.

Treasurer: W. G. Fitzgerald, International Ticket Scale Corporation.

Executive director: C. S. Darling.

Associate director: T. A. Vaughn.

Board of directors: L. D. Chambers, Peerless Weighing & Vending Machine Corporation; Paul W. Kimball, American Locker Company, Inc.; F. S. Mason, Ford Gum & Machine Company; E. V. Morava, Mills Automatic Merchandising Corporation.

News Highlights of the Week

CHICAGO.—The National Automatic Merchandising Association held its 9th annual meeting October 25-26. It launched a big publicity program for the coming year and discussed the serious problems of merchandise shortages in the cigarette and candy fields. A number of plans were voted for the next year.

ATLANTA.—The U. S. 5th Circuit Court of Appeals October 20 ruled in favor of the Atlanta ban on pinball games, thus ending a long contested tax situation.

INDIANAPOLIS.—A trade paper in the movie field reported that the "Packard Manufacturing Company has developed a process for recording television programs on wax records." Expected to be big post-war development.

CHICAGO.—No reaction has been reported on news last week by an army officer that Uncle Sam had taken over slot machines at army and navy posts.

CINCINNATI.—The internal revenue office here said that tax reports on pinball games, slots, etc., are not open for public inspection. Some regional offices in other cities have been letting information leak out.

WASHINGTON.—WPB is said to be slowing up on granting of spot permits to manufacturers.

MIAMI.—The State attorney general, in response to an inquiry by OPA, recently issued an unofficial opinion that possession and operation of punchboards are illegal.

MILWAUKEE.—The crusade against bingo games is still going ahead here and in the State capital. There is prospect of a law to license bingo coming up in next State Legislature.

CHICAGO.—The American Municipal Association representing city officials in all parts of the U. S. is holding its convention here this week. Revenue sources are being considered.

WASHINGTON.—The October 15 bulletin of the U. S. Conference of Mayors emphasizes the many concessions that will be let in and around city airports in the future.

CHICAGO.—Newspaper publicity on teen-age clubs here this week emphasized fact that these clubs are increasing rather than being on the decline.

OTTAWA.—Canada is very much interested in U. S. presidential election and effects it will have on future price control and trade relations between two countries.

MEXICO CITY.—Newspaper drive is on in Pueblo near here to regulate jukeboxes and prevent noise.

The Name to Remember

STONER



● Today, we at STONER have but one job . . . to keep production moving ever forward on the vital equipment we are making for our armed forces.

When this need no longer exists STONER will again be back in the manufacture of the popular Univendor line of candy vendors.

To help speed this great day—keep putting your money in War Bonds.

Univendor

the finest in candy vendors

STONER MFG. CORP. Aurora, Illinois

NAMA Gets Plenty Work Done At Successful Two-Day Session

(Continued from page 57)

related some of the high points in the long story of how mail order houses had overcome trade evils, legal opposition and had at last won the good will of millions of customers. He said that the vending machine trade now faced a similar situation, and that it probably could learn much more from the program that had been followed by mail order firms and chain stores. He predicted there would be thousands of new and small retailers after the war and that when competition gets serious they may start a witch hunt aimed at vending machines.

Condon warned the vending machine trade that when their business expanded and they begin to show prosperity, their business will become more evident to the public and they will attract much more attention. He said that when thousands of vending machines are placed all over the country they will be much in evidence and hence the trade must be prepared for certain unfavorable reactions, such as the opposition of retailers and the certainty of taxes.

In the future battle against taxes, he said, big manufacturers of merchandise supplies will in practically all cases be neutral, because they also supply the retail trade. He said newspapers will also be neutral or they may favor the local merchandisers in many cases.

Condon suggested the vending machine trade must win its way on the good American principle that there is room for all and that any merchandising outlet that gives a real service to the public is entitled to its place in the merchandising field. He suggested that the trade avoid politics as such, that it maintain everlasting diligence, that operators win public good will and that they stick together.

Urges Reporting

The subject of taxes was also mentioned frequently during the conferences. B. C. Letts, vice-president of the Automatic Canteen Company, was the first speaker at the opening session, and he referred to the threat of taxes on vending machines as the "Sword of Damocles." He outlined some details of the work of the organization in helping operators in locations and offered many practical suggestions as to how operators should face tax problems. Among other things, he urged that operators report at once to the national headquarters when there is any hint of a local tax threat. The national association could then furnish data and also make suggestions as to how to cope with the local problem, he said.

C. S. Darling, executive director of the association, on the second day discussed the contemplated legislative program for 1945. He said the coming year is another legislative year and that more than 40 State Legislatures would be in session. He said the trade might as well expect a number of tax bills to come up during the year, and that the organization was making ample plans to meet the situation. He said the leaders of the organization refer to the vending machine tax laws in Delaware, Louisiana and Washington as model tax laws covering such machines.

There are 15 States that tax one or more types of vending machines, he said, and the organization has plans to do constructive legislative work in at least seven States during the coming year, according to the present program.

The first afternoon was devoted to group conferences which gave operators a better chance to discuss their biggest problems and also to ask questions. Manufacturers were invited to be present at these group conferences and to answer questions if possible. There were separate conferences for the soft drink trade, another for candy, gum and nuts operators, another for the cigarette section and another for scales, lockers and other service machines. Each group discussed the problems relating specifically to its own field, but shortages of merchandise happened to be the main topic in each conference.

Drink Venders

The soft drink conference was honored by representatives of several of the well-known soft drinks on the market, and they were optimistic about the future but still admitted that the sugar situation is far from satisfactory. The soft drink meeting was also deeply interested

in the prospect for new dispensers after the war. Manufacturers were represented and it was indicated that there would be a number of new beverage venders available as soon as they could be made again. Trade rumors during the year have indicated that there would probably be more new beverage vending machines put on the market after the war than any other one type of machine.

Manufacturers present stated they had plans for new venders and better venders. It was reported that the Rudolph Wurlitzer Company, an important juke box firm, would have a beverage vender after the war, thus confirming a rumor that had been current for some time. Other well-known firms in the coin machine trade are reported to have beverage venders in preparation for the future market.

The candy, gum and nut conference was led by Frank J. Bradley, a young and progressive operator from Buffalo. Several candy manufacturers were present and they were asked to present the supply situation. The 50 per cent set-aside order recently issued to candy manufacturers by the War Foods Administration meant that manufacturers had to take care of the government first and they could not promise any help soon to operators, they said.

There was much discussion of the 50 per cent set-aside order, and manufacturers reported that the whole problem had been taken up with the quartermaster corps. There is not much hope for (See NAMA Gets Plenty on page 70)

It's the Limit!

CINCINNATI, Oct. 28.—The wartime onslaught of Susie and John Public on the nation's cigar clerks has driven some to drink and others to physical collapse, but in Arno's cigar store here the public was given some idea as to what is thought of him when a sign was posted:

- Out of Cigars.
- Out of Cigarettes.
- Out of Gum.
- Out of Films.
- Out of Stamps.
- Out of Patience.
- Out of Town.

COINMEN YOU KNOW

New York:

AUTOMATIC MUSIC OPERATORS' ASSOCIATION'S recent blowout at the Waldorf is still the talk of the town. Affair hit the jackpot from attendance angle and also saw record turnout of big names in entertainment world. . . . **BARNEY SCHLANG**, AMOA field man, is holding down the fort while **LEE RUBINOW**, association prexy, takes time off to visit parents in Florida. Rubinow put in strenuous sessions getting things in shape for Waldorf event and can use rest. . . . **BOB FRIEDMAN**, music op formerly operating under his own name, is now known as the Silver Lining Music Company. . . . **MORRIS HANKEN**, music op from Atlanta, spotted in town on buying trip. . . . **CLIFF ABRAMS**, Music Service Company, reports himself a benedict for second time. . . . **PHIL WARNER**, Pennsylvania op, flashed on buying trip at H. Rosenberg Company. . . . **W. B. CHAUNCEY**, Newburg, N. Y., juke box routeman, spotted buying phono parts at Atlantic Distributing. Chauncey says he's holding down his route for two boys in service. . . . **SEYMOUR POLLOCK**, Tarrytown, N. Y., music man, who was on the sidelines for a spell, is back in action. . . . **CHARLES BERNOFF**, Regal Music prexy, had confab with Harry Rosen concerning Bernoff's music route. . . . **RAY KNOSS**, Midtown Phonograph Service, back in town after trip on biz. . . . **MERLE SCHNEIDER**, son of Charles Schneider, Detroit phono op, doing town in combined pleasure and biz trip East. . . . **HYSOL MUSIC COMPANY**, op, is now located at 9014 Avenue B, Brooklyn.

Shipping execs are notifying distributors and repair outlets on the Row that greater care should be exercised in packing machines. Many units have arrived at destination in bad shape because packing was defective and consignees want the trouble corrected but pronto. . . . Phono men report there is an increase in slugs, especially in spots where youngsters hang out. View is location owners should be made more vigilant and watch the kids. Popular trick is to use pennies worn down at the edges so that the coins will pass for dimes. . . . Volunteers are wanted for new War Bond Drive. . . . Trade wants to ring up record total and needs all who can help.

Detroit:

MAX LIPIN reports the Allied Music & Sales Company is heavy in the toy business and expects to make this an

important sideline in the coming year. He has just returned from a business trip to Chicago. . . . **BETTY BRUCKMAN**, manager of the record department of Brilliant Music Company, has been a victim of a severe cold for the past week. . . . **HENRY C. LEMKE**, of the Lemke Coin Machine Exchange, is preparing to move in about 30 days as his downtown building has been sold. Lemke plans to buy his own building as a headquarters for post-war operation. He has just been appointed distributor here for the Batter-Up machine. . . . **MRS. VERNON I. HUNTOON**, who is managing her husband's music route for the duration, left for Camp Claiborne, La., where she plans to visit with him. . . . **HARRY SCHILK**, formerly in business in Northern Michigan, has joined **BRADLEE WILLIS**, Detroit machine operator, specializing in handling amplifier work. **MRS. WILLIS** is convalescing after a serious illness. . . . **ALBERT ASH**, of the Brilliant Music Company, was in Chicago this past week on a business trip. . . . **HUMPHREY SAUVE**, of the A. P. Sauve Company, reports a big pick-up in business. . . . **MARK LINKNER**, of Triangle Amusement Company, has returned from a business trip to Chicago with **MRS. LINKNER**, during which he took in a number of Chicago night spots.

Los Angeles:

BILL WOLF, of California Amusement Company, recently returned from a buying trip East. . . . **CHET GARTON**, California Amusement manager, returned to his desk following a trip to San Diego. . . . **CHARLIE WASHBURN** is getting things in shape for a new recording session for his Rodeo Records. . . . **RAYMOND CHEONG**, operator of 20th Century Amusement Company in Honolulu, is in the city buying coin machine equipment. . . . **JOBBERS** shipping equipment to the Hawaiian Islands have received news that some of the shipments that have been in storage in San Francisco may soon be on the way.

H. C. DENNY, of Globe, Ariz., in the city purchasing equipment and spending some time with **William Happel** at Badger Sales. Denny bought quite a large shipment from this firm. . . . **A. M. KEENE**, of Keenomatic in Taft, Calif., in the city on his usual trip. Took time out to make the Latin spots in Los Angeles and to hear his favorite Mexican and Spanish tunes that he hopes some day to hear on Peerless (See Coinmen You Know on page 64)

GROUP CONFERENCES LIKELY

Set Aside Order Only Temporary

Mfrs. feel candy supply will ease soon as shipments are on way to Pacific war zone

CHICAGO, Oct. 28.—The 50 per cent set-aside order recently issued to candy manufacturers by the War Food Administration was the chief topic at the group conference on candy, nuts and gum during the recent convention of the National Automatic Merchandising Association here.

Several candy manufacturers were present and they were asked by Frank J. Bradley, chairman of the conference, to explain the present situation. The manufacturers all agreed that the set-aside order had taken them somewhat by surprise, and several of the firms were now using all their production to take care of the government needs. Most of the manufacturers thought this would only be a temporary situation and that in the next few weeks shiploads of candy would be on the way to the Pacific war area.

They constantly hope that in due time the government will have a surplus of (See Set Aside Order on page 60)

Where To Get Cigs, Matches Are Ops Big Headaches

CHICAGO, Oct. 28.—Shortage of cigarettes and matches quite naturally were the subjects around which most of the discussion centered at the cig group conference for manufacturers, suppliers and operators at the NAMA meeting here Wednesday afternoon. Such problems as how to obtain more cigs, where to get off-brands, etc., were kicked about, but all agreed there was little that could be done excepting that of the operator working with jobbers to see that he gets (See Where To Get Cigs on page 61)

Bev. Mch. Future Looms Brighter

Mfrs. and sirup suppliers marking time until more equipment is available

CHICAGO, Oct. 28.—It's only a question of when machines can be put in the hands of the operators, as to how soon the beverage phase of the automatic merchandising industry will embark upon the brilliant road that lies ahead (See Bev. Mch. Future on page 61)

ANOTHER WEEK NEARER VICTORY!

— HELP BRING IT CLOSER—BUY MORE WAR BONDS

Wm Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION

Penny Arcade Headquarters Since 1895.
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.
44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK

NAMA Out To Sell Public on Value of Automatic Mdsing.

(Continued from page 58)

Selvor
Servend
Servamatic (or Serv-a-matic)
Merchamatic (or Merch-a-matic)

Suggestions to supplant the term "operator" suggested are:

Marketer
Coin merchandiser
Retail servisor
Servisor

As a substitute for the present name of the association, terms suggested are:
Service Utility Association
Self-Service Association
Automart Association

Monthly House Organ

Principal objectives of a monthly four-page publication to be distributed to members, prospective members including suppliers outlined are: To provide a medium for the interchange of ideas and experience as to best methods of conducting this business, to interchange legal information, to promote understanding of the important service the industry renders the public, to promote good will among the members and to acquaint others outside the industry with the purposes and sound business practices governing its operations.

Other Recommendations

To carry out the public relations program the committee recommended hiring a competent man who would assemble and develop the ideas of the public relations committee, the board of directors and the membership at large, as well as edit the house organ. Additional stenographic and clerical help also may become necessary as the program develops, it was cited. Committee also recommended hiring of a competent person or organization to advise them on their public relations program. It also recommended that the association appoint a permanent public relations committee to meet as frequently as practicable for consideration of the public relations problems of the industry, and to raise a fund of \$25,000 to carry out this program.

SET ASIDE ORDER

(Continued from page 59)

candy and that manufacturers will then be able to supply the civilian trade. All manufacturers are following a system of allocating supplies to civilian customers, they said.

Some operators brought up special problems, but manufacturers said that they must meet the government needs first and then they would continue to allocate supplies as best they could. Some of the candy manufacturers had prepared speeches, and one of them paid special tribute to the vending machine trade as a candy outlet.

Operators took this as a sure indication that candy firms appreciate the vending machine industry. In explaining the 50 per cent set-aside order, candy manufacturers gave this interesting report. They had been to the Quartermaster Corps to get adjustments on candy shipments and had been told by high army officials how the emergency need for candy suddenly developed.

Reason for Order

It had been found that in the Pacific war zone, when soldiers had lived for a few weeks or more on the food concentrates supplied them, that their stomachs actually shrunk in size. When these men returned to the rest camps or bases and got food of substantial quantity and quality set before them they simply could not eat it because of the decreased size of their stomachs. These soldiers began to show a decided preference for candy because they could relish it and it was very appetizing. Thus the army and navy came to see that good candy bars were the immediate solution to a problem they had not expected. Commanders in the Pacific zone sent a hurried call to the Quartermaster Corps for all the candy that could be rushed to the South Pacific.

Hence, the WFA issued the order that candy bar manufacturers set aside 50 per cent of their production for war use.

When the emergency created by the 50 per cent set-aside order clears up, manufacturers said there might be some increase in the supply of candy, but allocation of civilian supplies will continue a long time. Candy manufacturers expect to get about the same amount of sugar and chocolate during the next year. Thus, they expect to continue about the same in their rate of production, but war needs will be taking more

GI Joe Developing A Big Sweet Tooth, Pac. Report Shows

RICHMOND, Va., Oct. 28.—The Richmond Times-Dispatch here, recently published the following candy bar story based on a report from somewhere in the Southwest Pacific. It shows how the men in the services are really developing a taste for candy bars and chewing gum:

"I'd consider myself a pretty good business man back home if I would get rid of 750,000 candy bars in one week. Out there in the Pacific it's just in the day's work," said Sergeant Nat Lantor, now working with the Army Exchange Service in the Southwest Pacific.

A big, husky fellow with a deep Virginia drawl, Sergeant Lantor does business under conditions which would make the average storekeeper deliriously happy one moment and frantic with horror the next. What could be finer than to have no competition in selling merchandise to several thousand men who've been waiting patiently for several months for the chance to buy your stock? Or what could be worse than to have several months' stock on hand only to be told your lease is canceled and you have to move out in a few days? But it doesn't seem to bother Sergeant Lantor.

Home Reminders

"Men in the Pacific theater of operations appreciate anything that reminds them of home, and few things do that as well as a piece of American candy or some article that they've been in the habit of using all their lives. Besides, after being on C or K rations, a man appreciates the taste of some chocolate or cookies. That's why as soon as conditions in a combat area permit, we move in and try to start getting PX supplies to the men. Transportation sometimes holds us up, but we do the best we can to get things moving. Sometimes the news comes that we're going to move out in a hurry. Unlike a civilian business man, we can't take a full page ad in the paper and advertise a fire sale. But somehow everything gets out of our warehouses and to the men."

Johnny Doughboy has a real sweet tooth, according to Sergeant Lantor. In one week they managed to sell and distribute 750,000 bars of good American candy, 300,000 packages of cookies, 25,000 packages of chewing gum. Johnny's parents also taught him good habits about brushing his teeth and keeping clean generally, for in the same period of time Sergeant Lantor and his outfit disposed of 100,000 tubes of toothpaste and 300,000 bars of soap. And altho no jungle belle complained of Johnny's "5 o'clock shadow," he stayed clean shaven by using 50,000 tubes of shaving cream.

Cellophane a Life Saver

Cellophane has been found to have a use far more important than the familiar one of keeping cigarettes moist. To protect troops from enemy gas attacks the army has provided each soldier with a cape-like cover which has been treated to make it impregnable to any deadly fumes. Each of these protective hoods requires the amount of cellophane used to wrap 1,450 packages of cigarettes.

U. S. EXPORTS

(Continued from page 57)

shown, on penalty of prosecution and fine.

No machines are as yet in operation in the Eastern provinces because of inability to get any from the United States for distribution in Canada, altho distributors here have been seeking the machines for immediate installation.

candy, and hence less will be left for civilian use.

When candy manufacturers had gone into details about the supply situation, there was not much time left for operators' discussions and for other topics that had been put on the program. Four or five manufacturers of candy vending machines were present to tell about prospects for future machines but they did not have time to make their announcements.

In private, these manufacturers said they certainly planned to have better machines after the war.

Drug Interests Make Vend. Mch. Inquiry After Demonstration

NEW YORK, Oct. 28.—One-cent venders with an adjustable dispenser and six-column uniform vending set-up suitable for counters was demonstrated by Julius King, inventor of the machine, before a nationwide group of drugstore interests at the convention of the Associated Chain Drugstores' convention held at the Waldorf-Astoria recently. The vender can be used for gum and related merchandising items, and in addition to being compact a lightweight unit has been equipped with a coin refusal device which goes into action when the columns have been emptied.

King says that as a result of the demonstration he is negotiating with a large Eastern drugstore chain and expects to provide experimental models for spot tests. King adds that he believes the drug chain plans extensive coin machine vending installations after the war and will spot his machine in an effort to gauge consumer reaction before going all out on any unit.

From other sources it is learned that extensive drugstore interests not only in the East but thruout the nation are showing extreme interest in coin machine possibilities, and representatives from several large retail drug organizations in recent days have been soliciting data and figures from trade channels. According to the information representatives of the retail drug interests are particularly interested in the Milk-o-Mat, a nickel vender, 1,600 units of which have been okayed for production by WPB for early 1945. Also receiving close attention from these interests are various types of beverage venders.

Indications that the large drugstore chains are about ready to try coin machines on a grand scale is further strengthened by a statement from a spokesman for one of the chains who says that his organization considered venders long before the war but hesitated because it seemed that most venders were mechanically imperfect. Thus, rather than install a machine which might antagonize customers and pile up burdens on maintenance departments the particular chain preferred biding their time until better machines came along.

Balto Spots Get Top Soft Drink Biz as Fair Weather Stays

BALTIMORE, Oct. 28.—The continuation of mild weather with temperatures running around the 80s has stimulated renewed activity in soft drinks. Venders report summertime demand.

As a rule the height of the beverage vending begin to dwindle at the first sign of cooler fall weather, but it is not so this year. The latter part of September business began dropping off because of the cool days coupled with rainy weather, but since the first week of October, a change in weather set in, and for the last few weeks it has been mild and fair, and with it has come a much improved activity in consumption of soft drinks in amusement spots. Fortunately, beverage vender operators have a fairly good supply of soft drinks on hand and thus are in a position to take care of the public's needs.

With some of the leading soft drink vending operators, root beer continues to be the most popular beverage just as it had been during the major portion of the season, constituting some 70 per cent of the soft drink business here.

BALL GUM SUBSTITUTE

MARBLÉS—GLASS—ASST. COLORS

Barrel of 50,000 \$59.50
Keg of 15,000 19.50

CHARMS, Best Grade, 15 Gross Carton,
\$13.25 Parcel Post Paid.

COIN COUNTERS, 1c or 5c Cast Aluminum,
\$1.25 Each While They Last.

WINGS, Counter Game, Rebuilt,
\$7.95 Ea.

Full cash with order—f.o.b. factory

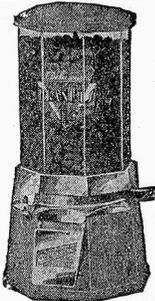
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SPECIAL! SPECIAL!

200 reconditioned Model 33 Jr. Nut Vendors with foot proof mechanisms, slug ejectors, adjustable portions.

GET STARTED DEAL

10 Model 33 Jr.'s and 30 Lbs. Peanuts. \$56.00
Sample, \$5.25,
10 or More, \$4.95 Ea.



MILLS VEST POCKET BELL

5c Play Only
Complete With Automatic JACK POT



Pays out automatically like a big slot!

\$75.00

MAKE MONEY WITH A ROUTE OF IMPs



SPECIAL

Introductory Offer Case of Six \$57.00 \$9.90

Plenty of good locations are now available. Start now by buying a few machines. A route of IMPs will earn a steady income for you.

Just received over 200 Brand New IMPs! Available in straight 1c or straight 5c play, Cigarette or Fruit Symbols.

Vending Machines Wanted

WE NEED 1000 VENDORS AT ONCE. LET US KNOW WHAT YOU HAVE, GIVE COMPLETE INFORMATION AS TO CONDITION, MODEL, MAKE, AMOUNT ON HAND AND LOWEST PRICE WANTED.

VENDORS

Model 39 \$ 8.95
Log Cabin Duplex, 2 Comp. 12.50
Snacks with Stands 15.00
Col. Model 34 Ball Gum 6.50

Large Selection of New and Used Machines in Stock. Send for Complete List!

1/3 Deposit, Balance C. O. D.

Full Payment Must Accompany All Orders Under \$10.00.

RAKE COIN MACHINE EXCHANGE

2014 Market Street
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Churvis Back Home From Navy Service

CHICAGO, Oct. 28.—Mac Churvis is once again back with Al Sebring at Bell Products here after a 29-month stint in the navy. Mac was assigned to a radio division as a chief petty officer until he received an honorable discharge recently. This ended Mac's second trick in the navy, as during the last war he served as a radioman on the Communication Staff of President Wilson aboard the U. S. S. George Washington.

WHERE TO GET CIGS

(Continued from page 59)

his fair quotas, as well as for him to contact his local cigarette representatives. Criticism of the manner in which some jobbers dole out their cigs was also forthcoming and resulted in a recommendation that the association protest to the cigarette manufacturers on the unfairness of quotas being handed out to operators by some members of the jobbing fraternity. Proposal that the possibility of operators forming a post-war co-operative for the purchase of cigarettes was also discussed.

With a serious shortage of matches already beginning to be felt and looming as a much more serious problem in the next few months because of the terrific purchases made by the Quartermaster Corps, operators turned to discussing OPA's attitude when the day comes that they no longer can obtain matches to put in their machines. The current OPA ruling is that if an operator used matches in his machines as of March, 1942, he must continue to do so. On this matter, a ruling by the New York regional OPA office was cited, stating that operators who were using matches in their machines as of March, 1942, must continue to do so if at all possible. The burden of proof for failing to do so is directly in the operators' lap, but if he cannot obtain them he must then put a sign on his machine calling the public's attention to the fact that the machine may at times be without matches due to their unavailability. There is no need for an operator to reduce his retail cig price below the OPA ceiling for failure to deliver matches since the cost per book is pegged at 1/5 cent, and OPA regards 1/2 cent as the breaking point.

