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JANUARY 12, 1946

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GENERAL NEWS

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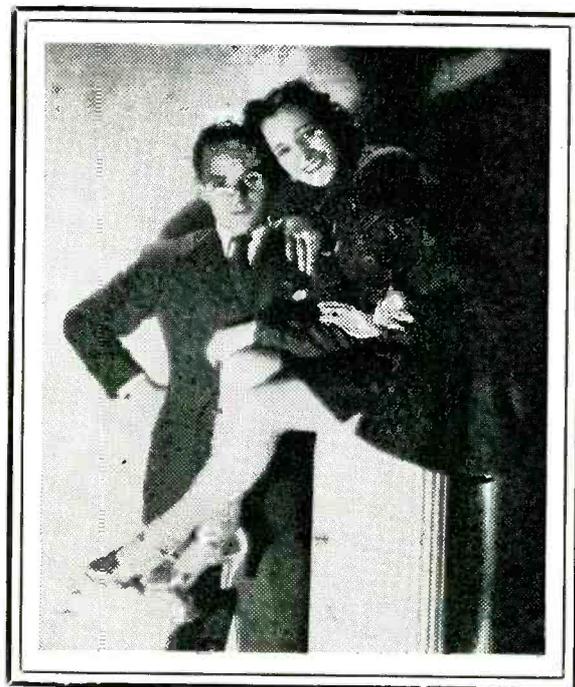
RADIO

Pic Ties, Working Both Ways,
Become a Coast Industry

GENERAL NEWS

THE LINES OF SHOWBIZ PAY OFF

That Exciting-Show Stopping
ACRO-BALANCING DUO



THE

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It's a Service Biz for S. A. Reps

Heaven Help Poor Advance Agent Today

Atkinson Describes Griefs

NEW YORK, Jan. 7.—The way of the road flack is hard these days, harder than it's ever been since advance men went out to peddle showbiz wares in the hinterlands. Even now, with World War II past history, the job of flacking a show beyond the Hudson is an unbroken chain of headaches. This is the picture of road flacking drawn by vet P. A. George Atkinson, who has just come in from a long tour with the R. H. Burnside Gilbert & Sullivan troupe.

Today, he explained, the job of selling the show in advance to ducat buyers falls far behind the more important job of transporting and housing the troupe en route. Railroads, strained to capacity, no longer solicit legit road trade. Today, the flack has to go in and mortgage his soul to get his troupe and baggage from New York to Jersey City, N. J., let alone to make a cross-country hop following an itinerary set up in the home office. He's lucky if the show makes the towns at all, let alone on time. However, Atkinson says that railroads strain to be helpful and do the best they can under present conditions.

Not so the hotels.
Now that the clamp on conventions
(See *ADVANCE AGENTS* on page 40)

Bullfight Ticket Scalpers In for Mex. Gov. Trouble

MEXICO CITY, Jan. 7.—The government is trying to stop scalping of bullfight tickets. Thirty thousand cram the bullfight ring every Sunday, and tickets, which normally sell for 10 pesos (\$2) go for as high as 50 to 100 pesos.

Sidelines of Showbiz Pay Off

Concesh Men Strictly Biz

A new nitery handout, "Showbill," is latest in the money-making operations

NEW YORK, Jan. 7.—One part of showbiz that's also run as 100 per cent biz is the sidelines. In all phases of the show world—theater, niteries, movie houses or outdoors—it's strictly cash on the line with concessions. Sometimes the cash goes down the line twice; first to get the concession, later to get the divvy from the concession. In all cases, however, only money talks—and talks loud. This doesn't mean, of course, that concessionaires don't have to take chances once in a while. They do, but their biz is covered by mathematics rather than by a crystal ball. To a man producing a Broadway legit show, chances of a flop are five to one. To a man opening a nitery, the fold-up possibilities run as high as

Senate Small Business Committee Plans Primer on FM Operation

WASHINGTON, Jan. 7.—In a move to encourage investment in FM radio development from sources outside of present broadcast industry and press, Senate Small Business Committee is undertaking a study and is planning a primer of FM to explain what gives in FM station ownership and operation. Alarm is growing in congressional circles over the way FM radio, altho still in infancy, is being absorbed by old-timers in radio and press, and numerous lawmakers outside Senate Small Business Committee are critical of Federal Communications Commission for inability to stem the tide. Senate Small Business Committee, aware that understaffed FCC in the rush of events hasn't been able to keep pace with this particular problem, is taking the matter in hand by blueprinting the new primer which, according to current thinking, will be distributed thruout the nation in quantity.

The primer, which is still in the "think" stage, will be prepared by a newly organized unit of the Senate Small Business Committee staff, headed by Jerome Spingarn, a former FCC attorney, who will work in co-operation with FCC on the job. The study will be paid for out of Senate Small Business Committee funds and the primer will be printed at committee's expense. Committee spokesmen asserted that, in assembling the real dope on FM operation, they are doing something the FCC should have done long ago but failed to do because of lack of personnel and adequate funds. The primer will run about 40 pages, according to the committee spokesmen, and will cover all essential facts a layman should know about FM before contacting engineers and lawyers.

Senate Small Business Committee said the primer will contain an elaboration of figures on FM station construction, starting with estimates prepared by FCC last month for the Small Business unit. Altho the committee spokesmen are will-

ing to accept as "healthy cynicism" industry comment that the FM station construction figures are extremely "misleading" to would-be investors, they declare they are not trying to start a controversy. The committee feels that it fully qualified its estimates by pointing out they did not cover legal fees, real estate costs and other items. Spokesmen asserted that the purpose of the committee's future study would be to fill in the background of factual information which, they found, is lacking in FM development.

Wide response to the original FCC-Small Business round-up of estimates on FM station construction costs is spurring the committee on its FM primer project, committee sources told *The Billboard*. Most inquiries, a spokesman said, are for further information and they appear to come from "substantial" people; that is, persons with financial and educational qualifications suitable to operate a radio broadcast station. The letters show "genuine and promising interest," he added.

In addition to a short history of FM, the primer will probably include FMBI (now part of NAB) FM station operation estimates as well as any more up-to-date information available at FCC and from the industry. Complicating the whole picture of new investment in FM broadcasting stations, Senate Small Business experts admit, is the question of operating expenses and revenues. FM stations, for the most part, they declare, will most likely show financial loss on the first few years of operation. Stations without standard broadcasting affiliation, they asserted, would find it tough to make ends meet, altho some independent FM stations are operating successfully. Meanwhile FCC's docket room, which is usually deserted, has turned into a bee-hive of activity, with FM competitors checking up on FM expansion plans.

Lotsa Deals, Not for Them

Repping turns out to be wearing out shoe leather, sometimes for free

NEW YORK, Jan. 7.—Percenterers in New York and points west who hoped to make a mint out of the rep business are finding out that, altho there's plenty of business, it isn't passing thru the reps (radio station, mags, acts, bands and other forms of showbiz). First to discover their own private dream world collapsing around them are the South American ether reps, because key ad agencies are either covering the area themselves or have made deals with "associate agencies," i. e., local 15 per-

(See *IT'S SERVICE BIZ* on page 41)



S. American Vague

WASHINGTON, Jan. 7.—State Department official, in order to prove that not all the "stupid errors of inter-American judgment are made by Byrnes's organization, last week told the following tale: It seems that a client man at one of the agencies "picked up" a Spanish radio script for under one G. It was, he thought, a good buy, since it ran 52 15-minute episodes. However, he didn't understand a word of Spanish, so he turned it over to a Latin at the agency to make a report on the material. The copy executive read it and reported that it "smelled" and asked who in the h— recommended it. The client man pointed the finger at another client man, who spoke the "tongue." That man, however, explained that he had okayed it on the say-so of another staffer. The latter staffer, when cornered, admitted that he hadn't read it either. He had said it was good on the basis of the scripter, who had written "hundreds of continuities for South American stations."

The client man who had okayed the invoice for the series asked if something couldn't be done with the material, and it was agreed to call in another writer for 2G more who would put the material in good shape. All went well. The new material was good stuff and it was ready for recording when the agency's legal eagles, checking the original sale, found out that only the rights for one small country in South America had been covered in the original bill of sale. . . . And a check revealed that the series had been heard in every other country in South and Central America—for a competing firm.

Everyone at the agency is now figuring out how to pass on a 3G expense to the client without the advertiser being any the wiser. What everyone has forgotten is that the present ad boss of the sponsor was formerly with the firm that had used the original script thruout South America . . . and he's noted for his memory.

Fu Manchu Hits Havana Before Aussie Engagement

MEXICO CITY, Jan. 7.—Fu Manchu, local magician, is off for a short engagement at Havana's National Theater before shoving off for a big engagement in Australia.

Manchu is taking several Latin acts with him, including the dance team of Sonia and Freddy Romero, who were with him in his Mexico City booking. Manchu ran up solid gross here in a show that ran several weeks at the Arbeau.

SP I/C Ellis

Specialist in the nitery field is Abe Ellis who, thru the years, has graduated from strict concessionaire biz to owning pieces of clubs and various other show

(See *SHOWBIZ EXTRAS* on page 41)

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Chi Tribune's Blast at BBC Pish-Toshed by Web's Newton

CHICAGO, Jan. 5.—The *Chicago Tribune*, long one of the most bitter anti-British dailies in this country, this week took one of its typical cracks at Great Britain—this time in the form of a news story tirade against the British Broadcasting Corporation. Answering *The Tribune's* piece claiming the BBC to be dealers in "half-truths," Bill Newton, Midwest chief of BBC, said that *The Trib* was itself presenting only one side of the story, using half-truths and misleading statements to take a biased journalistic punch at the BBC.

The Trib story said, among other things, that the BBC program service is free of entertainment, that key personnel is quitting over disagreement with BBC program policy (which, *The Trib* said, resulted in programs "as flat as a bottle of stale champagne") and that BBC is "a powerful British propaganda agency which functions not so much by what it says as by what it omits in chronicling current history."

Fear of Govt. Charged

Newton countered with the charge that *The Trib's* attitude was representative of the domestic scene which finds the press and radio interests in this country expressing fear of government interference.

To the statements that "observers" claim that BBC broadcasts half-truths, Newton pointed to the record of BBC news programs. BBC news shows consistently pull an audience of more than 20 per cent of the entire adult population of the British Isles, and quite often pull more than 30 per cent. That is not a per cent of the homes owning radios in Great Britain, either. That is a percentage of the total population of the Isles, and represents a hell of a big audience in terms of America's Hooperatings. Newton contended that this figure wasn't high only because the people of Great Britain had no other sources of news. Newspapers are still plenty popular, and many of them have circulations over 1,000,000 daily.

The Trib said that the complaint of the average man on the street, was that BBC gives people what the corporation wants to give them, not what the people want. Newton said this was false, that the BBC constantly makes surveys to find out what types of programs the people want, not just broad classification references either, but detailed explanations of what they like on each type of show. In that the BBC is always trying to better its program service to give its listeners what they want, Newton stated that in May, the BBC would start a new program service, comparable to another network in this country. The BBC will then be operating three different types of program services, at most times simultaneously and thus available at the same time to any listener wanting to make a choice. The new service will be in a more serious vein, presenting more serious music, and discussion programs, for example. The listeners will have a chance to pick from the new serious service, as well as the lighter and semi-heavy now in existence. Proof of the fact that listeners go for BBC programs can be seen, for example in the ITMA (It's That Man Again) variety show featuring comedian Tommy Handley. This show consistently has more than 40 per cent of the total adult population listening to it. Another show, *Command Performance* (not the G.I. version originated here), pulled more than 50 per cent of the adult audience.

"Radio Times" Cited

To further indicate that the Brits are not dissatisfied with the BBC, as *The Tribune* indicated, Newton brought out some circulation figures of *The Radio Times*, a publication put out by the BBC for twopence (about a nickel American) each week. This sheet gives logs of BBC shows primarily, and in spite of having this unvaried editorial content, sells about 4,000,000 copies each week. And this, also, in spite of the fact that daily newspapers carry BBC program logs, too.—Illustrating that there is a very heavy interest in BBC programs.

To the charge that BBC personnel were leaving because of dissatisfaction with the corporation's policy, Newton had an answer. He stated that during the war the BBC expanded its staff by thousands, recruiting members from the ranks of newspapermen, lawyers and

other professions, just as did our OWI and other bureaus.

Now, with the return of peace, these people are going back to pre-war types of jobs, just as are our OWIers and members of other bureaus.

The Tribune also charged that some left-wing staff members were quitting because the BBC wasn't using its power "to interfere in Spain and elsewhere, in accordance with their own party line." Newton admitted that could be possible, but said these examples would only be very few. The reason the BBC couldn't interfere in Spain or elsewhere, was that the government, the representative of the people, had not established a policy, and until it did, the BBC couldn't go out on its own.

WGNB, Chi Trib's FM Outlet, Works Up Low-Cost Live Segs

CHICAGO, Jan. 5.—WGNB, frequency modulation outlet of WGN, local MBS outlet, is moving ahead with plans for new "live" programs in anticipation of increased FM audience which is expected when FM sets go on sale in this area in about a month. One of the new WGNB "live" shows points the way to how FM stations which have been putting on recorded programs only because of lack of revenue can get around high costs. The new WGNB series will be titled *Northwestern Radio Guild* and will feature students of Northwestern University's radio department in radio dramatizations of the world's literary classics. This series, to be aired on Thursdays from 8 to 8:30 p.m., starting January 17, will cost WGNB practically nothing because the Northwestern students will supply scripts and act in them.

WGNB has also started other programs that are heard on the FM station only and are not intended for duo airing on WGN. *Magic of Words*, a program designed to help listeners increase their vocabularies was first presented this week and will be heard every Monday, Wednesday and Friday at 5:30 p.m. in the future. Yesterday WGNB started another new live show, *WGNB Listeners Quiz* which features questions to listeners based on music played in the past on the station. This program is heard Fridays at 8:30 p.m. Starting in February WGNB will present a narrated travelog to be titled *America, the Beautiful*. Dates and time of airing of this show have not yet been set. Also in February the station expects to air some new live musical shows. Since these will not be aired simultaneously on WGN or on Mutual, WGNB execs expect no trouble from Petrillo.

Beck From U. P. to KNX; Jones (Ex-KNX) to KCMJ

LOS ANGELES, Jan. 7.—Jack Beck, ex-khaki and fresh from a stint with the U. P. in New York, has replaced Clint Jones as director of news broadcasts for KNX and the CBS Pacific web.

Jones, who ends an eight-year period with CBS, leaves to take over as g. m. of the new station, KCMJ, in Palm Springs, Calif.

Forman Named Flack Chief For Mississippi Valley Net

CHICAGO, Jan. 7.—Les Forman, former publicity chief for Kenyon & Eckhardt, has joined the Mississippi Valley Network, North Central Broadcasting System combine headed by John Boler. Forman, who handled publicity for Kellogg air shows while with K. & E., joined Boler's org as publicity director.

Tibbetan 'Tabarro'

NEW YORK, Jan. 7.—The Met this year repeated history with the addition of *Il Tabarro* to the roster of operas last week (5). Last time this opera hit Met boards was December 14, 1918.

This year's revival, however, is giving an unknown a chance backstage. He is Dino Yannopoulos, Greek stage director, who is replacing the Met's Dr. Herbert Graf, who is ill. Yannopoulos, 26, studied opera and stage direction in Vienna and Salzburg, Austria, and worked under Graf at the Mozartium in the latter city in 1936-'37. Until 1943 he was busy piloting opera in Athens, later becoming liaison officer between Greek, British and American armies.

Off the record, the real reason for the reappearance of *Il Tabarro* is as a vehicle for Lawrence Tibbett. After all, he's on the Met roster and needs to appear in something that's his dish—and *Il Tabarro* is it.

Clothing Drive Uses Special Radio Kit

NEW YORK, Jan. 5.—A nationwide pitch via a special radio kit, thru which the Victory Clothing Collection campaign hopes to get air time, will start January 7. The kit, which is all set to be mailed to 10,157 local campaign committees and is designed to solve a lot of problems usually encountered in local time-snaring, contains a fact sheet giving local program chiefs drive highlights in terse form, a list of suggested lead-ins for spot announcements, and a great variety of prepared material ranging from 15 to 30-second spots to short waxed dramatizations. E. t.'s run four and one-half minutes, with six episodes starring stage and screen names on each platter.

From Two Angles

Pitch will be handled from two angles; allocations for national network time go exclusively thru the Advertising Council, OWI successor, and all bids for local station support will be in the hands of the local campaign committees, who will be armed with the kit. The drive has been given top priority for January by the Ad Council, paying off already in 58 network plugs skedded to date.

P. a. headquarters here, remembering bitter past experience with local yokels, have advised their local workers to take it easy when approaching station program directors for time, especially not to try to tell the station how to run its affairs. It's their job, campaign directives emphasize in circular to local bigwigs, so they must know better than you what they're doing.

Irna Phillips Has 4 Spots on GM Hour

NEW YORK, Jan. 5.—Irna Phillips will have four daytime dramas on the General Mills hour over NBC, 2-3 p.m., starting Monday (14), when the sponsor adds *Masquerade* to the three Phillips programs already in the one-hour period. *Masquerade* will replace *Hymns of All Churches*, 2:45-3 p.m. The other Phillips dramas are *Guiding Light*, 2-2:15 p.m.; *Today's Children*, 2:15-2:27 p.m., and *Woman in White*, 2:32-2:45 p.m.

The five-minute segment, from 2:27-2:32 p.m., will be filled by Betty Crocker with hints on homemaking, Mondays thru Fridays.

Masquerade will be written by Art Glad under the supervision of Miss Phillips. Norman Felton will direct.

4A's Group To Mull Peacetime UTWAC Hospital Program

NEW YORK, Jan. 7.—On January 14 a committee of the 4 A's, headed by Paul Dulzell, of Actors' Equity, will meet to consider continuation of the UTWAC's wartime hospital program. UTWAC was set up as a war agency and dissolved as of January 1, 1946.

Confab is being held at the suggestion of the theater authority who, conscious of the need for entertainment for vets in peacetime and dissatisfied with the way it is being handled now, organized the get-together. Dulzell specifically mentioned the "impositions" by New York columnists who send troupes out to their own pet hospitals and sluff the rest off. When a performer doesn't do his stint at the columnist's request, he said, he gets a frying in the newspaperman's sheet.

Hospital Tab

Showfolk have the hospital circuit tabbed this way: Halloran—Ed Sullivan; Mitchel Field—Louis Sobol, assisted by Dorothy Kilgallen; St. Albans—Earl Wilson, and Camp Upton—Danton Walker. With new organization, all hospitals thru the country would get their share of entertainment regularly.

Unions are also asking that the American Theater Wing take a prominent role in the new set-up. Hollywood Victory Committee is also doing a job with hospitalized vets on the Coast and will be brought into the picture. New outfit would also handle pitches for talent for war veteran benefits and make sure that the party was kosher. Entertainers would be able to straighten themselves out instead of walking around in circles and jumping every time a name in the trade asked him to perform at a benefit. James Sauter, chairman of the old UTWAC, will probably pilot the new group.

'No Shows' Fever Has Airlines Hot -- Plan Future Penalties

NEW YORK, Jan. 7.—Airlines are doing a burn at the number of what they call, "no shows," that hit them daily. A "no show" in the airline biz, is anybody who makes a reservation, gets it, and then doesn't show up. At least two of the companies operating flights out of New York are thinking seriously of penalizing these "no shows" by refusing to refund money unless cancellations are made at least three hours before plane time. Claim that showbiz gang are among the guilty.

La Guardia Airport sometimes has as many as 30 "no shows" a day. This sometimes makes it easy to get a seat at take-off time after failing to get a reservation in advance. Reason for these large cancellations, is the fact that people may buy space on two or more lines going to the same place, and even buy a seat on a train to insure getting out. Whichever one comes up first is usually the one grabbed.