It was also pointed out that New Jersey, because of the types of equipment in general use thruout the State, were still charging 15 cents for cigarettes —1 cent below the OPA price ceiling. Hence it was possible for them to cut out dispensing matches since they were selling below the ceiling. In New York, however, where because of a State tax, coin chutes long ago were adjusted to take 20 cents, operators are abiding by the 18-cent ceiling and returning 2 cents in change in the wrapper. Since they have always vended free matches they must continue to do so whenever possible.

Discussion of post-war equipment, prospects, etc., were tabled because of the fact that they were to be treated the following day in an address by R. Z. Greene, president of Rowe Manufacturing Company and Rowe Cigarette Service Company.

BEV. MCH. FUTURE

(Continued from page 59)

for it in the post-war period. That, in its essence, was the most important conclusion to be drawn from the two-and-one-half hour round-table discussion between operators, manufacturers and sirup suppliers at the beverage panel which was part of the NAMA program here Wednesday afternoon.

Meeting was an unusually lively one, due to the fact that representatives were on hand from each phase of the industry. Presenting the manufacturers' point of view were representatives from Mills

Industries, O. D. Jennings, Vendo, Spacarb, and Wurlitzer. For the suppliers there were representatives of Pepsi-Cola, Canada Dry, Nehi, Birely, Royal Crown, American Can Company and Dixie Cup. In addition there were several operators of both bottle and bulk types of machines as well as prospective operators. Attendance at the session surpassed advance estimates and was in itself an indication of the post-war interest in this field. Presiding at the forum was E. F. Pierson, president of the Vendo Company, who conducted the session in a faultless style.

Equipment Wants

Much discussion naturally revolved around the prospects of post-war equipment. In stating what they would like to have, operators asked for such improvements as a three to seven-flavor manually operated bottle machine; larger capacity bottle dispensers capable of handling a minimum of five cases in the machine and an additional three to four in the cooler for a flat-top manually operated dispenser, and still greater capacity for the larger cabinet type models. Ops also stressed the need for mechanical simplicity so that servicemen need not be skilled engineers to make minor repairs; for machines light enough in weight to be moved easily, and for other mechanical improvements.

Equipment To Come

While manufacturers could not definitely commit themselves as to what their post-war models would be like, they did state that those first off the line would be pretty much the same as those produced immediately prior to the war. Such improvements as greater capacity, improved refrigeration and insulation, coin-changing mechanisms, etc., were cited as "things to come as soon as possible." Both representatives of O. D. Jennings and Vendo reported on coin-changing mechanisms that they now have ready that will take nickels, dimes and quarters and vend change as well as drinks.

Sirup manufacturing representatives as well as those from American Can Company professed the keen interest their firms are taking in post-war development of sales thru automatic beverage equipment. Several, such as Birely and Canada Dry asked manufacturers to keep in touch with them on equipment developments. Representative of the Dixie Cup Company told of the research work his firm has been doing to solve the cup problems of the bulk dispensers. While no manufacturer could make any definite promises, they felt that equipment would be available in 1945 provided, of course, the war with Germany comes to a successful termination soon.

At the present time, it was estimated approximately 15 per cent of the carbonated drink output is reaching the public thru machines, and the industry envisions a climb in this percentage to 30 or 40 per cent shortly after the end of hostilities, depending on how fast equipment can be placed in the hands of the operators. The immediate war end demand was estimated at 50,000 to 75,000 the first year, rising to 125,000 at the end of the third year.

Public Relations Problem

One much discussed subject at the conference was that of the need for a sound public relations job aimed to correct the erroneous impression that a beverage machine—or any automatic merchandising device—replaces a retailer or takes jobs away from those who are employed by them. Members reported many instances where venders in war plants have actually boosted sales of drinks for merchants in stores surrounding the plants. Other public relations problems posed were the need for getting the sirup manufacturers to endorse publicly the sale of drinks thru machines by incorporating machines in their national advertising and by giving help to the operators, etc.

As to how the post-war operating phase of the business would shape up, opinion was unanimous in that it would be along pre-war lines; namely, bottlers working under exclusive contracts from sirup manufacturers as well as independent bottlers would be operating; operators working with equipment manufacturers on an exclusive franchise basis would be in the field as would independent operators. Number of new equipment manufacturers scheduled to enter the field was cited as all the assurance the independent operator would need as to the availability of equipment and supplies.

- 4 9-ft. Rock-o-Balls, Ea. \$ 75.00
- 2 Bally Rolls, 14 ft. Ea. 75.00
- 1 Rapid Fire Gun 165.00
- 1 14-ft. Rock-Ola 100.00

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with Super-Realistic Battle-Action Effects!
Flashing Lights! Ringing Bells! Thrilling Play! WRITE FOR PRICE.

ARCADE EQUIPMENT

Cupid's Wheel, Fortune Teller, in Orig. Crates, 1c or 5c	\$245.00
Drivemobile, New, Limited Quantity Available	450.00
Drivemobile with Tokyo Raider Conversion	425.00
Selectorscope, Unusual Fortune Teller, 1c or 5c, Orig. Crates	225.00
Periscope, 3rd Dimensional Gun Game, 1-Piece Unit, Orig. Crate	295.00
Seeburg Shoot the Chutes, Resprayed and Reconditioned	165.00
Bally Convoy Ray Gun, Like New Throughout	275.00
Bally Rapid Fire Ray Gun, Factory Reconditioned	250.00
Tail Gunner, Deluxe Arcade Ray Gun, Never Used	250.00

Test Pilot	\$275.00	Radio Rifle	\$ 95.00	Empire Aircraft Gun \$	99.50
Keeney Submarine	225.00	Chi Coin Hockey	275.00	Ten Strike	75.00
Bally Torpedo	225.00	Casino Golf	79.50	West, Deluxe Baseball	125.00
Major Leaguer	195.00	Skeeballette	95.00	Candid Camera	150.00
Shoot the Bull	125.00	Super Strength, Grip,	85.00	Exh. Card Vendor, Late	45.00
Poker Joker	125.00	United Nations	110.00	Bally Baskets	150.00

Exhibit Novelty Candy Vendor, Chrome Claw, Expertly Reconditioned	\$150.00	
Buckley Treasure Island Diggers, Cleaned, Checked, Repainted	85.00	
Exhibit Merchantsmen	\$69.50	Erle Diggers	69.50

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AUTOMATIC PAYOUT CONSOLES

Baker Pacer	\$250.00	Mills 3-Bell, Factory Rebuilt	\$975.00	Mills 4-Bell, Factory Rebuilt	\$695.00
Pace Twin Reels, 5¢ & 10¢	Keeney 50¢ Super Bell, F.P. Only	495.00	Jumbo Parade, Brwn.	115.00
Pace Twin Reels, 5¢ & 25¢	Evans '41 Domino, J.P.	450.00	Mills 4-Bell, Late Head, Fact. Rebt.	895.00
Pace Twin Reels, 10¢ & 25¢	Evans '41 Bangtail, J.P.	450.00	Evans Pacer	650.00
Pace Reels, '41	Evans '41 Bangtail	350.00	Evans Roletto Jr.	125.00
Pace Saratoga, '41	Evans '41 Bangtail	245.00	Pace Payday, 25¢	450.00
Bally Royal Draw	Evans '40 Bangtail	245.00	Keeney 4-Way Bell	795.00
Bally Roll 'Em	Keeney 4-Way Bell, 3-5 & 1-25¢	925.00	Baker Pacer, J.P.	325.00
Bally Club House				Keeney '38 Track Time	125.00

TERMS: 1/3 Deposit, Balance C. O. D. or Sight Draft.

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FACTORY RECONDITIONED AUTOMATIC PAY-OUT CONSOLES

Mills 4 Bells, Fruit Reels, Ash Trays	\$605.00	Evans '41 Bangtails, JP, 2-Tone Cab.	\$395.00
Mills 4 Bell, Late Heads, Fruit Reels	845.00	Evans '41 Domino, JP, 2-Tone Cabinet	395.00
Bally Club Bell, FP & PO, Fruit Reels	295.00	Baker Pacer, D.D.J.P., Latest Model	295.00
Bally Hi-Hand, FP & PO	185.00	Evans '41 Lucky Lucre, 5-Coin Head	295.00
Pace Saratoga, 1941, FP & PO	195.00	Pace Twin Reels, 5¢ & 10¢	425.00
FP & PO	695.00	Pace Twin Reels, 5¢ & 25¢	450.00
Keeney Twin Super Bell, 5¢, FP & PO	375.00	Pace Twin Reels, 10¢ & 25¢	525.00
Jumbo Parade, Fruit Reels, FP & PO	220.00	Pace '41 Saratoga, 10¢ Rails, Skillfield	195.00
Keeney Super Bell, 50¢, Free Play Only	515.00	Keeney 4-Way Super Bell, 3-5¢, 1-25¢	895.00
Mills 3 Bells, Fruit Reels, Like New	975.00	Bally Roll 'Em, Dice Symbols	175.00

MILLS REBUILT SLOT MACHINES

Gold Chrome, 50¢	\$650.00	Mills Bonus Bell, 5¢		Club Bell Consoles, 5¢	
Gold Chrome, 25¢	525.00	Guarant'd as New	\$325.00	Club Bell Consoles, 10¢	
Gold Chrome, 10¢	435.00	Brown Front, 5¢	275.00	Club Bell Consoles, 25¢	
Gold Chrome, 5¢	395.00	Brown Front, 10¢	295.00		
Vest Pocket Bell, 5¢	64.50	Brown Front, 25¢	375.00		
Bl. & G., Metered	64.50	Mills Orig. Chromes, 5¢, 2/5	395.00		
						Guaranteed as New	
						Price Complete Set.	\$1500.00

LIBERATOR SENSATIONAL 1-PIECE ARCADE SHOOTING GAME

WRITE FOR PRICE

BALLY TURF KING, 1-BALL AUTOMATIC PAYOUT WITH JACKPOT \$500.00

TERMS: One-Third Deposit, Balance Sight Draft or C. O. D.

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\$179.50

Cupid's Fortune Wheel	\$275.00	Periscope	295.00	ARCADE—REVAMPS		Zingo (5 Ball Free Play)	Write
				Liberator	\$325.00		
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		Radio Rifle, 3 Rolls			
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All Baba	22.50	Jungle	65.00	Spot Pool	69.50
Anabel	25.00	Lone Star	29.50	Sea Hawk	39.50
Band Wagon	39.50	Majors, '41	49.50	Star Attraction	49.50
Barrage	35.00	Metro	39.50	Snappy, '41	49.50
Belle Hop	49.50	Miami Beach	59.50	Ten Spot	49.50
Big Chief	39.50	Pan American	42.50	Texas Mustang	69.50
Boloway	69.50	Parade	49.50	Topls	75.00
Baker Defense	39.50	Play Ball	49.50	Towers	69.50
Commodore	22.50	Punch	22.50	Trailways	49.50
Dude Ranch	39.50	Pursuit	39.50	Target Skill	37.50
Four Diamonds	49.50	Rotation	29.50	Ump	39.50
Gold Star	40.00	Sara Suzy	27.50	Velvet	49.50
Gun Club	70.00	School Days	39.50	Victory (Genco)	69.50
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L. A. Trade Center Looms As Distributors Plan Moves

LOS ANGELES, Oct. 28.—Local coin machine jobbers are looking ahead to the day when larger and up-to-the-minute salesrooms and warehouses will be the order of the day in the post-war area. Most recent to purchase a building for the time when reconversion will be in order is the Badger Sales Company, which has acquired property at 2251 West Pico, about six blocks east of its present location. Dolores and Jean Minthorne, of the Minthorne Music Company, have bought the building they occupied for several years along with the adjoining one, adding to the list of post-war planners.

Jobbers are fully cognizant of the fact that in the future a salesroom and warehouse will be more than a spot at which to receive and distribute coin machines. Trade competition as well as economic pressure in the distribution of machines following the war will be much greater, they believe, and production will be one of the smaller points in the business since it is getting the advantages of the scientific and mechanical developments of the war. A larger line of equipment to be carried in stock is one of the things anticipated by most jobbers.

Unlike the belief held in other industries that a building must be constructed to handle the business, local jobbers feel that they should convert buildings already established. This is indicated by the fact that both Minthorne and Happel intend to use the spots they have acquired for future business expansion. Jobbers agree that salesrooms and warehouses should be one-story affairs to facilitate display and distribution.

The Minthorne building is a one-story affair with mezzanine, and with painting and some improving now under way. The

Minthornes have a suite of offices to the right of the second entrance. The mezzanine will be fixed up as a lounge, and a special powder room for ladies is also in the office. The lounge will be used for sales talks as well as for social gatherings.

Happel Will Move Soon

Happel does not intend to move into his new building immediately, as he feels that he will be unable to streamline and improve it as he wants to until materials are released. The fact that Badger will carry more equipment and lines than now is evidenced in the fact that the new building has 8,400 square feet as compared with 2,500 in the present location. If the new building can be put into shape as Happel has visualized it at some date earlier than anticipated, then the firm will move before the present location lease is up.

Space will be the main thing jobbers will stress in looking for buildings. Altho he has about three times as much space in the new building as he has in his present one, Happel doesn't think he has enough. He has deals on now to acquire still more additional space for warehousing. Dolores Minthorne said that they acquired the two pieces of property in order to keep as much as "two or three carloads" of equipment on display at all times.

Fred Gaunt, of General Music Company, which is located near the new building purchased by Badger, believes that in coin machine jobbing the location is the important thing. Jobbers along Pico believe that there will be a grouping of coin machine jobbers. Already this has started to jell. It is understood that Charles W. Washburn is moving at some indefinite date and that Paul Laymon is anticipating a move. The location for the Coin Machine Center is placed by Gaunt as from Figueroa to Western on Pico. Aubrey Stemler, of Clark Distributing Company, says that his guess is that the section will be from Alvarado to Western and from Hoover to Normandie on Western. The Figueroa to Western will include as today, Laymon, Washburn, Badger, Mape, Leuenhagen, General Music, Mac Mohr, Southwestern Vending and Minthorne. On today's locations the Alvarado to Western guess will omit, Laymon, Washburn, Badger, Mape and Leuenhagen. Clark Distributing Company is on Washington. There may be a coin machine center on this street, too, to include Herb McClellan, Irving Bromberg, Associated Operators of Los Angeles County, Inc.; Clark and Jack Gutshall Distributing Company.

Jobbers contacted are anticipating carrying larger stocks. Gaunt, Happel, Mrs. Minthorne, Stemler said they would have more lines, and to do this, Stemler is anticipating additional space for storage for Clark.

Air Freight Prospects

Much has been said about air freight of the future. This will speed deliveries to the West Coast. But jobbers do not think it will materially decrease the size of shipments. In fact, Happel said that the jobber would in the future have to buy much larger stocks at one time. This is taken to mean shipments in carload lots. The reason for this is that the West Coast is so far from the coin machine manufacturing centers in the Middle West that such orders will be necessary to afford the jobbers a chance to compete without having to wait so long for machines to arrive. The air freight or air express will serve the area well in supplying parts. But these will be small parts and things that it will not be too prohibitive to ship. Gaunt said he expected to see machines after the war more compact, smaller and easily transported. However, he agrees that air freight will not be used to move them across the nation immediately.

One jobber, Stemler, of Clark, is anticipating some difficulty in servicing machines after the new ones are released after the war. He is reasoning logically that for the past four or five year servicemen have given little thought to new things. In fact, there has been nothing new for the mechanic to work out. If there is a radical change in circuits the mechanic will have to dig in and find what makes it tick. Not only will the service have to be revamped to suit

the trend, but the mechanics will have to be brought up to date, he believes, thru establishment of extensive framing programs.

The jobbers are divided on whether or not parking areas will be imperative in the near future. Gaunt, of General, contends that jobbers in this field do not sell to a large number of people like theaters and super markets. There are five and six operators only in a place at a time, and hardly ever more than that, contending that they can find parking on side streets. Stemler believes that his problem is somewhat easier to solve as he has a large filling station across the street from him and also has a side street located at the side. Gaunt believes that the side street near him is sufficient to take care of his parking needs. Happel stands against this reasoning. There is a small building near the one he recently purchased. If he can buy it he plans to demolish it and use the space, altho small, for parking.

Optimistic

Happel is optimistic over sales for two years or more following the war. He believes that much new blood will be entering the field and new business will come from men being discharged from the armed forces and who will have money with which to set themselves up in business with a future.

Another angle of business which was not mentioned by Happel is the fact that operators in the field today will need to replenish their stocks. With no new machines available for several years the equipment they have now will need replacement. There will be new fields opening to the present-day operators for which they will buy equipment.

While it is the usual California procedure to landscape business sites, the coin machine jobber will be unable to do this in connection with post-war building, as their salesrooms in commercial areas will not have waste space.

Operators buying from local jobbers will find them located to one another and in the ultra modern buildings. The equipment will be streamlined, so will the buildings. Thus, Los Angeles is well on its way to being the West Coast's coin machine center.

Md. Proposed H'way Spurs Spot Changes

BALTIMORE, Oct. 28.—Plans for a proposed express highway which will run thru the business district of Baltimore, at a cost of several million dollars, has brought about the need for coin machine operators in the city and surrounding territory to juggle their post-war plans for locations. At present there are approximately 200 to 300 sites doing a lucrative business in operation of juke and amusement devices, and each operator involved is planning a relocation of machines to benefit his post-war business.

The proposed highway is to carry express traffic principally, and the coin operators are planning on moving away from the highway feeling that spots close to the artery will miss much of the potential business by being too close.

On the other hand, operators with long experience see in the planned highway the establishment of many new coin machine locations which will be necessary to handle the increased traffic. Many operators have already moved their spots to choicer locations farther removed from the proposed route.

Retail Outlets Fight Cig Venders in New Brunswick

ST. JOHNS, N. B., Oct. 28.—Retail tobacconists in St. John, N. B.; Moncton, N. B.; Halifax, N. S.; Sydney, N. S.; New Glasgow, N. S.; Charlottetown, P. E. I., have organized against the introduction of cigarette vending machines in those centers.

City councils have been urged to frown on the cigarette venders on the ground that they are competition to the retailers. Pressure has been brought to bear on local politicians and police to establish an unofficial ban on the venders, altho there has been no civic, provincial or dominion legislation brought up anywhere in the territory making such discrimination legal. However, efforts are being continued by coin machine distributors to accomplish a modification if not complete lifting of the unofficial ban.

Chi Teen-Age Group Fights Delinquency

Organize Own Club

CHICAGO, Oct. 28.—The juvenile delinquency scare which has been sweeping the nation during this past year is getting a good scare for itself from the juveniles of the country, notably those in the Chicago metropolitan area, who are rising up to fight the stigma being cast on their generation by the various factions using them as a pawn in attaining whatever they are really after.

Here in Chicago, where for many years the juveniles of the Windy City have caught the slurs being cast on them by those criticizing not only Chicago but its alleged knack for festering and fostering criminals as soon as they hit their middle teens, the so-called "trustless" teenagers have formed and are continuing to organize teen-age clubs and other youth clubs to show that there is really another side of the story.

This past week an inexpensive teen-age club, with all the glamour of the famed Chicago nitery stem—Rush Street—is planned by and for the groove fans on Rush Street itself. To be equipped with jive, as well as popular and classical music and a soft drink bar, the club is being organized thru the noble assistance of Leo J. Bartoline, an attorney, in co-operation with the Future Citizen's Association.

Formed a Month Ago

Formed approximately a month ago by Attorney Bartoline's young daughters, Rita, 16, and Yvonne, 14, the Future Citizen's Association has obtained a State charter and has leased a building at 847 Rush Street. Both Rita and Yvonne, along with fellow students at Waller High School here, have been planning the club for many months and they are all enthused in their chance to show authorities that this generation of theirs is not as bad as it is painted. The association has formulated plans for keeping the club open until 10 or 11 p.m. weekdays and midnight on week-ends.

The association, which holds its meetings on Friday nights, has invited representatives of teen-age groups in other Chicago high schools to attend their future meetings so that a full program can be drawn for expanding this wholesome juvenile movement to combat the wartime stigma being thrown at the youth of the nation.

Real Concern Shown

Another tip-off on the concern teenagers have for their future and reputation is seen in the response being received by the Chicago Youth Conference, an adult group, organized for combating wartime juvenile delinquency, from the high school youth representatives throughout the city. The fall meeting of the group has been set for November 17, according to E. J. Lewinski, executive secretary of the organization, and more than 500 delegates and alternates, representing 176,000 public, parochial and Cook County high school students will attend.

Chicago's superintendent of public schools, Dr. William H. Johnson, the Very Rev. Msgr. Daniel F. Cunningham, superintendent of Catholic schools, and Noble J. Puffer, superintendent of Cook County schools, have co-operated wholeheartedly with both the adult and youth groups in preparation for the coming meeting. The youth organization was founded by the Chicago Conference for Youth, headed by Major Lenox R. Lohr, president of the Chicago Museum of Science and Industry, in a crusade against wartime juvenile delinquency.

Something New Is Added!

A patent has been granted to a Brooklyn inventor on an idea for inserting a folded paper cup beneath the liner of a bottle crown. The paper cup is of standard type and the crown is in no way changed except for the paper cup inserted under the liner. According to the inventor, his idea can be handled on the standard crowning equipment.

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New Marvel Baseball Game . . . 179.50
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5-10-20 . . . \$115.00	Wild Fire . . . \$49.50
Air Circus . . . 114.50	Metro . . . 39.50
Knockout . . . 114.50	Big Chief . . . 39.50
Jungle . . . 79.50	Zig Zag . . . 49.50
Gun Club . . . 79.50	Sporty, Plastic 39.50
Victory . . . 89.50	Home Run '40,
Moniker . . . 89.50	Plastic . . . 39.50
Star Attraction 59.50	Polo, Plastic. 35.00
Goalline . . . 49.50	New Champ . . . 59.50
Bally Club Ball	Champ . . . 49.50
Like New . . . 275.00	Barrage, Plastic 39.50
Keeney Triple	Bakers Defense 39.50
Entry . . . 135.00	Bakers Big
1 New Liberator	Time . . . 34.50
Gun . . . 300.00	Bakers Target
Mills 5¢ Blue &	Skill . . . 34.50
Gold V.P., Re-	Mills Chrome V.P.
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erty, 5¢ . . . 50.00	1 Longacre . . . 450.00
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10¢ . . . 20.00	1 Pace Maker. 65.00
1 Jenn. S.J.P.,	2 Grand Stands,
5¢ . . . 15.00	Ea. 65.00
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60.00	Ea. 40.00
1 Western	2 Pike's Peak. 10.00
Base Ball . . . 60.00	1 Digger Tre.
2 Jumbo Parade,	Is. 42.00
F.P., Ea. 80.00	Miami Beach. 37.50
Five Ball F.P.	Hit the Japs. 37.50
1 Four Roses \$40.00	Stratoliner . . . 37.50
Band Wagon. 30.00	Champ . . . 37.50
School Days. 30.00	Gun Club . . . 42.50
Skyline . . . 25.00	Bulaway . . . 42.50
Home Run, '40 20.00	Trapaze . . . 37.50
Lucky . . . 20.00	
Yacht Club . . 20.00	

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Majority Southeastern Area States License Coin Machines

ATLANTA, Oct. 28.—Four States that license coin machines are included in what the U. S. Department of Commerce classifies as the Southeastern States in its quarterly business reports. While the department does not include coin machines in its coverage, yet the industry can find much of interest in the surveys of retail establishments which, after all, are essential to the placing of coin machines.

The department includes Alabama, Georgia, Florida and parts of Tennessee, Louisiana and Mississippi in its regional territory, and of these, Tennessee, Mississippi, Louisiana and Florida have a State license system covering various types of coin machines. The coin machine trade would probably put North and South Carolina in this Southeastern market area, and if so, it would add two more States that have a license system for coin machines. Alabama at one time had a State license system, but the State Supreme Court and an unfavorable administration played havoc with it. Georgia has also tinkered with licensing machines. Surrounding this Southeastern area are Texas, Arkansas and Virginia, with State licenses for coin machines.

None of the State governments maintain counterparts to those special agencies set up by the federal government to concentrate on the ills of the small business man. And beyond one agency of national scope, private small business groups have not appeared necessary in the region.

Few Associations

There are probably three main reasons for the apathy toward the creation of more independent small business agencies in the South.