Blumenthal To Manage New Hotel-Theater in Mexico City

MEXICO CITY, Jan. 7.—Emilio Ascaraga, big radio and theater owner, is to take over the new Alameda Hotel now being finished in downtown Mexico City. New spot, which will have 500 rooms, will be managed by A. C. Blumenthal, owner of Ciro's night club. Hotel will have a theater seating 300.

UNO-Met Version

NEW YORK, Jan. 7.—The spirit of UNO has landed with a thud backstage at the Met where a new tenor has been inked to yodel major roles. New singer, whose name is Ramon Vinay, is billed as a Chilean, which means that he was born of French-Italian parents, was schooled in France, then went to Mexico where he debbed as a pro in top roles at the National Opera. He came to the U. S. four months ago from Mexico.

D. C. Showbiz Hopper

Congressional Situation Remains as Tabbed on Page 4
Last Issue (January 5)

Research Media Foundation Urged

Jitters Getting Ad B. R.'s; Acts Changing Plenty

NEW YORK, Jan. 7.—Top level ad agency execs anticipate a considerable flurry of claim jumping among their clients in the next two months. Reshuffle has already begun with at least two clients, a drug and a tobacco firm, suddenly shifting agencies.

In both instances the shifts were made for no obvious reason since both accounts have had successful campaigns from their recently resigned ad agencies. In neither instance has the previous agencies spent the advertiser's dough for a dud campaign nor has theirs been a major reshuffle among the clients' execs.

What is indicated is a general jitteriness among the check signers. They're worried about business conditions, about taxes, about labor, about government and, as a result, they're susceptible to promotions which would normally be ignored.

Tax Eagles May Be Reason

In several instances the clients are, it is known, worried about the possibility of federal tax experts putting the eagle eye on the advertising expenditures listed in their tax returns. Here they think a shift may beat any future rap.

In other cases the sponsors are biting for campaigns tied into fresh, to them, merchandising or distributing slants. And others are rising to fresh bait just because it's something new.

For there's no denying that in more than a few instances it's the ad agency that, thanks to wartime economy, has become self-satisfied and not kept on its competitive ball. . . . And those boys are going to lose clients; no matter how good a job they're doing for them.

General Mills Trying For 15-Minute Piece Of "Breakfast Club"

NEW YORK, Jan. 5.—General Mills, for Wheaties, is currently dickering with ABC for a possible purchase of 15 minutes of the *Breakfast Club*, web's Chl originating audience participation show. Altho General Mills is interested in buying, it has to wait upon the decision of Swift & Company and Philco who, respectively, sponsor the third and last quarter hours of the show before it can talk turkey.

When Swift, which has the 9:30-45 period, and Philco, 9:45-10, bought their parts of the show, contract stipulated that they would have first option on any other parts of the program. Altho neither has exercised its option, both have to give their permission before General Mills can move in. *Breakfast Club* is on the air from 9-10 a.m.

Biow's 2 Shows Sub "Ignorant," Skinner

NEW YORK, Jan. 5.—Stan Josefoff, radio head of the Blow Agency, this week wrapped up two new shows for Philip Morris to replace *It Pays To Be Ignorant* and the Cornelia Otis Skinner-Roland Young stanza. *Ignorant* will be replaced by *Holiday and Company*, a situation comedy show scripted and supervised by Abe Burrows. An as yet untitled ailer, featuring ex-Sgt. Johnny Desmond, goes into the Skinner-Young slot.

Holiday goes on CBS at 9 p.m. Fridays, and Desmond to NBC's 8 p.m. Tuesday time. The Burrows stanza features a pair of ex-vaudevillians, Ray Mayer and Edith Evans. Ray Bloch handles the ork, and Jack Roche, formerly of *Duffy's Tavern*, will call the cues.

Singer Margaret Whiting, comic Herb Shriner and Jerry Gray's band will work with Desmond. Ward Byron will produce that one.

NBC Crosses Fingers But Inks It With BMB

NEW YORK, Dec. 7.—Tho not completely satisfied with the proposed methods of operation of the Broadcast Measurement Bureau, the National Broadcasting Company has become a network subscriber. In a letter accompanying the contract, Hugh M. Beville Jr., director of research at NBC, reiterated NBC's reservations apropos BMB.

NBC, according to Beville, was still not completely satisfied that the standard of listening "one day a week" as proposed by BMB would give all subscribers the type of data needed. Beville also hoped BMB would be able to provide a more effective method of "full disclosure" of network data.

"Despite its reservations," Beville added, "the National Broadcasting Company feels that BMB deserves full support in its first national project because we are convinced that broadcasting should have a uniform standard of measurement comparable to that employed by other media.

"Our future participation in BMB will depend upon experience with the first project. In line with our past policy, NBC will continue to work with BMB and all elements of the industry for improvement in the techniques and standards of audience measurement."

In addition to NBC's joining BMB, all

of the network owned and operated stations which heretofore had not subscribed have become members. All of which broke the network bottleneck insofar as BMB was concerned. For with NBC in the ledger, the other webs likewise inked pacts. Actually the other chains had some time ago given BMB an okay conditioned upon NBC's going along.

So NBC announced its going along. And now every one of the webs is on the band wagon.

Ranson to WHN As Flack Chief

NEW YORK, Jan. 5.—Jo Ranson takes over as publicity director of WHN, local indie, starting January 14. Before entering the WHN set-up, Ranson was publicity and special events director of WNEW, rival local station.

Ranson has also been a staffer in the NBC press department and radio editor of *The Brooklyn Eagle*. Station WHN is now expected to go in for expanded program of p c service and special events features.

State Dept. Gets It From Both Sides Over Exclusive Question on Byrnes's Airing

Indies, Nets Gripe; Truman, Benton for Equal Break

WASHINGTON, Jan. 7.—State Department struggle to get webs' support for policy of offering Secretary of State James F. Byrnes's future *Report to Nation* talks to all networks appears now to be hopelessly mired in political controversy, with industry folk as well as political wisecracks raising question whether Byrnes is trying to use radio vehicle in connection with aspirations for 1948 national ticket. Assistant Secretary of State William Benton in wake of press conference here Friday (4) frankly voiced hope that networks will agree to policy of letting State Department offer Byrnes's future nationwide "reports" to all the webs which will be free to accept or reject. This policy, it has been learned reliably, is strongly backed by President Truman. Networks, however, are insisting on right to accept Byrnes's talk individually on "exclusive" use basis except where the talk is deemed to be of "transcendent importance," in which case all the webs would air the program.

CBS Didn't Answer Benton

Benton is still hoping to sit down with representatives of nets in getting a fixed policy on the Byrnes talks, but State Department folk are gloomy about the prospect for an agreement. Benton himself revealed that he has not yet received an answer to a bid he sent last December 6 to Paul Kesten, executive vice-president of Columbia Broadcasting Company, for a parley on the problem. Benton made the disclosure as the result of his latest difficulties with the nets in connection with Byrnes's nationwide broadcast on December 30. Altho the Byrnes speech went over WINX (independent) and all the networks except American Broadcasting Company which had refused to alter its schedule, the broadcast had been preceded by nearly 30 hours of hectic negotiations, with the

networks insisting on their "exclusivity" right as the key controversial issue.

'48 Rears Its Head

The political question of Byrnes's aspirations for 1948 has been raised since the secretary of state's *Report to the Nation* on the air was the second in three months. His earlier talk was broadcast by CBS on an exclusive basis in keeping with a policy the webs have maintained for radio talks by cabinet members. Wayne Coy, who heads Eugene Meyer's WINX, touched off a rip-roaring controversy when he objected to the exclusivity rule which deprived small indies (WINX is the only independent station in the capital) of what he described as the right to share in receipt of first-hand news from government officials. When Byrnes returned from Moscow to deliver his December 30 talk, State Department found itself once again in hot water, and at one stage in negotiations was willing to settle for an exclusive broadcast of the Byrnes talk by National Broadcasting Company and WINX. That procedure was dropped when Mutual-Cowles WOL raised a protest, and finally State Department found it necessary to get moral support from President Truman as well as Federal Communications Commissioner Paul A. Porter.

Truman, it has been learned, interceded at one stage in the controversy in an effort to win webs' support for the State Department. The President, who at the time was cruising on his yacht in the Potomac, sent a wire to the White House instructing Eben Ayres, one of his secretaries, to get in touch with the networks. Significant is fact that official reporting to the people on all the networks is a custom reserved almost exclusively for nation's Chief Executive as developed to a popular peak by the late President Roosevelt and followed up by Truman. Only in rare instances have cabinet members been given the same privilege by the webs. Truman's sup-

Saving Isn't "??"; Waste Is

CAB figures at 6G based on Hooper formula — costs \$750 nixes sense

By Lou Frankel

NEW YORK, Jan. 7.—Research and radio men, quietly totaling operating costs in line with the report anent curtailed outlook for research operations in *The Billboard* (5), are discussing among themselves the advisability of suggesting an end to the competition between the Co-Operative Analysis of Broadcasting (CAB) and the C. E. Hooper organization. Typical of the cold print which is giving research men the shivers is the CAB tab at NBC and CBS for about \$6,000 per month as compared to the CEH nut of about \$750 per month for the same type service.

End Duplication

Since the CAB is more and more copying the formula laid down by CEH, the research men, ad agencies and advertisers as well as station execs, are asking themselves whether the time hasn't come to end the duplication of effort, to put each researchery on a different tack. Thus, since the CAB has reshuffled its base and since the CAB is a co-op operation, they wonder "why not put the CAB to work on qualitative research? The 'why' info costs more to get, and CAB, with its recently upped rates, can handle the operation. This would let Hooper concentrate on his quantitative data, get us off the financial horns, give us added info we need."

Money Not the Factor

Money isn't the determining factor since everyone concerned is content and expects to pay for services rendered. Thus ad agencies pay CEH \$1,000 per month for what webs pay \$750. But most every ad man realizes he has to have additional data, and with the lushless outlook the only way open is to make more efficient, in an economic fashion, use of what is available. Hence the talk of ending the duplication between CAB and CEH.

Obviously there's a long way to go from the present talking to the eventual doing, especially since each of the two aforementioned research firms have faithful and fanatic followers. Consequently some in the trade see the need stymied by the feud.

A "Fact" Source

This segment also sees the need for co-ordinated research as applicable to all advertising, not just radio. They point to the dissipated energies and non-conclusive economies put into competitive media research and promotion.

Thus they point to magazine promotions, based on premeditated promotion and not research, designed to slug newspapers and/or radio. And vice versa. This contingent sees the advertising industry needing an industry organized and financed research foundation. And by industry they mean media, agency and advertiser.

Then everyone would have entry to the same unsullied info, everyone would know where the info originated, everyone would have confidence in every report. And everyone would also be able to use their own savvy in interpreting the info. All of which sounds like Utopia which everyone will and does admit. And what they may also admit is that Utopian or not the need is apparent and will become steadily more so.

Paying twice or three times for the same info, say radio execs, is too much of a peacetime thing.

port for policy of similar treatment for Byrnes is causing flurry of excitement, altho State Department folk insist that Byrnes's last two reports from world conferences were "highly unusual" and

(See STATE DEPT. on page 24)

PIC TIES WORK BOTH WAYS

Air Promotes & Sells Shows

Packages in works, with film execs not talking—plenty airings before cameras

By Lee Zhito

HOLLYWOOD, Jan. 5.—Film brass will be giving radio the glad eye in 1946. The flacks have discovered that air-pix tie-ins pack a terrific b-o. wallop and will therefore shoot all angles (there are many) to get at a mike.

Frigidaire-20th Century-Fox package show deal is said to have other movie makers uneasy and eager for similar set-ups. Studios, always fighting to outdo the other guy when it comes to promotion, are not too happy about the fact

Fox will hit homes week after week and most of the boys are angling for something on the same order. Pix package twist is a promotion natural. It allows the film company to boost its names, build up secondary talent, showcase its properties, and above all, gives studio a chance to get regular t. c. plugs for its current productions.

Warners Next Packager

Boys who are supposed to be in the know say Warner Bros. will be next in line with a package deal and that Metro-Goldwyn-Mayer is giving the matter serious thought. Any studio undertaking such a task must be in the major league to score. It must come thru week after week with fresh talent and variety of stories to hold listeners. Both Warners and Metro are in this class and could wrap up such a deal whenever they want. MGM, however, has had one blow-up with a big air package (back in 1938) and are leery of anything "untested."

However, in the dog-eat-dog game, a company cannot be expected to make trade talk of its future plans. So, when *The Billboard* surveyed Hollywood's flickeries, it got shrugged shoulders and a frigid "I don't know."

Altho both Warners and Metro denied package deals, Republic (completely ignored by the rumor mills) readily admitted it was seriously considering wrapping up an air bundle. While not of equal stature with Fox, Warners or Metro, Republic said it could come thru with a regular weekly air show devoted to Western adventures (horse opera stuff).

Western Package

Republic's Mal Boyd revealed: "Plans are in the making for a proposed package show which would make exclusive use of Republic story properties and such stars as Roy Rogers, John Wayne, George (Gabby) Hayes, Dale Evans, Constance Moore, Gene Autry, Jane Withers and others. Story emphasis would undoubtedly be on a strong adventure theme, making flexible use of Westerns by featuring anything from a well-known historical incident to a modern outdoor story. Republic's tentative plan would not actually be a big step; it is merely a logical development of the motion picture industry's ever increasing use of radio."

Republic has not been asleep at the switch when it comes to radio. In line with the others, this flickery has held its own in getting its names over the mike. Roy Rogers held the spotlight on a regular (Mutual) show of his own; Gene Autry is now filling a CBS time slot; Constance Moore just finished stint on *Hollywood Mystery Time* series, while others play the guest circuit.

Metro's 1938 Aches

Metro's troubles back in 1938 chilled the pix package idea until Frigidaire decided to defrost it. Fox isn't expected to run into all the difficulties encountered (See *PIC TIES WORK* on page 40).

House Group's Report To Drag Red Herring Across Spielers

WASHINGTON, Jan. 7.—House committee on un-American activities, in a forthcoming report covering its probings during the last session of Congress, will attempt to head off a concerted drive by Rep. Ellis E. Patterson (D., Calif.) and others to abolish the group, *The Billboard* learned, by pointing up the committee's efforts to "protect the United States from subversive and communist activities." The report, if cleared by the full committee in its present form, also will recommend favorable action on the Wood Bill which, among other things, would require radio commentators to indicate in their programs whether their expressions are fact or opinion. The bill is now resting in House Interstate and Foreign Commerce Committee.

Scripts of seven radio commentators, which were "requested" by the committee for scrutiny in connection with representations by the committee that the commentators might have been "influenced by un-American sources," will be discussed in the report, according to a committee staff assistant. Portions of the scripts will be quoted and special references will be made to particular passages revealing "subversive" tendencies, it was revealed. Whether the individual commentators will be identified with their scripts has not yet been

determined, the spokesman stated. At present the scripts are identified by symbols. This system has been used, it was pointed out, since none of the commentators are being charged with "subversive or un-American activities." The committee deliberately refrained from securing the scripts by subpoena action since it would imply an accusation, the spokesman asserted. Radio commentators who will be named in the report, according to the committee spokesman, are Cecil Brown, Johannes Steel, Sidney Walton, Hans Jacob, William S. Gallmore, Raymond G. Swing and J. Raymond Walsh.

Members of Congress who hope to abolish the committee informed *The Billboard* that no concrete action would be taken until a year from now when the House rules come up for revision. They hope to use the same technique employed by Rep. John E. Rankin (D., Miss.) in reconstituting the old Dies Committee as a regular standing committee of the House. Opponents of the un-American activities committee feel they could muster enough strength to order a roll call vote on continuing the committee and very few Congressmen, they believe, would be willing to go on record as authorizing continuance of the un-American activities group's operations.

Reopening of FM Hearings Seen as FCC Contriteness

WASHINGTON, Jan. 7.—Willingness of Federal Communications Commission to reopen hearings on FM frequency assignments, beginning January 18, is interpreted by radio engineers here as an admission by FCC that it had been hasty in moving FM transmission from down-stairs band to the 88-108 mc. band. Consequently, Zenith Radio Corporation, which petitioned FCC Wednesday (2) to reserve a portion of the lower part of the band for FM transmission, according to those in the know, stands a good chance of winning the final round of its bout with FCC to continue FM operation on the lower frequency.

In trade circles, view is that FCC is anxious to give FM programming a shot in the arm by stimulating use of existing FM receivers and getting more on the market in the fastest time. FCC, in announcing Friday (4) that the whole question will be reopened, stated that it will inquire into the additional cost of equipping FM receivers to operate in both segments of the bands. It has also indicated it will consider whether the lower seg should be reserved for non-commercial educational, community, metropolitan and rural stations or only for rural FM stations exclusively.

60-Mile Limit

Zenith is basing its plea for con-

tinued operation on the lower frequency on its engineers' figures, which show that rural areas outside a 60-mile limit of an FM station could not pick up a station operating on the higher band. FCC engineers' figures showed good reception on the higher band within an area of 25 to 30 miles, and up to 60 miles at most. Presumably, FCC engineers had data covering reception within the 100 to 125-mile area in the higher frequency band, but, if so, the information was not revealed at the earlier original hearing.

The fact that Zenith is basing its plea for FM transmission in the lower frequency band on public service to the rural areas is regarded as one point in its favor. FCC, however, has taken the position of adversary in the case and not that of judge, it was pointed out, and consequently may be prepared to back up its prior decision.

In addition to Zenith, Stromberg-Carlson, Radio Manufacturers' Association and FM Broadcast Institute (NAB) were in the vanguard, urging FCC last summer to authorize FM transmission in the lower band. Meanwhile, FCC last Thursday (3) granted 12 additional FM stations, bringing the total conditional FM grants to 241. Possible rural coverage was indicated in only two of the grants. The same day, the Commission scheduled 26 FM applications for hearing.

FCC Urges Two-Year Renewal Of North American Agreement

WASHINGTON, Jan. 7.—Federal Communications Commission will press for a two-year renewal of current North American radio broadcasting agreement, which governs allocation of international broadcast frequencies, at a multipower conference here February 4. FCC, which has been favoring this policy for some time, resolved its decision in the wake of an industry-government meeting here Friday (4), under chairmanship of FCC Commissioner E. K. Jett. Commission, while now unofficially committed to this policy, will sponsor any amendments or

reservations which have adequate industry support, Jett indicated.

While State Department officials cautioned that "We can't go too far in telling Cuba what to do," Commissioner Jett advised that if Cuba refused to renew NARBA provisions, allocations of international radio broadcasting frequencies would be controlled by the Berne, Switzerland, priority frequency list and that Cuba would not be entitled to the channels she currently has. Jett warned that FCC has been keeping its finger on (See *FCC URGES 2-YEAR* on page 8)

Collyer Compromise On Resolutions AFRA Board Okayed

NEW YORK, Jan. 7.—AFRA's New York local board passed the Clayton Collyer compromise resolution at a confab last week and it will now be submitted to the members for ratification. Agreement provides that resolutions must be submitted to an agenda committee of the local two weeks before membership meetings are held. Committee cannot censor the proposals, but if the resolutions pass, they must be sent to a referendum of the entire membership. However, if a dues-payer dreams up a resolution and doesn't present it to the agenda committee because he hasn't enough time or for any other reason, the proposal can be discussed at the meeting but no action will be taken until the next get-together of the local.

There are two exceptions to the new set-up. Measures of an emergency nature that come up at the last minute can be acted upon. Considerations of accepted procedure; strike votes, collective bargaining pacts, etc., are also not subject to the delay.

Petition Originally Required

Original Clayton Collyer resolution which was passed in November, 1944, by membership of the New York local, stated that matters directly or immediately concerning the org., such as wages, hours and working conditions, were not to be discussed at any membership meeting. Only recourse a dues-payer had who wanted to present a resolution banned by the Clayton Collyer pact was to get up a petition signed by 100 members, so his baby could be considered.

Subsequently, the union's lawyers found that the resolution wasn't legal because it was against the org's constitution. New compromise is accepted by all shades of opinion in the union. For the liberal element, it eliminates the objectionable censorship provision and for those on the other side of the fence, new proposals put forth will be able to be chewed and digested long before the membership meets, so they will be satisfied.

Amended Applic't's To Be Dropped From Joint FCC Hearings

WASHINGTON, Jan. 7.—Federal Communications Commission's schedule of consolidated hearings has the commission so hard-pressed, that FCC from now on will drop by the wayside any applications to which amendments are asked. FCC late Saturday (5), disclosed a new rule that anybody who wants to amend his application will be compelled to withdraw his bid from the consolidated hearing which will proceed without interruption. "Application can be reinstated later," FCC said, "if proper petition is presented."

Alan Young Show Goes to Fri., 9 P.M.

NEW YORK, Jan. 5.—Bristol-Myers' Alan Young show, currently airing at 8:30 Tuesday, moves to ABC's 9-9:30 Friday spot February 8. It will take the time vacated by Williamson Candy's *Famous Jury Trials* which sticks as a sustainer in a different slot.

In moving to the Friday time, client thinks it can gather a piece of the NBC 8:30-9 p.m. *Duffy's Tavern* audience, following the program mood idea. And, altho the new time has *This Is Your F.B.I.* preceding it on ABC, Bristol-Myers feels it is a better lead-in for its show than Elmer Davis, who airs ahead of Alan Young Tuesday.

Old Dutch is looking for a big name commentator for its 1 p.m. Sunday news spot on WEAF. Show is expected to become valuable now that *La Guardia* no longer competes.

Low Budget Show Yen, New Trend

Y&R Mulls Radio Staff Shift to Accts.

Plans Board Wants Profit

NEW YORK, Jan. 7.—Young & Rubicam has under consideration a plan to take all of its writers and producers off its staff and put them on client's budgets, a move which would save the agency thousands of dollars a year. Until now, Y&R has operated its radio department as a service and at a loss, but the revised tax structure and reconversion problems have forced the agency to find a way to make radio a paying proposition.

Y&R expects to continue paying production talent itself, but the money will come from a 15 per cent production charge imposed on program budgets above the usual 15 per cent agency commission. It has been Y&R's practice, on its own packages, to supply a writer and producer for the straight commission. Unlike smaller agencies, where producers are brought in from the outside on a free-lance basis, Y&R has kept most of its men on staff as an additional service. Of course, clients had to pay extra for the producer of a package bought from another source, but, even in such cases, an agency producer was supplied the sponsor.

Idea is up for consideration by the Y&R plans board and is expected to pass. Other large agencies will probably follow suit.

Sterling Satellites To Divvy Separately On 'Groom' Air Time

NEW YORK, Jan. 5.—The Sterling Drug Company, in its purchase of ABC's *Bride and Groom*, audience participation show, has arranged among its subsidiaries, a unique participation deal in which each one will pay a share of the program's cost. *The Billboard* learned this week. Sterling, a holding company with eight subsidiaries, will pay the full time and program costs to ABC, but will collect the money from its divisions on the basis of their participations in the program.

As it stands now, Bayer's Aspirin will take the opening commercial five times a week. Dr. Lyon's Tooth Powder has the middle commercial five times a week. Fletcher's Castoria gets the closer twice a week and Phillips' Milk of Magnesia will be plugged at the end of the show three times a week. Two of the five cowcatchers a week go to Champho-Phenique, two to Ayer's Pectoral and one to Energine.

Product line-up is, of course, subject to change, mostly on a seasonal basis. During the winter, when many people have colds, Sterling will lay emphasis on cough remedies, etc. In the summer, Energine Cleaning Fluid and Shoe White may get a heavier play. It is also possible that one or more products will be faded out on transcribed Coast repeats and a live commercial for another inserted. The whole theory is to give Sterling as much flexibility as is possible on a web show. Products advertised, of course, are subject to the approval of ABC.

Sterling will work out with its divisions, rates for payment which will establish levels for commercials, depending upon their length and location in the show.

Cal Tinney, the Oklahoma Philosopher, now on WJZ goes network and will fill the slot occupied by "Charlie Chan" over ABC, 10:15 to 10:30 p.m., Mondays thru Fridays. New show preems January 7, and will be co-op sponsored same as "Chan." Thus stations can use it either as sustainer or commercial.

"Easy Is the Word for It"

NEW YORK, Jan. 5.—Hottest flack in Washington this week is a pert, black-haired Hibernian named Mary Cavanaugh. She handles WRC-NBC in the Capital, also pitches in on promotions of programs heard on NBC.

One such show is the International Harvester *Harvest of Stars* show. As part of a current promotion the program had used Sgt. Eugene List on a broadcast, and since Sergeant List had played for President Truman at the Potsdam Conference in Germany some months ago, the program flacks (George Daly and Fred Coll) wanted the sarge to meet the Prexy in the White House.

Only Mary Cavanaugh was busy preparing his radio talk, of last week, and getting a definite White House appointment was no cinch. So the program p. a.'s went ahead and skedded List to appear at his public school in Philadelphia to grab some space while waiting for the Presidential appointment.

List was skedded to show in Philly at 9 a.m. Friday (4) when word came thru that Cavanaugh had set him to meet the Prez at 11:45 a.m. the same morning. It was a close shave but a chartered plane could make the date. Then came the nasty weather and all planes grounded out of Philadelphia.

So Mary Cavanaugh went to work and shifted the appointment to 1 p.m. Friday at the White House. Then the train from Philadelphia was delayed by weather and Sergeant List didn't arrive until after 1 p.m. By which time the Messrs. Coll, Daly and List were ready quietly to take a powder. After all, the Prexy is the Prexy, and more than a little busy.

Only Mary Cavanaugh didn't agree and set up another date with President Truman. And at 2:45 p.m. Sergeant List saw his Commander-In-Chief. In addition to which, every news and news photo service covered the deal and the clips came from far and wide.

To all of which the WRC publicist said only, "It wasn't so tough as it sounds. After all, the President did want to see Sergeant List."

Groaner Seeks Suit Switch To Use Peonage Law To Fight Kraft Suing in N. Y. Courts

Cheesers, If Losing, May Try To Keep Bing Off the Air

NEW YORK, Jan. 5.—A California "slave" law, designed to protect from peonage Japanese, Chinese and Mexican agricultural workers, may be the basis of Bing Crosby's defense in the suit brought against him by the Kraft Foods Company, his sponsor, and J. Walter Thompson Agency, for alleged refusal to fulfill his contract. Signed in 1933, the Crosby-Kraft deal was supposed to run thru until 1950, but a California law says that no contract is valid after seven years unless both parties agree to extend it. Rule will apply only if Crosby can get the case switched to the West Coast.

Kraft, in the New York State Supreme Court, has asked that Crosby be prevented from appearing on any other program unless he first gets the cheese company's permission. The suit, filed Thursday (3), is designed to get the singer back into Kraft's fold rather than bar him from the air entirely. If Bing returns, the whole thing will be dropped. Until that time, because "of the unique character of the defendant's (Crosby's) service," reads Kraft's complaint, "they have peculiar value to the plaintiff Kraft and the loss thereof cannot be reasonably or adequately compensated in damages . . ." Kraft will try to keep him off the air.

However, radio trade says that Crosby will claim that New York has no juris-

diction over him and that the case must come up in California, he being a resident of that State. If it does go to the Coast, the law, which was originally intended to protect illiterate immigrants from long-term indenture to California farmers, may protect him. Crosby makes the peon-like salary of 5G a week for the show.

Determining jurisdiction is a legal tangle which will require at least an Oliver Wendell Holmes to unravel. Crosby, as noted above, is a California resident. Kraft is a Delaware corporation with principal offices in the State of Illinois. J. Walter Thompson is incorporated under the laws of the State of New York. The contract was drawn up in New York and Chicago, but Crosby signed it in California, Kraft in Illinois and JWT in New York.

Ban Ridiculous

Meanwhile, W. F. Lockridge, JWT air director in the Midwest, branded some press reports of the suit as false. He cited the statement that Kraft wanted to ban the Groaner from the air entirely and called this "utterly ridiculous," adding that JWT and Kraft didn't care how much Bing chirped for public service but that another commercial show was out.

Der Bingel's 5G salary question he dismissed as not too important, since he (See *Groaner's Suit Switch* on page 8)

World's Most Honored Flights Newest Longines-Wittnauer Seg

NEW YORK, Jan. 8.—The Longines-Wittnauer Watch Company, sponsors of *Symphonette*, will back a new, 13-week series of transcribed shows featuring Capt. Eddie Rickenbacker, February 2. Program, called *The World's Most Honored Flights*, goes on 150 stations.

Show will be written by Col. Hans Christian Adamson, radio writer, who accompanied Rickenbacker on his famous Pacific flight, and directed by Lester

Vail, former *March of Time* producer. *World's Most Honored Flights* will have no opening commercial, a 30 to 40-second middle commercial and about a minute of plug talk at the end. Total commercial time will be about four minutes less than on most half hour shows.

Format will use dramatizations of famous flights from the history of aviation. Rickenbacker will donate his fees to the army air forces aid society. *Symphonette* will remain on the air.

Reconversion, Taxes Cause

Slim Class A time available, need for selling shows and bet coppering point way

NEW YORK, Jan. 5.—Like every other field of radio activity, talent and package production are beginning to feel the impact of reconversion and a revised U. S. tax structure. More and more sponsors are demanding and getting more and more low-budget programs from package houses, webs and their own agencies.

The downward trend in radio programs is typified by eight different clients of one large agency. The average budget proposed by these sponsors is \$2,500, and each one has had several programs offered to him. Another good example of today's prices, on the average, is the line-up of five new shows which ABC is offering for Monday night airing. Costs of the five sustainers range from \$3,000 to no higher than \$6,000 a week. Producers all around town are ready to meet the demand with shows like *The Saint*, the *Black Mask*, a host of other mystery segs, more audience participation than the boys can remember in years and liberal sprinkling of situation comedy. Clients are looking, some are buying, and all are hoping for another *Fibber McGee and Molly*, the classic example of a low-cost show which skyrocketed.

Reconversion, Taxes

The two major reasons for the trend are, in the opinion of top program execs, self-apparent: Reconversion and taxes. Price controls, shortages, priorities and a natural disinclination to produce while taxes take 85 cents out of every dollar, have all held up manufacture of civilian goods. But today, when corporations have been given substantial tax relief, management is reluctant to throw its money into advertising. During the war the government paid a goodly part of the ad cost. That has been changed.

However, there are other reasons why advertisers don't want to sock their dough into programs costing \$10,000 and up. Foremost among these, it is said, is the fact that the only Class A time available with any regularity, is on ABC and Mutual. Both of the junior webs have rating structures, which on the average, are lower than Columbia's or NBC's. When a client buys a program costing \$10,000 or more, he expects a rating of 12 or better. But, when his supposed 12 rating show is surrounded with programs hitting fours and fives, the high cost program generally tends to drop. There are, of course, exceptions to the rule. Walter Winchell is ABC's best case in point, and Gabe Heatter doesn't do badly at all on Mutual. Even though neither is in the high-budget bracket, both maintain excellent ratings despite the influence of low program cost. However, most sponsors feel, justifiably or not, that low ratings operate in radio the way bad currency does in economics. Bad money tends to drive out the good. Consequently, less expensive shows go to ABC and MBS.

A second reason above finances for the plethora of low-cost programs, is the constant need in the post-war period for merchandisable shows. Before long it is expected that many consumer goods will return to the market and with them, furious competition. The program which can tie-in with dealer promotions, giveaways and all the other sales hypos is in demand. Magazine, newspaper, billboard and display support needed for such boosts cost money. Rigid ad budgets generally mean that the support is drawn from dough which would normally be devoted to programming. It is further noted that audience participation and other low-cost for-

(See *Low Budget Show* on page 8)

Raleigh Shifts Part Black-White Ads to Bates From BBDO

NEW YORK, Jan. 5.—Raleigh Cigarettes' account covering black-and-white space has shifted from B.B.D.&O. to the Ted Bates agency. Move involves only a part of Brown & Williamson's periodical advertising, the remainder still in B.B.D.&O.'s hands.

Radio shows bank rolled by Brown & Williamson stay with Russel M. Seeds, Chi agency. Shows, all aired over NBC net, are: *Red Skelton*, Tuesday at 10:30-11:30 p.m.; *Raleigh Room With Hildegarde*, Wednesday at 8:30-9 p.m., and *People Are Funny*, Friday at 9-9:30 p.m.

AFRA Candidates Selected

NEW YORK, Jan. 7.—Candidates for office at AFRA's New York local have been chosen. For proxy it is between Clayton Collyer and Felix Knight. Members have six choices for v.-p.: Jack Arthur, Alan Bunce, Ben Grauer, Quentin Reynolds, Margaret Speaks and Ned Wever. Louis Van Rooten for treasurer, and George Hicks for recording secretary, bring up the parade.

Members of the union must have their ballots in by noon January 28 for them to be valid. Officers are elected for one-year terms.

Dale Permit To Build Outlet

CONCORD, N. H., Jan. 5.—Governor Charles M. Dale has been granted a construction permit for 250-watt local standard broadcasting station, to be located in this, the capital city of the State. The new transmitter will use the 1,450 kilocycles band.

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Val Lawrence, Mgr.

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COMMERCIAL IMPACT COMPILATION

VOL. III. NO. 1 JANUARY, 1946

(Presenting the "FIRST TWENTY-FIVE" nighttime, "FIRST TEN" daytime and "FIRST THREE" Saturday afternoon programs in order of their impact rating* and based upon their Hooperating of December 30)

Programs Nighttime	Impact Rating*	** Sponsor Ident.	Sponsor	Agency	Net- work	Hooper- ating
RADIO THEATER	23.4	91.8	Lever Bros. Co. Lux Soap & Flakes	J. W. T.	CBS	25.5
FIBBER MCGEE AND MOLLY	23.0	78.6	S. C. Johnson & Son	N, L & B	NBC	29.2
BOB HOPE	22.8	77.9	Pepsodent Div. Lever Bros. Co. Various Products	F, C & B	NBC	29.3
CHARLIE McCARTHY	19.5	70.1	Standard Brands Chase & Sanborn Coffee	J. W. T.	NBC	27.8
WALTER WINCHELL**	17.7	79.6	Andrew Jergens Co. Jergens Lotion	L & M	ABC	22.2
JACK BENNY**	17.0	67.6	American Tob. Co. Lucky Strike Cigs.	R & R	NBC	25.2
TAKE IT OR LEAVE IT	16.4	82.0	Eversharp, Inc.	Biow	CBS	20.0
SCREEN GUILD	13.0	65.5	Lady Esther, Ltd.	Biow	CBS	19.9
BANDWAGON	12.5	68.6	F. W. Fitch Co. Various Products	L. W. Ram- sey Co.	NBC	18.2
TRUTH OR CON- SEQUENCES	12.3	69.8	Procter & Gamble Co. Duz	Compton	NBC	17.6
JACK HALEY SHOW	11.9	67.1	National Dairy Sealtest	M & A	NBC	17.8
JOAN DAVIS-ANDY RUSSELL	11.0	62.1	Lever Bros. Co. Swan Soap	Y & R	CBS	17.7
MR. D. A.	10.8	45.5	Bristol-Myers Co. Vitalis & Ipana	D, C & S	NBC	23.8
YOUR HIT PARADE	10.6	77.0	American Tob. Co. Lucky Strike Cigs.	F, C & B	CBS	13.8
ABBOTT AND COSTELLO	9.6	48.2	R. J. Reynolds Co. Camel Cigs.	Esty	NBC	19.9
VOX POP	9.6	62.5	Emerson Drug Co. Bromo Seltzer	M-E	CBS	15.3
THANKS TO THE YANKS	9.5	81.4	R. J. Reynolds Co. Camels-Prince Albert	Esty	CBS	11.7
CRIME DOCTOR	9.3	62.8	Philip Morris & Co.	Biow	CBS	14.8
GREAT GILDERSLEEVE	9.1	47.3	Kraft Foods Co. Parkay & Kraft	N, L & B	NBC	19.2
MUSIC HALL	9.0	46.6	Kraft Foods Co. Various Products	J. W. T.	NBC	19.3
EDDIE CANTOR	8.9	48.2	Bristol-Myers Co. Trushay, Sal Hepatica	Y & R	NBC	18.4
DR. CHRISTIAN	8.8	55.0	Chesebrough Mfg. Co. Vaseline	M-E	CBS	16.0
BOB BURNS	8.7	55.9	Lever Bros. Co. Lifebuoy Soap	R & R	NBC	15.5
BLONDIE	8.7	56.2	Col-Palm-Peet Super Suds	Esty	CBS	15.4
AMOS 'N' ANDY	8.5	55.6	Lever Bros. Co. Rinso	R & R	NBC	15.2
BREAKFAST IN HOLLYWOOD	5.4	70.6	Procter & Gamble Co. Ivory Flakes	Compton	ABC	7.7
MA PERKINS	5.2	65.8	Procter & Gamble Co. Oxydol	D-F-S	CBS	7.9
BIG SISTER	5.0	68.4	Lever Bros. Co. Rinso	R & R	CBS	7.3
PEPPER YOUNG'S FAMILY	4.8	62.6	Procter & Gamble Co. Camay	P & R	NBC	7.7
BREAKFAST IN HOLLYWOOD	4.6	59.2	Kellogg Co.	K & E	ABC	7.8
AUNT JENNY	4.5	75.5	Lever Bros. Co. Spry	R & R	CBS	5.9
MA PERKINS	4.3	68.7	Procter & Gamble Co. Oxydol	D-F-S	NBC	6.3
WHEN A GIRL MARRIES	4.2	49.6	Gen. Foods Sales Co. Various	B & B	NBC	8.6
KATE SMITH SPEAKS	3.7	52.0	Gen. Foods Sales Co. Post Bran Flakes Post Raisin Bran	B & B	CBS	7.2
TODAY'S CHILDREN	3.5	65.4	General Mills Bisquick	Knox- Reeves	NBC	5.4
THEATER OF TODAY	4.4	59.3	Armstrong Cork Co. Armst'g Floor Covs.	B, B, D & O	CBS	7.4
STARS OVER HOLLYWOOD	3.8	51.6	Dari-Rich Products	Sorenson	CBS	7.4
GRAND CENTRAL STATION	3.1	42.4	Pillsbury Flour Various	M-E	CBS	7.4

*Percentage of audience tuned to program and conscious of sponsor.

**Includes second broadcast on Pacific Coast.

N, L & B—Needham, Louis & Brorby; F, C & B—Foote, Cone & Belding; J. W. T.—J. Walter Thompson; L & M—Lennon & Mitchell; M & A—McKee & Albright; R & R—Ruthrauff & Ryan; R. M. S.—Russell M. Seeds; D, C & S—Doherty, Clifford & Shenfield; K & E—Kenyon & Eckhardt; D-F-S—Dancer-Fitzgerald-Sample; P & R—Pedlar & Ryan; Y & R—Young & Rubicam; M-E—McCann-Erickson; R-W-C—Roche, Williams & Cleary; S & S—Small & Seiffer, Inc.; B & B—Benton & Bowles; N-E—Newell-Emmett. "Commercial Impact Compilation" copyrighted by *The Billboard*.

FCC Urges 2-Year Renewal of NA Pact

(Continued from page 6)
the NARBA situation, and indications were that Cuba eventually would come to terms.