First, the Southern concerns are primarily small and consequently they predominated the membership of trade associations, Chambers of Commerce and other business organizations. And hence, any problems with which such groups would be concerned would necessarily be of interest to the small enterpriser.

Second, business recognizes the strong community of interest and interdependence that exists between large and small concerns. This relationship is particularly perceptible in trade associations and other business groups.

Third, the consensus of opinion is that the government agencies set up to deal with special problems of small business have apparently done a satisfactory job.

As to private agencies the American Association of Small Business, with national headquarters in New Orleans, deserves mention. This organization was chartered under the laws of Louisiana in 1942, strictly as an agency for the promotion and maintenance of small business.

Altho the American Association of Small Business maintains no office outside of New Orleans, its services for small business men are not of local nature. Rather they are designed to benefit small business thruout the country.

With respect to the private agencies of the region, the following highlights some of the most typical cases of assistance to small business:

Chamber of Commerce

The work of the chambers of commerce, both State and local, naturally varies in type and scope, but their aims are identical. In other words, each chamber seeks the encouragement of trade and industry; and the general betterment of the community and the surrounding area. A sample canvass of these groups, does not reveal any special division or committee set up to deal specifically with the problems of small business, with two exceptions.

One exception is the Alabama State Chamber of Commerce in Montgomery. This organization maintains a well qualified industrial engineer, and assistants whose functions are to assist small industries. Services include advice in planning for new products in post-war, facilities for processing them, more efficient plant arrangement, location of markets and similar problems.

In carrying out this program, the Alabama chamber enjoys the co-operative assistance of specialized skills in the large industries of the State. Altho this special service was set up during the war, it was not designed merely as an emergency service but rather as a permanent one that will continue with the return of peace.

The Florida Chamber of Commerce located in Jacksonville also employs a competent industrial engineer, with adequate staff, largely for the assistance of small concerns. His work includes helping small operators on such matters as securing contracts, products, plant arrangement, markets, etc. He maintains a complete inventory and location of all available machine tools in the Jacksonville area.

Trade Associations

Many trade groups in the South have developed strong and effective associations. The functions and purposes of these organizations, and their relative strength and efficiencies vary from trade to trade and from State to State. Lists of such associations, by States, and the trades which they represent are available from the Department of Commerce field offices or the Bureau of Foreign and Domestic Commerce, Washington 25, D. C.

In terms of service to small business, the prime assistance appears to be that of advising public officials and members of Congress and the State Legislatures on legislative matters. Broad problems tackled include tax policy, availability of machine tools, disposition of government owned plants, surplus commodities, etc. Trade associations also interpret to their membership the laws and government rules and regulations that affect their particular trade.

These groups consist of large and small alike, and the services rendered to the large firms are available to the small ones on an equal basis. Some trade association executives report that because of the stronger position and more adequate facilities of the large concerns, they make special effort to aid the small ones.

In most instances, the preponderance of membership by small concerns is far greater than that of the larger ones—often running as high as 85 to 90 per cent. Despite this preponderance of small firms membership, many of these associations are subsidized and maintained largely at the expense of the large ones.

Manufacturers' Associations

These are usually alternative names which apply to industrial groups where organization cuts across trade lines. They integrate the types of specialized services performed by trade associations into single organizations, in which many types of industries are represented.

A State association of this type exists in each State of the region. Typical ones are the Associated Industries of Georgia, Associated Industries of Alabama, and Manufacturers' Association of Tennessee, on a State-wide basis; and the Chattanooga Manufacturers' Association, on a local basis.

The question of setting up a Small Business Division has come up from time to time in a number of associations. Notwithstanding the majority voting strength in the hands of small concerns, no case has been reported in which the justification was felt strong enough either among the manufacturers' associations or the trade associations to warrant such a division.

Some of the best jobs of specific assistance to small firms in the South have been performed by large industries.

In New Orleans for example, public utilities have organized courses and supplied instructors to train small electrical appliance dealers and their servicemen thruout the States of Louisiana and Mississippi to repair and service all kinds of electrical appliances. This type of assistance has been repeated by the utilities in other major cities of the region.

One of the South's largest steel corporations makes available to small firms the services of its specialists in metals, metal processing, shop organization, product designing, markets, etc., at no charge.

This analysis consists of a post-war market-demand survey along the lines followed by the United States Chamber of Commerce. In a booklet, *Begin Again*, it presents the results of a house-to-house canvass by counties to find out the number of refrigerators, hot water heaters, radios, stoves, washing machines and other items of merchandise which consumers expect to buy after the war. Nor is the survey confined to electrical appliances. It includes gas ranges, gas

refrigerators, furniture, automobiles, new and remodelled homes, and other items. Thus the program goes far beyond the electrical markets and is an aid to all types of small business.

Every retailer in the district has received a copy of *Begin Again*. Later, according to the plan, the utility will conduct newspaper and radio advertising to assist the dealers and to keep the consumer sold on carrying out his original plans for post-war purchases.

The figures, when finally realized in post-war sales, may differ from those shown in the survey. But that is not the important factor. The study represents a type of aid which is not only an inspiration to the small merchant, but also supplies him with something tangible on which he can start his own post-war planning.

In conclusion, the absence of associations or groups in the South to deal specifically with the problems of small business, does not imply that such problems are not considered important. They are being met by general business organizations, and by leading industries

in ways which are in keeping with the economy of the region, and are consistent with the interests of all business, both large and small.

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AOA Expansion Plans Call for Exec Sec, Membership Drive

NEW YORK, Oct. 29.—Recommendations that a secretary be employed with association offices supplied him and an assessment of \$50 levied on each member of the Arcade Owners' Association to cover the cost of this employee was to be presented to the full AOA membership by a committee that met here Thursday (26) at the Belmont Plaza. A special meet to hear these recommendations has been called by AOA for the Park Central, Thursday evening (2), at which date membership reaction to the proposals will be tested.

Among powers and duties that will be suggested for the secretary are getting out an association bulletin, setting up files, creation of an arcade info clearing house and, last, but not least, take full charge of an intensive drive to step-up the membership of the AOA on a national basis.

The committee meet comes on the heels of a determined drive for a wider national membership launched by the arcade men at a well-attended gathering held at the Park Central Thursday (19). Following a motion carried by the membership, Al Bendow, AOA prexy, appointed the committee and charged it with arriving at the best procedure for the objective.

Pointing out that the association already has achieved a great deal in preventing tax increases for arcades, Bendow held that much more could be done if the AOA reps in the future could confront Washington tax authorities with a wider national membership.

It was also stressed that the organization was committed to representative national coverage rather than regional concentration and every effort must be exerted by the membership to bring arcade owners from all parts of the country into the association.

In discussions carried on from the floor, members debated the best means of increasing the membership on a national scale. One group favored the issuing of a bulletin by the membership supplemented by personal missionary work on the part of each AOA member to attain this goal. Another group was equally eloquent in favor of hiring a secretary who, among other duties, would have that of stepping up the membership on a national basis as well as the production of a bulletin. The matter was finally left for a committee to decide.

By way of sketching the progress of the AOA, Bendow outlined many achievements already to its credit and singled out for special mention the savings up to one-third of the original cost in insurance obtained by members thru the AOA which already has profited several arcade owners. Suggestions that the

association hold a get-together possibly next January in Atlantic City were approved and passed on by Bendow to a special committee for details.

John Williams, who owns an arcade in Harlem, and Henry Cooper, arcade owner of Hempstead, L. I., were elected to membership at the meet. An application was filed in behalf of Ed Raversby, of New York, and the signing up of Franklin Anderson, arcade owner of Honolulu, Hawaii, was announced.

Committee members who met at the Belmont Plaza were: Joe Ash, J. McKim Smith, Harry Rosen, Ed Raversby and Herman Brothers. Ben Smith and Joe Orleck attended in an advisory capacity.

Among those present at the Park Central meet were: Meyer Wolf, Atlantic City; Harry Rosenthal, Pittsburgh; Henry Cooper, Hempstead, L. I.; John William, New York; Sam Holtzman, Mr. and Mrs. Harry Jacobowitz, Coney Island, New York; Burton S. Perry, Highland, N. J.; Max Shaffer, New York; E. J. Sigler, Delmar, N. Y.; Louis Rabkin, Keansburg, N. J.; Harry Rosen, Coney Island, New York; Charles Rubenstein, New York; Peter Weissman, Coney Island, New York; Milton Weissman, Coney Island, N. Y.; James Mills, Savin Rock, Conn.; Joseph Ash, Philadelphia; Albert M. Rodstein, Philadelphia; Mr. and Mrs. H. Grauf; Alfred H. Davis, New Brunswick, N. J.; Louis Fox, Coney Island, N. Y.; Mrs. Marion Webster, Staten Island, N. Y.; Mikes Munves, New York; J. McKim Smith, Atlantic City; John Cervi, Fort Lee, N. J.; Edward Raversby, New York; Joseph Orleck, New York; Ben Smith, New York; Irving Sherman, New York; Al Meyers, Rockaway Park, New York, secretary; Bernard Katz, Coney Island, New York, treasurer; Herman Brothers, New York, attorney; Al Bendow, New York, prexy.

COINMEN YOU KNOW

(Continued from page 59)

Diskos. . . . ELAINE RYAN, secretary at Badger Sales, back at her desk following a brief illness. . . . PHIL BROWN flew down to Los Angeles in his plane to do some buying and to attend to other matters. . . . MRS. ROY C. SMITH, of Lancaster, in the city on a spending spree and bought quite a bit of equipment which was loaded into the trailer and taken back with her the same day.

HARRY PERRINE has sold his routes in the desert to A. M. Keene of Taft. And Perrine is opening in Oceanside, and was in the city buying equipment to get this new venture under way. . . . BEN AND CLEM KORTE, of Glendale, in

the city for purchases at California Amusement. . . . QUAY SERGEANT, sales manager for Minthorne, is out of the city on a business trip. . . . JOHN PATRICK, of Santa Maria, Calif., is a buying visitor. . . . CHARLIE PEVERLY has bought the music operation of Ken Ferrer in Oxnard. Deal was handled thru Jean Minthorne. . . . LUCILLE AND JACK ARNOLD, of Barstow, in the city from that desert town for purchases along Coin Row. . . . HAROLD MURPHY, of Palm Springs, signing buyers' registries. . . . WALTER GAUNT, well-known operator of 29 Palms, in the city for music part purchases and also to visit Fred Gaunt at General Music Company. One of the things that was a "must" on "Uncle" Walter Gaunt's list was to visit the twin boys of Bennie and Fred Gaunt, GEORGE BUCKMAN, of San Diego, in the city at Minthornes for parts.

JACK GUTSHALL, of Jack Gutshall Distributing Company, is putting away his fishing tackle until next year. . . . LEON RENE, of Exclusive Records, is getting calls for his *Tisco Cisco*, with a number of retail sales coming from Music City at the corner of Sunset and Vine in Hollywood. . . . BILL ABEL, in charge of the record division for Rodeo Records, well on the way to recovery after a siege of illness. . . . FRANKIE AND VIC RALSTON have gone to Palm Springs on a combined business and pleasure trip. He is of the Western division of Standard Phono of New York. . . . BILL SHOREY, of San Bernardino, in the city on a business trip. . . . AL WEYMOUTH, of Weymouth Cigarette Service in Hollywood, is having his headaches with the cigarette shortages.

St. Louis:

The Ace Distributing Company moved into its own building at 1317 Kentucky Avenue in this city several weeks ago. The new headquarters covers over 33,000 square feet of floor space and was modernized thruout before the firm moved from its old headquarters at 8924 Olive Street. . . . BEN SPASSER and DAN BAUM will stick with their old familiar slogan "When in our city pay us a visit." . . . BEN AXELROD, general manager of the Olive Novelty Company, underwent a major operation at the Jewish Hospital October 19. Operation was successful and he will be confined to the hospital for probably another three weeks.

AWOL-ing GI's Kept In Hand by Camp Jukes and Pin Games

NEW YORK, Oct. 28.—Juke boxes and amusement games are playing a big part in maintaining morale among G.I.'s on the Eastern Seaboard. Often had it not been for a phono or game the percentage of G.I.'s going AWOL, getting homesick or just giving themselves over to gripes, might really have been quite high. The percentages of AWOL's thus far noted by the services have been the lowest in the history of U. S. wars. Operators who have gone out of their way to deliver necessary units and who have given repairs of machines on army and navy locations priority over regular stops have reaped abundant praise.

General Fathers, Army Air Corps, Newark (N. J.) army base; Colonel Guardin, 372d Infantry, New York; Major Haas, Governor's Island, N. Y., and other army officers in stressing the fact that today's millions under arms represent one of the best behaved as well as the best trained armies, have expressed their thanks for the contribution of coin machines to army law and order. Charged with the responsibility of keeping G.I.'s fit and in good humor, often under conditions that are trying to say the least, officers agree that the installation of a music box or game has often meant the difference between a happy and a brooding soldier. They add that the use of coin machines often relieved them of unpleasant tasks of getting tough with G.I.'s, since many a soldier who might have been up to mischief on his leave was kept entertained playing the machines and more often than not kept in a peaceful frame of mind.

The importance of the services of operators whose equipment is on army posts is indicated by the fact that a special pass is issued for route men. These passes are extremely rare and are authorized only after the individual concerned has been carefully investigated by both the

Canadian Log Camps Depend on Coin Mch. To Keep Men on Jobs

ST. JOHN, N. B., Oct. 28.—Coin machine of all kinds will be more in demand this winter than ever before as a means of retaining war workers and keeping them contented and efficient on their jobs. Employers located in isolated areas have had great difficulty in maintaining the industrial pace because of the inability to hire and keep help.

With a record demand for lumber and wood products of all kinds, notably pulpwood, it has been found utterly impossible to keep full staffs of workers at the portable and stationary sawmills, woodworking plants, longlog and pulpwood cutting camps. There is little or no entertainment at these spots. This is a very vital factor in the maintaining of production, despite the highest wages, short hours and ideal working conditions generally in the history of the lumber industry.

The coin machines, juke boxes, pinballs and amusement games of all kinds, including shooting, slots, merchandise venders and Soundies, have been found most effective in offsetting the lack of film theaters, dance halls, etc. This winter arcades will be available deep in the woods many miles from the nearest settlement and for use by crews of logging and milling operations. Workers live at some of these camps from late October until mid-April, and with the possible exception of a few days at Christmas when they go to their homes for a short visit. The lumber and pulp operators are turning to the coin amusement machines in their desperate efforts to keep the men and youths at work in the woods. At the villages and small towns, too, where there is only one movie house, the workers quickly tire of the steady diet of pix, usually old ones, and here is where the coin machines are called on to entertain the workers in their leisure time.

FBI and army authorities as to background and character. The pass entitles the bearer to enter and leave specific army posts at any time of the day or night, a privilege few officers get. They are a tribute to the high trust placed in operators by the Eastern Army Command.

ARCADE FOR SALE

High-class Arcade located in heart of the largest military and industrial area in the Middle West. Consists of about 80 Machines, including a double unit Photo Machine with plenty of paper. Is netting \$1000.00 per month. Reason for selling, other business. Will stand the closest investigation. Price \$8500.00.

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Ban Skedded To Finish This Week

Teen-Age Club Activities Get Limelight in Atlanta

ATLANTA, Oct. 28.—Two reports of teen-age club activities were publicized in *The Atlanta Constitution* this week. The first sponsored by a special youth center committee from the Fourth Ward Civic League, one of Atlanta's oldest and most influential organizations, stressed the importance of the teen-age club in solving juvenile delinquency.

Co-operation between members of the sponsoring committee and the officers of the youth organization itself has resulted in the outstanding success of the youth center, with scores of teen-age girls and boys flocking weekly to engage in a wholesome evening of dancing to the music of the juke box, with time out for candy bars, cokes and games. This first teen-age club is now regarded as a going concern in Atlanta, and the youngsters have been provided with good environment and an approved location.

The teen-agers themselves decided to petition the Fourth Ward Civic League for assistance in directing and organizing the club for them. The idea was accepted enthusiastically by the league and a committee was put to work to select a meeting place and other details. Finally it was agreed that the youth center could make its clubrooms—at least temporarily—in the Capitol View Masonic Club hall and the young people were then notified.

From then on the teensters took over, forming the "Capitol View Youth Center," with members of their own group as officers of the organization. An air of confidence and a spirit of co-operation exist between the youngsters and their elders, impressing everyone who visits the club, the reports stated.

Make Own Rules

The young people make their own rules for the club, simple but inclusive enough to convince everyone that they mean business. Admission is by card only, and the Youth center "expects its members and guests to respect the property rights and the rights of others." The youth council also reserves the right to revoke the card of anyone who has broken the rules or decisions it has made.

The members of the club, according to unofficial reports from several enthusiastic teensters, find a great social value outside the significant one of keeping them "out of mischief." Juke box music readily available allows them to develop the graceful art of dancing—albeit they

Mexican Editor Makes Drive on Juke Box Noise

MEXICO CITY, Oct. 28.—Taking prominence in the news coming from Mexico City this week is the concern being displayed by juke operators in Pueblo, a city of 50,000, 80 miles from here, toward a concerted newspaper drive to regulate music boxes.

Leader of the drive against the jukes is *El Sol*, one of the dailies there, which has coined the name "pest boxes" and editorially expresses the opinion that "people can't sleep" because of the noise. Thus far there has been no official action against the placement or location of jukes, but operators fear that the drive is growing hotter and the city fathers might be forced into some form of official noise abatement.

Operators as yet haven't organized themselves into defense of the news blasting of their machines, most of which are located in drugstores and other retail establishments.

El Sol is owned and published by Jose Garcia, who also owns the sports daily, *Esto*, as well as daily papers at Chihuahua City and Juarez.

admit that jitterbugging is still the rage. The cheerful atmosphere of games and the association with each other as they patronize the "snack bar" between dances allow the youngsters to enjoy and learn the benefits of social propriety. According to the announcements in the papers here, the teen-age club is regarded as an open shop for those who want clean, wholesome fun. And the youngsters are proud of it!

The club, its members and sponsors, its operations and entertainment facilities are becoming the center of a mutual admiration society here, according to glowing accounts in the newspapers. Youngsters and grown-ups are discovering pleasing qualities neither knew the other possessed.

Jukes Popular

The second organization publicized in *The Constitution* recently is a "night club" opened in Decatur, Ala., where juke box music is offered to attendants, as well as dancing, short snacks, games, home-made floor shows and other indoor amusements.

Here, too, the teen-age club was patterned after the clubs that have been springing up all over the country for purposes of the youngsters' recreation. The Decatur recreation board, donating the use of the city's newly converted recreation center, sponsored the club thru financial backing. Various committees were formed and finally after much activity with decorating and providing entertainment facilities, the endeavor was completed for the kids to move in and have fun. The juke box trade can be proud to be included in these and other groups that have been formed in progressive communities.

\$5 for a Juke Box

ST. JOHN, N. B., Oct. 28.—What is believed to have been the lowest value placed on a modern juke box is the \$5 for damages assessed against Andre Laurence, of Montreal, in the Halifax, Nova Scotia District Court. Laurence was arrested while creating trouble in the Toronto Cafe, in Halifax. The Montrealer started a one-man riot in the Toronto. Laurence had been charged with destroying a music box in the restaurant and was fined \$5 for being disorderly and \$5 restitution to be paid the owner of the juke box for the damage he inflicted on the machine.

All Holdouts Getting Ready

Bets being placed on tune to be first disked after the two-year lay-off

(Continued from page 14)

the past week . . . a week during which all the banned waxworks were waiting for an answer, from Stabilization Director Vinson, to their telegram asking for action—"Or we will be forced to sign."

No answer was received and so unless every indication goes for naught, and it may, for it has happened before in the Petrillo-platter mess, the three companies, Victor, CBS and NBC, will sign with the American Federation of Musicians on the AFM's terms.

As a matter of record, both in Camden and in New York, disk execs were preparing for the signing to take place. There was a time when a planned signing such as this would have been preceded by calls to orks and singers to be prepared to record, but there have been so many slips between the needle and the acetate that the signing, if it does finally take place this day, will be all set, sealed and delivered before a single wired "come to work" is sent.

Only Act of God

Only an act of God can save the diskers from the fate they have felt worse than death, the agreement to pay into the union coffers a royalty for an unemployment fund—a fund over which they will have no control. And it seems as tho God in this case has a war and a political campaign to fight.

Only ray of sunshine in the pic is the fact that man-power aches are easing for the recorders and it appears that even in Bridgeport, a key war center men are being released slowly but certainly for civilian production.

Next Petrillo Move

Even as the companies prepare to sign they are worrying about the next Petrillo move, a move that will hit them and band leaders equally. This move will be to declare the sidemen in on any royalty deal that the leader makes with waxeries. The band leaders will lose dough at first, but as time goes by, it will be the diskers who will foot the bill and ultimately the consumer—and the juke box route operator. The future disker will find platter income cut up so fine that it'll look like a Sinatra before he bought himself back, an Artie Shaw before he hit the top or a prize fighter on the way up to fame and misfortune.

Along with the bets being placed on the political front and the 802 election in New York, there are the boys along Contact Men's Row who are placing dough on the first song to be disked after the signing of the contracts and lifting of the ban.

Any man's guess is as good as the next on this one, but there are a few hot numbers available but nowhere near the quantities that the pay turntables want—and the boys think that it will be one of these. Others contend that history will repeat itself and the first number will be a tune that's standing the Middle West on its ear. It's a hillbilly number (no adv) and if it should be the first waxed it would join another bit of mountain music *Pistol Packing Mama*, the tune that started Decca back on the road that lead to millions—of disks.

one hour of tunes at a time. This is generally done between 9 and 11 a.m. and 2 to 4 p.m. There is no graveyard shift.

None of the plants contacted has any idea of discontinuing the music. This is taken as an indication that it must be serving its purpose satisfactorily.

Cincy's New Disk Plant Operators; 'Billys Specialty

CINCINNATI, Oct. 28.—King Record Company, national distributor of phono disks and which for the last year also held the dubious title of manufacturer, with its pressings made by outside firms, is going into the manufacture of records on its own, Sydney Nathan, firm's president and general manager, announced this week.

The King organization, with offices at 1351-53 Central Avenue here, has rented a spacious plant at 1540 Brewster Avenue here in which is being installed a modern fully equipped plating plant where the firm will be able to turn out 24 pieces (masters) per day, according to

(See *Cincy's New Disk* on page 67)

Industrial Music Bill Hits

\$500,000 a Year in L. A.

LOS ANGELES, Oct. 28.—Music is playing a big part in speeding production of vital war materials to the fighting fronts, it was learned here in a survey of some of the plants using music in connection with their daily programs. With Muzak supplying the product, it is estimated that 35 per cent of the accounts of the local office are in defense plants. None of the industrial plants contacted have been able to keep accurate checks on production increases brought on by music. However, spokesmen for the plants give the idea a prominent place in their personal estimations.

According to Harold Weber, who is in charge of the local Muzak outlet on a franchise basis, the area is spending close to \$500,000 a year for music. Recently, he said, the War Production Board made a survey of music in plants with the recommendation that more plants use it. Weber's territory is confined to Los Angeles proper because line tolls to Wilmington, San Pedro, Long Beach and other California industrial areas make the proposition out of reason. Only defense plants are able to install such systems at present because they require materials needed in the war effort.

Weber said that on the basis of the survey, it is estimated that following the war when materials are released, more than 40,000 music installations will be made in industrial plants.

Story of Three Plants

Three plants were contacted as users of music with the result that all are for it as a means of increasing production. None has kept figures to show that it has increased production or reduced accidents. Because of the contentment produced among employees, it is known that music has played a definite part in bringing out more machines and parts per worker.

Catalina Knitting Mills, which in peacetime makes bathing suits and today is making sweaters for servicemen, has used music for a year. The system is turned on every other hour with the result that the employees do not get too much music. Fred Gunther, who is in charge of the system, said that "It has added materially to the contentment of the workers."

General Controls in Burbank uses music for 10-minute smoking periods and also during lunch hours. The spokesman said that the employee reaction was for more popular tunes and faster music.

Frank Hobart, public relations man at Cannon Electric, is enthusiastic for music in industrial plants. This firm has had Muzak for three years. In his statement for the benefit of the system, he said that you could not pin the idea down to any statistics. Assuring that music had stepped up production and stepped down accidents, Hobart said much depended on the right selection of tunes. He explained this by adding that music that is too fast can cause the jitters. That which is slow and too nocturnal brings on fatigue.

"There are some who are of the opinion that faster music would produce faster work," Hobart said, meaning that the employee would work rhythmically to the beat. "This doesn't work. When a man has stood at a machine for a long stretch, he needs something to soothe his nerves. Music that is fast or with voice will not do it. I think the music that is really needed should be light and lilting."

Cannon's plant is noisy in about half of it. It is from this half that the employees need music that "relieves the tension." In doing this, music produces a "change in mental attitude" which is most certain to help production. Cannon doesn't give its employees more than

AMERICAN FOLK TUNES

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Good Campaign Material

The political campaign just winding up has furnished work for many folk tune artists thruout the country. During the last few years the folk tune, Western and hillbilly singers and instrumentalists have proved their value in winning popular favor for candidates for whom they appeared. Their influence was particularly marked in the Lee O'Daniel campaigns in Texas and in the campaign of Jimmy Davis in Louisiana. Politicians striving for the "homey" touch find that the folk tunesters fit perfectly into the picture and are sure-fire crowd-getters, and the O'Daniel and Davis techniques have been widely adopted. All of which has provided many pleasant engagements for scores of artists. That the plan is effective in large cities as well as in the smaller places was demonstrated last week when Governor Green of Illinois had Patsy Montana and several other Western and folk tune artists as features of his campaign meeting at the Hotel Sherman, Chicago, and found them the best insurance for holding the crowd.

Miller Sisters Popular

The Miller Sisters, Helen and Alice, heard over KMA, Shenandoah, Ia., have built up quite a following since their debut on the air about two and a half years ago. Previous to entering radio these attractive girls entertained at E-pley hotels thruout the country. Billed as the Happy Cowgirls, they specialize in Western songs but also sing ballads and hymns. Helen plays piano-accordion and Alice the guitar. A book of their round-up song hits was issued recently.

Tunester Tattle

Red River Dave is making personal appearances along with his new picture *Swing in the Saddle*. Dave, who hails from San Antonio, spent some time on New York stations earlier this year and made quite a hit.

Gib Bourne, Ranch Tune Wrangler, of WNBZ, Saranac, N. Y., has added another sponsor to his *Hidden Valley Ranch* program, now in its 22d week.

George and Dixie, heard over WNAO, Boston, and the Yankee Network, have been doing a grand job with the ballad *Sombreros in the Sun*, by George Calder and Lew Mel.

Don and Helen, of the WOW *Famous Hoosier Hop*, Fort Wayne, Ind., recently introduced a new song entitled *Daddy Belongs to Uncle Sam*, by Dorothy Peters, Fort Wayne songwriter.

Blue Night Climbing

Of the dozen or more published songs of Nell Seely, Lebanon (Ore.) songwriter, *Blue Night* stands out as having a lot of popular appeal, and its ailing over a number of stations has brought many requests that it be repeated. It was recently featured over KGW, major Portland (Ore.) station, on Abe Bercovitz's *Personality Hour*.

Recordings for G. I. Joes

A series of swing-sing recordings was made recently for the Special Services division of the war department by the Hoosier Hot Shots after many requests had been received from men on the fighting fronts for something by the Indiana funsters. Among the recordings

are *Bringing Home the Bacon*, *She Kissed Me Once*, *Some Days You Can't Make a Nickel*, and a catchy comedy tune written by Jack Frost, writer-arranger on the *National Barn Dance* air show, *From the West Side of Chicago*, which the Hoosier Hot Shots introduce in Columbia's *Sing Me a Song of Texas*.

Random Notes

Roy West and Ernest Benedict, of the Range Riders, WGAR, find time between their broadcasting duties to do quite a bit of songwriting. In the last few weeks they have turned out seven new songs.

Bobby Gregory, songwriter-accordionist of the Cactus Cowboys, has been substituting for the accordion player in Foy Willing's Riders of the Purple Sage, who was taken ill while playing Madison Square Garden, New York, with Roy Rogers. Bobby rejoined the Cactus Cowboys when they open Wednesday (1) at the Boston Garden.

Janie B. Hamilton, well-known writer and sister of Bill and Jim Boyd, has been quite ill at her home in Lovelock, Nev. She has a wide acquaintance among songwriters and folk tunesters all over the country, and this item will let them know why she hasn't been heard from lately.

Ben Lindberg, KHQ's Old-Time Party Cowboy (his 22d year on the station), is featuring *Roses in the Moonlight*, melody of which was written by Homer Christopher of WBT, Charlotte, N. C.

Happy Gayman is pushing *Shattered Dreams* (melody by Mirlam Horn) in night spots in Spokane and in Idaho.

FOLK RECORD REVIEWS

(Continued from page 21)

SINGIN' SAM (Beacon)

A Message From Home—FT; V.
Whenever I Think of You—W; V.

Folk songs of the hearth and the home, rather than the back yards, are tailor-made for radio's Singin' Sam (Harry Frankel). His conversational baritone singing sells both of these earthy ballads. Accompanied by accordion, clarinet and guitar, and taking full liberty with the tempo, he strikes home in a big way for Davis's *A Message From Home*, a weeper-ballad that looms extra big for the juke boxes. It's a heavy and healthy nostalgic note he strikes for the sentimental *Whenever I Think of You* waltz.

BLUE SKY BOYS (Bluebird)

Why Not Confess?—FT; V.
Since the Angels Took My Mother Away—W. & FT.; V.

The harmony singing of Bill and Earl Bolick, as the Blue Sky Boys, is outdoorsish with a vengeance. Boys are strictly from the hay-stacks, and for selling the tear-jerking tunes, there's enough cry in their vocal twangs to dampen any disk. Accompanied by mandolin and guitar, they sing it out sadly for *Why Not Confess?*, complaining of their lost love. For turning on the weeps for honest-to-gosh, what could be sadder than *Since the Angels Took My Mother Away*. It's the kind of singing and song that thrives in the prairie country, and if there is a juke box at the grange hall, they'll run themselves short of nickels in packing the machine for the Blue Sky Boys.

POP RECORD REVIEWS

(Continued from page 21)

FIVE RED CAPS (Beacon)

Sugar Lips—FT; V.
Gabriel's Band—FT; V.

The sustained and rhythmic harmonies of the Five Red Caps ring ever true for Louis Seifert's gay and lively *Sugar Lips*. With the piano-guitar-bass combo sparking the background instrumentally, it's a contagious rhythmic dish in this dishing. Jimmy D'Arcy's *Gabriel's Band*, also a lively jump ditty, is patterned along the lines of the swing spirituals, with the voices and instruments auditioning for the trumpet man's congregation. Performance on both counts should add loads to the popularity of the Red Caps on the platters.

There's no wastage of either side in this coupling for the music ops, with both ditties designed for generous spinning at a nickel a whirl.

RUSS MORGAN (Decca)

Dance With a Dolly—FT; VC.
There Goes That Song Again—FT; VC.

Call it a "mickey mouse" band if you will, but the fact remains that this music in the Russ Morgan manner listens easy on the ears and just as inviting for those taking it on the hoof with the spinning. Building his band around fiddle figures and his own trombone voicing, Morgan gives fanciful setting for Terry Shand's jingle-styled *Dance With a Dolly* ditty, which is forging ahead once again. Al Jennings gives good lyrical account for himself and the song. Set at a slower tempo is Jules Styne's and Sammy Cahn's *There Goes That Song Again*, love song ballad from Kay Kyser's *Carolina Blues* flicker. Song itself is very catching, both in words and music, with maestro Morgan providing the lyrical content.

"There Goes That Song Again" stacks up as a hit parader, and Russ Morgan's recording stacks up on the strong side where the juke box fans find favor where the accent is on the melody.

HAL MCINTYRE (Victor)

It Might Have Been—FT; VC.
Daisy May—FT.

The music of Hal McIntyre is brought back again, displaying a rhythmic pattern that is plenty in style even now. Cole Porter's *It Might Have Been* torch ballad, taken at a bright tempo, spotlights the romantic baritone of Jerry Stuart, whose song selling is in keeping with the current swoon rage. The Four Little Sisters add vocal color to the side in support. The band boys have their inning for *Daisy May*, a minor riff run fashioned by the maestro and Arletta May, with plenty of jump urge for the solo and ensemble passages.

For the jump fans, "Daisy May" is tailored to their likings. If the Cole Porter tune gets the proper support from the publishers and the obliging radio bands, Hal McIntyre's fashioning for "It Might Have Been" is phono fodder as well.

KITTY CARLISLE (Decca)

The Very Thought of You—FT; V.
Sweet Dreams, Sweetheart—FT; V.

Kitty Carlisle takes these two ballads in good stride with her voicing styling. Her pipes ringing clear, and with Victor Young's music heightening the intimacy of her singing, Miss Kitty gives excellent vocal force to Ray Noble's *The Very Thought of You*, which is being dusted off again on the strength of the new movie of the same name. The tempo is stepped up, altho Miss Carlisle takes full tempo liberty on both sides to allow for wider lyrical expression, for M. K. Jerome's and Ted Koehler's *Sweet Dreams, Sweetheart*. The "good-night" ballad is from the forthcoming *Hollywood Canteen* movie, and Miss Kitty brings out all of its melodic beauty to make it a winner.

Kitty Carlisle sings out to better advantage for the intimacy of parlor listening, rather than for the juke-box mobs.

PAULA LAURENCE (Decca)

Something for the Boys—FT; V.
By the Mississinewah—FT; V.

Save for those seeking a permanent record of some of Cole Porter's music, and poor examples at their best, for the *Something for the Boys*, stage success of a few years back, it's difficult to find an excuse for these sides. In spite of the musical comedy style adopted by the orchestra and male chorus directed by Leonard Joy to support Paula Laurence, it's little more than a musical record of the show's title tune for *Something for the Boys*. For *By the Mississinewah*, for which Miss Laurence is joined by Betty Garrett for the Indian novelty chant, it

Juke Spot Poll Reveals Patron Top Tune Picks

NEW YORK, Oct. 28.—By having location owners poll customers and ascertain preferences in disks, the Manhattan A. M. I. has been able to fill the machines with platters now getting maximum plays and thus has also anticipated pop tunes swelling the revenue, according to Harry Hill, of the firm. He feels that patrons of a location and necessarily the location owner hold the key to juke box selections which pay dividends.

Manhattan has impressed upon location owners that just as a customer has his preferences in drinks or specific merchandise he very likely prefers one disk tune to another. Many patrons of juke box stops want and should get Irish jigs, leder, yodel renditions, etc. It would serve mutual interests and certainly the interest of the stop if the location owner would try as hard to please the customer in the music he might care to hear as he seeks to satisfy this customer with the drinks he serves him.

From the angle of Manhattan, Hill says that by persuading the location owner to poll customers the firm has cut down the number of disk lemons sent out, and more locations express satisfaction at the reception of the new disks and the results show the value of word-by-mouth plugs, and to boot, the location owner by being made active on behalf of the boxes has served to swell the machines take.

Commenting generally on the continual poll taken by the firm's locations, Hill reports that the consensus of the stops leaves no doubt that the requirements of the average juke box location today are determined not by civilians but by servicemen. To which, Hill notes, may be appended two important observations.

1. The prevalence of servicemen in most stops tends to make for a certain amount of uniformity in juke box requirements. This uniformity has the effect of altering the peacetime requirements of locations in connection with regional or race disk requirements.

2. The uniformity of servicemen's requirements is apart from jive or jitterbug and more in the direction of ballads and sentiments. As an example: *I'll Walk Alone* and *You Always Hurt the One You Love*.

No Lack of Shellac Now

NEW YORK, Oct. 28.—Government officials are concerned about what will happen when the war tempo in the Far East is stepped up and it finds India less interested in shellac than it now is. No concern is felt, however, about the immediate situation as the government has turned over the task of importing shellac back to private interests as of October 1.

still takes an Ethel Merman in person to sell the song.

There's nothing in these sides to interest the phono ops.

WALTER THOMAS (Gennett)

Jumpin' With Judy—FT.
Blues on the Bayou—FT.

In bringing back the Gennett record label, Joe (Beacon) Davis gets the identifying marker off to an inauspicious start. It's dubious jam music of the backroom variety by tenor saxer Walter Thomas and His Jump Cats, the "cats" taking in a sextet of sepiia swing stars who fail to whip up anything exciting, either in solo or ensemble formation, for either the riff-ridden jumper *With Judy* or the delta-styled blues of the *Bayou*, both originals.

Sides are strictly for the hot jazz discophiles, with little to offer for the music boxes.

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414 South Franklin Street

Chicago 7, Illinois

Puerto Rico To Be Lush P-W Juke Box Field

NEW YORK, Oct. 28.—Puerto Ricans are sold 100 per cent on American coin machines and in some communities a new music box is equivalent to an extended preview which crowds lining up outside locations waiting their turn for a try at the "wonderful contraption from the States."

Joe Eisner, former Wurlitzer distributor recently returned from extensive juke box operations there, predicts a big future for both exporters and operators on the islands. Eisner says that the durability, design and all-round reliability of American coin units has made its impression on the islanders. The market there is waiting and wide open as soon as machines are available.

An extra inducement for exporters is that machines need not be new, altho, of course, they should be in good condition. In fact, units may even be obsolete from the American point of view, but if they are mechanically okay they can probably still reap harvests in Puerto Rico. In a comparatively short time the number of juke boxes jumped there from a few hundred to about 2,000, according to Eisner, yet the surface of available music locations has not even been scratched. The opportunity for venders should not be overlooked either. Retail outlets lag far behind consumer demand, and in many Puerto Rico communities not only are there no facilities for retail distribution, but few are planned. Consequently it makes the placement of venders especially inviting in locations now situated.

Precautionary Measures

However, certain precautionary measures suggest themselves to all contemplating exporting to Puerto Rico or operating there. Latin Americans are invariably less hurried than Yanks, and mail response as well as negotiations must be expected to suffer from this indifference. Operators who contemplate business on these islands should be tipped that even more than good mechanical performance, the Puerto Rican demand color and dash with machines. He goes for highly decorative units and may well protest at Grade A equipment if this merchandise does not possess sufficient flash. The Puerto Rican asks fair return for his money, along with a touch of Hollywood.

An admitted obstacle to successful operation is the lack of trained mechanics on the islands. The necessity of depending on parts from the United States likewise is not too promising at this time. Eisner solved it by taking a trained mechanic with him as well as a considerable stock of parts. At present such procedure is out of the question in most cases, but after the war it is pointed out that many vets trained in repair work will be available and will be eager to leave the country. In connection with parts and equipment Eisner believes that when the war is over manufacturers will have established outlets on the islands and the stage for big-time coin machine business will have been set.

the business, Nathan said: "The small manufacturer of records has been forced to rely upon the mercy of a few firms for his source of records. Anybody who had two acetates and had the courage to call himself a manufacturer could go to any one of these sources and eke out a few records now and then. I was one of these many for the past year. It was up to me to make up my mind to either get out of the record manufacturing business or do something about it."

"We will have a complete milling department," Nathan says, "in which we will mill all our own biscuits, using formulas that will guarantee long playing life for our records. We have 14 presses which will give us a minimum output of 10,000 records per day."

"We will manufacture, under the King

label, hillbilly records exclusively. Among the artists already signed with us exclusively are Carlisle Brothers, Delmore Brothers, Grandpa Jones, Bill and Evalina, Hank Penny and Cowboy (Pappy) Copas. The numbers we record will be original, songs either owned outright by us or on which we receive the first recording rights, and we plan to create a market for our own numbers. We also will manufacture, under another label, a small catalog of sepias and hot jazz disks. About November 1 we will release the following numbers by Chubby Jackson's orchestra: *Popsie*; *Don't Get Too Wild, Child*; *I Gotcha Covered* and *Cross Face*.

"All distribution will be handled by us direct from our factory. Our records will retail at 75 cents plus tax, and wholesale at 49½ cents, including tax."

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For Used Phonograph Records. Write us for full details.

DAVIS SALES COMPANY

625 Erie Blvd., East Syracuse 2, N. Y. Telephone 5-5194

CINCY'S NEW DISK

(Continued from page 65)

Nathan. Stephan J. Shaw, until recently with the MacGregor Studio on the West Coast, is supervising installation of equipment and will be in charge of the King record-making plant upon its completion. Shaw has had 20 years' experience as a plater.

In speaking of the firm's decision to enter the disk manufacturing end of

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NEW CABINET. Case Complete—Glass Dome, Plastic Front Panels, Mirror Inlay. No Selector. Use your own Selector according to machine you mount. Can mount any Wurlitzer, Seeburg or Rock-Ola. Height 70"—Depth 36"—Price \$144.00 EACH.

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Rebuilt—Factory Refinished. This is one of the finest cabinets built. Stainless Steel Grill—Aluminum Base Board—Tube Light Effect—No Selector. Height 52 1/2"—Width 35"—Depth 25". PRICE \$104.00.

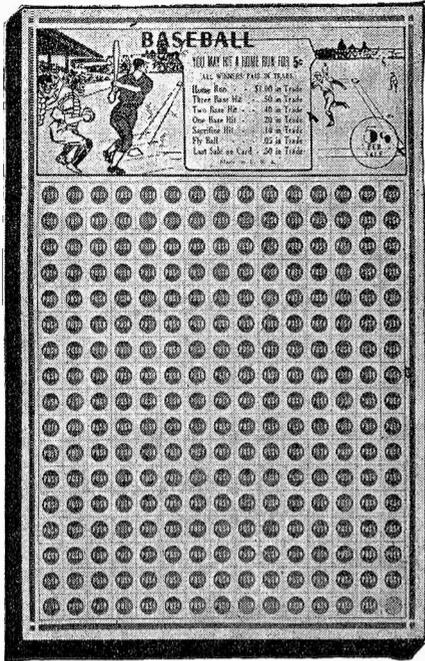
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Coin Biz May Feel Effect of Drop in Patent Applications

CHICAGO, Oct. 28.—Fear is being expressed in the coin machine industry and especially in Chicago, that the recently acknowledged lack of patent applications reported by the National Association of Manufacturers, being presented since the beginning of the war, will affect the advance of the industry in time, particularly soon after the war.

It is confessed by authorities in the trade that many of the young men who in normal peacetimes are engaged in the coin machine industry, pursuing mechanical livelihoods which are conducive to inventive thinking, are now acquiring invaluable knowledge in the armed forces and many of them will return to the ranks of the coin machine job rolls and use their newly acquired knowledge for the benefit of themselves and the trade. However, it cannot be denied that some concern must be shown for the number of years the trade is going without them.

Below Level

The National Association of Manufacturers has revealed that on a per capita basis, invention is 45 per cent below the pre-depression level. In addition to the absorption in the army of logical inventive man power, war projects, too, take a great number of scientists, chemists and engineers. Another factor which cannot be ignored is the necessity for the government withholding many patents which cover inventions conceived and developed since the war which cannot be revealed now as by so doing information of value might be disclosed to the enemy.

Fall During Last War

It is pointed out by the association, however, that there was a similar fall in inventions during the last war, and a consequent decline in the number of patents issued. It is also revealed that the number of patents issued during the past 50 years have not kept pace with the increase in population, even though the number of technical training schools and industrial experimental laboratories have increased. In 1918, alone, there were 60,000 applications for patents compared with the present list of half that number. Another factor to be considered, too, is that the patent office with the modern

routine and swift disposal of applications has eliminated many listed patents which were held over for years.

It is admitted that the rise of industrial research and the expense and complexities entailed help to explain the fall of patent applications. Many men who would, were it not for industrial research being struggling along on their own have the benefit of available industrial capital to carry on their experimentation. With such competition the independent, individual inventor goes along much slower than he would years ago.

There is a growing tendency to rely on trade-marks and the laws that govern unfair competition to protect innovations. Altho the lone inventor will always be with us, for which American ingenuity may always be thankful, he knows that the road to success will not be smooth in competition with the salaried engineers, chemists and scientists of the large corporations. More of a deterrent to the lone inventor is litigation, which is always tedious and sometimes ruinous.

Out of this war will come many young men with an inspired ability to create and aided by the scientific advancement already made during the years of war due to the urgency of development, they will undoubtedly step rapidly along in bringing to reality their dreams and plans conceived in the fox holes of an embattled world. The coin machine industry eagerly looks forward to the return of these men who have gone forth from its ranks and invites each to join with the industry in the march toward post-war development of coin devices which will revolutionize the amusement and merchandising fields of business.

INTERNATIONAL SCOOPS! MUSIC

- 2 Rockola 20 Record Steel Cabinet Hideaways \$129.50
- 1 Rockola Imperial 20, R.C. 175.00
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- 1 Rockola Glamour Tone Column 120.00
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- 4 Mills Do-Re-Mi 89.50
- 1 Mills Zephyr 79.50

10 DOUBLE SLOT SAFES, SINGLE DOOR, NO KEYS, SPECIAL FOR THE LOT \$300.00

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- 12 1938 Track Times \$125.00
- 3 Mills 5¢ Vest Pockets, Green 49.50
- 1 5¢ Jennings One Star Chief 95.00
- 2 5¢ Watling Rollatops 95.00
- 1 Pokerina 120.00
- 4 Popmatic Popcorn Machines, Very Clean, Each 85.00
- All for 250.00
- 6 7-Column S. & M. Cigarette Vendors, Complete with Cabinet Bases, 20¢ Combination, Each 39.50
- All for 200.00

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- 1 Seeburg Gem In Victory Cabinet ... \$550.00
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- 1 Rockola Counter Model w/ Stand ... 127.50
- 1 Mills Empress, Good Condition ... 275.00
- 1 Wurlitzer Model 430 Selective Speaker, 5-10-25¢ ... 75.00

SLOTS

- 3 5¢ Mills Blue Front, Ea. \$175.00
- 1 5¢ Mills Brown Front 175.00
- 2 5¢ Mills Melon Bell, Ea. 175.00
- 1 5¢ Mills Roman Head 114.50
- 2 5¢ Mills Q.T. Glitter Gold, Orig. Ea. 111.50
- 1 5¢ Mills Blue Q.T. Refinished Glitter Gold 87.50
- 1 5¢ Mills Gooseneck, S.J.P., Refinished Glitter Gold 40.00
- 6 5¢ Mills Blue & Gold Vest Pockets, Ea. 49.50
- 1 5¢ Columbia Gold Award 39.50
- 3 Jennings Cigarolas XV, Ea. 75.00
- 1 25¢ Jennings Gooseneck 40.00
- 5 1¢ Watling Treasury, T.J.P., Ea. ... 20.00
- 1 25¢ Jack Pot Dice Game 37.50

CONSOLES

- 4 Super Bells, Ea. \$275.00
- 2 Jumbo Parades, Late Heads, Ea. ... 79.50
- 4 Jumbo Parades, Ea. 74.50

ONE-BALLS

- 3 Victory (Bally), Ea. \$49.50
- 3 Mills 1-2-3, 39, F.P., Ea. 24.50
- 1 Hawthorne 50.00
- 1 Handcapper 50.00
- 2 Thistle-down, P.O., Ea. 50.00
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FIVE BALL FREE PLAY GAMES. Each. \$15.00

- 6 Alfliner
- 6 Buckaroo
- 6 Commodore
- 6 Cowboy
- 6 Limelight
- 6 Major
- 6 Nippy
- 6 On Deck
- 6 Roller Derby
- 6 Roxy
- 6 Selection
- 6 Sports
- 6 Sporty
- 6 Supercharger
- 6 Topper
- 6 Yacht Club

MISCELLANEOUS

- 6 5¢ Liberty, Clean, Ea. \$15.00
- 6 5¢ Mercury, Clean, Ea. 15.00
- 6 5¢ Spark, Clean, Ea. 15.00
- Double Safe Stands, Ea. 50.00
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 Has 5 automatic reels. Player inserts 5¢ and machine automatically deals 2 cards in Nos. 1 and 2 windows. Player then can draw one or two cards in windows Nos. 3 and 4 by pressing buttons which release shutters. Hand held by 'House' is revealed by pressing button under window No. 5 which releases shutter. Brand new in original cartons. Size 9x7x7 in. **\$19.75** Wt. 10 lbs. Each

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 Same style as above, but 5 reels give player different poker hand each time **\$18.50** for 5¢. Brand new

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 Same as above but with 5 cigarette reels and awards in cigarettes. **\$18.50** 5¢ play. Brand new

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- 1 Kicker & Catcher 22.50
- 1 Outdown Model Chester Pollard Golf 40.00
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Each week our Billboard ad will carry good, serviceable merchandise that we have slashed in price for the purpose of clearing our inventory before January 1.

CONSOLES

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- Derby Day, Flat Top 17.50
- Stoner's Zipper, Roulette Style ... 21.50
- Bally Turf Special 34.50
- Jennings Fast Time, Free Play ... 69.50
- Payout 79.50
- Pace's Reels, 5¢, \$59.50; 10¢ ... 74.50
- Keeney Track Time, Red Cabinet ... 59.50
- Exhibit Longchamp, Large 29.50
- Pamco DeLuxe Bell, Two Coin Chutes 29.50
- Bally Skill Field, 7 Coin Head ... 49.50
- The Favorite, 9 Coin Head 29.50
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Pre-War 3-Wire, Rat Proof, Heavily Insulated Cable, 12¢ Per Foot.