"Reaching for Stars"

Impression here, as result of last Friday's conference, is that Cuba was reaching for the stars and that she will accept compromise. Cuba's demands for additional frequencies, aired at the conference, were opposed almost unanimously by spokesmen from various parts of industry and government, with views aired by State Department officials, FCC spokesmen and a majority of the more than 60 radio engineers and consultants who were present. Industry representatives ridiculed Cuba's demands as "ridiculous."

Evidence submitted by Raymond I. Guy, National Broadcasting Company representative, indicated that Cuban cities comparable to metropolitan areas in the U. S. have three to five more stations. One engineer asserted that politicians had taken over control of radio in Cuba and that political parties there were putting up stations right and left to keep in power. Another industry spokesman laughingly suggested that "Maybe they've found some more street-car rails and they're planning to use them for antenna." Antennas are so thick in Cuba, he added, they look like telephone poles.

Reconsideration Urged

State Department officials advised they would contact U. S. Ambassador R. Henry Norwebb and attempt to get the Cuban government to reconsider its demands before the actual conference here. Industry spokesman asserted that Cuba is not using the frequencies which it already has to their best advantage. One radio consultant inquired what the Cuban government would do with new outlets if it doesn't have the money to improve existing equipment, as indicated in a Cuban government memorandum outlining its frequency demands.

Commissioner Jett favorably discussed proposal to give U. S. firms one year, from the February 4 conference, in which to file applications for use of international frequencies, in view of fact that during the war no such applications were considered. Cuba thruout the war granted international licenses to Cuban applicants, and the Canadian government kept a file of applications so that operators first to apply would be first to get operating licenses.

Low Budget Show Yen New Trend

(Continued from page 7)

mats make as good for merchandising as expensive productions.

Coppering a Bet

Third reason is a growing trend among the larger advertisers to take a chance on new, inexpensive packages. When a sponsor feels he has sufficient coverage via other media and when the client has one or more high rating programs, he may feel he can afford to try a cheap show which has a chance of coming up. The most typical example of this practice, trade says, is Bristol-Myers and the Alan Young show. Client had two top-bracket programs, Eddie Cantor and *Mr. District Attorney*. With those two and an intensive job in black and white, sponsor felt that he could let a couple of bucks ride on a new comic who might pay off later on. In race track parlance, that would be called coppering a bet.

Some of the industry's most astute observers conclude from these facts that the day of the \$15,000 show may be over except in some special cases. Cheaper shows, falling into a few patterns and fewer big names will be the rule. "It can lead," remarked one top agency man, "either to a horrible series of stereotypes or to a return to imagination, daring and brains in radio. Let's hope it's the latter."

GROANER'S SUIT SWITCH

(Continued from page 7)

had offered more for this year and Crosby had shown no great interest.

"Frankly," Lockridge said, "we were very surprised when Crosby notified us that he wasn't going back on the air for Kraft."

Trade reports Bing considering bigger and better offers and so is keeping mum.

NAB Decides Petrillo Needs Industry Action

LOS ANGELES, Jan. 7.—NAB board of directors decided last Saturday (5) to go to work on the Petrillo problem industry-wide rather than as the NAB and formed a 15-man committee representing the NAB plus nets and stations not now a part of the association. While nothing was said about it, the fact that Sidney Kaye, counsel of Broadcast Music, Inc., made a "progress report" at the meeting, was enough to highlight in the board's mind that, by concerted effort, the radio industry had brought reason to ASCAP and by concerted effort they might bring about a contract with the American Federation of Musicians which would not be a constant sword hanging above the industry's head.

Idea is not that radio wants to or will fight Petrillo, but that it wants to reach an agreement with JCP and his members which will stick for a long enough time so that broadcasting can worry about its other problems. Committee includes Justin Miller, NAB prexy; Robert Swezey (MBS), Mark Woods (ABC), Frank White (CBS) and F. M. Russell (NBC) for the webs and for the stations, Marshall Pengra (KRNR), Clair McCullough (WGAL), John Elmer (WCBM), James D. Shouse (WLW), J. Harold Ryan (r.t. Industries), Paul Morency (WTIC), Richard D. Shafto (WIS), Walter J. Damm (WIMJ and FMBI prexy), Wayne Coy (WINX) and J. Leonard Reinsch (WSB). Job of the 15 is to study Petrillo and all his manifestations and to arrive at an approach to music and musical unions on the air.

NAB Votes for Miller Confab With Petrillo

HOLLYWOOD, Jan. 5.—Radio industry's jitters over an impending impasse with the American Federation of Musicians was manifested here yesterday when 25 execs of the National Association of Broadcasters voted to have Justin Miller, NAB president, renew attempts (as predicted exclusively in the last issue of *The Billboard*) to have a confab with James C. Petrillo, AFM chief.

AFM, which recently banned American use of short-wave musical programs, has slated its mid-winter board of directors meeting for mid-January in Chicago and is expected at that time to consider the entire problem of radio employment.

Need for a confab with Petrillo to iron out musician employment is paramount in the minds of many radio execs, not only with regard to standard broadcasting but also Frequency Modulation and television.

NAB Sets Up Radio Freedom Committee

HOLLYWOOD, Jan. 7. — Committee along the lines of the Newspaper Freedom Committee will be formed by Justin Miller, head of the NAB, with the authority granted him by the board of directors this week. Radio Freedom Committee will study how to keep the air free in all ways and watch carefully at all times over any tendency toward shackling the miked word.

Unspoken part of the job will be to see that Mr. Whiskers doesn't move toward government radio, there being a definite trend among a certain segment of the men on Capitol Hill in that direction. Idea is, of course, that with government radio the party in power controls the transmitted word and freedom might very logically go out the studio windows.

Chi Gets NAB Convention

HOLLYWOOD, Jan. 5.—Chicago will hold the next NAB convention on October 21-24, the board of directors decided yesterday (4). Convention will be the first in several years and also the first to which Justin Miller will make a report of his trusteeship, since taking office.

That Kirby Burn

NEW YORK, Jan. 7.—NAB publicity committee is doing a quiet burn about NAB's hiring Ed Kirby as publicity director without a courtesy clearance with the committeemen. Several have filed squawks with the NAB, others have unofficially washed their hands of the committee and its functions.

Contestant Shrinks Edwards' Duz Okay

NEW YORK, Jan. 5.—A terribly crucial situation suddenly developed on a recent *Truth or Consequences* broadcast, Procter & Gamble sponsored show on NBC, when a Mr. Lux, no less, made his appearance among the contestants. Ralph Edwards, resourceful emcee, even in the tightest of tight spots, introduced the gentleman as Mr. Duz, a slight change in monicker for which the sponsors were vastly grateful, according to David (Oh, My Gosh) Alber, Edwards' press agent.

NAB Board Okays Kirby's Flack Plans

HOLLYWOOD, Jan. 7.—Ed Kirby last week received a green light from the board of directors on his expanded NAB flack plans. Idea, as reported last month in *The Billboard*, is to set up a real p. r. o. in New York, Chicago and Hollywood and an expanded publicity staff at headquarters in Washington. D. C. staff, besides Kirby (as public relations counsel), will include an editorial director and two researchers.

Kirby is said to want Major Pollack, who worked in the army p. r. o. in New York, for flack there, but Pollack is said to have committed himself to another job. However, Kirby's choice on the Coast, a chap named Kolson, is available, it's understood, and the NAB okayed him—altho as *The Billboard* goes to press, Kirby states that he hasn't anyone's name on the dotted line.

NAB will, however, endeavor to do an industry p. r. o. job, and the trade boys are watching just how far the job will

NAB Board Pitch To Urge Radiomen To Work for AFN

HOLLYWOOD, Jan. 5.—Ed Kirby, speaking for the Armed Forces Network, made a plea to the board of directors of the NAB for help in getting technicians and radio men in all capacities to take civil service jobs with the army to fill the positions which are being opened rapidly as high point men are released from the services.

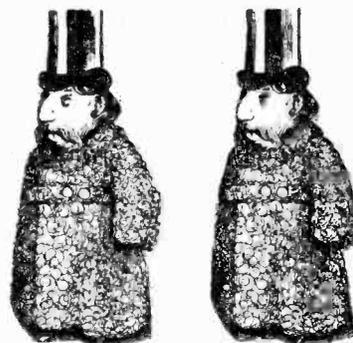
NAB-ites promised to do their best to sell the idea of broadcasters getting into civil service for the occupation duration—and a campaign will be waged to sell the boys in civvies on doing a Mr. Whiskers peacetime job. No committee was appointed, but everyone promised to do something about the matter.

go, as it's going to cost \$\$ and money isn't going to flow too easily in the years to come.

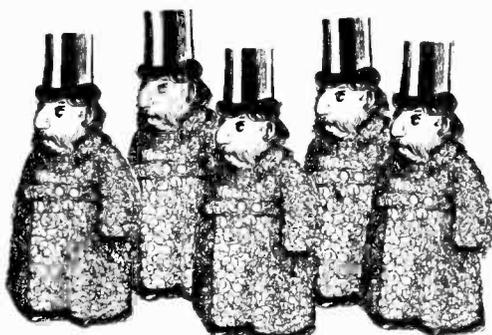
more on the same subject



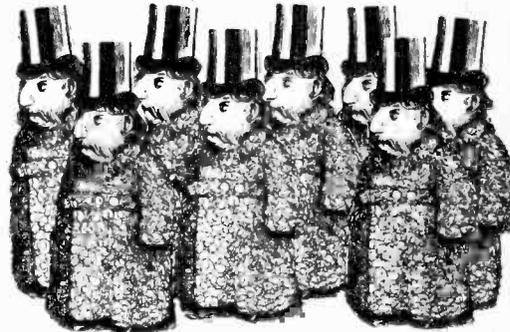
More people live in those portions of the 7 great states covered by WOR (18,399,713), than live in the combined cities of Chicago, Los Angeles, Detroit, Pittsburgh, San Francisco, and St. Louis.



More money—26 billion dollars—was spent in 1944 by people in WOR's territory than the combined goals set for the 7th and 8th War Loan Drives by the United States Treasury Department.



More homes in the WOR area have radios than America's largest selling national magazine has buyers. Our digit deliverer, Miss Ochs, will remind you that we're talking about 4,704,675 homes.



More stories of how WOR has successfully sold goods rest in WOR's files than in the files of any other one station in the United States. The number, we keep repeating, is exactly one hundred and six.

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WOR MUTUAL

Durr Raps Ad Pressures on Air

Good Shows Hurt, He Says

FCC commissioner lays down blueprint of minimum standards for radio

NEW YORK, Jan. 8.—Commissioner Clifford J. Durr, of the Federal Communications Commission, addressing the joint radio committee of the Congregational, Methodist and Presbyterian Churches of the United States at the Gramercy Park Hotel here last night (7), assailed "advertising pressures" on the air and declared that "economic concentrations in the control of program sources have been built up which threaten that diversity in the sources of news and opinion upon which we must rely for the safety of our democratic institutions."

Durr praised the performance of broadcasting during its 25 years of existence and he voiced high hopes for the future of radio thru expansion in FM and television. He added, however: "Unfortunately, as in the case of all instruments (See DURR RAPS AD on page 24)

KXOK Airing Mixes P. S. With Meeting On Housing Shortage

ST. LOUIS, Jan. 7.—Station KXOK, with alertness last week brought its listeners an unscheduled public service program of major importance, altho it had to dump a regularly scheduled commercial show to do it. After a period of picketing the United States Employment Service office and various downtown intersections and meeting with the mayor and the board of aldermen, homeless World War II veterans of St. Louis staged a mass meeting at the Soldiers' Memorial in downtown St. Louis on January 3 to discuss the acute housing situation affecting not only veterans but almost everyone in the nation. KXOK, realizing the importance of this meeting to the general welfare of the community and to further the understanding between the veterans and the public canceled its regularly scheduled program, *American Town Meeting*, to broadcast exclusively this meeting which was actually a town meeting of veterans and members of the Citizens Housing Committee.

The broadcast was presented from 7:30 to 8:25 p.m., with special news announcer Alex Buchan, of KXOK, explaining the activities to the listening public. Buchan is a veteran of five years service with the RAF, and the U. S. Navy Air Corps and he interviewed many veterans on their individual problems.

MBS "Queen" Airs From Earl Carroll's

HOLLYWOOD, Jan. 7.—Mutual's *Queen for a Day* air show, back here from an Eastern tour, is using Earl Carroll's for broadcast headquarters. Net says reason for forsaking Hawaii Theater where show was aired before, is to accommodate bigger crowds. However, strong point in favor of switch to Carroll's is that latter is right on Sunset Boulevard's radio row where show can pull in palmer and thereby place Mutual with the other nets in audience grab game.

Coast ABC To Primp Up KECA Playhouse With 35G

HOLLYWOOD, Jan. 7.—American Broadcasting Company will sink \$35,000 into revamping its KECA Playhouse with work due to start March 1. Studio is the only one owned by net here capable of handling crowds and is origination spot for *Al Pearce Show*. Top attention will be devoted to improving sound facilities.

Too Short for a Head

MARRIED FOR LIFE, Mutual's addition to the marriage derby, bows in as a once-a-week shot January 14 at 10:30 a.m. During the test period, program will not be heard in New York.

Joe O'Brien, ex-chief announcer at WMCA, New York indie, has just been transferred from the infantry to a post in the Armed Forces Network in Germany.

Karl Mark, radio director for Al Paul Lefton, New York agency, will be married to Patricia Greenfield January 18. They're going to Havana.

Perry Como, of the "Chesterfield Supper Club" show on NBC, is expected to cut out for the Coast soon to make a picture for 20th Century-Fox. Show will either accompany him to Coast or get a replacement while he's away.

Tom O'Brien, just out of blues and ex-Conover model flack, takes over at the Grand Rapids, Mich., office of the Associated Broadcasting System as publicity chief.

William Abernathy new night program manager at ABC. Abernathy has been a staff miker at both ABC and NBC for 16 years. James Bixler slips into slot of assistant manager of ABC music department. Raymond Diaz continues to ride herd on ABC night programs and mikers.

Burton Adams, after two and a half years in the navy, has returned to NBC station relations as station contact. He'll handle co-operative programs.

Bill Shirer, CBS correspondent, at the Midtown Hospital in New York for an abdominal operation. Expected to be off air for number of weeks.

Benton & Bowles, New York agency, recently put out the welcome mat for three returned vets. They are: Larry Dunham, who'll work with Al Whitman on General Foods; Don Waterous, back-stopping on Florida citrus account; and Russ Zeininger, who'll write commercials.

CBS television last week sold its second series of time spots to the Elgin Watch Company. Pact is for two announcements. J. Walter Thompson is agency. NBC television also signed the Waltham Watch Company for three announcements. N. W. Ayer & Son handles Waltham account.

George M. Benson, ex-navy and ex-NBC sales manager, has entered Mutual's network sales department as v.-p. in charge of sales. Benson served as radar officer in navy. Howard W. Cann, dischargee from the Army Air Force and ex-ABC sales staffer, is another addition to Mutual's sales set-up.

Schlitz Beer will sponsor a special half-hour show celebrating Milwaukee's Centennial and starring native son celebs over ABC net, January 30 from 10:30 to 11 p.m. Agency is McJunkin Advertising Company of Chicago.

District meeting of CBS affiliates will be held in Hollywood January 18 and will be attended by 24 reps from 15 CBS outlets in this territory. Confab will be devoted mostly to airing recent engineering developments.

Glenn Middleton returns from five years' service in the army to CBS-KNX, Hollywood, as contact producer. His first chores will be on *Frigidaire-20th Century-Fox* show.

Boyce Wright will be production manager for KGO, ABC's San Francisco affiliate, after quitting similar post with WKY, Oklahoma City station. He'll work with Gayle V. Grubb, KGO manager, who switched from the Oklahoma City outlet two months ago.

"Gilt Edge Melodies," quarter-hour recorded show produced by KVOX, Fargo-Moorhead, Minn., station, will be aired on eight stations of North Central Broadcasting System. Sponsors are Farwell, Ozmun, Kirk & Company, St. Paul, Minn. It will be heard over KGCS, Sidney, Mont.; KLFM, Minot, N. D.; KGCU, Mandan, N. D.; KDLR, Devils Lake, N. D.; KSJB, Jamestown, N. D.; KABR, Aberdeen, S. D.; KOVC, Valley City, N. D.

Dick Conner, v.-p. in charge of operations for the Associated Broadcasting System, is visiting the Midwest, South

and Inter-Mountain areas, calling on affiliated stations.

KCMO, Kansas City, Mo., station has recently added two announcers, Kirk Hammer and Harry Grove, both former servicemen. Other additions coming up in sales and promotion departments.

Hugh B. Terry, who heads CBS Denver outlet, KLZ, to Hollywood to huddle with web execs and take in the NAB meet to be held in Los Angeles.

Les Bowman, CBS Coast Division engineer, leaves Hollywood to attend Radio Institute of Engineers in New York. Expects to stay east for a couple of weeks and glom video and FM research there.

Charmaine Werner is back at Blue's Hollywood outfit. In net's flackery in pre-ABC days, she now joins sales promotion department.

Going strong on public service, KTUC, Tucson, Ariz., station, has presented its city with a twin iron lung as a New Year's gift. Presentation ceremonies at the County Hospital were aired by the station.

Edward Stodal, former marine combat correspondent, has account exec job handling radio at Hillman, Shane, Breyer, Los Angeles agency.

John B. Hughes, Associated's news interpreter, goes on a nationwide lecture tour and will return to Hollywood in the early spring.

Zack Hill, former WWJ, Detroit, miker, back at his old post last Wednesday (2) upon his return to civvies.

Grandon Rhodes, who has been associated with NBC television shows, most recently "The Devil and Daniel Webster," is in Detroit to do an industrial motion picture for the Jam Handy organization.

Frank E. Shaffer, out of navy, has joined the miking staff at WAKR, Akron station. Formerly, Shaffer was announcer for WMMN, Fairmont; WAJE, Morgantown, and WBLK, Clarksburg, all in West Virginia.

Bob Stephan, radio editor of The Cleveland Plain-Dealer, in New York for the week.

Paul Severeid, brother of the more famous Eric has been put at the head of radio department at Fadell Company, public relations and ad agency in Minneapolis. Before going into uniform—recently discharged a major—he was on staff of WLWL, Mutual outlet here.

After 20 years in radio, Joe East, time peddler for WTCN, ABC Twin Cities outlet, is taking his first real vacation. He and the missus have gone to Mexico for two months. Joe joined WTCN when it was WRHM back in October, 1925.

William H. Hawes Jr., recent navy grad, will soon join the Ralph Edwards radio show in Hollywood. Before service, he handled production.

Mary Helen Raies, Akron University grad, enters the WADC, Akron CBS outlet, as a continuity writer.

Frank Allen, veteran miker, has resigned his job at KMOX, St. Louis CBS affiliate, to work for WIND, Chicago station.

Andrew Cowan, CBC war correspondent in Italy and France, ships back to London to represent the CBC international service. He'll attend UNO conference opening in London January 10.

Paul J. Doniger was recently added to the promotion department of Seventeen mag. Doniger rides herd on research. Formerly was with WOR, Keystone Broadcasting System, and Young & Rubicam.

Jack Lacey, back in civvies after three years in the army, has taken over slot of program director of Station WHTD, Hartford, Conn., local Yankee and Mutual outlet. Before army, Lacey was chief announcer at station.

Hot jazz jam sessions went on full Associated Net sustaining last Thursday (3), originating from WWDC, Washington outlet from 11:30 to 11:45. Trummie Young's sextet was the first band aired, and was heard January 3 and 4.