MAIN GUN CABLE, excellent pre-war seven-wire cable, 3/4" diameter, each wire individually rubber covered, all seven wires shielded and covered by heavy insulation, regular microphone cable, 40 foot lengths, \$7.50.

1/3 Deposit—Balance C. O. D.

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Wartime Experience Will Be Help to Trade in Post-War

NEW YORK, Oct. 28.—In the long run the conditions produced by wartime stringencies will have a beneficial effect on the entire coin machine industry and lead to its more secure foundation, informed coinmen agree in a survey of the trade here. Typical of the reaction to the query as to whether the war has hindered or possibly advanced the industry is that of a manufacturer whose war work has not prevented him from doing considerable thinking on the prospects of coin machines now and at post-war. For every setback suffered in the industry today, this spokesman held, there may be detected a corresponding advance if those concerned will look for it.

From the angle of the manufacturer the majority of which are today wholly engaged in war output, the consensus is that these producers have picked up ideas, methods and even devices during the course of their work for Uncle Sam that will be of incalculable value to them when coin machines are okayed again. One manufacturer tells about his own experiences. Time and again he was confronted with problems which he had to work out from scratch with a deadline hanging like a suspended sword over his head and the pressure to meet this deadline freighted with the terrible knowledge that men's lives depended on meeting it. Yet when the fury was over and the situation had been resolved what had been arrived at more than repaid the tensions it had aroused because of the lasting benefits it afforded—benefits from the point of view of peacetime coin machine production.

Treating of distribs under wartime conditions, the feeling is that the distrib has impressed upon the average op how indispensable he really is. Many ops in the various communities would have

really been up against it if there had been no manufacturer's representative with the respective resources behind them. Distribs, in many instances, are compelled to operate at a non-profitable and pinch-penny basis, but looking beyond the present it is pointed out that the good will engendered by their servicing and repair jobs very likely will more than be repaid when the machines come rolling off the line again. Beyond this the distribs have gained, because as it is pointed out, due to the demands made upon them, many of the outlets have really become specialists in servicing, and over and above courtesy work they can today and will in the future be depended on to do a thoro job on a unit.

Operator View

As for the great body of the ops the problems of obsolescence and merchandise droughts may seem to them today to be (See *Wartime Experience* on page 74)

- #120 Wurlitzer Wall Boxes...\$ 29.00
- #145 Steppers 38.00
- #320 Wurlitzer Wall Boxes..... 23.00
- #304 Steppers 20.00
- Buckley 24 Selection, 30 Wire Chrome Life-Up Wall Boxes. 17.00
- 4 412 Wurlitzers. Ea..... 85.00
- Buckley 12x24 Record Adaptors. 15.00
- Steel Cabinets for Remote Twin Twelves. Ea..... 16.00
- P-12 Tone Arms. Ea..... 6.00

- Mills Jumbo (Comb.), Like New.\$155.00
- Mills Jumbo, Late Hd., P. O.... 85.00
- Mills Jumbo, P. O. 70.00
- Pace Saratoga, Rails, P. O..... 70.00
- Triple Entry, as is, With All Parts 70.00
- 1 Contest 75.00
- 4 Seven Ups 42.50
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- Champ 45.00
- Champ, New Style..... 50.00
- Big Chief 35.00
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We also have many other games not listed above

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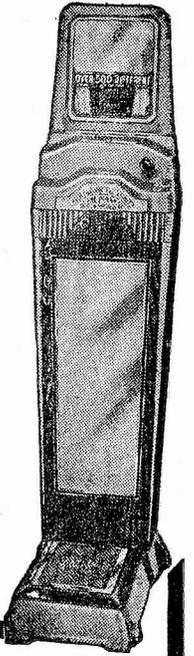
SURPLUS EQUIPMENT

- 2 Keeney 4 Ways, 5-10-25-50 (a Money Maker)\$1100.00
 - 1 Mills 3 Bell 975.00
 - 1 Keeney 2 Way, C.P., 5-5 475.00
 - 1 Keeney 2 Way, C.P., 5-25 550.00
 - 2 Keeney Skill Time 90.00
 - 2 Bally Club Bell, F.P. & P.O. 250.00
 - 1 Paces Races, 30-1 Odds, Bk. Cab. 250.00
 - 2 Eureka (1 Ball), Operating. Ea. ... 40.00
 - 1 Seven Flashers (1 Ball) 90.00
 - 12 Wurlitzer Boxes, 5-10-25 (Some New). Ea. 40.00
- Terms: 1/3 Deposit, Balance C. O. D., F. O. B. Stockton.
- Redwing Novelty Co.**
Vending & Amusement Games
17 S. California St. STOCKTON, CALIF.

WANTED IMMEDIATELY CONSOLES

Will pay highest cash prices. Pace Reels, Comb. or Free Play. Pace Saratogas, Comb. or Free Play. Include prices in letter.

COIN MACHINE DISTRIBUTING COMPANY
5746 Baum Blvd. PITTSBURGH, PA.
Hiland 7000



★
**PUT THE AXIS
AWAY WITH A
BOND TODAY**
★

WE CAN REBUILD YOUR OLD SCALES AND MAKE THEM LOOK LIKE NEW

Get your Scales rebuilt now and have them ready for your big season.

WATLING MFG. CO.

4650 W. Fulton St.
CHICAGO 44, ILL.

Est. 1889—Tel.: COLUMBUS 2770.
Cable Address "WATLINGITE," Chicago.

SLOTS

MILLS...JENNINGS...WATLING...PACE

RECONDITIONED—Guaranteed

By Our 48 Years of Experience
WRITE FOR PRICES

- 2 50c GOLD WAR EAGLES
- 3 5c GOLD CHROMES
- 7 10c GOLD CHROMES
- 9 25c GOLD CHROMES
- 2 5c SILVER CHROMES
- 5 10c SILVER CHROMES
- 8 25c SILVER CHROMES
- 2 5c BROWN FRONTS
- 4 10c BROWN FRONTS
- 12 25c BROWN FRONTS
- 3 5c BLUE FRONTS
- 5 10c BLUE FRONTS
- 8 25c BLUE FRONTS
- 12 5c Q. T.'s Originally Blue Made Glitter Gold\$89.50
- 6 10c Q. T.'s, Same as Above 99.50

- 8 5c JENNINGS FOUR STARS
- 2 10c JENNINGS FOUR STARS
- 6 5c WATLING ROLA-TOPS
- 2 10c WATLING ROLA-TOPS

- 4 5c PACE COMETS
- 2 5c MILLS CLUB BELLS (Cabinet Model)
- 1 10c MILLS CLUB BELLS (Cabinet Model)
- 4 25c MILLS CLUB BELLS (Cabinet Model)

We have all types of Coin Machines. Tell us what you want.

SICKING, INC.

1401 Central Parkway Cincinnati 14, O.

—SLOTS—

WANT—We will buy your Mills Flashers, Ten Grands, F.O.K.'s, Skyscrapers and Wolfheads for \$25.00 each; \$5.00 extra for 10c and \$10.00 extra for 25c Models.

MAY GAMES COMPANY

977 Golden Gate Ave., San Francisco 2, Cal.

GUARANTEED CONSOLES

- Sun Ray, F.P.\$125.00
 - Bob Tall, F.P. 100.00
 - Big Top, F.P. 75.00
- Full Cash With Order.

FIRST CITY AMUS. CO.

316 S. UNION ST. WILMINGTON, DEL.

GUARANTEED USED GAMES OLIVE'S SPECIALS THIS WEEK

- FIVE BALL FREE PLAY**
- Attention\$ 57.50
- Five-Ten-Twenty 135.00
- Invasion 150.00
- Jeep 127.50
- Knockout 125.00
- Majors, '41 60.00
- Majors (Old Style) 18.00
- Mascot (Plastic) 40.00
- Monicker 85.00
- Play Ball 42.50
- Repeater 50.00
- Seven Up 60.00
- Skyline 37.50
- Slap the Jap 67.50
- Sluggo 60.00
- Ten Spot 57.50
- Venus 75.00
- Zig Zag 42.50
- MISCELLANEOUS**
- Bally Rapid Fire Gun\$179.50
- Play Pool 285.00
- Victorious One Ball 162.50
- Track Time, 1938 90.00
- Preakness (Payout) 17.50

RED, WHITE AND BLUE TICKET DEALS

2040 (Single).
Profit \$30.00 Per Deal.
ONLY 4 GROSS LEFT.
Don't Delay—Order Now!
\$250.00 PER GROSS
Less Than Gross Lots, \$2.25 Per Deal.
Terms: 1/3 Deposit With Orders,
Balance C. O. D. or Sight Draft.

OLIVE NOVELTY CO.

2625 LUCAS AVE. ST. LOUIS 3, MO.
(Phone: Franklin 8620)

WANT TO BUY PHONOGRAPHS

Leader — Do-Re-Mi — Stars
West Wind — Double Play
Sunbeam

And many other types of equipment.
Send us your list. We pay best prices.

ATLAS NOVELTY CO.

2200 N. Western Ave. Chicago 47, Ill.
Phone: ARMitage 5005

MECHANIC WANTED

Must know Phonographs, Buckley Track Odds.
Good salary.

TECHE NOVELTY CO.

New Iberia, La.

ASK ANYONE WHO HAS ONE! DUST WHIRLS

Converted From
CLUB TROPHY

WHIRLAWAY

OVER 1000 ON LOCATION!

Converted From
**SPORT SPECIAL
DARK HORSE
BLUE GRASS**

SHIP US THESE BALLY ONE BALLS—
WE WILL RETURN THE MACHINE
YOU SELECT IN ONE WEEK.

CONSOLES

- 15 Jumbo Parades, Cash, Late ...\$150.00
- 3 Jumbo Parades, Free Play ... 89.50
- 1 Jumbo Parade, Combination ... 200.00
- 1 Mills Square Bell 75.00
- 1 Mills Three Bell 875.00
- 1 Bally High Hand 150.00
- 1 Bally Club Bell 250.00
- 1 Paces Races, Brown Cab., 30-1. 175.00
- 1 Paces Races, Black Cab., 20-1. 100.00
- 1 Jennings Silver Moon, Comb. ... 150.00
- 1 Jennings Silver Moon, F.P. ... 89.50
- 2 Jennings Fast Times 50.00
- 2 Jennings Daily Double 35.00
- 1 Evans Saratoga Rails, Cash 75.00
- 1 Keeney Super Bell, Comb. 275.00
- 5 Keeney Super Track Time 300.00
- 1 Keeney Fortune 275.00
- 5 Evans Galloping Dominoes, Factory Conditioned 275.00

COMPLETE LIST OF SLOT MACHINES AND PIN TABLES

ROY MCGINNIS CO.

2011 MARYLAND AVE.
BALTIMORE, MD.

WANTED TO BUY

Phonette Measured Music
Counter Boxes.
1c Play or 5c Play.
The Late Model "C" With
Haydon Clocks.

Box D-251,
The Billboard, Cincinnati 1, O.

WHAT DO YOU NEED!

ALL MACHINES GUARANTEED WITH THE PRIVILEGE TO RETURN IF NOT SATISFIED!

Write Us Your Needs!

NEW REVAMPS

MARINES AT PLAY.....\$199.50
MARVEL'S BASEBALL.... 179.50

Midway
Arizona
Grand Canyon
Santa Fe
Brazil
Streamliner
Oklahoma

UNITED'S GAMES \$209.50

ALSO COMPLETE LINE OF ORIGINAL BLUE FRONTS, BROWN FRONTS, CHERRIES, BONUS BELLS, ETC.

1/3 Dep., Bal. C. O. D.

WANT—WILL PAY TOP PRICES!

SUPER BELL Conv.
5c—5/25c—5/5/25c

HI HANDS BALLY CLUB BELLS ONE BALL F. P.

MUSIC-PANORAMS

Send your list of music machines!

RECORDS—No Quantity Too Large; None Broken.

PIN GAMES

Will Pay the Following Prices:
Leaders ..\$35.00 | Dble.Play \$45.00
Flickers.. 40.00 | West Wind 45.00
Zombies 40.00 | Stars .. 45.00
Sun Beam 45.00 | Do-Re-Mi. 45.00

NEED NOT BE IN WORKING CONDITION, BUT ALL PARTS MUST BE INCLUDED!

H. ROSENBERG CO.

627 10th Ave. NEW YORK
All Phones: Longacre 3-2479



CLOSE-OUT SPECIAL

Red, White & Blue Tickets. 2160 Tickets to the Deal, Stitched or Break-Tab—Specify Which Desired.

\$1.00 Per Deal

1/3 Deposit With Order, Balance C. O. D.
MARMEL PRINTING CO.
2241 W. Division St., CHICAGO 22, ILL.

WANTED!

WILL PAY FOLLOWING PRICES

A.B.T. Big Game Hunters (Late) ..\$15.00
A.B.T. Challengers .. 15.00
A.B.T. Model F (Blue) .. 15.00
Pikes Peak .. 7.50
Wurlitzer Model 41's .. 65.00
Wurlitzer Model 71's .. 109.00
Counter Model Stands .. 7.50
All Machines must be in working condition, no parts missing or broken.

RAKE COIN MACHINE EXCHANGE

2014 Market Street
PHILADELPHIA 3, PA.

NAMA GETS PLENTY

(Continued from page 59)

relief for the operator in the near future because an emergency had arisen in the Pacific war area which demanded most of the supplies of the popular candy bars for the time being, the manufacturers were told.

The presence of the candy manufacturers was regarded as testimony to the importance which the candy makers attach to vending machines. One manufacturer in a prepared speech said that vending machines must be considered as one of the two great developments in promoting modern commerce.

Cigarette Meeting

No representatives of the cigarette manufacturers were present at the cigarette conference. The cigarette supply situation was reported to be very serious from all sections of the country and no one could assure operators that it would soon get any better. Eastern operators reported that the match shortage is now affecting them very seriously. It is made more serious because of price ceilings. Operators would be glad to omit matches from their machines, but OPA requires their continued use if ops were giving them out as of March, 1942. There

was also some discussion that small operators may develop a system for buying supplies thru a central agency after the war.

The afternoon session of the last day was devoted to reports by officials and final consideration on committee recommendations. Leverone, in his masterly style, outlined the general work of the convention, emphasized some of the important accomplishments, and expressed the view that it was the best conference ever held by the vending machine trade.

Business Details

He expressed the view that the vending machine section of the coin machine industry expects to be the leading branch of this expanding industry in the post-war period. The treasurer's report indicated that the organization had a good surplus in the bank. Other reports covered details of the organization work and were all adopted.

The nominating committee unanimously recommended that the present officers and the board of directors be retained for another year. The present officers of the association are as follows:

Nathaniel Leverone, president; R. Z. Greene, vice-president; W. G. Fitzgerald, treasurer; C. S. Darling, executive director, and T. A. Vaughn, associate director. The association headquarters are maintained at 120 South La Salle Street, Chicago. The board of directors include L. D. Chambers, Paul W. Kimball, F. S. Mason and E. V. Morava.

It was reported the organization had about 150 members, and the attendance this year was more than 100. The luncheons each day were times of good fellowship and a good speaker had been chosen for each period. Harry K. MacEvoy entertained at the first luncheon with a lot of humorous stories and also some magical stunts.

R. Z. Greene, president of Rowe Manufacturing Company, addressed the body on the second day on the general subject of "Vending Machines Unlimited." He made some definite predictions about the future prospects of new vending machines.

CHI CIGS

(Continued from page 57)

told by the clerk that they were "fresh out." After leaving the counter, it was noticed that the next customer went up asked for cigarettes and the clerk reached down and handed them over ringing up a sale. The irritated customer who had been refused accosted the lucky fellow and asked him how come! "Well, it was easy my friend. I just bet the clerk \$1 that he couldn't find a package of cigarettes for me. He won!"

ALL GAMES GUARANTEED

- A. B. C. BOWLER \$ 54.50
- ARGENTINE 69.50
- ATTENTION 49.50
- BELLE HOP 59.50
- BIG PARADE 109.50
- BOWLAWAY 67.50
- SNAPPY 54.50
- SPORTS PARADE 39.50
- STAR ATTRACTION... 59.50
- STRATOLINER 39.50
- CAPTAIN KIDD 64.50
- SPOT POOL 64.50
- DUPLEX 52.50
- FIVE-TEN-TWENTY ... 109.50
- ZIG-ZAG 57.50
- YANKS 109.50

SHIPPED IN NEW CARTONS

- GUN CLUB \$ 64.50
- HIGH HAT 59.50
- HOROSCOPE 54.50
- TOWERS 69.50
- TOPIC 79.50
- VELVET 39.50
- JUNGLE 69.50
- KNOCKOUT 109.50
- MONICKERS 79.50
- CHAMP 49.50
- PARADISE 49.50
- SEA HAWK 52.50
- VICTORY 79.50
- WILDFIRE 49.50
- ZOMBIE 52.50
- TEXAS MUSTANG 69.50

IRVING SALES CO.

2757 S. Lineberger Terrace
Milwaukee 7, Wis.

FOR SALE

- 1 Scoop\$25.00
- 1 Victory 90.00
- 6 Chevrons 20.00
- 1 Fifth Inning 22.50
- 1 Punch 12.50
- 2 White Sails 20.00
- 1 Merry-Go-Round 40.00
- 1 Polo 30.00
- 1 Anabel 35.00
- 1 Playmate 20.00
- 2 Keeney Cowboy 20.00
- 1 Variety 25.00
- 1 Land Slide 45.00
- 1 Mascot 25.00
- 1 C. O. D. 25.00
- 5 Flicker 50.00
- 1 Jungle 75.00
- 1 Wings 35.00
- 1 Big Town 29.50
- 1 Pick-Em 25.00
- 1 Commodore 22.50
- 1 Vacation 27.50
- 1 Salute 37.50
- 1 Formation 37.50
- 1 Snooks 17.50
- 2 Speed Demon 25.00
- 1 Power House 30.00
- 1 Lancer 45.00
- 1 Ten Spot 62.50
- 3 Five-Ten-Twenty 125.00
- 1 '41 Lucky Star, Light Cabinet 300.00
- 2 Super Bells, Cash & Free Play, 5c Play 300.00
- 1 Big Chief 40.00
- 1 Sea Hawk 55.00
- 1 Four Roses 55.00
- 1 Jolly 30.00
- 1 Gold Star 45.00
- 4 Mr. Chips 25.00
- 1 Silver Moon, Cash P.O. 125.00
- 5 Columbia Bells, Gold Award, Front & Back Door P.O. 70.00
- 1 Towers 80.00
- 1 Mystic 35.00
- 1 Blondie 27.50
- 1 Stars 57.50
- 1 Drum Major 30.00
- 3 Mutoscope Photomatics 1000.00
- 3 1c Mutoscope Post Card Vending Machines with Stands 45.00
- 1 Twin 5c Super Bell 500.00

THESE MACHINES ARE IN PERFECT WORKING ORDER, AS THEY CAME OFF LOCATION WITHIN THE LAST TWO WEEKS.

OLEY'S

422 W. BROAD ST.
RICHMOND, VA.

LEW LONDON'S

"TRUE VALUE" BUYS

ARCADE EQUIPMENT

- Tall Gunner\$199.50
- Battling Practice 109.50
- Submarine 179.50
- Evans Ten Strike 49.50

COUNTER GAMES—USED

- Mercury\$ 8.75
- Sparks 8.75
- American Eagle 8.75
- Liberty Bell and Sport Symbols, New, in Factory Sealed Cartons 24.50
- Famous Victory Conversions, All Numbers in Stock for Immediate Delivery.

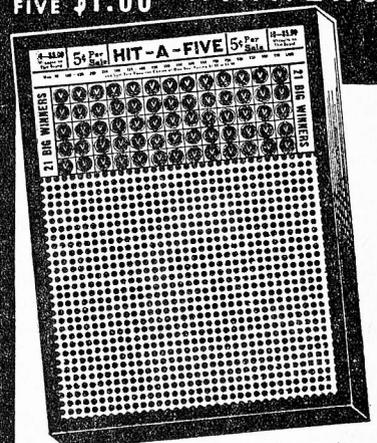
Silver Repair Sleeves. Special Prices to Quantity Purchasers.

LEADER SALES COMPANY

191-193 No. Fifth Street Reading, Penna.
Phones 4-3131 & 4-3132. Night Phone 6077.

RED HOT! FAST PLAY!

★ Quick Sellout Means VOLUME PROFITS
TEN \$5.00 WINNERS
FIFTY-FIVE \$1.00



Net Price \$2.78
This board a SUPER THICK with 65 sewed seals

1184 Holes—Average Profit \$25.60

Write for COMPLETE PRICE ON FULL LINE OF FASTEST SELLING BOARDS TIP BOOKS—JAR GAMES

LC SALES CO.

855 PEARL STREET
BEAUMONT, TEXAS

120 Tickets—Consolation Tip Books \$27.50 Gr.
1836 Jar Tickets 1.75 Set
2280 Jar Tickets 2.25 Set
2520 Jar Tickets 2.75 Set

"CHAMPION"

Jackpot Fruit Reel

\$47.50

BRAND NEW



A Great Automatic Payout Machine for 5¢ Play. Colorful design. Pays out a flashy nickel plated token (25¢ size) when winning fruit symbols come up, such as two cherries, etc. Complete with 138 tokens bearing odds low as 3 to 1, high as 50 to 1.

JACKPOT consists of large "Goldaward" coin which is usually redeemed at counter for \$5.00 cash. Takes space 10x10 in. Ht., 13 in. Wt., 25 lbs. Send \$10.00 deposit, balance express C. O. D. (10% discount in lots of 3.) Each, \$47.50.

WEBB DISTRIBUTING COMPANY

612 N. Michigan Ave., Chicago 11, Ill.

SPECIAL THIS WEEK!

5-10-25¢ ROCK-OLA BAR BOXES, In Perfect Shape, Like New...\$ 49.50
5¢ ROCK-OLA WALL BOXES... 22.50
WURLITZER 800 595.00
MILLS THRONE, Repainted 279.50

1/3 Dep., Bal. C. O. D.
F. O. B. Philadelphia

★ **DAVID ROSEN** ★

855 NORTH BROAD STREET
PHILADELPHIA 23, PA.
STEVENSON 9943

WE'VE GOT 'EM! WIRE!

Wurlitzers:
750 with Adapter\$650.00
850 675.00
71 with Stand 160.00
61 with Stand 140.00
41 with Stand 85.00
24 215.00
716 125.00
ARCADE & SLOTS
Tokio Gun\$195.00

Anti Aircraft \$39.50
10¢ Cherry Bells, Ea. 250.00
5¢ Brand New Cherry Bell 250.00
5¢ Blue Fronts, Ea. 165.00
All Originals, Not Rebuild!
14 Ft. Skee Ball, Wurl. \$275.00

JULES OLSHEIN & CO.
1100 Broadway Ph. 5-0228 Albany, N. Y.

TUBES AND NEW ACCESSORIES

FOR COIN OPERATED PHONOGRAPHS

NEW ACCESSORIES

Front Glass for 61 Counter Model	\$1.35	Box of 100 Carbon Resistors	\$3.00
Front Glass for 71 Counter Model90	Power Transformers, All Models	6.00
Needle Screws, Per Dozen	1.75	Electric Soldering Irons	\$1.75 and 3.00
Ohmite Dividohm, 2500 OHM, 25 W.90	PM Speakers, 8"	5.00
OHM Resistors, Any Size, 10 Watts30	PM Speakers, 10"	8.00
OHM Resistors, Any Size, 20 Watts50	PM Speakers, 12"	9.75
8 MFD Cond., 450 V.	1.85	Locks for Cash Boxes, Etc., with Keys60
16 MFD Cond., 450 V.85	2 Wire Rubber Covered Zip Cord, Per Ft. 3 1/2¢	
16 MFD Cond., 600 V.	3.00	Micro Pick-Ups (Metal), Rock-Ola and Mills	\$4.75
8 MF Cond., 600 V.	2.50		

Parts for Wurlitzer-Rock-Ola-Seeburg-Mills . . . Write!
Wurlitzer Amplifiers, Work 412, 616, 24, 500, 600, With Tubes . . . \$30.00

TUBES FOR THE COIN MACHINE INDUSTRY

0Z4	\$1.50	5Y370	117Z6	\$1.60	2675
1A5	1.50	5Z3	1.00	70L7	1.95	2770
1A7	1.60	6C5	1.00*	12A8	1.00	30	1.00
1H4	1.00	6C6	1.00	12K7	1.00	33	1.00
1H5	1.30	6A6	1.50	12Q790	3895*
1LA4	2.35	6B5	1.75	12SK7	1.00	4185
1LN5	2.35	6F690*	12SR7	1.30	43	1.10
1N5	1.60	6J575	12Z3	1.00	4580
1P5	1.60	6H6	1.10*	14A7	1.60	46	1.10
1Q5	1.60	6K7	1.10	14C7	1.40	47	1.10
2A4G	2.00	6L6	1.50*	25L6	1.30	5680
2L43	1.60	6Q7	1.10	25Z5	1.00	5790
3Q5	1.60	6SC7	1.10	25Z6	1.00	7685*
5V4	1.50*	6SK785*	35A5	1.30	7790
5U4G	1.00*	6SL775	35L6	1.00	7890
5W4	1.00	6V660	35Z3	1.30	79	1.40
		6X5	1.00*	35Z585	8070
		2051	2.25*	50L6	1.10	83	1.10*
		117L7	2.35				

PHOTO CELLS FOR RAY GUNS (CE23) 1.85

WE HAVE MANY MORE TUBES TOO NUMEROUS TO MENTION!
SUPPLIER'S CERTIFICATE MUST ACCOMPANY ORDER!

When you need critical tubes we are always glad to accommodate. In all fairness, you should reciprocate by giving us ALL your tube business, including the less critical tubes marked with an (*) above. Our prices are right and warrant your orders!

Deposit required with all orders!

ALBENA SALES CO. 587 10th AVE., N. Y. C.
LONGACRE 5-8334



Our No. 1 JOB Today

PACKAGING EMERGENCY RATIONS
FOR OUR ARMED FORCES



Packaging Rations for Uncle Sam in Section of Brewer Plant No. 2.

Our No. 1 JOB Tomorrow--

... SUPPLYING YOU WITH AMERICA'S
FINEST LINE OF SALES BOARDS



Yes sir—we're busy as the proverbial bee, here at the Brewer Plant. We're doing our best to help, in a real way, our boys who are fighting the battles overseas. In short, Chas. A. Brewer and Sons are almost completely occupied with the important job of packaging rations for the armed forces. This is strictly our number one job, today.

We're busy on our No. 1 job for Tomorrow, too. Our creative men and women are building exciting new sales board ideas that are sure to set new highs in sales. Look for faster turnover and spectacular profits from Brewer's Post-War Sales Boards. They'll be announced when our service to the armed forces is no longer needed.

CHAS. A. BREWER & SONS

The Largest Board and Card House in the World
6320 South Harvard Ave. Chicago 21, Ill.

ARCADE—PIN GAMES—PHONOGRAPHS

ARCADE

Texas Leaguer	\$ 49.50	A.B.T. Pot Shot	\$ 50.00
Ray-o-Lite, Hitler, with Base, Newly Painted	159.50	A.B.T. Target Skill, Late Model	22.50
Kirk's Astrograph Scale	75.00	Grip Push (Large)	75.00
Chicago Coin Hockey	230.00	Evans Play Ball	175.00
Rockola Base Ball	90.00	Shoot-the-Chutes, Newly Painted	159.50
Air Ralder	175.00	Shoot the Bull	125.00
Electricity Is Life (Large)	75.00	Keeney Submarine	175.00

PIN GAMES

Mills 1-2-3, P.O.	\$ 50.00	Mystic	\$ 35.00
Mills 1-2-3, Early Model, F.P.	30.00	Production (Rev.)	125.00
Mills 1-2-3, Late Model, F.P.	75.00	Spot-a-Card	55.00
Sport Parade	40.00	Zig Zag	50.00
Twin Six	40.00	Spot Pool	75.00
Ten Spot	55.00	Flying Tigers (Rev.)	209.50
A.B.C. Bowler	55.00	Marlines (Rev.)	199.50
Eagle Squadron (Rev.)	125.00	Pace Comet, 5-Cent Slot Machine	75.00
Bosco	85.00		

PHONOGRAPHS AND ACCESSORIES

Seeburg Wireless Speak Organ	\$ 40.00	Seeburg Model Q20	\$200.00
Universal Selection Receiver	45.00	Seeburg Model A, Built Into a Cochran Cabinet, Illuminated	125.00
Trumpet Speaker (Outside)	20.00	Mills Do-Re-Mi	95.00
Wurlitzer 24, Record Built Into an Aristocrat Cabinet Equipped with Buckley Adaptor	225.00	Seeburg Transmitter, 3TZ Type	10.00
		Wireless Speaker Receiver	15.00

PARTS

Muzzle Lenses	\$ 1.75	#2051 Tube	\$ 2.50
Main Cable, 40 Ft.	6.15	2A4G Tube	2.35
Gun Cable	1.00	Rifle, Complete	30.00
Photo Cell	2.50	No-Ox Contact Cleaner70
3000 OHM, 25 Watt Variable Wire-Wound Resistor	1.20	Open Gun Sights	1.40

PHONOGRAPH PARTS

P.M. Speaker, 12"	\$10.05
Metal Slug Ejector, 1939 & 1940 Model Seeburg Phonograph	6.00

MISCELLANEOUS PARTS

Pin Game Locks	\$.75	Bulbs for Seeburg Hitone Models:	
Collection Books, Ea.10	#81, Box of 10	\$.70
Permo Point Needles, Ea.35	#87, Box of 10	1.50
40 Watt Lumiline Bulbs, Ea.	1.00	#89, Box of 10	1.50
Wall-o-Matic Bulbs, #51, Box of 1070	Cones for 12" Dynamic Speakers	
		Cones for 15" Dynamic Speakers, #80 Tubes70

W. B. NOVELTY CO., INC. 1903 WASHINGTON BOULEVARD
ST. LOUIS 3, MO.

SCOTT-CROSSE CO.

formerly Keystone Vending Co.



**The East's
Leading Distributor**



PHILADELPHIA, PA.

FOR SALE!

Slightly Used

CROSSMAN SHOOTING GALLERY

Consisting of 6 single-shot Bolt Action Rifles, compressed-air operated, complete with moving, revolving targets and all accessories, plus 70 cases of pellets (10,000 to a case). Write for complete information.

**AUTOMATIC COIN
MACHINES & SUPPLY CO.**
3834 W. Fullerton CHICAGO 47

SOMETHING BRAND NEW for COIN MACHINE OPERATORS

ASK your friends about the **QUICK EXTRA CASH** being made with the **NOVELTY DOLLS and TOYS** bought from

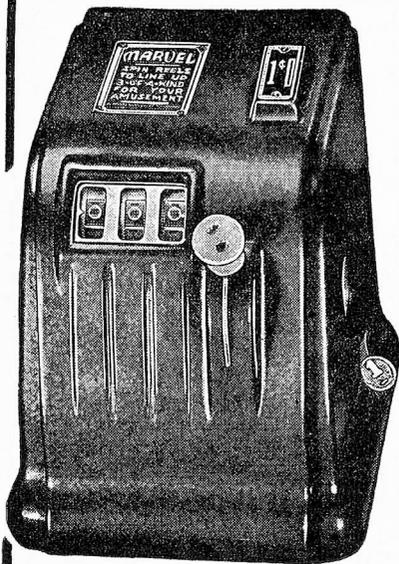
SEE our ad in the merchandise section of this issue. Write for free catalog showing hundreds of other items.

JERRY GOTTLIEB, INC.

928 Broadway
Bet. 21st and 22d
in the Heart of New York

DAVAL'S MARVEL

World's Greatest Token Pay-Out COUNTER GAME!



FACTORY REBUILT . . . SEEBURG
Cannot be told from NEW

While They Last **\$19.50**
ONLY EA.

Non-Coin Operated . . . **\$24.50**

AVAILABLE SPACE LIMITS LISTING ALL OF OUR ITEMS.
WRITE FOR COMPLETE LIST.

TERMS:

One-third deposit with order, balance C. O. D., F. O. B. Chicago, Ill. Or remit in full to save C. O. D. charge.

EAGLE COIN MACHINE CO.

528 S. Dearborn St. • Wabash 1089 • Chicago 5, Ill.

EAGLE

REPLACEMENT PLASTICS

AVAILABLE FOR ALL PHONOGRAPHS

Clear Transparent Plastic Windows for your Wurlitzer 850 Program Holder **\$5.00 Per Set**

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- Sheet Plastic, 50 Gauge (Thickness of a New Penny), 20x50" (Red Only) 12.50

What Does GI Joe Want Most ? ? ? ? To Play Pin Games

CHICAGO, Oct. 28.—Radio dial twist-ers who favor Dick Haymes's half-hour NBC program—*Everything for the Boys*—on Tuesday evenings, as well as those interested in the future of the coin machine business in the post-war, were given some idea on what G.I. Joe is thinking.

The format of the radio program holds for a short-wave interview of one or two G.I.s overseas by the gueststar of the evening, in addition to the regular variety content of the program. For Tuesday evening's broadcast, Kay Kyser interviewed two soldiers stationed in London and G.I. "Smitty" was one of them. He was congratulated on the birth of a daughter and he was then asked if he wished to speak with his mother and grandmother who had been brought to New York from his home town, Ontario, Can. Upon being queried by his grandmother, G.I. "Smitty" was asked, "Son, what is it that you look forward to most when you come home?" Smitty's reply that he'd prefer, above all else, the chance to enter into competition with some of his old church buddies by playing pinball games at the corner drug-store was definitely repayment to the many members of the coin machine industry who in some fashion, however, infinitesimal, made it possible for members of the armed forces both in the States as well as in overseas encampments, to enjoy the recreational benefits of coin-operated amusement games and music boxes.

G. I. Appreciation

Comments from men in the armed forces here have come in steadily, informing many members of the trade that without the relaxation gained in the play of coin machines their leisure hours in camp and on furlough would be without enjoyment. In Chicago alone the appreciation has been unbounded by many soldiers who are now enjoying the beneficial relaxation afforded in the Vaughan Hospital at Hines, Ill., which is being used by the army as a rehabilitation center for wounded vets, thru the donation of more than 60 coin machines, valued at \$20,000, by the coin machines, distributors and manufacturers of the Chicago area, last July.

Upon the Vaughan Hospital presentation being made last July by Dave Gottlieb, president of the Coin Machine Industries, Inc., who acted as spokesman, Brigadier General P. J. Carroll, commanding general of the Vaughan Hospital, in outlining his plans for placement of the coin machines contributed, said: "My motto is 'everything for the boys.'" It is purely coincidental that the name of the radio program emceed by Dick Haymes should be named *Everything for the Boys!*

A statement like that of G.I. "Smitty" on Haymes program, which comes from one of the boys doing the fighting and looking forward to home-coming is indicative of the type of thinking being done by the men in uniform, and who by their fighting now are doing so much for our post-war life. Certainly they should have some voice in the type recreation to be provided for them upon their return, and business leaders might well take a tip from this one G.I. who unhesitatingly told a nationwide audience what he would most like to come home to.

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- Seeburg Wireless Wallomatics, WS2Z 39.50
- Seeburg 8200, Regal Converted Wurlitzer 500, KB, 2-Wire Remote with Two 5/10/25 Boxes Write
- Wurlitzer 412 95.00
- Wurlitzer 616 125.00
- Wurlitzer Victory Model 475.00
- Rockola Windsor 175.00
- Rockola Monarch 165.00
- Rockola Luxury Light Up Write
- Mills Empress 295.00
- Mills Throne of Music 250.00
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1 Bosco 65.00	1 Gold Star 39.50	2 Sports Parade, Each 24.50
1 Big Time 27.50	1 Hi-Hat 45.00	2 Stratoliner, Each 39.50
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1 Captain Kidd 69.00	1 Legionnaire 25.00	2 Torpedo Patrol, Each 129.50
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Seeburg Chicken Sam and Convict Amplifiers in any condition—WRITE

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50 Lbs. for Use in Roovers Nameplate
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7 1/2, 15, 25, 40, 60 Watt
(120 to Ctn.)

Ga. Needs More Dough

ATLANTA, Oct. 28.—The next State Legislature will have to give attention to finding new sources of revenue, according to a recent report by the State auditor. The financial report shows that the State spent more money during the last fiscal year than it obtained in revenue. The fiscal year ended September 30. Previously the State had been in a good financial condition and its revenue had been exceeding outgo by a nice margin. According to the report the State is spending more money for highway construction and a bigger school program and hence will need more revenue to keep such important work going.

WARTIME EXPERIENCE

(Continued from page 69)

approaching the lowest point and the outlook for tomorrow far from bright. Yet ops who have taken stock of the situation and who themselves are not having too easy a time of it now do not argue away that when all is considered the present emergency will bear good fruit. It is undeniable that locations will be machine starved come victory. Indeed many are in this condition today and chase after ops rather than the more familiar occurrence of pre-war days. Location owners by the droves who once whistled a tune about easily doing without a juke box or vender are today whistling another tune, and in the dark. After victory these sources will drop all pretenses and yell for the machines.

To prospects such as these which are all verifiable and within the experience of most everybody in the industry must be added post-war implications in the stress being laid today on coin machines by such unimpeachable sources as the National Retail Dry Goods Association, Harvard Graduate School and long established banking and financial houses. This means coin machines are due for a tremendous spurt after the war implemented mostly by experiences during the war. Ops operating routes today, whether music or venders, may be said to be planted on the ground floor of this projection, one which even from a conservative point of view should represent an appreciable expansion in both the quality and quantity of coin machine enterprises.

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New Giving
Trouble-Free
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WHILE
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Regular
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\$12.50.



BRAND NEW

Wings

Liberty Bell, 5c, Fruit	\$18.50
Zephyr	9.90
Champion	14.90
Vitalizer	69.50
Evans Playball	195.00
Love Testers	149.50
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Fan Front Mutoscope Diggers	79.50

BLISTER GUNNER CONVERSION
FOR AIR RAIDER

1/3 Deposit With Order.

MAX GLASS
DISTRIBUTING COMPANY
(Successors to Gerber & Glass)
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"UNIVERSAL SPECIALS"

Metal Covers for Seeburg WS2Z Wallboxes	\$6.75
Plastic Covers for Seeburg WS2Z Wallboxes	5.75

WANTED FOR CASH—PAY HIGHEST PRICES
1000 WS2Z Seeburg Wireless Wall Boxes. Mechanisms must be A-1 and complete with Tubes. Condition of covers do not matter. Will buy without covers as long as mechanism is O. K. Also want Seeburg Envoys, Remote Phonographs. Wire, Write or Phone. We mean business.

ARCADE EQUIPMENT

1 Mutoscope Skyfighter	\$299.50
1 Chester Pollard Golf Mach., New Finish	82.50
1 Skill Jump by Grootchen	27.50
1 Casino Golf Mach.	22.50
3 Monarch Console Grip Machines. Ea.	21.50
2 Bally Rapid Fires. Ea.	200.00
2 Chicken Sams Converted to SLAP THE JAPS. Ea.	127.50
1 Radio Rifle, Red, White & Blue, by Mutoscope	65.00
10 Seeburg Selectomatics Wallboxes, A-1. Ea.	10.00

Wire 1/3 Deposit, Certified Check or
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Few Delux Slot Electric Pop Corn Machines, one Panoram with new soundies, Viewing Couid, 50 Brunswick and our make new and slightly used Pool Tables—Ten thousand dollars' Billiard Supplies—for instance, 4 1/2 x 9 Victory Cloth, 100% wool, silk finish, with cushion covers, \$21.50; Grade A Hoyate 2 1/2 inch Pool Balls with Cue Ball, \$21.00 set. (We also have undersize Pool Balls.) 2 Rockola Masters. Write.

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2 Wurlitzer 24	250.00
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1 Seeburg Classic	375.00
1 Seeburg Envoy, ESRC	425.00
1 Seeburg Classic in Victory Cab.	485.00
3 Mills Thrones	250.00
1 Mills Do Re Mi	90.00
1 Rock-Ola Monarch With 30- Wire Adapter, Cellar Job.	195.00
1 Buckley Twin Sixteen, Metal Cab.	195.00
1 Federal Voice Recorder	230.00

SPECIAL! WALL BOXES

40 Buckley Lite-Ups, 24s.	\$17.50
15 Buckley Chromes, 32 Sel.	17.50
15 Buckley Gold, 32 Sel.	17.50

ACCESSORIES

2 New Lite-Up Speakers Cab.	\$18.50
24 National 5c Slug Electors	7.50
117 Ft. of 30-Wire Cable, New Per Ft.40
Used Buckley Cable, Different Lengths, Per Ft.25
200 Ft. 38-Wire Cable, New, Ft.45
3-Wire Adapter & Stepper for Rex, Gem, Etc.	50.00
3 3-Wire Baromatics, 5-10-25c.	45.00
8 3-Wire Wallomatics, 5c	35.00
2 Wurlitzer #304 Steppers	19.50
1 Buckley 24 Adapter	25.00

WRITE FOR ANYTHING
YOU DON'T SEE LISTED!

All Mdse. Subject to Prior
Sale! 1/2 Dep., Bal. C. O. D.

DAVE LOWY & CO.

594 10th AVENUE, NEW YORK CITY
PHONE: BRYANT 9-0817

2 5c Blue Front, S.J.P. Ea.	\$155.00
2 5c Melon Bells. Ea.	155.00
1 5c Bonus, Like New	250.00
1 10c Bonus, Like New	300.00
1 10c Brown Front	235.00
9 5c Silver & Gold Chromes, 1 Cherry P.O., Guaranteed Mechanically. Ea.	325.00

JOHN BURKE
R. D. #1, NOTTINGHAM, PENNA.
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READY FOR IMMEDIATE DELIVERY

CONSOLES

Bally Club Bell, Comb. 5¢	\$239.50
Bally Club Bell, Comb. 25¢	349.50
Mills Jumbo Parade, C/P	139.50
Mills 3 Bells	Write
Mills 4 Bells (Old and New Heads)	Write
Pace Saratogas (with Rails), C/P	119.50
Jennings Fast Time, C/P	99.50
Evans Lucky Lucre, 5-5, P/O	259.50
Evans Galloping Dominoes, Black Cab.	49.50
Baker Pacers, Daily Double, Gold Award, 5¢	289.50
Baker Pacers, Daily Double, Gold Award, 25¢	389.50
Keeney Super Bell, 4-Way, 3-5, 1-25	849.50
Keeney Super Bell, 2-Way, 5-5, C/P	425.00
Keeney Super Bell, 2-Way, 5-25, C/P	465.00
Keeney Super Bell, 1-Way, 5¢ Comb.	329.50
Buckley Track Odds, Late, Jack Pot Model, 25¢, Like New	Write

SLOTS

Mills Blue Front, Refinished, 5¢	\$179.50
Mills Blue Front, Refinished, 10¢	239.50
Mills Blue Front, Refinished, 25¢	329.50
Mills Gold Chrome, Late, Cherry Pay, 5¢	Write
Mills Gold Chrome, Late, Cherry Pay, 10¢	Write
Mills Gold Chrome, Late, Cherry Pay, 25¢	Write
Mills Extraordinary, Refinished, 5¢	169.50
Mills Roman Head, Refinished, 5¢	149.50
Mills Brown Front, Rebuilt, 25¢	349.50
Jennings 4 Star, 5¢	169.50
Jennings 4 Star, 10¢	209.50
Jennings 4 Star, 25¢	299.50
Jennings Silver Moon, 10¢	239.50
Mills Q.T. Giltter Gold, Refinished, 5¢	129.50
Mills Q.T. Giltter Gold, Refinished, 10¢	149.50

ONE BALLS

Bally Carom, P.O.	\$ 59.50	Bally Sport Special, F.P.	\$149.50
Bally Gold Cup, P.O.	69.50	Bally Dark Horse, F.P.	179.50
Bally Santa Anita, P.O.	234.50	Mills Spinning Reels, P.O.	89.50
Bally Sport King, P.O.	299.50	Western Derby Clock, P.O.	69.50
Bally Sport Page, P.O.	119.50	Western Feed Bag, P.O.	74.50
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Here is the only BRAND-NEW PHONOGRAPH on the market today. Available in both the Pearl-Lite and Walnut Finish Cabinets. Complete with new and improved mechanism and the miracle of "Ear Line" tone projection. Model 201.

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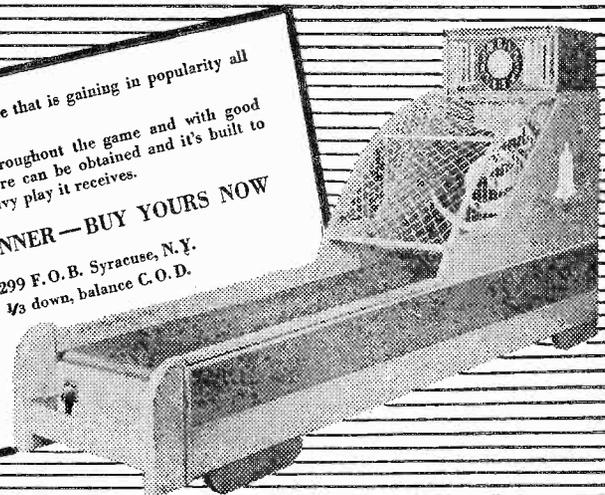
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ARE YOU GETTING YOUR SHARE?

Token Ejectors now ready for immediate delivery for Mills 10c Bell Escalators. Guaranteed to eject 100% Red and Blue Tokens, aluminum and paper slugs—50% of all car tokens. Install it yourself right on location in a few minutes. No drilling, cutting or fitting—no special tools necessary.

TOKEN EJECTOR COMPLETE WITH INSTRUCTIONS..... \$5.00

Send full amount with order—we ship prepaid.

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CONSOLES

5 Paces Reels, Comb. F.P.-P.O. with Rails	@ \$160.00
4 Paces Saratoga, Comb. F.P.-P.O. with Rails	@ 150.00
10 Jumbo Parades, F.P.	@ 125.00
2 Combination Jumbo Parades	@ 187.50
1 Automatic Jumbo Parade, 25c	250.00
20 Automatic Jumbo Parades, Late Model, High Head	@ 125.00
21 Mills Four Bells, 4-5c	WRITE
3 Keeney 2-Way Super Bells, 5c & 25c	WRITE
4 Keeney 4-Way Super Bells, 4-5c	WRITE

ARCADE

6 Keeney Anti-Aircraft	@ \$ 75.00
2 Exhibit Rotary Merchandisers	@ 145.00
6 National Jumbo Merchandisers	@ 90.00
1 Roto Crane	150.00
1 Evans Tommy Gun	147.50
1 Mills Punching Bag	90.00
6 Mills Merchandisers	@ 95.00
1 Exhibit Striking Clock	30.00
4 Exhibit Card Vendors	@ 20.00
3 ABT Palm Readers	@ 47.50
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Production of Chiefs, multi-coin consoles and refrigerated venders awaits only the "go" signal when our part in the fight has been fulfilled.

Keep up YOUR end of the fight! Help America now in every way you can!

And for your own post-war opportunity, ask if a Jennings Sales and Service Franchise is still available in your area.

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Ted Bush Takes Over New Minn. Biz Site

MINNEAPOLIS Oct. 28.—Ted Bush, who has been a factor in the coin machine business here for the past 12 years, has taken over a two-story building at 250 West Broadway Avenue here for his Bush Distributing Company and planned to hold his formal opening this week. Move was seen as an indication that Bush is getting set for the post-war period since he has been conducting his business on a limited basis for the past few years, up until now.

In his new quarters, Bush has established a modern service shop which will be under direction of Harold Harter, former Northwest service manager for Wurlitzer. Ken C. Willis has been placed in charge of the office and Bill Perck and Ed Unger, each with more than 10 years' experience in the coin biz, have also been added to the staff. Sgt. Oscar Truppman, who was with Bush in the days when he headed up the Acme Novelty Company, then Wurlitzer distrib for Minnesota, Milwaukee and Des Moines, also is included in the new set-up and will take over his former duties when discharged from the army.

Bush is already putting out lines to tie up with major manufacturers in the post-war period and also plans to install a large record department similar to the one he had years ago.

PARTS—SUPPLIES

- 6/8 Volt Bulbs, 40, 44, 46, 47, 50, 51 and 55. Per Hundred\$5.40
- 3 AG Fuses Per Hundred
- 1/2 Amp.\$9.00
- 1, 1 1/2, 2, 2 1/2, 3 Amp. 3.50
- 5, 6, 7 1/2 Amp. 3.00
- 10, 15, 20, 25, 30 Amp. 2.50
- PHONOGRAPH TITLE STRIPS (Red Border)
- 1000\$5.00
- 5000 Per M 4.00
- 10000 Per M 3.50
- 25000 Per M 3.00

6SC7, 5Z3, 80, 2A4G, 70L7

Tubes are almost impossible to secure, but we have adapters for making the change-over to available tubes that require no change in the amplifier.