Rep. Lea's Anti-AFM Bill Slated for Fast House Brush - Off

WASHINGTON, Jan. 7.—Rep. Clarence Lea's (D., Calif.) anti-AFM bill may get out of House Interstate and Foreign Commerce Committee (of which he is chairman) as anticipated, but it probably won't get to first base in the House, it appeared today, as preparations were being made for resumption of Congress next Monday. Lawmakers will be hard pressed in taking up President Truman's program legislation, and consideration of labor legislation will be limited to bills much broader than the Lea anti-Petrillo measure.

Despite the fact that the Lea bill isn't expected to get far when it hits the House floor, the committee chairman is sticking to his original intention to get it out of committee after brief wind-up of legislative and possibly public hearings. In dealing with labor legislation, Congressional leaders have already issued word here quietly that all attention will be given to broader aspects of the problem, and a move is already afoot to concentrate on Truman's fact-finding legislation recommendation.

Miller Studies Data

Meanwhile, Justin Miller, president of the National Association of Broadcasters, readying for his forthcoming conference with James C. Petrillo, head of the American Federation of Musicians, has been making an exhaustive study of data on the drawn-out controversy, it was disclosed here. Miller, seeking "common ground" with the AFM head at the forthcoming meeting, has been reviewing such data as Petrillo's edicts, as well as expressions by industry spokesmen.

NAB president might possibly interrupt his circuit of district meetings to meet with Petrillo if the AFM chief gives the nod, it was indicated today. Miller in any event will be ready to talk with Petrillo after the wind-up of the circuit in little more than another month, and it is likely that Miller will gather expressions from industry members on his tour of district meetings. He already has incorporated among his background information the transcript of discussions on the subject at the Hollywood meeting of the NAB board (3 and 4).

Four-Page Tabloid Planned by News In Washington

WASHINGTON, Jan. 7.—The *Washington Daily News* (Scripps-Howard tabloid) plans to start a Sunday four-page radio section latter part of month. (Tentative date, January 20). Present plans include syndicating but not immediately at least.

Charles Zurhorst, ex-WOL flack, is heading up the radio section which is expected to give greater emphasis to radio in daily press than yet received in nation's Capital. The section will contain daily features on radio personalities, programs.

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AdBoys Weigh Waiting Game On Production

If Nets No Play—Okay

NEW YORK, Jan. 7.—Ad-agencies which have been digging into their own kick to finance television program production experimentation are preparing to cut their investment and participation to the bone. Angle is to let NBC and CBS, which currently control major video production, knock themselves out and wait until the client is definitely interested in video.

When that time comes, the ad-agencies will go back to bat. Meanwhile, they'll watch and wait.

It all stems from the attitude of NBC and CBS anent agency production in video. Webs have insisted and persisted that the network producer would have final say on all telecasts. They agree that the agency director would have autonomy and might even overrule the web rep. Only, and this is the exception that griped the agencies, the network exec would have the final say in case of a tie.

Thus, any dispute at video airtime would be settled by the network producer, with the agencyman free to ask for another web stop-watch holder for the next airing. CBS and NBC execs claim that in practice this would, by a process of education and elimination, give the ad-agencyman the final say. Latter feel it's all a lot of double-talk, since the determining factor is what goes on the air and in this, the network rep has control.

One agency and one client have already been singing by this policy and have withdrawn from active video production experimentation and several other ad-agencies have likewise advised their video staffs to lay low.

Scophony U. S., Brit. Ask 20-Day Stay in Gov't Monopoly Suit

NEW YORK, Jan. 5.—A 20-day extension in the time permitted to reply to the Department of Justice's anti-monopoly suit has been requested by two of the defendants, Scophony Corporation of America, and Scophony Ltd. of Britain. Along with General Precision Instrument Company and Paramount Pictures, the two have been accused of a conspiracy to hold back the development of large-screen television and divide world markets among them.

U. S. law allows defendants in such a case 20 days in which to prepare a reply to the government's complaint, but extensions are common. SCA has asked for additional time so that its reply can dovetail with that of British Scophony. The English company needs more time to become acquainted with the allegations.

To date, neither General nor Paramount has asked for an extension, and it is expected in government circles that they will issue a general denial.

SCA has retained Arthur Garfield Hays, J. O. Ollier and James Cherry to represent it in court. Blair and Ogden will handle British Scophony's case.

It May Be "Peace" That's Hit CBS Color Video, Not Flu

NEW YORK, Jan. 7.—Columbia's postponement of its color television demonstration, originally skedded for today (7), was prompted, according to informed trade sources, by tentative gestures in the direction of a footsie game with NBC and defects in the CBS transmitter. Also CBS alleges that an influenza epidemic among its engineers is the cause of the postponement, tele circles feel that this may be the beginning of "peace" negotiations between the two webs.

It is definitely understood that the CBS transmitter in the Chrysler Tower, New York, has conked out so many times that net officials fear a failure. But also in the wind is a move to bury the hatchet in video, which the senior webs have brandished for more than two years. In radio, Columbia and NBC policy usually dovetail on the top level and it is considered quite possible that the boys have decided it would be wise to do the same in video.

TELEVISION REVIEWS

You Be the Judge
Reviewed Friday (4), 8:40-9 p.m. Style—Drama. Sustaining over WCBW (CBS), New York.

The boys really have something here. *You Be the Judge*, if its first showing is any criterion, is a program headed for a long, successful and honorable life on television. Like any new show in any medium, there are bugs to shake out and spots which can stand improvement, but even in its present form *You Be the Judge* would be ready for commercial sponsorship.

In brief, the program is a courtroom re-enactment of well-known trials using professional attorneys to plead the cases and amateur judges to hand down the decisions. The "judge" whose findings come nearest to the original verdict wins the prize. Friday's chapter, a case involving the ownership of a pearl found in a restaurant order of oysters, was well-written, well-paced, certainly held the viewer's interest and provided several chuckles. Of course, the flexibility of the format leaves room for a wide variety of cases, ranging from the comic to the intensely dramatic, certainly not a disadvantage.

You Be the Judge could come even closer to the meaning of its title if the audience at home were let in on the act. Instead of having three judges in the studio, it might be wise to phone viewers at home for their decisions. Their names, chosen at random from a list of set owners, would increase the audience's sense of participation and certainly engender a more personal interest.

The program could be speeded up if emcee Ed Stasheff were not given the chore of labeling the pleas of each lawyer, but instead, had the attorneys themselves tell for whom they were pleading. Director John Southwell, whose production job was excellent, could add a bit to the technical level by making sure that the witnesses do not walk into the camera as they leave the stand. A more professional title plaque would help and, of course, better shading up in the control room might make the viewers happier. One or two shots were slightly out of focus and there was too much head room in some of the close-ups. Aside from that, the cameramen did their job as they should. In case you are interested, if you ever find a pearl in a restaurant, it belongs to the restaurant owner, not to you, under the laws of Connecticut.
Marty Schrader.

Detect & Collect Set at WRGB by Goodrich & ABC

NEW YORK, Jan. 5.—*Detect and Collect*, Goodrich Rubber sponsored ABC radio show, may shortly be aired in a video version over WRGB, General Electric station in Schenectady, under the banner of Goodrich and ABC tele. Understood that the program will probably air January 25 with net and client splitting the cost.

ABC producer, Harvey Marlowe, will handle the show with the package owner, Mildred Fenton, assisting. Goodrich's agency, BBDO, will participate in the production of *Detect and Collect*, an audience participation mystery show. ABC has also lined up two new pro-

CBS
Reviewed Wednesday (2), 8:15-9:30 p.m. Style—Comedy, audience participation. Sustaining over WCBW (CBS), New York.

In *Play-By-Play*, a sport audience participation show, CBS has the seed of a good idea, but in the form demonstrated Wednesday night it has as much chance of success as a Republican in Georgia.

If it weren't for the easy going and highly competent emceeing of Bob Edge, *Play-By-Play* would have been enough to drive away even the hardest television addict, but even as it was the program won no friends for CBS.

Its faults were legion and all of them resulted from an obvious lack of preparation. Format of the program is to have participants take a whirl at miniature games which are variations of familiar sports like football, baseball, etc. As noted before, this is an idea which has possibilities, but it requires much faster action than Wednesday's, a better set, slicker production and more intelligent placing of the contestants.

The set, a poor imitation of a locker room, looked more like something that had been thrown together by the prop department on 10 minutes notice. Contestants were strung out in a long line, requiring a great deal of panning (not of the critical variety) to show them all, and Ringmaster Edge wandered around with great informality, more often than not forcing the cameraman to swing away from a subject in order to follow him. The contestants were introduced individually at the beginning of the show, which slowed things up, and the gadgets used in the games had to be set up as the show progressed, if it can be said to have progressed. Any quizmaster who has been thru the mill knows that it's smarter and faster to interview contestants as they come up and almost any guy who has ever been around a theater knows that a lot of shirt-sleeved stagehands are not the best visual material available, particularly when the emcee has to fill up the time with long-winded explanations of what is to take place. The props should be in place on different sets before the show goes on the air, and the stooges should be told what to do at the same time.

The evening's second show was a 15-minute monolog by Hildgarde Halliday, night club and stage comedienne. Miss Halliday's material, in television, seemed a bit funnier than the comics' who have preceded her on CBS, but the whole performance was nothing to rave about. Director Franny Buss used a sort of advance plug before the station break, in which an artist did a sketch of Miss Halliday while an announcer pitched her many virtues. In itself, the plug was a good thought but took far too long. Within the body of the show the comedienne did three routines, the gum-chewing telephone operator, the lady with hay fever and the infuriating nurse. Among other things, Miss Halliday should have been instructed not to stand behind the furniture (it makes long shots too long) and not to have worn a diagonally striped dress which added pounds and pounds to her hips, my dear.
Marty Schrader.

grams, *Topsy-Turvey*, a satire on radio, and *Play the Game*, a combination quick sketch-charades format. *Topsy-Turvey* prems on WRGB January 11, and *Play the Game* January 9.

3 Unions Scramble For Jurisdiction Over Tele Pilots

NEW YORK, Jan. 5.—Radio Directors' Guild this week injected itself into the muddled CBS white-collar union situation when it indicated it would claim jurisdiction over all television directors, with particular emphasis on Columbia. National Labor Relations Board hearings open January 7 on the International Alliance of Theatrical Stage Employees' claim that CBS video should be considered a unit separate from the web for union purposes, and the RDG intends to present its case at that time.

George Maynard, newly appointed executive secretary of the Guild, told *The Billboard* that his group considers itself to have jurisdiction over all directors whose efforts are "broadcast, whether they be audio or video." He pointed out that the new national constitution of the Guild specifically states that "director" means men who work in radio and/or television.

NLRB next week takes up the question of whether or not CBS television is a separate unit, as claimed by the IATSE, or should be represented by the same union which covers all CBS office employees. United Office and Professional Workers (CIO), sponsors of the Columbia white-collar committee, claim that the whole network, in New York at least, should be one unit, as does the International Brotherhood of Electrical Workers (AFL), third union asking jurisdiction over CBS white-collar help.

In asking that directors come under its supervision, RDG will probably throw its weight on the side of those who want a single unit. Guild feels that tele directors should be in the same group as radio men.

IATSE says that as tele is a different medium and is physically divorced from radio at CBS, it should have separate coverage. Real reason for the IA's pitch, says the trade, is its desire to gain a foothold in tele so that it can eventually take over control of technicians now in the IBEW.

Wrigley To Tele Cub Games in '46

CHICAGO, Jan. 5.—P. K. Wrigley, owner of the Chi Cubs and long known as a pioneer in radio sports broadcasting, intends to have Wrigley Field games televised by next summer if equipment is available by then, and the webs are pushing video as well as radio.

Baseball magnate doesn't think tele in the home will diminish gate takes in the least. In fact, he leans to the opposite view—the same point he took when radio wanted to broadcast baseball against the wishes of practically everybody in the baseball industry.

Wrigley's thesis for video is simply this: That the tele camera will never capture the glamour and excitement of attending a baseball game in the flesh, and that tele, like radio, should prove a stimulant instead of a deterrent, as the old fogey sports boys predict.

Don't Fight It
"When anything new in the entertainment field appears," Wrigley declared to *The Billboard*, "it's foolish to try to fight it. It's coming anyway and you might as well play along with it and develop ideas which prove to mutual advantage."

Way back when Wrigley first told the National League the Cubs were allowing broadcasts of games, the league nearly blew up with indignation since it figured the gate would take a tumble. Even now, the radio has increased the gate beyond a shadow of a doubt, Wrigley still has to fight the die-hards, and expects a worse fight on his hands when video comes in.

It may be the Cubs will pull their biggest trump card as they did in the famed radio fight—threaten to secede from the National League. And the Cubs pull too much b. o. for the league bigwigs to allow that to happen.

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**More Video News and Reviews on
Pages 40-41**

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WM Band Biz Headed For Doom?

Mercer, Santly-Joy Top in 1945 Yule Bonus Brings Howls

Garners Honors For Writer, Pub

First hit survey shows Hammerstein-Rodgers, Evans also standout in tune poll

NEW YORK, Jan. 7.—First annual survey of American hit tunes, based on *The Billboard Honor Roll of Hits*, accords top-writer honors for 1945 to that personality-plus mentor of records, radio and pix, Johnny Mercer, and bestows music publisher laurels for the same period on the singularly successful house of Santly-Joy.

Honor Roll of Hits is a weekly *Billboard* feature which computes song sensations of the day by scientifically weighing various fields such as *Songs With Greatest Radio Audience*, *Records Most-Played on the Air*, *Best-Selling Retail Records* and *Sheet Music*, *Most-Played Juke Box Records* and others. This recap of each week's *Honor Roll* for the whole of '45 becomes, therefore, the most comprehensive and accurate determinant available for choosing the *Who's Who* of the music world.

That Mercer's five reigned in "Forty-five" is clearly evidenced by the four tunes he placed in the per annum honor roll. Scored with *Atchison, Topeka and Santa Fe* (3d place), *Ac-Cent-Tchu-Ate the Positive* (5th), *Laura* (12th) and *Dream* (14th). Outside of *Atchison*, for which Harry Warrén grabs a semi-wreath, and *Laura*, on which Dave Raskin splits (See Mercer, Santly-Joy on page 20)

Hutton-Victor Disk Deal Set

NEW YORK, Jan. 7.—Quicker than you can say Dinah Shore has gone with Columbia, RCA-Victor Company announced this week that Betty Hutton had been signed to a one-year paper with options covering another 12 months.

Deal with Paramount singing star, who parted with Capitol diskery back in November, was concluded between Eli Oberstein and Hutton gal in Waldorf-Astoria Hotel here, January 3. Plans calling for first sides some time in February.

Wanted Out

Known that preliminaries to final penning of new Victor chirp star were worked out in November when Oberstein was on the Coast. Word at that time was that Capitol firm was releasing Miss Hutton, but other sources now hold it wasn't so much a question of release as it was gal's desire to get with another label. Understood that much of star's deal with Capitol firm ensued from influence of Buddy De Sylva, Paramount film exec, who was at one time taking active part in Capitol activities. Later bad health that forced De Sylva's retirement from pix and disk connections, said to have motivated Miss Hutton's Capitol adieu and subsequent sally into the Victor alley.

Financial part of the contract not being revealed by Victor people, but it is generally figured that pretty fancy guarantee went with the package.

As far as Victor policy goes, say execs, Hutton gal certainly not figured as sub for Dinah Shore, deal for one having no connection with departure of the other. Also pointed out that styles and fan appeal very obviously differ.

Top 15 Honor Roll of Hits Tunes for 1945

(Actually 22 Titles Because of Ties)

- | | |
|--|---|
| 1. Till the End of Time | 11. I'm Beginning To See the Light |
| 2. Sentimental Journey | 12. Laura |
| 3. My Dreams Are Getting Better (All the Time) | 12. There! I've Said It Again |
| 3. On the Atchison, Topeka and Santa Fe | 12. It Might As Well Be Spring |
| 4. Don't Fence Me In | 13. There Goes That Song Again |
| 5. Ac-Cent-Tchu-Ate the Positive | 13. Chickery Chick |
| 6. Bell-Bottom Trousers | 13. I Can't Begin To Tell You |
| 7. Candy | 14. Dream |
| 8. Rum and Coca-Cola | 14. Symphony |
| 9. I'll Buy That Dream | 15. The Trolley Song |
| 10. If I Loved You | 15. Saturday Night (Is the Loneliest Night in the Week) |

SPA-MPPA Meet Faces Poser in European Rights

NEW YORK, Jan. 7.—One of the knot-tiest problems for Songwriters' Protective Association and Music Publishers' Protective Association in their forthcoming contract negotiations will be the matter of a writer seeking to recover European rights when he withdraws a song from an American pub.

Agreements between American firms and their European representatives often provide automatic consignment of European rights to the furriner on all songs accepted by the Yankee outfit. This deal generally involves liberal advances and royalties for the American pub.

If the penner becomes distressed over his pub's treatment of the ditty and seeks to recover it, he finds that all he can get are American rights, and where the foreign rights are concerned he is lucky to collect a crocodile tear. A song devoid of European rights is almost impossible (See SPA-MPPA FACES on page 19)

Dorseys Buy Out Finley's Third of Casino Gardens

HOLLYWOOD, Dec. 7.—Dorsey brothers are back in full control of their Casino Gardens Ballroom in Santa Monica, Calif., having swung a quick deal over the week-end in buying Finley's third interest in the spot. Finley who continues to operate Mission Beach Ballroom and Amusement Park at San Diego, Calif., as well as the Trianon in the same town, moved into the Casino set-up about eight months ago. During this time, the spot is said to have shown an upped profit.

The Dorsey brothers have sent out Dick Gabbe, manager of Jimmy's band, to operate the ballroom with Finley leaving. Gabbe will cease active management of JD band now that he has taken on Casino Gardens assignment. He arrived here January 5 from New York with Lee Eastman, attorney representing the Dorseys' interests. Eastman and Finley's legal man, Arthur Desser, commented (See DORSEYS BUY on page 21)

Brown, Gordon quit; others skedded to switch; Spivak, Monroe, Basie also burning

NEW YORK, Jan. 7.—End of William Morris Agency as a major factor in the band business is seen by insiders who doubt the agency ork department can fully recover from (A) trouble with its bookers, (B) trouble with allegedly disgruntled orks, such as Charlie Spivak, Vaughn Monroe and Count Basie.

That band booking has never been the favorite activity of Morris brass hats is legendary, and ork bookers in the outfit have occasionally complained of being made to feel like orphans from the wrong side of the tracks. This uppity attitude toward bands is complained of as being sharply reflected in the radio booking department, which is quoted as disliking to peddle "cue-missing" dance orks to ad agencies.

Bonus Fracas

Things came to a head recently when Christmas bonuses were dispensed, and band bookers decided that the coin hadn't been donated on an "equal pay for equal work" basis. The howl from Morris bookers in Chicago and New York echoed against, and was magnified by other grievances, and reports of a grave bust-up began leaking last week.

Phil Brown, band booker in the Chi office, regarded his \$500 bonus as a "brush-off," according to friends, and last week quit the agency to join the Don Haynes office here. Other personnel in Chicago fared better on the Christmas hand-outs than Brown, but regard their future as uncertain in light of rumblings from New York.

Herb Gordon, who has been handling recording and radio in the New York office, is another employee reputed to have received one of the lesser bonuses. Gordon quit the agency Friday (4) and today joined World Broadcasting.

Willard Alexander, backbone of the Morris band department, was reliably reported last week as ready to pull out and take Count Basie and Vaughn Monroe with him. The Monroe and Basie contracts with Morris are up for renewal. In answer to queries, Alexander commented (See WM's BAND BIZ on page 18)

No Kidding, Boys, Ax Is Coming

Sideman Bucks On Way Down

Decreased costs will help the lesser-known bands—ork prices sagging, too

NEW YORK, Jan. 7.—The skids are greased for sidemen's salaries. Name bands playing in this area have already managed to shave pay rolls and the trimming is expected to continue at an ever-increasing gait until it reaches the proportions of an axing.

Wholesale discharge of musicians from the service is the predominant factor. Most big-time musickers who got \$110 a week before donning khaki are tickled to death to accept \$135 per, and thus replace tootlers who have been dragging down \$200 for an oft-times inferior blowing.

B, C, D Bands Benefit

Decreased pay rolls will be a boon to Grade B, C and D bands and no less

Richmond Flu

PHILADELPHIA, Jan. 5.—Elliot Lawrence, who heads the house band at WCAU, lost two of his men temporarily as a result of a trip to Richmond, Va., where the band played a deb party. Buddy Gentilis, sax tooter, landed in Grace Hospital, Richmond, with the flu, and Red Rodney, trumpeter, fought the disease all the way home. Rodney was rushed to a Philly hospital as soon as the crew pulled in.

welcome among top names, who are seldom reluctant to hire an ace tooter for \$150 and fire another ace who demands \$185. Altho there is a definite downward trend, sidemen are still collecting the fatest salaries in the history of the business, and any top instrumentalist with minor billing makes more dough than the average struggling Grade D band leader.

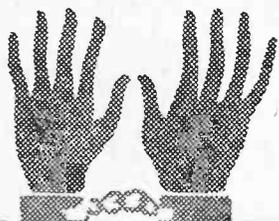
Prohibitive prices demanded by good sidemen can deepen the shade of red (See SIDEMEN'S BUCKS on page 17)

Roberts, Chi Indie, Expands Music Dept.; Edgewater First Deal

CHICAGO, Jan. 5.—Taking advantage of the increase in available musicians, James A. Roberts, head of his own independent booking agency here, is expanding his music department into big bands and more smaller orks. In his first deal selling big bands on location, Roberts this week inked a pact for Henry Brandon, prominent local fronter, to go into the Edgewater Beach Hotel here January 23 for an indefinite engagement. Ork's sale into the exclusive North Side hostelry is a ripe plum for the agency's expanded activity, because spot offers plenty of air time weekly for the ork over a Coast-to-Coast net. Brandon is taking in a 19-piece aggregation, shaping up with five saxes, four fiddles, five brass, three rhythm and a girl singer.

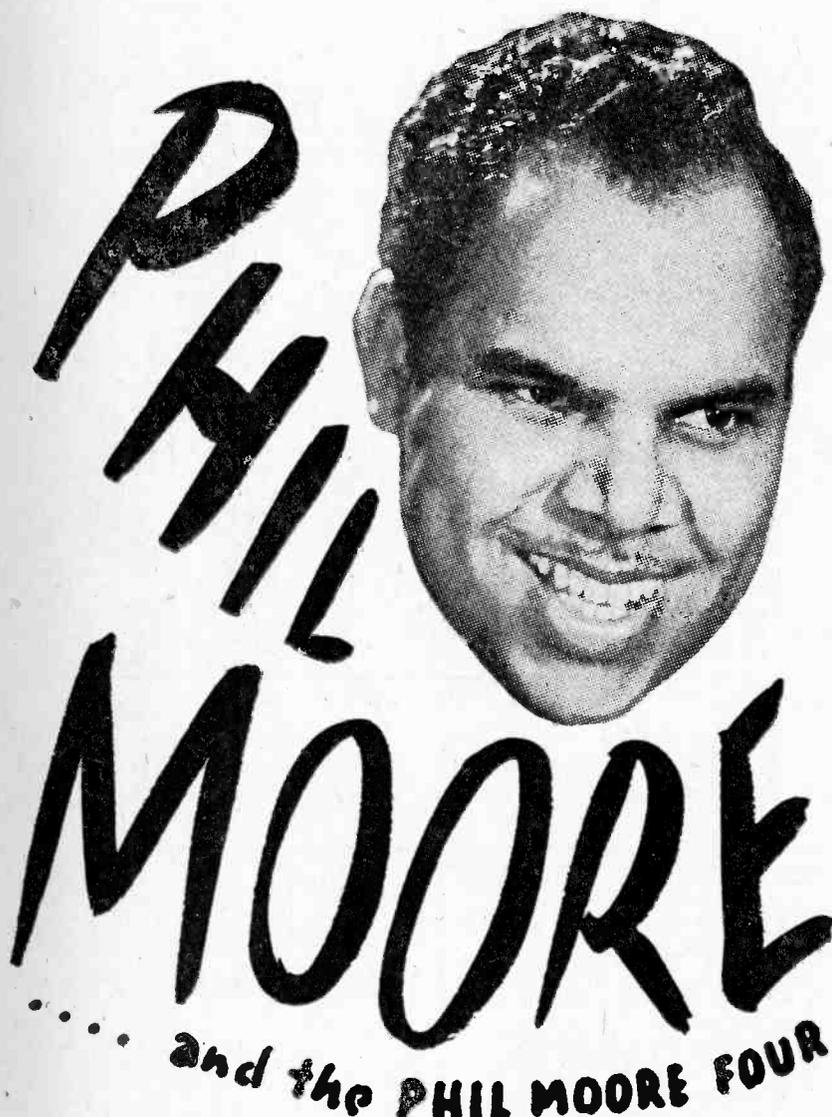
The Roberts Agency, in its move to expand, this week also added Bob Tank, ork leader who was in war work past two years, to its sales staff, and its talent peddling personnel to

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Indie Hot Jazz Disking Pays Plenty Over-Scale Dough; Sidemen Get Label Credit

May Mean Over Scale Eventually for All Name Sidemen

NEW YORK, Jan. 7.—Sidemen, particularly those with standing as instrumentalists, are cashing in heavily via dates with the smaller recording companies. Check-up at Local 802, AFM, proves beyond doubt that the lesser-known diskeries are paying way over scale for men of known competence and name value in the hot music marts, whereas the large companies still pay the usual \$30 per man—and no more.

Various factors responsible for the heavy dough are: (1) listing names of instrumentalists on labels forces wax companies into spirited bidding. (2) Public demand for "stylists" has raised the ante. (3) Great number of small diskeries catering to hot music fans has resulted in a general shelling out in order to capture hot instrumentalists.

Over-Scale Payers

Known to be paying over-scale money, often as high as \$60-\$75 per man for a three-hour date, are such companies as Signature, Blue Note, Keynote, Commodore and others. Also paying over scale on many dates are National, Continental, Goddy Records, Musicraft, Guild Records, Hub Freestate and King Jazz.

The dough, often more than twice the scale, is going to such artists as Don Byas, sax; Joe Thomas, trumpet; John Guarneri, piano; Trummy Young, trombone; J. C. Hurd, drums; Sid Catlett, drums; Billy Gillespie, trumpet; Ben Webster, tenor sax; Bunk Johnson, cornet; John Levy, bass; Bud Johnson, sax, and plenty of others.

Big record outfits, which do not specialize in hot jazz, remain wary with the bank roll to such an extent that sometimes the band leader must personally shell out over-scale dough when he takes an extra instrumentalist to a recording date. As one union exec put it, "I cannot recall one of the big companies paying more than \$30 to a sideman." However, the sidemen who have something special on their instruments are beginning to get hot for that "over-scale" stuff—and are checking on just how the jazzists do it.

Over-Scale Not Over Budget

Fact that lesser-known disk outfits are paying over scale does not mean they are going overboard on their budgets. The opposite is true. They are getting an okay deal, in as much as the deals generally do not involve royalties on records sold. Large companies, for instance, pay no more than scale to sidemen, but must shell out heavily in royalties to name band leaders whom they record. Usual contract with a name maestro will call for the payment of perhaps a 5 per cent royalty on each record sold. In addition to the maestro's salary for the date, this mounts into heavy dough. For instance, a 50-cent recording selling 125,000 disks will mean \$2,250—all in addition to the union scale.

Sideman bonanza shows no tendency of slacking off. The boys hall it as something they have been entitled to for a long time. It is pointed out, for instance, that music publishers, songwriters, record companies and maestri cash in on

records, whereas the sidemen for a long time have had to be satisfied with \$30 for a date no matter how much dough the pressing might bring to the frontier.

Engle-Plasmatonic Deal Hits a Snag

NEW YORK, Jan. 7.—Deal between top lyric magman Lyle Engle and Plasmatonic Record Company of New Jersey (*The Billboard*, December 29), reached a snag last week, about 24 hours before ink was skedded for paper. Difficulty revolved about Engle's pitch for a 50 cent 10-inch disk which he could buy for 18 cents and the record ork's "sudden"-deal was supposed wrapped up in their ability to pass platters under a bridge of at least 20 pennies high.

Plasmatonic's gripe is: "Hey, what do you mean, Engle, top distribb don't get anything for under 22 cents."

Engle's return is: "Add 1,500 Macfadden publication trucks, ours, 110,000 newsstands, ours, and 6,000 chain store outlets, also ours, and the sum is somewhere around two and four million records a month. What were you taking about distribb?"

AFM Wants Status Fixed

NEW YORK, Jan. 5.—Local 802, American Federation of Musicians, has asked its theatrical committee to decide whether the legit show, *The Would-Be Gentleman*, is a musical or dramatic production. Show, produced by Mike Todd with Bobby Clark starring, is slated to open Wednesday (9) at the Booth Theater.

THE KING SISTERS

Every Start Hexed;
Every Finish OK

IN SHOWBIZ, as in marriage, these four canaries have always beaten the Indian sign despite a bad break at the start. Showbiz kids don't usually come thru as sock hits, and the King Sisters were no exception at



first. Half of an old trouping family headed by King and Pearl Driggs, the girls had toured the West Coast, Mexico and Canada as part of the Driggs Family of Entertainers. All the kids received musical training, but when Maxine, Luise, Alyce and Donna swiped

their pop's first name and broke in their own routine in Salt Lake City it was corny.

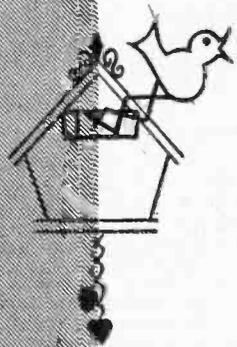
Nevertheless, the girls wouldn't let that stop them and they joined Horace Heidt and his orchestra, house band then at San Francisco's Golden Gate Theater. After singing for five years with Heidt's band—during which time a younger sister, Yvonne, replaced Maxine—the sisters went with Alvino Rey, Heidt's guitarist, when he started his own band. Previous to that, Luise had married the guy. The hex was working then, too, because both of them were painfully sunburned on their honeymoon. The jinx has been present at the marriages of the other girls as well.

Rey's band didn't click at first and they were tossed out of a New York Biltmore Hotel engagement for playing *Tiger Rag*. But the jinx was beaten again and the ork began to catch on—but up popped the hex again in the form of "Greetings," and Rey went into the navy.

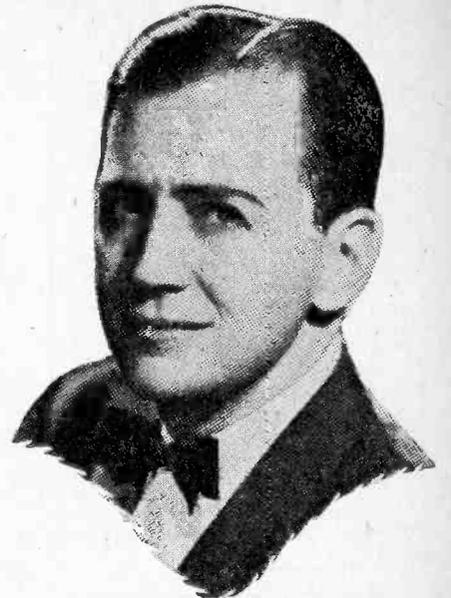
But the girls kept right on pitching and they went out on their own to make a name for themselves. They've been in pix; have played the Waldorf-Astoria, Astor Roof and Drake hotels; Dailey's Meadowbrook and Slapsie Maxie's; have been featured on the Kay Kyser, Charlie McCarthy, Artie Shaw, Al Pearce, Kate Smith, *Family Hour* and *Lucky Strike* programs, and have cut some sock disks for Victor.

In Spanish, Too

NEW YORK, Jan. 7.—Here, kiddies, is your latest installment in the thrilling serial, *Harry and the Kids From Spain*. Last week we left Harry Moss, of the Joe Glaser office, dickering with a Spanish entertainment promoter and a representative of the Franco government. Remember? This week Harry came charging out of a conference with the seniors, mumbling "either that guy learns English or I'm going to have to learn Spanish." Will Harry learn Spanish? Will the seniors buy a band and line of girls? Hmmm? Don't miss next week's chilling chapter. It'll send you.



IT'S TOMMY TUCKER TIME



AT THE

HOTEL NEW YORKER

NEW YORK

STARTING JANUARY 14

TOMMY TUCKER

and his orchestra

on COLUMBIA RECORDS

#1 RECORDING IN THE EAST

written and recorded by TOMMY TUCKER

WELCOME HOME

#36829 on columbia records

WATCH FOR THESE NEW COLUMBIA HITS

TAKE CARE (WHEN YOU SAY "TE QUIERO")

WHEN THE ONE YOU LOVE (SIMPLY WON'T LOVE BACK)

BLUE

YOU STOLE MY HEART

MUSICAL SENSATION
"SING FOR YOUR SUPPER WITH TOMMY TUCKER"

FEATURING

DON BROWN

KERWIN SOMERVILLE

THE THREE TWO TIMERS

BILLY DEE

BUD KIMKER

PERSONAL MANAGER JOE GALKIN • DIRECTION MUSIC CORP. OF AMERICA • PRODUCTION MANAGER LIGE McKELVY

Melody Moderne Cuts Star Disk, Buys BMI Pub

HOLLYWOOD, Jan. 7.—Melody Moderne will devote its entire efforts to the sale and distribution of Memo records, dropping the La Marr Star records. Exclusive recording pacts have been inked with Terry Fell and the Fellers, hillbilly group, and Dusty Brooks and His Four Tones to cut for the Memo label. Fell recently cut two originals, and six sides have been cut by the Four Tones.

Walter A. Quincke, long-time local music publisher and best known for his *Mexicali Rose*, has sold his BMI-affiliated Enterprise Publications to Melody Moderne, Inc. Transfer was effective January 1. Enterprise will be continued as a division of the purchasing company.

Ork Leader Griffen Preems 2 Labels, Atomic Red & Blue

HOLLYWOOD, Jan. 7.—New record label, Atomic, is being released here by Lyle Griffen, band leader.

Waxing for the company are Barney Kessel and a six-piece group, Slim Gaillard, and the Dod Marmosa Trio.

Red label series popularly priced, and on the Blue label all-star swing series will be released.

Davis Inked to Vogue

NEW YORK, Jan. 7.—Vogue Records have signed Johnny (Scat) Davis for a year, it was announced, Friday (4).

Douglas in 'Skirts'

LOS ANGELES, Jan. 7.—According to lobby easels at the Orpheum Theater where Carmen Cavallaro and his orchestra are featured, the vocalist is Larry Douglas. On the stage it's pretty Gloria Foster.

Orpheum says it was in the press manual.

Fritz Gehl, Cavallaro manager, said he never heard of Douglas.

Anyway, payees haven't heard Douglas—if they're paying to hear a featured vocalist.

Royaltyors Readying Flack for Ohio Meet

NEW YORK, Jan. 7.—Tho over two months in the future—March 27—ASCAP, BMI and SESAC are making ready for their pitch at the Music Educators' Exhibition Association's National Conference in Cleveland. Everything from banner material and streamers selling Broadcast Music, Inc., to ASCAP history booklet on how ASCAP grew up is skedded to engulf educators and publishers alike at the get-together.

Orgs' main concern according to them is for their pubs. It is their own show, their accounts of progress in materials and music which they hope educators will look-see thoroly. ASCAP will worry about Fischer, etc.; BMI will mother Marks, etc., and SESAC will look after her small brood.

Trade agrees but also hunches that among some of the longhairs glimpsing orchestral and instrumental achievements, some shorthairs will be pulled. Understand that BMI wants to get back into the driver's seat it first held two odd years ago when it started the ball rolling in co-op with American Composers' Alliance. Additionally, teachers are said to be unusually interested this year in pop music in classrooms.

Middle Week 1-Niters Rare As Hen Teeth

Agencies Seek Reform

NEW YORK, Jan. 7.—America became a nation of week-end dancers during the war, and now that it is possible to reopen the one-nighter circuit, bookers are having a tough time selling orks for anything but Fridays and Saturdays. Dance promoters who voluntarily operate during the week are scarcer than bumps on a billiard ball, and a booker has to be peddling Tommy Dorsey or Harry James to make the average small-town hop op listen to reason about Monday, Tuesday, Wednesday or Thursday dates.

Before people went to work in war plants, and before establishment of the Office of Defense Transportation—before, in other words, one-nighter biz collapsed—it was relatively simple to book any respectable band week in and week out from Coast to Coast with hardly a day off. Remember Mal Hallett? But the war put most of the business on the shelf, and the rest of it became strictly week-end.

Now that transportation is a minor headache and is certain to become no headache at all, and now that the swing shift is only a memory, dance promoters are ready to start peddling the light fantastic again—but they claim that patrons are used to week-end revelry and it's early-to-bed the rest of the time. They are giving agencies six kinds of fits. One-nighter business simply has to be revived, the latter feel, because it is counted on as the money maker during the post-war era, just as pre-war.

All sorts of persuasion is going to be trotted out by agencies—and they have several dozen kinds. In another three months, bookers predict, it will be possible to send a Grade B or C band out on one-nighters without wondering what he's going to do Monday thru Thursday.

Only One Six-Day Cirk

Tom Archer Circuit, out in the corn belt, is practically the only solid six days in the country. Carl Fox, in Wisconsin and Minnesota, offers three days. Sy Shribman, when the spirit moves him, is able to give five or six days in New England to one band in a single week, but it's not his practice to do so for just any ork.

A few towns run on odd days: Lexington, Ky., on Monday; Youngstown, O., Tuesday; Indianapolis, Wednesday, Friday or Sunday, "depending"; Providence, R. I., regards Wednesday as the regular night, but runs only once in two or three weeks, and Pittsburgh will run on Tuesday for the right attraction. York, Pottstown and Allentown, Pa., all prefer Saturday night, but will run on another night for the band they fancy.

Agencies are convinced that they can reform the dancing habits of the U. S., by making promoters see the light. Meanwhile, it's no fun being a one-nighter booker. As if it ever was.

Disk Jockeys Asked By Music Survey to Preview New Tunes

HOLLYWOOD, Dec. 7.—Music Survey, Inc., newly organized outfit specifically designed to serve music pubs by testing the public reaction to tunes in advance of official exploitation via the issuance of specially recorded platters for spinning by radio disk jockeys thruout the country, has rolled into action with a mail campaign directed at jockeys and radio station program directors. Platter turners are being asked to fill out a postal card giving their reaction to the set-up and state whether or not they will play disks previewing tunes and, in turn, supply music survey with listening reaction to the songs.

Hoping to get a strong concentration of reaction to the tune as well as full co-operation of individual record spinners, Music Survey is limiting its set-up to one station in each city except in New York, Chi and Hollywood. Al Raksin, of Music Survey, relates that deals are being worked out with certain music pubs and special recordings for the advanced testing of tunes should be in disk jockeys' hands comparatively soon.

Top Hattery

NEW YORK, Jan. 7.—When it comes to flack tie-ups for a pop tune, stick this one away under your hat, will yah:

Leeds Music Pub is working on the new *Johnny Fedora* ditty from the forthcoming Walt Disney pic starring the Andrews Sisters (girls have already waxed the ditty for Decca). Tune deals with one *Johnny Fedora* and one *Alice Bluebonnet*; in short, a song about hats.