- #100 6SC7 to 7F7
- 103 6SC7 to 6SL7
- 110 5Z3 to 5U4G
- 125 80 to 5T4, 5V4G, 5Y3 or 5Z4
- 126 83 to 5U4G or 5X4
- \$1.50 Each
- #205 2A4G to 2051 (Seeburg Guns)
- 210 2A4G to 2051 (Seeburg Music)
- 215 70L7 to 7A4-7A5 (Seeburg Remote Boxes)
- \$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

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416A Broadway, Nashville 3, Tenn.

WE WILL BUY

LATE PIN GAMES... ARCADE EQUIPMENT
SCALES PANORAMS
MUSIC CONSOLES

Must be in first-class condition. Give lowest price first letter.

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1436 Notre Dame St., W., Montreal, Canada

- Wurlitzer #125 5-10-25¢ Boxes. Ea. \$ 25.00
- Wurlitzer #145 Steppers (No Steppers Sold Without 10 Boxes). Ea. 35.00
- Supreme's "On to Tokyo". Ea. 175.00
- Keeney Contest, 1 or 5 Ball Free Play 100.00
- Hoot Mon Golf 75.00
- 6 Gun ABT Rifle Range, 1 Extra Gun, Cash Register, 50,000 Pellets, 10,000 Cartridges, Plus All Accessories ...3000.00

WICHITA NOVELTY CO.

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Must be thoroughly experienced Wurlitzer Phonographs and Wall Boxes. Top salary—48 hour week. Unlimited opportunity.
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We can continue filling your coin machine requirements promptly!

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- 2 L.D. Ten Strikes 50.00
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- 3 Slap the Japs 139.50
- 2 Rapid Fires 195.00
- 1 Shoot the Bull 125.00
- 3 Keeney Submarine Guns 185.00
- 2 Anti-Aircraft Guns 75.00
- 2 Chicago Coin Hockey 195.00
- 1 Low Magic Finger 110.00
- 1 High Magic Finger 110.00
- 5 Electric Diggers, All for 225.00
- 1 World's Series 95.00
- 1 New Scientific Upright Basketball 135.00
- 2 Kirk's Blow Ball 125.00
- 1 Gottlieb Skee-ballette 85.00
- 1 Kirk's Astrology Scale, Large Size 125.00
- 10 Gottlieb 3-Way Grippers 20.00
- 1 Keep 'Em Punching 110.00

SLOTS

- 2 5c Watling Rollatops, 3/5\$ 95.00
- 1 10c Watling Rollatop, 3/5 125.00
- 1 10c Watling Rollatop, 2/4 100.00
- 2 5c Mills Brown Fronts 225.00
- 1 Mills 5c Special Mystery 150.00
- 2 5c Mills Hand Loads, Chrome ... 275.00
- 2 5c Pace Comets 95.00
- 1 5c Jennings Blue Skin 150.00
- 1 5c Jennings 1 Star Chief 110.00
- 1 5c Jennings Silver Chief 175.00
- 1 10c Jennings Silver Chief 210.00
- 1 5c Bally Double Bell 185.00
- 1 Jennings Triplex 185.00

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Completely Overhauled, in Excellent Shape, \$125.00 Each, or \$1000.00 for Entire Lot.

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- 1 Mills Reco, Cash Pay 50.00
- 3 Black Pace Races 99.50
- 2 Jennings Liberty Bells 50.00
- 1 Jennings Multiple 75.00
- 1 Early Model Galloping Dominoes 125.00

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- 2 5c Wells Gardner Selective Bottle Drink Vendors\$450.00
- 10 Bean the Japs, Conversion of Bean 'Em 40.00
- 250 Advance Duette Nut Vendors, Complete But as Is, With Lots of Extra Parts. Entire Lot 500.00
- 6 Shipman Postage Vendors 22.00

Terms: 1/2 Deposit With Order, Balance C. O. D.

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Any condition with locks. State quantity and lowest price in first letter.
BOX 626, Billboard, Palace Theatre Bldg., New York City 19.

- 4 Rotaries, Claw Type\$149.50 Ea.
 - 20 International Cranes 39.50 Ea.
 - 4 Bally Gold Medal, 1 Ball Console Base 39.50 Ea.
 - 4 Challenger Gun Target 22.50 Ea.
 - 8 Home Run Counter Games 12.50 Ea.
 - 5 Exhibit Card Vendors 12.50 Ea.
- 50% With Order.
J. CANTE
Union Beach, N. J.

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- COMPLETE REEL ASSEMBLIES (SP 1-2-3, Two Cherry Pay) Each \$15.95
- COMPLETE REEL ASSEMBLIES (356 1 SP 2-3, Five Lemon 1st Reel) Each 15.95
- COMPLETE REEL ASSEMBLIES (CH 1-2-3, One Cherry Pay) Each 15.95
- HARDWOOD CABINETS (Finished Light) Each 14.95
- JACKPOT GLASS, Safety, Wire Mesh or Safety Blue Each .95
- ESCALATOR or REEL GLASS Each .50
- AWARD CARDS, 3-5 Two Cherry Pay or 2-5 One Cherry Pay Each .25
- AWARD CARDS, 2-4 Pay or 3-5 Pay (Stagger Type) Each .50
- AWARD CARDS, 3-5 Pay (Stagger Type, Gold Award) Each .50
- AWARD CARDS EXTRAORDINARY (Stagger 3-5 Pay or 3-5 G. Award) Each .50
- AWARD CARDS PACE COMET (Stagger Type, 3-5 Pay) Each .45
- EXTRAORDINARY EAGLE CARDS, Silver & Blue Each .95
- MILLS CHROME HANDLES Each 3.90
- CLUB HANDLES Set .90
- REEL STRIPS, SP 2 Cherry or CH 1 Cherry Set .90
- REEL STRIPS, VEST POCKET or O.T. Set 9.95
- DRILL PROOF PLATES (Complete Six Pieces) Set 1.45
- DRILL PROOF PLATES (6x8 In. Slide Plates) Each 1.00
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- Wurlitzer 500K, Remodeled, with Packard Adapter & 2 Packard Boxes 485.00
- Wurlitzer 742 600 515.00
- Seeburg Vogue, ESRC 395.00
- Seeburg Melody King (K-20) 189.50
- Seeburg Plaza 289.50
- Seeburg Vogue 349.50
- Seeburg Hi Tone 8800, ES 499.50
- Seeburg Hi Tone 880, ESRC 565.00
- Seeburg Gem 265.00
- Seeburg Rex 219.50
- Seeburg Cadet, Remodeled 359.50
- Seeburg Commander, Remodeled 359.50
- Seeburg Classic, Remote\$410.00
- Rock-Ola Standard 279.50
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- Mills Throne 239.50
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- Seeburg Select-o-Matics, 30 Wire 7.50
- Seeburg 24 Wall-o-Matics, Wireless 29.50
- Seeburg 20 Sel-Wal-o-Matics, Wireless 35.00
- Wurlitzer #320 Sweet Musio, 5¢ 24.50
- Brackets for Wurlitzer Boxes 2.50
- Brackets for Seeburg Boxes 3.00
- Buckley Chrome and Gray Boxes 5.95
- Volume Tone Control Keys03
- MISCELLANEOUS
- Mills Vest Pocket, Green\$ 89.50
- Mills Vest Pocket, Blue and Gold 49.50
- Mills Vest Pocket, Chrome 62.50
- A.B.T. Challenger & Stand, "Japs" .. 32.50

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a BIG football board that punts home a clear \$29.16 profit—5c play; \$47.57—10c play. It's a real touch-down for action, with FOOTBALL TICKETS in Jackpot, and NEW JUMBO HOLES. Order in 5c and 10c Play.

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NEW MODEL MAY-BELL, 5c-5c-5c-25c\$895.00	JENN. SILVER MOON OR BOB-TAIL, F.P.\$ 99.50
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5c V.P. BLUE & GOLD, METERS... 54.50	MILLS OWL 79.50
PIMLICO 435.00	COLUMBIA CIG. REELS, G. A., LIKE NEW 89.50
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5c SUPER BELLS, PERFECT 319.50	JENN. 4-COIN MULT. RACER, 5c. 75.00
5c Q.T. CLITTER GOLD 109.50	BALLY EUREKA 49.50
SAFE STANDS 20.00	JENN. SILVER MOON, COMB. & FP 149.50
CLUB BELLS, COMBINATION 239.50	VICTORIOUS OF 1944, NEW 165.00
5c WATLING ROTATOP 99.50	MILLS SQUARE BELL 95.00
5c 4-STAR CHIEF 129.50	10c 4-STAR CHIEF 169.50

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USED PIN GAMES	NEW REVAMPS	USED PIN GAMES
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LEGIONNAIRE ... 59.50	STREAMLINER .. 209.50	SHOW BOAT 59.50
SNAPPY 59.50	BELL'S PIN UP GIRL\$209.50	TOWERS 89.50
CHAMPS 57.50	FLYING TIGER .. 209.50	TOPIC 89.50
GOTT. LIBERTY... 169.50	WESTERHAUS MARINES 199.50	BIG CHIEF 44.50
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WILL PAY \$45.00 FOR EXH. WEST WIND, SUN BEAM, DO-RE-MI, STARS AND DOUBLE PLAY, \$40.00 FOR LEADERS AND FLICKERS, \$200.00 FOR SUPER BELLS, AND \$20.00 FOR DIXIE PIN GAMES. SEND LIST OF OTHER GAMES.

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Rock-Ola Spectravox and Playmaster Combination. Must be in excellent mechanical condition as well as appearance. Also Supers, Masters, DeLuxes, Standards.

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Pimlico, F. P.\$415.00	Jumbo Parade, P. O.\$129.50
'41 Derby, F. P. 375.00	Late Head\$129.50
Record Time, F. P. 169.50	Ev. Gallop, Dominos, 1940 275.00
Mills '39 1-2-3, FP..... 50.00	Evans Bangtails 265.00
Mills Owl, FP 85.00	Sport King, PO 300.00

ARCADE EQUIPMENT

Gottl. 3-Way Gripper, Late Model\$ 19.50	10-Pin, Lo Dial ...\$ 50.00	ABT Early Model F \$ 20.00
Zingo Write	Ohl Coin Hockey ... 225.00	Gott. Triple Grip .. 18.50
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NEW REVAMPS

1 New Stage Door Canteen\$219.00	United Arizona 209.00
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Jeep 129.50	Hi Hat 72.50	Vagvet 57.50
Air Circus 129.00	Bowlaway 72.50	High Stepper 55.00
Knockout 129.00	Jungle 72.00	Attention 49.50
Yanks 115.00	New Champ 69.50	Paradise 49.50
Genco Defense 94.50	Zig Zag 69.50	Metro 49.50
Genco Victory 94.50	Malors, '41 64.50	Sport Parade 49.50
Duplex 89.50	Star Attraction 64.50	Wildfire 44.50
Topic 89.50	Ten Spot 64.50	Bandwagon 42.50
Monicker 89.50	Super-Chubby 69.50	Gold Star 42.50
Bosco 87.50	Snappy 69.50	Sparky 39.50
Gun Club 82.50		Anabel 32.50

Rock-Ola Imp. 20 with 5 Keeneey Boxes\$185.50	Plastics for Seeburg '41-'42 Models, Lower Slides, Each\$ 14.50
Rock-Ola Spectravox & Playmaster Comb. 325.00	Sheet Plastics, 20x50, Red 12.50
Plastics for Rock-Ola '39-'40 Models, Top Corners, Lower Slides, Each 12.75	Rock-Ola Wall Boxes, Each 12.50
	Keeneey Wall Boxes, Each 12.50

1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

FREE!! WITH EACH SALE

A TEN WEEKS' SUBSCRIPTION TO "THE BILLBOARD"

5 1c Bally Babys\$6.00 ea.	1 1c Imp\$ 6.00
3 1c Cubs 6.00 ea.	1 1c Ginger 10.00
1 5c Nugget 6.00	1 5c Tot 10.00
1 Mills Kounter King...15.00	

1 Jennings 5c Duchess, Serial 12245\$ 35.00
1 Mills 5c War Eagle, 2-4 Payout 75.00
1 Mills 5c War Eagle, 3-5 Payout 115.00
1 Mills 1c Blue and Gold Vest Pocket, Metered 35.00
1 Jennings 5c Four-Star Chief (Minus Operating Handle and Top Back Casting) 65.00

SEIDEN DISTRIBUTING CO.

1230 BROADWAY PHONE 4-2109 ALBANY 4, N. Y.

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

PARTS FOR MILLS SLOTS

Large Clock Gears, Complete with Brackets and Springs Each \$8.00	Vest Pocket Coin Chutes, 1¢ or 5¢, New Each \$3.25
Ilder Pinion Gear Each 3.25	Payout Tubes, 25¢ Size (with Hopper) Each 3.75
Red Strips, 3-5 or 4 Cherry P.O. Set .55	Bottom Main Slide, 5¢-10¢-25¢ ... Each 4.25
Reward Cards, 2-5 or 3-5 Each .20	20-Stop Star Wheel Set 7.50
Club Handles, Painted & Chromed. Each 4.50	Payout Discs, S.P., 1, 2 & 3 Set 7.50
Payout Discs, 1 Cherry P.O. Set 7.50	Large Clock Gears, Complete with Brackets and Springs for Jennings Slots Each 4.25
Payout Discs, S.P., 1, 2 & 3 Set 7.50	Back Board Glass for Jumbo Parade, Cash Model Each 3.50
Disc Plugs Set .25	
Oval Frames To Use Paper Reward Card on Brown Front Each 2.00	
Cash Boxes Each 2.25	

We Have All Types of Springs and Other Parts for Mills Slots.
1/3 Deposit Must Accompany All Orders.

SICKING, INC. 1401 CENTRAL PARKWAY, CINCINNATI 14, O.

Complete OVERHAULING AND REBUILDING

SEEBURG GUNS — BALLY GUNS

\$30.00

plus parts; F. O. B. Chicago

All types of amplifiers repaired. Work done by mechanics of 15 years' experience. All work guaranteed. We have Ray Gun parts in stock.

Radio Tubes for All Coin Machines. O. P. A. Prices.
Send Consumer's Certificate With Orders.

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WE WANT PHONOGRAPHS

WILL PAY THESE PRICES F. O. B. YOUR CITY

GEMS\$175.00	600 WURLITZERS\$240.00	8800\$450.00
VOGUE 285.00	500 350.00	9800 425.00
ENVOY 310.00	700 425.00	8200 475.00
COLONEL 320.00	800 425.00	750E 475.00
CLASSIC 300.00	780 425.00	850 525.00
24 WURLITZER 175.00	750 425.00	950 525.00

We Buy, Sell or Trade Any Coin Operated Equipment.

ACE COIN MACHINE COMPANY

2125 CEDAR SPRINGS AVE. DALLAS, TEXAS

CENTRAL OHIO QUALITY BUYS

THERE IS NO SUBSTITUTE FOR QUALITY

PIN BALLS

Jeep	\$119.50	Spot Pools	\$72.50
Hi Hat	69.50	Spot-a-Card	79.50
Texas Mustang	79.50	Topic	88.50
Velvets	69.50	New Champs	69.50
Zombies	59.50	Gun Club	79.50
Wildfire	59.50	Sea Hawks	72.50
Double Play	69.50	School Days	49.50
Gold Star	39.50	Paradise	42.50
Sky Ray	59.50	Sport Parades	49.50
Horoscopes	49.50	Belle Hop	69.50
Mills Owls	99.50	Legionnaire	69.50
Gobs	109.50	5-10-20	Write
Star Attraction	69.50	Knockout	Write
Jungle	79.50		



Wolf Solomon

Marines at Play, New Revamp by Westerhaus, \$199.50	Invasion, Sensational 5 Ball by Westerhaus, \$165.00	One Ball Pimlicos, Club Trophys, 41 Derbys, Santa Anita, Long Shots, Write	ARCADE EQUIPMENT Late Rapid Fires. \$219.50 Hockeys 209.50 Air Raiders ... 219.50 New See-A Freak 109.50 Bally Defenders. 295.00
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30 Panorams, Late, With Wipers, \$365.00	10 Exhibit Rotaries, A-1, \$179.50	New Bowling League, 9 Ft. Skee Ball, \$299.50
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ARCADE OPERATORS, ATTENTION—WE HAVE ON HAND 4-GUN A.B.T. RIFLE RANGE, A-1 CONDITION—EXTRA GUN AND COMPLETE EQUIPMENT—COUNTER PELLETS AND BACKGROUND. ALSO COMPLETE VOICE RECORDER OUTFIT INSTALLED IN DOUBLE INCLOSED BOOTHS. FULLY EQUIPPED AND READY FOR SHIPMENT—WRITE OR WIRE FOR PRICES.

CONSOLES READY FOR LOCATION

Jumbo Parades, C.P., Late	\$129.50	Kentucky Clubs, Perfect	\$ 98.50	4-Way Super Bells, 5¢-5¢-5¢-5¢	Write
Jumbo Parades, C.P., A-1	119.50	25¢ Bobtail Totalizer 179.50		Mills Four Bells ...	Write
Jumbo Parades, F.P., A-1	89.50	5¢ Silver Moon	Write	Mills Three Bells ...	Write
Baker's Pacer, D.D., Like New	299.50	Totalizers	Write	Track Odds, D.D., Late A-1	Write
Bally Club Bells, Like New	299.50	5¢ Bobtail Totalizers	Write	Waiting Big Games, F.P.	\$ 89.50
		Super Track Times	Write	Lucky Lucre	Write
		2-Way Super Bells, 5¢-5¢	Write		
		5¢ Super Bells, Comb.	Write		

SLOTS—WRITE OR PHONE FOR PRICES

5c-10c-25c Blue Fronts	5c-10c-25c Brown Fronts	5c-10c-25c Orig. Chrome Bells	5c-10c-25c Bonus Bells
5c Cherry Bells, 3/10 P.O.	5c Silver Chief	5c Pace Deluxe	
5c Mills Club Console Bells, 3/5 P.O.	10c Silver Chief	5c Pace All Stars	
5c Jennings Club Chief, 3/5 P.O.	10c Extraordinary	DOUBLE SAFES	

WIRE WRITE PHONE FOR PRICES

CENTRAL OHIO COIN MACHINE EXCHANGE

514 S. HIGH ST., COLUMBUS 15, O. Phones ADams 7949, ADams 7993.

OPA Reps Check Cig Sales' Set-Up in Detroit Outlets

DETROIT, Oct. 28.—Shortage of cigarettes in vending machines became so serious here that the OPA was called into the picture Monday (23). Back of the set-up is the recent practice of most operators in the territory giving their supply of cigarettes to location owners to be passed out by hand, rather than thru machines, in order to assure a fair distribution between customers, as reported in *The Billboard* last week.

This, however, resulted in some instances of chiseling by location owners, who sold the cigarettes at advanced prices. Typically, it is reported, one operator sold 25 cartons of cigarettes to one location owner at his regular price and, while he was still there, the location owner sold a carton to an individual for a price over the ceiling of 15 cents per carton.

Cigarette operators met Monday at the office of Albert A. Weidman, of the Weidman National Sales Company, and worked out a plan which they presented to a conference with OPA representatives headed by Clinton Campbell, price specialist, and Harold Weller, enforcement attorney.

It was the sentiment of operators that the OPA is in a better position to check one location selling via the counter route than a dozen individuals who would come in and strip a machine just after it was filled for resale at a higher price.

30 Cents a Pack Price

Typically, it was reported, many persons have been getting cigarettes and selling them at 25 or 30 cents a pack.

The OPA pointed out, however, that the operator remained technically liable for the resale conditions of his cigarettes, even tho he passed them out to the location owner, and that, in this case, the latter acted as his agent. The only way to avoid that angle would be to consider the operator as a wholesaler, which would introduce many added complications.

Accordingly, operators agreed with the OPA officials to prepare 4,000 signs giving ceiling prices on cigarettes, which are to be posted in all locations having vending machines. Placing of these signs is intended to discourage any location owner from seeking to charge over the ceiling price.

It is further agreed by the operators that if a violation occurs, they will withdraw their machine from the location and discontinue further service to it. By this method, the operator is protected against possible violation of the ceiling price regulations by the location staff.

OPA Fronting

In return, the OPA is going to bat for the operators, and is seeking to bring pressure on tobacco jobbers to assign the proper quota of cigarettes to vender operators. It is alleged this has not been done in many instances, but the more reputable jobbing firms are not involved. It is alleged by Weidman that instances have occurred whereas staff members of jobbing firms take out loads of cartons in their cars at night, which appear on the firms' books as normal cash sales at regular ceiling wholesale prices. The cigarettes are sold instead

by the employee to some large customer willing to pay the full retail price. It is believed that OPA pressure can put a stop to this practice and secure justice for machine operators in return for their co-operation with the enforcement agency.

One significant cause of cigarette shortage, which is now acute here, lies in lend-lease shipments of cigarettes, according to Weidman, who denounced this practice: "My theory on lend-lease is to send them clothing, but why strip this country of what is considered a luxury for that purpose?"

SLOTS

For Immediate Delivery

- 2 Mills 5c Gold Chromes, 2-5
- 3 Mills 10c Gold Chromes, 2-5
- 6 Mills 25c Gold Chromes, 2-5
- 3 Mills 25c Gold Chromes, 3-5
- 5 Mills 25c Brown Fronts,
Drillproof, K.A., Club Handle
- 2 Mills 10c BROWN FRONTS,
Drillproof, K.A., Club Handle
- 4 Mills 25c Blue Fronts,
Drillproof, K.A., Club Handle
- 2 Mills 10c Blue Fronts,
Drillproof, K.A., Club Handle
- 2 Mills 5c Q. T.'s,
Originally Blue, made Gold Glitter
- 3 Mills 10c Q. T.'s,
Originally Blue, made Gold Glitter
- 2 Mills 25c Q. T.'s,
Originally Blue, made Gold Glitter
- 3 Mills 5c Blue Front Q. T.'s
- 3 Mills 25c Club Consoles
- 2 Mills Four Bells, 4-5c
- 1 Mills Four Bells, 1-25c, 3-5c
- 6 Mills Blue & Gold Vest Pockets, 5c
- 4 Mills Green Vest Pockets, 5c
- 1 Watling 50c Rolatop
- 1 Jennings 25c Club Special
- 1 Paces Reels
- 1 Paces Races Red Arrow
- 1 Keeney Tokio Gun
- 8 Sheffler Loboy Scales
- 1 Watling Scale-Mirror
- 5 Organ Type Speakers

Visit our new complete Record Department for Operators.

PHONOGRAPHS

- 1 Seeburg 8800, R. C. E. S.
- 1 Seeburg Rex
- 1 Seeburg Royal
- 1 Wurlitzer 500
- 1 Wurlitzer 61 Counter Mod.
- 1 Wurlitzer 41 Counter Mod.
- 2 Wurlitzer 24
- 1 Wurlitzer 412
- 1 Rock-Ola MONARCH
- 1 Rock-Ola 12 Record
- 1 Mills THRONE OF MUSIC

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. Wholesale Distributors

LOU WOLCHER

Largest Distributor in the West

Offers Machines at

"REAL BARGAIN PRICES"

CONSOLES

1 Mills 4 Bells, Late Head, 4/5¢	Write
1 Mills 4 Bells, Late Head, 3/5 & 1/25¢	Write
3 Mills 4 Bells, Orig. Head, 4/5¢	Write
1 Pace Saratoga, Comb. F.P.-P.O., Brand New	\$250.00
2 Pace Saratoga, Comb. F.P.-P.O.	@ 165.00
2 Pace Reels, Comb. F.P.-P.O.	@ 175.00
3 Saratoga Jr., P.O. with Rails	@ 130.00
2 Pace Reels Jr., P.O. with rails	@ 135.00
4 Saratoga Sr., P.O. with Rails	@ 140.00
2 Pace Reels Sr., P.O. with Rails	@ 150.00
1 Jennings 5¢ Cigarolla	65.00
1 Lucky Lucre, 5/5¢	225.00
2 Galloping Dominoes (Old Head)	@ 50.00
1 Buckley Track Odds, D.D., no J.P.	325.00
1 Keeney Skylark, F.P.-P.O.	250.00
1 Keeney Fortune, F.P.-P.O.	325.00
1 Sugar King	40.00
1 Bally Big Top, F.P.	125.00
1 Bally Big Top, P.O.	140.00

ARCADE

2 Periscope (Brand New)	@ \$325.00
1 Periscope (Used 1 Week)	275.00
2 Anti Aircraft Guns	@ 60.00
2 Johnson Baseball	@ 75.00
1 Shoot the Bull (Jap Conversion)	75.00
1 Rockola World's Series	75.00
1 Mountain Climber	100.00
2 Warner Voice Recorders	Write
2 Jumbo Cranes (Pusher Type)	@ 90.00
5 Ideal Lo-Boy Scales (Like New)	@ 55.00
2 Exhibit Rotary Merchandisers	@ 150.00
1 Simplex Nameplate Machine	100.00
3 Liberators (Brand New)	@ 325.00
1 Exhibit Muscle Builder	165.00
1 Mills Punching Bag	100.00

SLOTS

50¢ Brown Fronts	Write
50¢ Glitter Gold Blue Fronts	Write
50¢ Glitter Gold War Eagles	Write
50¢ Glitter Gold Roman Heads	Write

MUSIC

1 Mills Throne	\$250.00
2 Rockola Commandos	@ 600.00
1 Rockola Standard	325.00
Wurlitzer 950	Write
Wurlitzer 750E	Write
Wurlitzer 800	Write

BRAND NEW CABINETS FOR MILLS 4 BELLS, \$24.50.