So Arnold Shaw, publicist for Lou Levy's song factory, goes out and makes a hatful of deals with the entire hat industry, male and female. Results:

The Institute of Public Relations of the Hat Research Foundation thinks tune is just the thing around which to launch a new drive encouraging virile-pated gents to don new skimmers.

The Millinery Fashion Bureau entertains similar notions for the flowing-hair cuties.

The topper industry proper, Oh, Poppa, is now readying the chopper on streamers, strips and banners galore, all featuring *Fedora-Bluebonnet*. Tune itself will be hatted around at the Chapeaux Convention held here at Hotel Commodore January 10. While specially designed Johnny Fedora and Alice Blue top-pieces will be presented as suggested motifs for store displays.

Now if Shaw can convince all song distribs that they should expand their rack biz to the Stetson, Knox or Mallory hosterlies, he's got bossman Levy a beaver-fet hit. Hat's for sure.

Charlie Tobias Plans Pub Firm Expansion

NEW YORK, Jan. 7.—Charlie Tobias will expand his pub firm as soon as SPA-MPPA negotiations are out of the way and he can once more concentrate on his own affairs. Firm, Tobias and Lewis, was formed a few years ago with Al Lewis, co-writer of *Rose O'Day*, when the pair decided the song was too much of a natural to require exploitation by a major house. Tobias subsequently bought out Lewis.

For years, Tobias has been remarkable as one of the rare top-bracket ASCAP penners who actively peddles songs to pubs, instead of following the common practice of resting on his laurels and the quarterly checks and waiting for things to turn up. His decision to abandon that course in favor of his own full-time venture may be fraught with conversation fodder for the Lindy mob.

Finley Tournament of Music To Be Presented Annually

SAN DIEGO, Calif., Jan. 7.—Larry Finley's *Tournament of Music* here will become an annual affair despite the fizzle of its first try. Altho Finley offered a top-flight array of talent (Lena Horne, Stan Kenton, Charlie Barnet, King Sisters, Peggy Lee), bad weather discouraged business, only 3,500 attending. Tickets were sold at \$1.80 (tax included). According to Finley, his expenditure on the deal totaled \$12,000, including cost of talent, advertising and rain insurance.

He also told *The Billboard* that he is now considering various deals from sponsors for airing the annual music event and that by next year the show will be bank rolled. Associated Broadcasting System carried a full hour of the show on a sustained basis.

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ON CAPITOL RECORD #218

More Cop Protection Urged To End One-Nighter Brawls

NEW YORK, Jan. 7.—One-nighter bookers and promoters, singed by the torch of brawls which have caused bands to be banned from some cities, have been looking around for a way to keep the knife from their million-dollar lemon, and have come up with advice to ops to get up more coin for police protection. The trade believes it'll be cheaper in the long run.

Altho the mixing of dances has not reached large proportions, the future appears ominous if something isn't done quickly, trade feels. Citizens' committees, religious and "Im-ag'in-anything-what-ever-it-is" groups are readying campaigns to have municipal councils and governments ban bands from city institutions and prevent them from entering towns for commercial purposes by refusing to grant the promoters a license. GAC's Howard Sinnott put it succinctly when he said that promoters won't have a spot to operate if they don't cut out the brawls.

More Bouncers, Less Fights

More bouncers, trade says, would cut down on the fisticuffs. Many ops, with

Palitz Number 5 In Decca's A & R With Dave Kapp

NEW YORK, Jan. 7.—Morty Palitz, ex-Cosmo vice-prexy and former Columbia disk staffer, moved to Decca today, where he will occupy a newly created slot in artists and repertoire division.

Understood that hiring of Palitz comes as part of a general expansion in Decca's a. and r. branch which already sees no less than five men working under David Kapp in the talent and tunes division. These include besides Palitz—Harry Myerson, Milt Gabler, Tootie Camarata and Bob Stevens.

Decca To Divide Late E. F. Stevens's Duties Between 7

NEW YORK, Jan. 7.—Late E. F. Stevens Jr. will not be replaced in the Decca braintrust, it was decided last week at a board meeting.

Stevens's duties will be allocated to the following department heads: Harry Kruse, sales; Dave Kapp, recording; Milton Rackmil, treasurer; Len Schneider, advertising; Harry Neu, chain stores and accessories; Sidney Goldberg, factory production, and Charles Lauda, technical.

Stacy Band Folds; Leader Heads East

CHICAGO, Jan. 5.—Jess Stacy, prominent pianist turned fronter some seven months ago, broke up his band here and headed for New York, with booking trouble reportedly the reason for the band's sudden fold-up. Ork, a 15-piece aggregation, featuring vocalist Lee Wiley, was made up mostly of Midwest sidemen who have already grabbed other jobs. Dick Vogt, sideman who was acting in a managerial capacity with the Stacy crew, said that Stacy signified that he was going to New York with no immediate plans for re-forming. Vogt said that Stacy kept the band's library intact and felt still that he might again try his hand at batoneering.

GAC Chi headquarters, which was handling the ork, said they didn't know anything about the break-up when contacted, saying that they thought Stacy was on his way back to Gotham.

an eye to squeezing a nickel and making another dollar, try to cut down on cops, permit gambling and selling of drinks without discretion and forget to light up the house during the intermission. Many of the fights start during the breathing spell—because of corner clinches and what not—and provide the unoccupied dancers with some entertainment.

Of course, not all the trouble comes from fights. Birmingham is shut tighter than a clam. An ork can go there but only into a barn or outskirts dancery with 400-500 top capacity. Municipal or city-controlled armories and auditoriums—the pocket-fillers of the town—are closed to bands. Why? On successive nights a cop shot a drunk and a man stabbed his wife to death at the local auditorium.

Atlanta Half-Closed

Bands took a beating when an Atlanta citizens' committee succeeded in having city spots closed to dances. The place was good for four to five grand per for Negro and white bands alike.

Same may happen in Kansas City, Mo., altho no positive action has as yet been taken. The local government has not only been flooded with mail knocking the Cab Calloway slugging incident, but writing from a powerful goody-goody side of town demanding a nix on orks has found its way to mayor's desk. Wind-up, however, might be that the anticipated blacklist for Pla-Mor Ballroom (*The Billboard*, January 5) will be whitewashed with good behavior.

The pic thruout the country is certainly not pleasant. Knifings and shootings may not be the rule, but fights certainly are. Trade knows—and fears—that a brawl's a brawl, a death's a death, no matter who is to blame and more can come out of it than just a black eye for the op.

Sidemen's Bucks On the Way Down

(Continued from page 13)

used in the financial statements of a new ork, and often, in an endeavor to keep expenses within "reason," a budding maestro will shy away from competent sidemen and hire at scale a gang of guys who can't blow their noses. One exception is Buddy Rich, whose weekly pay roll is reputed to be in the neighborhood of \$3,000, a figure regarded by tradesmen as excessively high for such an enterprise. Some managers are burned at Buddy, on the grounds that in his small way he is helping keep wages up when they ought to be going down, and they foresee a bleak future for any new ork with a nut that high.

Band Prices Sliding

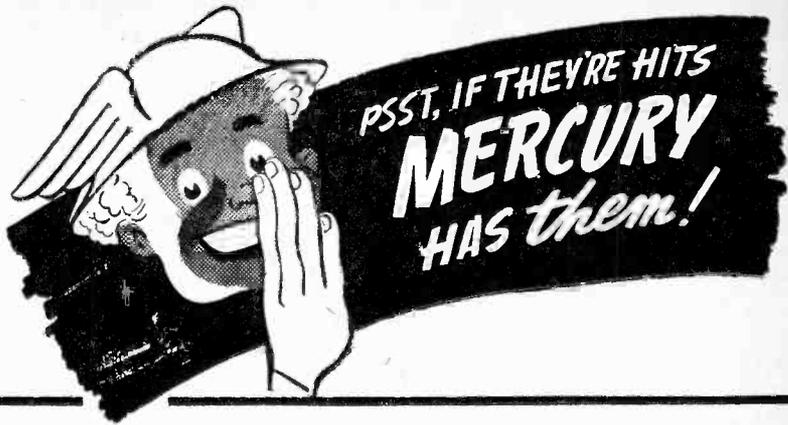
Principal reason for managerial anxiety to slice pay rolls is that band prices are dipping (*The Billboard*, January 5) faster than pay rolls. This, say managers, is not good economics, especially where an ordinary band is involved and all hands have to play close to the vest.

As the armed forces proceed with their discharge programs and the surplus of musicians becomes larger, pay rolls will fall off at a more rapid clip, eventually to become pegged at a level slightly higher than pre-war, and considerably below 1944-'45.

Out-of-Town Headaches

At present, the most severe pay roll headaches are felt by bookers of miscellaneous, non-name specialty bands. Out-of-town buyers of such outfits are less anxious to pay fancy prices than during the war, and bookers are hard pressed to find musicians who will travel for less than wartime coin. One booker was looking for a Jose Blow six-piece rumba group for a Miami spot. At \$125 per man (lowest figure acceptable to musicians surveyed), weekly cost to the operator has been around \$1,300.

Rather than travel to Macon, Ga., for a job paying \$100 a week, a dozen guitar players told one booker that they'd stay in town and lock in at the 802 exchange floor once in a while. It is felt that the influx of ex-servicemen will probably bring about an adjustment in the miscellaneous band field, as well as among the names and semis.



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Pic Angeling For Racks? No, Says Moe Gale

WB Doesn't Have Edge

NEW YORK, Jan. 7.—Trade conversation that moon pic biz was underwriting the song distributing racks—(Moe Gale, Andrew Weinberger, et al.) was dented by Moe Gale, who stated that the fact that motion picture songs consistently filled the bottom two slots in the racks (the only slots that permit the entire first page of the sheets to be seen) was "a coincidence without meaning." Pubs checking locations, however, are not so certain that it's all an accident and point especially to the fact that the two pix in a row that have filled those full-view slots were 20th Century-Fox releases, *Dolly Sisters* and *State Fair*. Moe Gale's answer to that is that the pix have had sock songs—so they rated ace display.

First trade reaction to the supposed rack-pic tie was that Warner Bros. would have the edge, as the late Saul Immerman was ex-W. B. Check, however, revealed that thus far the display hasn't been presented to any W. B. pictures, and that there's little or no love lost between Music Publishers' Holding Corporation (W. B. music pubs) and the Robbins group (pub of the score of *Dolly Sisters* is Miller, one of the Robbins big three), nor is there any great affection between the Williamson-Crawford pubs of the *State Fair* tuneage and the Herman Starr (W. B.) music printery. Therefore, the supposed W. B. tie just doesn't make good sense.

"Oldies" Recalled

Music pubs have also wondered how come a number of songs that are definitely no longer being plugged—or even pushed by the houses that sponsored them—were still on the rack. Songs at which the finger has been pointed include *Blue Serge Suit* (Berlin), *On the Atchison, Topeka and Santa Fe* (Feist) and *Along the Navajo Trail* (Leeds), to mention just three. Gale, speaking for the rack, stated that "these three and all the other songs that have passed their peak have been ordered recalled."

Slip-up, why these songs were permitted to remain in the racks long after their peak had passed, was left unexplained. However, the trade feels that since Immerman was really "running the SD rack, his passing left plenty of loose ends, which are just now being cleaned up.

No "Committee"

Gale was also asked if there was any system worked out for the automatic replacement and recall of tunes, such as Larry Richmond (MDS) has worked out for the senior rack. Answer to this was "Not at this time."

While the boys at Lindy's see the possibilities of using the racks to sell other things (some lyric mags have been seen in the racks in subway and other newsstands)—that's not the music biz, they point out—and after all when racks forget their major job of spreading the cult of sheet music buyers, the music biz doesn't profit, nor do the rack owners.

Job Hunters Trek To BMI With Mellin

NEW YORK, Jan. 7.—Bobby Mellin's move to the BMI professional department last week inspired a dozen pluggers to apply for jobs in the place. Merritt Tompkins and Mellin declare that they are not yet ready to make any additional moves toward strengthening the layout, but are taking stock, peering hither and yon and conferring.

Reports continue unabated that Sunny Skylar will trot to BMI as soon as a deal can be worked out.

Ina Ray Hutton With Yates---But Still Paying F. B.

NEW YORK, Jan. 7.—Ina Ray Hutton, reps of the Frederick Bros. and Joe Glaser offices and Rex Riccardi, of AFM, got together at union headquarters Thursday (3), and when they emerged Miss Hutton was signed to a Glaser contract. Frederick Bros. retains what is described as a straight 5 per cent of Hutton's take on all theater bookings, with the proviso that she return to the Frederick fold if payments are not met. Deal capped a long drawn-out struggle in which Hutton and her manager, Charlie Yates of the Glaser office, were attempting to prove that her contract with Frederick Bros. ended the day Yates switched from Frederick to Glaser. AMF was understood to have supported the Frederick Bros. contention that Hutton remained a Frederick property. Fem leader has not worked for almost a year as a consequence.

Glaser office reports that Hutton signed for three years and now is in the process of building a band for a theater tour.

SPA-MPPA Faces Poser in Europe

(Continued from page 13)

possible to peddle to another pub, and thus the writer finds himself stuck.

It is agreed among writers and many pubs that a more equitable arrangement would be for all future contracts between American and European firms to call for individual deals on individual songs, with the writer enabled to recover all rights where the tune doesn't get adequate exploitation.

No Date Set

This and other intricate problems are regular fare these days for Milton Drake, Charlie Tobias, Fred Ahlert, Sigmund Romberg, Edgar Leslie, George Meyer, Stanley Adams and John Schulman, who are laboriously working out the proposals which SPA will present to MPPA when negotiations start. No date has been set for the dickering to begin, and there is no hurry, because the current SPA-MPPA agreement runs until the end of the year. The penner committee is giving itself plenty of time to explore every angle in order to confront the publishers with an irresistible array of suggestions ("demands" to you).

Discovery by many local houses that there is more profit and less annoyance to be had establishing foreign branches instead of fooling with English firms will tend to help straighten out the European rights matter. In any event, undesirable (from the writer standpoint) contracts between American and British firms such as described above will not be renewed in their present form if SPA is able to convince MPPA of the reasonableness of its demands.

Not Negative

That MPPA is not adopting a categorically negative attitude toward any proposals SPA may make is seen in a statement made to *The Billboard* by Walter Douglas, MPPA head. Commenting on the European rights question, Douglas said: "We recognize the problem and are prepared to discuss it fully."

Other matters being ironed out for airing by the SPA contract committee concern record royalties, sheet music royalties and miscellaneous royalties such as from song lyric mags. Trade figures the writers will hold fast behind their position of many year's standing that a writer should get 1 cent per record side, thereby obliging the publisher to get the legal 2 cents per side from the disk firm unless he chooses to take less than 1 cent in royalties for himself.

Penners will also spring a new sheet royalty arrangement, probably calling for a sliding scale. When E. Claude Mills was masterminding SPA, he worked out a plan whereby the publishers would pay no royalties on the first 5,000 copies, and up to 10 cents on a sliding scale thereafter. Some version of this wrinkle is expected to be presented to the publishers during the negotiations.

The lyric mag beef will also be covered in SPA proposals (see *The Billboard*, December 15). Writers claim that annual pub income from lyric mags is in excess of \$800,000, and they will seek to increase writers' take above the customary \$12.50 per lyric.

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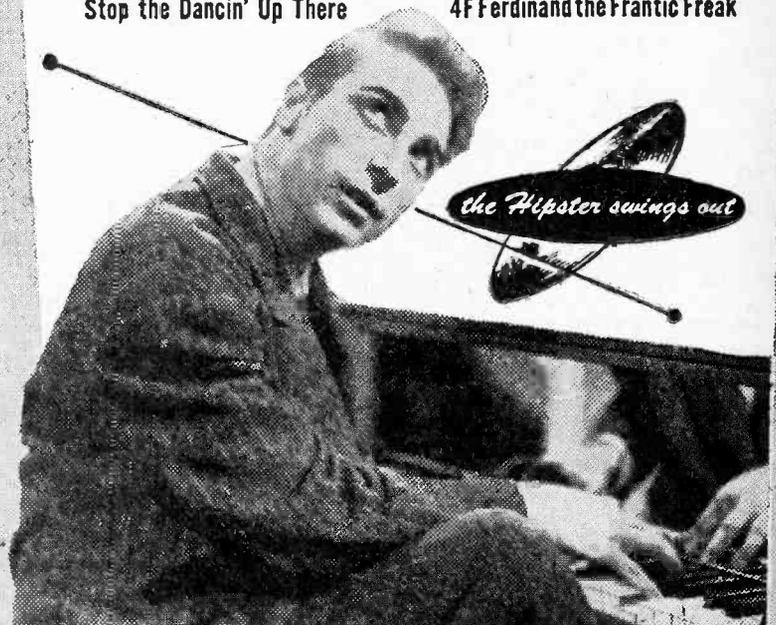
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**Mercer, Santley-
Joy Pull Up as
Tops in 1945**

(Continued from page 13)

billing, the Mercer man gobbles credit for both music and lyrics on his leaders.

Team Close

Only penners to come close to Mercer were the famous, breathlessly-lyrical team of Oscar Hammerstein II and Dick Rodgers, who rounded up two key slots with their *If I Loved You* tune from *Carousel* and *It Might As Well Be Spring* from *State Fair* pic. Next in line were Julie Styne and Sammy Cahn, who blitzed with *There Goes That Song Again* and *Saturday Night Is the Loneliest Night in the Week*.

Of the mainstay names, Cole Porter banged away in '45 as he has done each previous year, this time the claustrophobia song, *Don't Fence Me In*, becoming Porter's pass to the hall of fame.

But it remained for the No. 1 song of the year, the pop adaptation of Chopin's *Polonaise*, known as *Till the End of Time*, to convey heavy honors on a relatively obscure lyricist, Buddy Kaye.

Further credits in the scribe department go to:

Bud Green, Les Brown and Ben Homer, who combined to produce *Sentimental Journey*, the tune that hurt Maestro Brown not at all on disks.

Mann Curtis and Vic Mizzy for *My Dreams Are Getting Better All the Time*. Moe Jaffe, who picked up a G.I. tip and swung the clapper on *Bell-Bottom Trousers*.

Mac David, Joan Whitney and Alex Kramer for their sweet-selling box of *Candy*.

Jeri Sullivan, Paul Baron and Morey Amsterdam for a Calypso take on *Rum and Coca-Cola*.

Allie Wrubel and Herb Magidson for *I'll Buy That Dream*.

Sylvia Dee and Sidney Lippman for *Chickery Chick*; Jack Lawrence for his Yankee version of *Symphony*; Hugh Martin and Ralph Blane for *Trolley Song*, and the Mack Gordon snowball *I Can't Begin To Tell You*, co-authored by the late Jimmy Monaco.

Add a credit for maestri Harry James and Duke Ellington and teammates Johnny Hodges and Don George, whose combined operations produced *I'm Beginning To See the Light*, and the writing half of the music industry neatly wraps up all of 1945.

Evans, Too

Not to be omitted, however, is explosive Redd Evans, who besides his writer credit for *There! I've Said It Again*, rates mention for his underdog success in pub ranks. Outside of Johnny Mercer, Evans was the only member of the many writer-pub set-ups today to clobber out a niche in the top 15 as measured by the initial per annum *Honor Roll*.

Going back to the guys who may not supply the artistry but who put the moo, woo and do behind tune production—namely, the pubs—olde honor roll points up Messrs. Santly and Joy as '45's outstanding song founders. Aided and abetted by Pro Manager Tommy Volanda, the firm batted out *Till the End of Time* (1st place), *My Dreams Are Getting Better All the Time* (3d), *Bell-Bottom Trousers* (6th) and *Chickery Chick* (13th). Last-named, of course, is still firing away in 1946, as are several other ditties which for purposes of survey were cut off at the end of the year. For survey reasons, also, the top 15 slots were split among 22 tunes, ties for position accounting for the difference in totals.