16 Select-o-Matic Boxes (24 Record 30 Wire) @ \$7.50 Ea.
1 Rockola Playmaster with Spectrovox and Series E Speakers. Complete \$500.00

Terms: 1/3 Deposit, Balance C. O. D.

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1350 HOWARD STREET

SAN FRANCISCO 3, CALIFORNIA

Glamour	\$27.50	O'Boy	\$27.50
Jolly	19.50	O'Johnny	19.50
Landslide	42.50	Ocean Park	19.50
Lot a Smoke	39.50	Pan American	47.50
Major's, Old		Paradise	47.50
Style	19.50	Pick 'Em	19.50
Metro	47.50	Polo	19.50
Miami	19.50	Power House	29.50
Miami Beach	57.50	Punch	15.00
Mystic	27.50	Ragtime	15.00
Nippy	15.00	Roller Derby	29.50
1 Mills Jumbo Parade, Free Play	59.50		
1 Mills Jumbo Parade, Combination, Used 3 Weeks, Only	189.50		

1/3 Deposit
Write or Wire

GLAUSSER MUSIC CO.

300 Gearing Ave., Pittsburgh, Pa.

There is no substitute for Quality
Quality Products Will Last for the Duration
D. GOTTLIEB & CO.
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HARRY WILLIAMS
Designer and Manufacturer of Outstanding Games Since 1934
AFTER VICTORY
WATCH WILLIAMS!
WILLIAMS MFG. CO.
161 W. HURON ST., CHICAGO 10, ILL.

MECHANIC WANTED
One thoroughly experienced on Phonographs, Amplifiers and Remote Control. Must be sober and reliable. Give references, state experience and salary expected in first letter.
BOX 427, care The Billboard, 390 Arcade Bldg., St. Louis 1, Mo.

WILL PAY \$100 FOR GENCO BANK ROLLS
ARCADE MACHINES ALSO WANTED
For Sale
15 Mills Slot Machines
In perfect working condition, \$45.00 ea.
ALSO 100 LATEST PINBALLS
S & W COIN MACHINE EXCHANGE
2416 Grand River Ave., Detroit 1, Mich.
Phone: CLifford 1956

THANKS FOR YOUR SPLENDID RESPONSE
AND FINE COMMENTS ON OUR
NEW—ORIGINAL
PLAY APPEAL

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SALESBOARDS

Creating More New Business Than
Anything Ever Developed.

DID YOU GET YOURS?

5c - 10c - 25c PER PUNCH

SPECIALLY DESIGNED TO GO IN
ANY TYPE LOCATION

SUPERIOR PRODUCTS

14 N. PEORIA ST. CHICAGO 7, ILL

WE WANT TO BUY 50 SEEBURG 8200'S AND 100 SEEBURG WALL-O-MATICS 20 SELECTION, ALSO WURLITZER 750'S. WRITE, GIVING PRICE AND GUARANTEED CONDITION OF WHAT YOU HAVE TO OFFER.

FLOOR SAMPLES, REBUILTS AND SLIGHTLY USED
SLOT MACHINES EQUIPPED WITH DISCS AND REELS FOR RESALE ONLY.

OUR GUARANTEE — MONEY REFUNDED IF NOT SATISFIED ON ARRIVAL UPON RETURN OF GOODS. CHARGES PREPAID.

10 5¢ Gold Chrome, Used 10 Days ... \$385.00	4 10¢ Original Chrome, Used 10 Days \$400.00
2 5¢ Copper Chrome, Used 10 Days ... 400.00	4 25¢ Original Chrome, Used 10 Days 425.00
14 5¢ Original Chrome, Like New ... 375.00	9 25¢ Brown Fronts, Like New ... \$350.00 Up
12 5¢ Brown Fronts, Like New ... 225.00	4 25¢ Blue Fronts, Like New ... 350.00 Up
3 5¢ Melon Bells, Like New ... 200.00	1 10¢ Calille Cadet ... 59.50
4 5¢ Blue Fronts ... 200.00	1 Columbia Bells, Cash ... 49.50
5 5¢ Cherries, Like New ... 200.00	10 Columbia Bells, Ch. Sep., Perfect ... 42.50
1 5¢ War Eagle ... 125.00	7 Super Track Times ... 335.00
1 1¢ Watling Twin Jackpot ... 27.50	5 Kentucky Club ... 115.00
1 1¢ Pace Bantam ... 27.50	40 5¢ Eat 'Em Hot Peanut Machs., New 15.00
1 1¢ Mills Gooseneck, Single J.P. ... 49.50	3 Gold Chrome, 10¢, Used Ten Days ... 400.00
2 Longacres, Brand New ... 600.00	
2 Mills Gold Chrome, 50¢, Rebuilt New 625.00	1 Mills Four Bells, 5/5/5/5¢, Perfect, S#1113 ... \$550.00
3 Galloping Domino, Cash, J.P., Dark Cab., Factory Rebuilt ... \$225.00	9 Mills 5¢ Jumbos, F.P., Late Heads ... 89.50
40 Galloping Domino, Cash, Light Cab., Like New ... 335.00	2 Mills 5¢ Jumbos, Cash, Late Heads ... 159.50
6 Galloping Domino, J.P., Chk., Sep., Light Cab., Like New ... 345.00	1 5¢ Paces Races, Brown Cabinet ... 175.00
1 Mills Four Bells, Orig. Style Head, 5/5/5/5/25¢, Rebuilt Like New, Perfect \$2511 \$700.00	2 25¢ Paces Races Red Arrow ... 260.00
10 Box Stands, Used Ten Days ... \$ 27.50	1 Drivemobile, Perfect ... 300.00
3 Jack in Box Stands ... 69.50	
3 Folding Stands ... 6.50	1 Fortune, Cash or Free Play ... \$300.00
1 Mills Single Safe, No Locks ... 29.50	1 Chicken Sam ... 129.50
1 '41 Derby, Free Play ... 300.00	1 Keeney Air Ralder, Like New ... 189.50
	1 Keeney Submarine, Perfect ... 139.50
	1 Exhibit Foot Ease, Perfect ... 79.50

SUPPLIES

2 Chicago Metal Safes for Bally Slots ... \$ 50.00	Slot Shatter Proof J.P. Glass, Per Doz. \$13.50
9 Mills Four Bell Cabinets, New ... 20.00	Brand New Jackpot Domino Glasses ... 25.00
	Lots of 5 or More ... 22.50

FIVE BALL PIN BALL MACHINES

4 Mystics ... \$29.50	1 Pickem ... \$19.50	1 Jolly ... \$19.50	1 Roxy ... \$22.50
1 Bally Reserve 29.50	1 Sport Parade 42.50	1 Score a Line 22.50	1 Sporty ... 19.50
4 Spottem ... 19.50	2 Mascot ... 29.50		

NEW MACHINES IN ORIGINAL SEALED CRATES

11 Mills Copper Chrome, 10¢ ... \$425.00	2 Mills Jumbo Parade, Conv. 5¢ ... \$200.00
18 Mills Copper Chrome, 25¢ ... 525.00	2 Keeney Super Track Times ... Write
50 Mills Brown Fronts, 5¢ ... 385.00	3 Galloping Dominos, J.P. ... 425.00
9 Mills Brown Fronts, 10¢ ... 395.00	4 Columbia Bells, Gold Award ... 99.50
3 Mills 5¢ Handload Emerald ... 400.00	

FACTORY REBUILTS IN ORIGINAL SEALED CRATES

15 Mills Brown Fronts, 5¢ ... \$275.00	10 Mills Consoles, 5¢, New ... \$375.00
7 Mills Brown Fronts, 10¢ ... 295.00	2 Mills Consoles, 10¢, New ... 385.00
10 Mills Brown Fronts, 25¢ ... 350.00	1 Mills Console, 25¢, New ... 450.00
9 Mills Gold Chrome, 5¢ ... 400.00	5 Mills Mystery Bonus, 5¢, New ... 275.00
1 Mills Gold Chrome, 10¢ ... 425.00	3 Mills Mystery Bonus, 10¢, New ... 285.00
1 Mills Gold Chrome, 25¢ ... 450.00	

PHONOGRAPHS AND SUPPLIES

1 Wurlitzer 618 ... \$125.00	2 #120 Wurlitzer Speakers, New ... \$125.00
3 600 Wurlitzer Victory Model, New ... 525.00	8 Seeburg Selectomatics (24) Sel. ... 22.50
1 Wurlitzer 416, Walnut ... 125.00	5 A. M. I. Wall Boxes (20) Sel. ... 10.00
1 Wurlitzer 416, Marble Glo ... 135.00	1 A. M. I. Bar Box (20) Sel. ... 15.00
2 Playboys ... 25.00	10 Rock-Ola Wall Boxes, #1525, New 55.00
9 1939 Wall-o-Matics, Perfect ... 17.50	

TERMS: FULL CASH MUST ACCOMPANY ALL ORDERS IN THE FORM OF POST OFFICE, EXPRESS, TELEGRAPH MONEY ORDERS OR CERTIFIED CHECKS.

If We Are Unable To Fill Your Order We Will Make Refund of Your Deposit Promptly.
MOSELEY VENDING MACHINE EXCHANGE, INC.
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ATTENTION: SLOT MACHINE OPERATORS!

REBUILDING and REFINISHING

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SEND US YOUR MACHINES **\$79.50**
10-DAY SERVICE

SEND YOUR OLD CABINETS.
WE RETURN NEW ONES!

Send us your old slot machine cabinets. We replace your old wooden frame with an entirely new frame. The metal parts are completely refinished like new, including the back door. You have your choice of design and finish; specify when sending your cabinets ... only **\$35.50**
(If you want us to sand-down and refinish your old cabinet instead of giving you a new one you can save \$10.00.)

DO IT YOURSELF!

Refinish your old slot machine like new. Use our **GLITTER-GOLD, GLITTER-BLUE, GLITTER-RED, EMERALD-GREEN, DIAMOND DUST OR BEADED FINISH.** Complete kit with finishers, brushes and instructions only **\$7.85**

Write for other refinishing systems.

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THE GAME FOR THOSE BETTER LOCATIONS.
Revamped from Broadcast and Crossline.

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WHILE THEY LAST! DOMINO JR.

A Complete Casino Game in Deluxe Junior Size—Top Attraction for Big Play on Counter Locations!

All the Zip and Play Appeal of Galloping Dominos!

Colorful, flashy cabinet and layout panel set up conveniently on counter. Button control spins pointer on dial. 32 combinations—odds from 2 to 1 up to 20 to 1. Also operates on wall or back bar with remote control. Built to last . . . hardwood cabinet, simple mechanism . . . 115 V., 50 Cycle A.C. operation. Size 17 1/2" high, 13 1/2" wide, 4 1/2" deep. Shipping wt., complete, 16 lbs.

Ideal Counter Game—No Slot—No Tax!

Write for Information

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO 7, ILLINOIS

THE NEW MODEL

MAY-BELL

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This LATEST RECONVERSION of the famous MAY-BELL has eliminated practically all service calls. Now sold on a 10-day money-back guarantee. Write for details and price. Will reconvert older models of May-Bell at nominal cost.

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UNITED'S LATEST REVAMP**

**WE ARE ALSO REVAMPING
STREAMLINER
From STARS**

**GRAND CANYON
From DOUBLE PLAY**

**SANTA FE
From WEST WIND**

**ARIZONA
From SUN BEAM**

**MIDWAY
From ZOMBIE**

**BRAZIL
From DO-RE-MI**

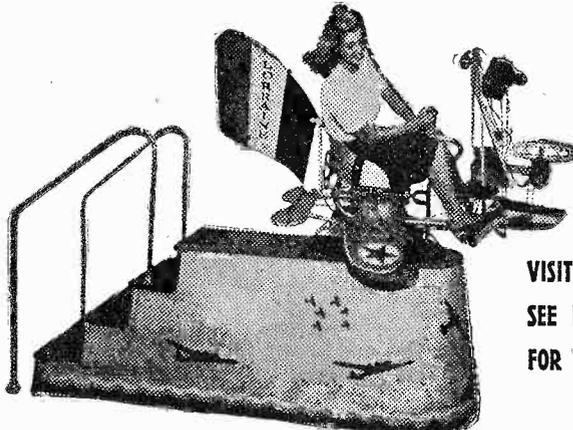
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FRANK CARAVELLA, WELL KNOWN WESTERN PENNSYLVANIA ARCADE MAN, SAYS . . .

"PILOT TRAINER is a decided advancement in the amusement field . . . a good money maker!"

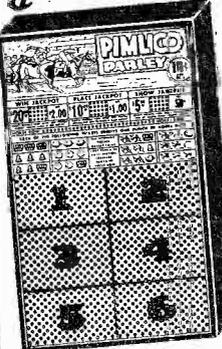
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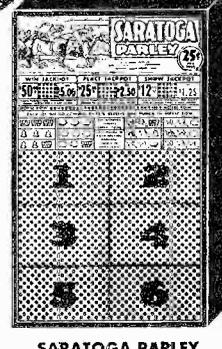
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 VISIT OUR SHOWROOMS AND SEE IT IN ACTION! SEND FOR COMPLETE CIRCULAR!
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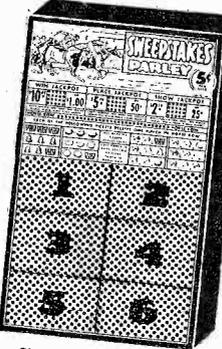
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 IN LOTS OF 10 60c EACH
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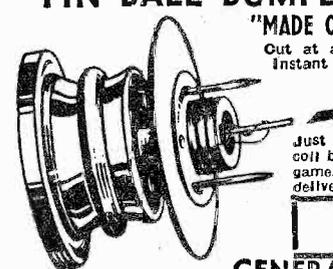
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Just slip in place and squeeze. No solder needed. Stop most coil burnage and out-of-order calls. Give new life to your tired games for the duration. Will fit all games. Immediate delivery guaranteed.

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ALL TYPES OF GENCO GAMES IN ANY QUANTITY AND IN ANY
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FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS

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24 Top Corners	\$ 1.20
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800 Top Center (Right or Left, Red)	8.00
800 Back Sides (Green)	9.50
750 Top Corners	8.75
750 Lower Sides	8.75
750 Top Center	4.25
750 Middle Sides	2.00
850 Top Corners	9.50
850 Lower Sides	8.75
850 Top Center	11.00
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Model	Each
Standard, Master, DeLuxe or Super Top Corners	\$12.75
Lower Sides	12.75
Top Door Plastics	6.75
The Above Available in Solid Red, Yellow, Green	
COMMANDO Top Corners	\$ 8.00
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Combination Yellow and Red Color Scheme	

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"Classic"—"Colonel"—"Major" Top Corners	6.00
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The Above Available in Solid Red, Yellow or Green

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"JAP" Ray Guns

\$179.50

"SHOOT THE JAP"

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Appearance and performance equal to a brand new machine. Factory-trained mechanics—expert cabinet makers 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.

BALLY RAPID FIRE GUNS

WE REBUILD RECONDITION REFINISH

For

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F. O. B. CHICAGO

MADE TO WORK AND LOOK LIKE NEW BY FACTORY TRAINED SPECIALISTS

WE RE-BUILD— RE-CONDITION— RE-FINISH—

Your old run down "CHICKEN SAMs" and "JAIL-BIRDS" and convert them into "SHOOT THE JAP" Ray Guns.

MACHINES COMPLETELY PAINTED TO LOOK LIKE NEW!

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5 Rock-Ola Spectravoxes with Playmaster	325.00	20 Wurlitzer 412 Mechanisms and Motors Taken From Cellar Jobs	49.50
1 Rock-Ola Spectravox	100.00	20 Wurlitzer 616 Mechanisms and Motors Taken From Cellar Jobs	59.50
1 Rock-Ola DeLuxe Dialatune	315.00	10 Wurlitzer 24 Mechanisms and Motors Taken From Cellar Jobs	69.50
6 Rock-Ola Imperials, 20 Records	195.50	20 Metal Cabinets for Twin Twelves	12.50
6 Mills Empress	345.00		
5 Mills Thrones	275.00		
2 Seeburg Envoy, R.O.E.S.	479.00		
10 Wurl. Twin Twelve in Steel Cab. with Buckley Adapters, Amplifiers and Speakers, Ready for Location	165.00		

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Model	Each	Model	Each
25 Packard	\$ 34.50	20 Seeburg	2.75
2 Wurlitzer 2-Wire 5¢ Model #120	22.50	50 Buckley	2.95
3 Wurlitzer 2-Wire 5-10-25¢ Like New #125	34.50	50 Packard and Keeney, Usable for Buckley Boxes	3.95
5 Wurlitzer 2-Wire 5-10-25¢ (Covers Slightly Damaged) #125	22.50	20 Wurlitzer	2.95
17 Wurlitzer 2-Wire 5¢ Sweet Music	27.50	50 Pedestals for Buckley Boxes	3.95
20 Seeburg 20 and 24 Record 30-Wire, 5¢	8.75	STEPPERS & ADAPTERS	
8 Seeburg 5-10-25¢ Selectomatic, 3-Wire, Like New	42.50	1 Seeburg 3-Wire Stepper, Fits Hi Tone Straight Model	49.50
15 Seeburg 5¢ Selectomatics, 3-Wire, Like New	24.50	2 Wurlitzer Fast Red Steppers, #145	49.50
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50 Buckley, Lift Door	6.95	20 Wurlitzer 616, Buckley Adapters	24.50
70 Keeney, Some Converted to 30-Wire	3.45	20 Wurlitzer 24, Buckley Adapters	30.00
		20 Twin Twelve, Buckley Adapters	35.00
		20 Wurlitzer 24, Keeney Adapters	20.00
		19 Twin Twelve, Keeney Adapters	25.00
		MOTORS	
		15 Wurlitzer #1140	\$ 22.50
		15 Rock-Ola #1725	22.50
		10 Wurlitzer, DC	8.95
		19 Rock-Ola Turntable, DC	9.75

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No. 1200—New Service Kit . . \$14.50

This New Kit Contains a Very Handy and Useful Contact Switch Assembling Tool. Value \$2.00. Plus 60 EXTRA Assorted Genuine Phosphor Bronze Leaves, Value \$4.00, Plus 144 EXTRA Assorted Silver Contact Points, Value \$6.00, in addition to the Liberal Assortment of Switch Parts Contained in Our Well Known Guardian Contact Kit.

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Our Fastest Selling Needle! 50¢ Each
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One of the Finest Needles!
45¢ EACH

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Send for Complete Catalog of Parts and Supplies!

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Protect Your Cash Boxes! We register your key number and no one within 500 miles can buy locks with your key number.

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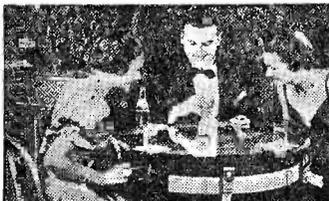
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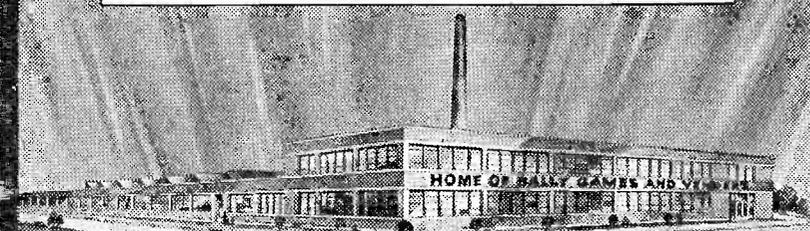
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NEW PHONOGRAPH MECHANISM CABINETS

Modernized Replacement Cabinets, Glamorous Design, Beautifully Illuminated Modernistic Glass Paneling, Adaptable for Any Twin (12) 20 or 24 Hide-a-Way with Adaptor. Special Price \$59.50.

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- A new redesigned playboard panel is added to each game.
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- The cabinet and base has been redesigned with a colorful paint job by men who are experts.
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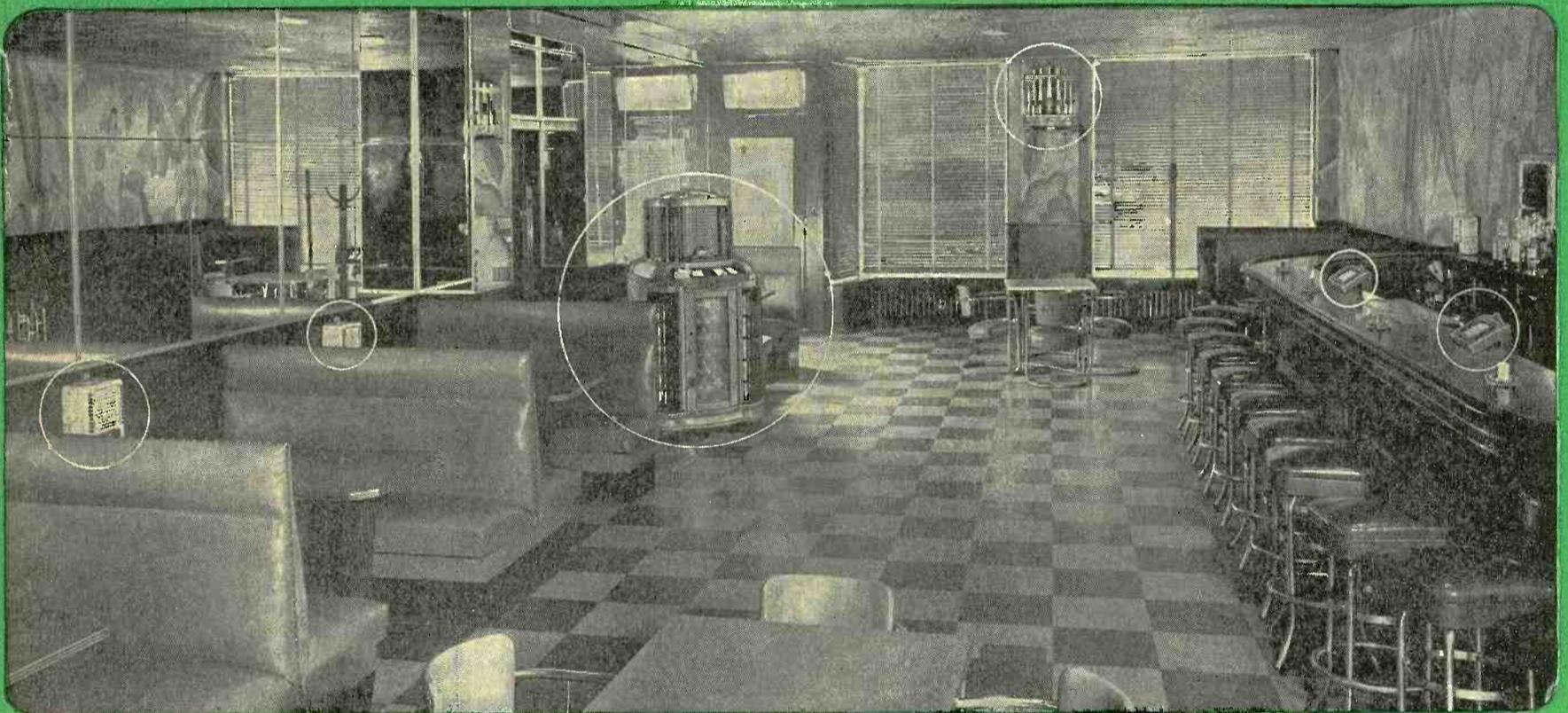
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**The Name that Means Music to Millions*



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BIGGEST MONEY
MAKERS**



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