Feist Second

Second money in the pub sphere went to the Leo Feist pub which really poured the hot breath on Santly-Joy with four big 'uns: *On the Atchison, Topeka and Santa Fe*, *Candy*, *Rum and Coca-Cola* and the *Trolley Song*.

While the Santly-Joy and Feist firms copped eight winners between them, remainder of the prize ditties seemed to spread more evenly among major pubs in the biz. E. H. Morris firm paced the field earlier in the year with *Sentimental Journey* (2d) and *Ac-Cent-Tchuate* (5th); Harms pub, of the Warner bunch, clocked with *Don't Fence Me In* (4th); Burke-Van Heusen bought a winner with *I'll Buy That Dream* (9th); T. B. Harms notched with *If I Love You* (10th); Grand Music's *I'm Beginning To See the Light* (11th); Robbins's *Laura* entry (12th); Williamson's *Might As Well Be Spring* (12th); Shapiro-Bernstein's *There Goes That Song Again* (13th); Bregman-

**Joe Gallicchio Appointed
Chi NBC Musical Director**

CHICAGO, Jan. 5.—Joe Gallicchio, vet NBC staff conductor, was named Thursday (3) to succeed Roy Shields as music director of the NBC Central Division. Whitey Berquist, another staffer, was upped to assistant director.

Shields went to New York recently as NBC music contractor, taking the place of Contractor H. Leopold Spitalny, barred by Local 802.

Vocco-Conn's *I Can't Begin To Tell You* (13); Chappell's *Symphony* (14th); Barton's *Saturday Night* (15th), and Capitol's *Dream* (14th).

Only conspicuous writer-pub omission from the '45 click club was the old master, Irving Berlin, himself, whose constant efforts for the G.I.'s and the war effort may have done much to preclude his putting forth too strong a bid in the tune race.

Powerful grip that ASCAP talent holds on melody manufacturing hasn't relaxed any, judging by the overwhelming majority of ASCAP-ists who crowded onto the *Honor Roll*. Of the 22 ditties that made the grade, just one was BMI-pubbed, the *There! I've Said It Again* song out of Redd Evan's Vallant firm.



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Midwest Dansant Ops Yelping at Upped Ork Fees

CHICAGO, Jan. 7.—The old law of supply and demand, which favored the bookers and their ork talent heavily during the wartime period, is starting to swing the other way with the re-organization of plenty of bands, which broke up when leaders went into service, and the formation of new orks by prominent sidemen, and ork bookers from the major agencies here are forming at the right to take their turns at the wailing all.

Boys who route the orks thru the Midwest territory via one-nighter junkets are finding that it's getting rugged to satisfy all the leaders, because desired guarantees are still at a peak, and ballroom ops who played names and semi-names about once a week or maybe twice per week, at a heavy guarantee without too much squawking, are starting to mutter when bookers offer them orks 8 or 10 times in a single month. Ballroom ops are reporting that strikes, reconversion and the entire post-war set-up in their areas are shaky for dance biz, and they're skeptical of overdoing name bands in their terperies.

Route or Else

One-night bookers' problems have been doubled and tripled because, with more and more orks coming back into the biz, they are forced to route more and more bands thru their territories. Booker is caught in the middle because ops feel they should pay only as much as the ork was guaranteed on its last trek thru the Midwest six months previous, while most ork leaders demand that guarantees be upped \$250 every time they travel the circuit. One booker reported that a name ork leader worked the Midwest ballroom chain in 1944 for \$750 guarantee, upped it to \$1,000 in 1945 and now, when he's moving thru the same section early in 1946, he wants \$1,250. Booker says that he's having a battle on his hands with ballroom owners because they counter that this particular ork leader hasn't advanced his popularity at all thru records, radio or movies, and they did average biz with him last time, so they can't see the upped figure. Result is that the booker is forced to do a major selling campaign on the frontier, and it's taking him three weeks to map the tour, where he did it in five days the last time the band traversed the Midwest.

New Frontiers a Problem

Bookers are moaning, too, because even new batoneers, plenty of whom are former well-known sidemen from the East Coast, don't mean much to the average Midwest ballroom crowd, and owners aren't too happy over paying a \$750 guarantee to a leader who's changed his name from that he used as a sideman and now means even less than he did. Ops have told bookers that these new orks are strictly a gamble and that guarantees should be dropped to a minimum, while the newly formed orks take their chances with a percentage deal. Booking new names in the ork world is doubly tougher now that the lucrative Service Camp Circuit is close to nothing. The once ripe outlet for new bands has dropped off heavily in recent months and the new bands have lost both the opportunity for easy bucks and a swell bunch of dates for a shake-down cruise before hitting lush locations. Because the new orks are getting very little chance for break-in before hitting the more important one-night stands, ops are squawking because of poor musical quality and very minus stage savvy on the part of the frontiers. Ops argue that in the smaller town ballrooms, leaders must concentrate on selling and the bulk of the new leaders are so worried over their sidemen that they are turning their backs to audiences, while they try to iron out band kinks.

Feeling on the part of ops and bookers seems to be that there will be a change in the guarantee and percentage deals being worked out. At present, with the supply of bands growing larger monthly, the day of the big guarantee looms short. The percentage deals seem to be the only solution, with the ork leader and the op again sharing the gamble on one-nighter dates.

Music---As Written

NEW YORK:

Nelson Cogan and Al Lewis pubbing their own tunes under name of Clover Music. First ditty: *If I Feel Tomorrow Like I Feel Today*. . . Johnny Long in at Frank Dailey's Meadowbrook January 15. . . Sam Wigler's Ford Music working on *You Are My Favorite Dream*, penned by Kathleen Cotter Gross, wife of N. Y. News radio columnist Ben Gross. . . Les Brown opens Terrace Room, Newark, February 26 for six weeks. Getting 4Gs against 30 per cent of the gross, 'tis said.

Frank Roth ork in at Rialto Ballroom here. Modernaires booked into Loew's State, January 17 for two weeks. Guild diskery signed Jessie Rogers, cowboy singer, to term paper. Label putting heaviest weight currently behind Nancy Norman, thrush who sparked Sammy Kaye Victor waxing of "Chickery Chick" and others.

Les Brown ork introed score of new musical—*Billon-Dollar Baby*—at Pennsylvania's Cafe Rouge last week. . . Ork leader Frankie Carle's talent contest was on the look for kid performers over 12, they settled for six-year-old Frankie Sugar Child Robinson who outkeyed the whole shebang. Kid, already with MCA, has also inked with MGM.

Jimmy Dorsey on a one-nighter tour of the South, starting February 18. . . Johnny Long gets \$5,000 for two Duke University proms, February 8 and 9.

CHICAGO:

Lawrence Welk, currently in a long stand at the Mural Room of the St. Francis Hotel, San Francisco, which ends January 27, moves to the Aragon Ballroom, Los Angeles, February 4. Welk has a new boy vocalist, Don Regan,

Dorseys Buy Finley's Third of Casino

(Continued from page 13)

pleted negotiations in the six hours which separated Eastman and Gabbe's arrival here and Finley's departure for New York on a transcription deal concerning the *Myrt and Marge* radio serial.

Ballroom Sale Rumored

It has not been revealed exactly why the Dorseys chose to buy out Finley at this time. One of the reasons advanced is that they prefer complete control in order to sell the ballroom to other interests. Finley is known to have been too busy to devote time to Gardens' management and is said to have requested that Gabbe be sent here to manage the spot. The Dorseys then decided to buy Finley out. Another question presented is whether or not Finley's booking deals to bring Louis Prima, Stan Kenton and Woody Herman into Casino Gardens this coming summer, in addition to regular dates by both Dorseys, will hold up with Finley out.

Bernie Cohen, who has been resident manager of the Gardens for the Dorseys, is expected to resign. He owned the Gardens originally and sold the spot to the Dorseys. Dave Harlig, who has operated the liquor concession and bars since Finley swung the deal to bring liquor into the spot by getting the city ordinance changed, is expected to sell his concession in the Dorsey dancery.

According to Finley, altho he is no longer connected with Casino Gardens, he will continue to operate co-operative booking deals between Casino Gardens and his Mission Beach ballroom in San Diego with bands spotted at the Gardens four weeks, and two weeks at San Diego.

Paging Goldstein

NEW YORK, Jan. 7.—Sid Goldstein, says Famous-Paramount Pub office, has handed in his resignation and will quit p.r.o. department January 15.

Sid Goldstein, says Bernard Goodwin, who is new mogul taking Dick Murray's place at helm of F-P Music Activities, is not quitting the firm and is right now "working like mad."

Sid Goldstein himself is out ill at press time and has no phone at home.

So you pays your money and you takes your choice. Goldstein is in, but Goldstein is out. There must be a better way to make a living.

ex-G.I. . . . Tiny Bradshaw's ork set to return to the United States from the Pacific theater late in January.

The Hot Club of Chicago, newly formed jazz fan group, presents its second concert January 13 at Moose Hall here, with the entire program dedicated to Richard M. Jones, Negro composer, who died re-

cently. Jam session will feature a number of Jones's formal musical cohorts. . . . An all Negro recording company, Southland, reportedly forming for nationwide distribution of platters by Negro artists.

Marvo Louis, ex-wife of the heavy-weight champ, dropping her chirp role to take over her own cosmetic firm management. . . . Floyd Bean, prominent boogie-woogie 88'er, setting a small combo for lounge work. . . . Tito Guizar being set by MCA for a concert tour early in February, with a troupe of 10.

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- When I've Been Drinking } Jay McShann
- Be Baba Leba } Helen Humes
- Every Now and Then } Jay McShann
- Confessin' the Blues } Jay McShann
- Walkin' } The Three Blazers
- Baby, Don't You Cry } Jay McShann
- Blazer's Boogie } Jay McShann
- Merry-Go-Round Blues } Jay McShann
- Bad Tale Boogie } Johnny Moore's Three Blazers
- Driftin' Blues } Helen Humes
- Groovy } Helen Humes
- McShann's Boogie Blues } Helen Humes
- Unlucky Woman } Helen Humes
- He May Be Your Man } Wynonie Harris
- Blue Prelude } Wynonie Harris
- Around the Clock Blues } Wynonie Harris
- Part 1 and Part 2 }

GLOBE RECORDS—65c EACH

- Highway 101 } Jimmy
- Baby, Don't You Want to Go } McCracklin
- Penny's Worth of Boogie } Russell Jacquet
- Look What You've Done to Me }

EXCELSIOR RECORDS—65c EACH

- Fa-Ga-La-Pa } Timmie Rogers
- Drop a Nickel } Jimmy Rushing
- Around the Clock Blues } Jimmy Rushing
- Part 1 and Part 2 }
- My Baby's Business } Jimmy Rushing
- Preston Loves Mansion } Flennoy Trio
- I'm for You } Flennoy Trio
- E-Boo-O-La-Boo Blues } Flennoy Trio
- Wrong Gal, Brother } Flennoy Trio
- My Love }

RHYTHM RECORDS—75c EACH

- Rainy Day Blues } Jack McVea
- I'll Be True } Saunders King
- I've Had My Moments } Saunders King
- The Atom Leaps }

GILT EDGE RECORDS—75c EACH

- Ugly Woman Blues } Smokey Joe Whitfield
- Harlem Caballero } Pvt. Cecil Gant
- Little Baby, You're Running } Pvt. Cecil Gant
- Wild }
- Rhumba Boogie Woogie }

MODERN RECORDS—65c EACH

- Brooklyn Stomp—Happy Johnson
- Jelly Jelly Vocal Blues—Jesse Perry
- Swingin' the Boogie } Hadda Brooks
- Just a Little Blues } Pearl Traylor
- Night Mare Boogie } Pearl Traylor
- Lonesome Gal Blues } Pearl Traylor
- Around the Clock Blues } Pearl Traylor
- Part 1 and 2 }
- Air Mail Special } Happy Johnson
- "Spitz" }
- Playboy Blues—Pearl Traylor
- Eleven Forty-Five Swing—Howard McGhee
- Gee, I'm Lonesome (Vocal)—Pearl Traylor
- Call it the Blues (Vocal)—Estelle Edison
- I'm Drunk Blues (Vocal)—Clarence Williams
- Jive, I Like, Blues (Vocal)—Pearl Traylor

EXCLUSIVE RECORDS—75c EACH

- I've Got a Right to Cry } Joe Liggins
- Blue Moods } Johnny Moore
- Blues at Sunrise } Johnny Moore
- You Taught Me to Love } Frank Haywood
- Please Believe Me } Frank Haywood
- So Glad }
- Honeydripper } Joe Liggins
- Part 1 and Part 2 }

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Air Clearances Nix Blue Lyrics So Pubs No Like

NEW YORK, Jan. 5.—Co-operation between radio network music execs, music publishers and songwriters, and the importance of radio in song exploitation have gradually relegated the "blue" or suggestive lyric to the status of being a minor problem.

This is the opinion of songwriters, pubs and radio execs. Thomas H. Belviso, director of the NBC music library, says handling of the problem has reached such a stage of co-operation that pubs will sometimes submit a song prior to printing it—just to determine whether the lyric will prove acceptable for broadcasting. "Few lyrics," says Belviso, "are scrapped. Those with questionable acceptability are returned to the publishers or writers with suggested changes—which are often incorporated in a revised version of the tune."

Jive lyrics, perhaps more than any other type, still call for extreme watchfulness by network music staffs—angle being that portions of the hepcat language, while carrying no hint of double entendre to the average radio listener, is full of double meaning to Harlem habitués and experts in the lingo. Writers claim the volition toward a more acceptable lyric is traceable solely to the broadcasters, whose operation "in the public interest" has made mandatory a general sapoling of off-color songs. This, together with fact that a network ban on a tune cuts off an entire source of plugs, has conditioned both writers and pubs to the extent that they shy away from the blue stuff. Those with a flair for the ultra-sophisticated wordage angle songs for night club performers ultimately hope to break into legit—where double entendre still goes strong. Gertrude Niessen's singing of *I Wanna Get Married*, for instance, is okay on the boards—but the tune can't get by the networks. Net execs point out that in addition to obvious reason that radio gets into the home, reason for banning many tunes lies in fact that what is construed as "decent" when it is sung and seen, may not be decent when the visual sense is removed and the mind can have full play.

Operas Acceptable

Curious angle to the entire problem is the fact that operas, which contain masses of material regarded as censorable in a pop tune—including incest, illicit love, etc.—are completely acceptable on the air, *Tristan and Isolde*, for instance. But in operas, such sinning is always punished—the denouement of the plot having the sinning parties leap into the flames. This crime doesn't pay angle lends it a kosher touch, and is similar to policy used in censoring films.

But the pop boys still occasionally let go with juicy titles and lyrics. BMI just bobbed up with a tune titled *I*

Music G's on Gees

NEW YORK, Jan. 7.—Question: Where does a band leader's money go?

Answer: It goes on the horses. Question: Is that bad?

Answer: No, good! Especially when Kay Kyser, Phil Spitalny, Harry James, Xavier Cugat, Sammy Kaye and Axel Stordahl are throwing their green stuff into the stables rather than across the board. Point is that the six maestri are on the stockholder list of the Atlantic City race track currently up for approval of New Jersey Racing Commission.

And just to give Bing Crosby some relief from those Santa Anita gags, let it be known that both Bob Hope and Frank Sinatra are listed as investors in new AC enterprise.

Disk-Hungry Guests Find CRC Party Only Flack for Block Show

NEW YORK, Jan. 7.—Despite free drinks and good cheer tendered at Columbia distrib's meeting at Hotel New Yorker Thursday (3), local retailers came away slightly miffed. Seems they showed up in goodly number with idea that functionaries of Times Appliance and Columbia Corporation proper had something cooking. When show turned out to be only a super-selling plug for forthcoming CRC radio program to be sparked by commentary of Martin Block, dealers reaction was that they weren't looking for more ways to sell Columbia platters, they were only looking for more platters.

Gist of Block program deal for retailers was explained as follows: Not only would CRC sponsor Block over net wires 4:30 to 5 p.m. each Saturday, effective January 11, but a WNEW beaming would also hit 7:30-8 p.m. spot on same day each week. Plans for big splurge in national mags to herald the beamings and a host of tie-in promotional paper were also aired.

Wanna Do It Alone. Examination of lyrics proves it quite innocent—but the publishing company still isn't certain about the attitude of the networks.

Nets' policy in blue-penciling is strictly individual. That is, NBC, CBS, ABC and MBS will each decide what goes and what does not go on their network. To work together would be tantamount to blackballing, they claim.

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 - 5 Don't Be Tellin' Me Your Troubles Saturday Nites—NBC Network.

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**I. A. Cohen to
ASCAP Confab**

NEW YORK, Jan. 7.—I. A. Cohen, ASCAP southwest division manager, is skedded for a Georgia-New York jump trip this week for a brass get-together. Nothing hot cooking for Cohen, report says, just a possible adjustment to Manhattan weather for a few months to help clear up some of the society's immediate problems.

Meanwhile, "Jawn" Paine's cudding in Washington on coming Latin-American copyright conference. Newie Dick Murray's holding the general manager slot, and Leslie Santly has taken over Murray's seat on the board of directors.

**Teagarden Inked
For College Inn
With "If" Clause**

CHICAGO, Jan. 5.—Jack Teagarden, who's been regaining plenty of the musical prestige he lost in the last couple years since he rebuilt and enlarged his ork's personnel, gets a big boost back to the top February 1 when he is inked to start a month's engagement at the College Inn of the Sherman Hotel here. Contract reads that Teagarden will have to give way, if and when, Tommy Dorsey, who is reportedly coming into this territory for one of his short and infrequent visits, decides to play a week in the cradle of swing.

Pact will still give Teagarden three weeks in the College Inn, for it's understood that Dorsey wants to make his engagement locally for just a week. Dorsey's p. a. is still problematical, as leader has not definitely signified that he will play the date. MCA here is still awaiting confirmation of the Dorsey Midwest junket.

**Signature Full Tilt;
5 Million Is '46 Aim**

NEW YORK, Jan. 7.—Much talk and no records situation at Signature Diskery finally being reversed. Label now peddling disks nationally with eight presses going steady in plant here and 22 more stampers already on premises and set for operation. Currently topping 30,000 platters weekly, waxery figures to hit 5,000,000-mark before end of 1946. Made all the more plausible because outfit boasts its own mixing room and steam tables as well as allied disk-making equipment.

Add item of interest to bands, bookers and their ilk: Firm admittedly shopping for top names to make sure all those biscuits it expects to make can be sold. Label has the distrib problem well in hand, is the claim, with a large hook-up with major country-wide jobber already in the books.

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Durr Raps Ad Pressures on Air

(Continued from page 10)
 mentalities operated by human beings, the good which radio has brought has not been unmixed with bad. Shoddiness has been mingled with excellence in discouraging proportions," he added. "Our emotions have been aroused by petty appeals as well as big challenges. We have been harassed and annoyed by repetitious advertising exhortations of such vehement insincerity as to destroy the meaning of good programs which have preceded or followed them." He said that "advertising pressures have crowded more and more meritorious sustaining programs from the air or relegated them to undesirable listening hours."

"Radio Offers No Magic"

Radio, he said, offers "no magic by which the problems ahead of us can be automatically solved, but it is the most effective tool we have for bringing about that understanding among people without which such problems can never be satisfactorily solved." He praised the vastness of the physical plant making the American system of broadcasting "the best in the world." He pointed out that "the transmitters of nearly 1,000 stations send their signals into 50,000,000 receivers," and he added that "thru our national and regional networks, programs originating in New York or Washington, Omaha or Los Angeles, or practically any other city in the country can be heard simultaneously in more than 30,000,000 American homes."

Durr said that radio's greatest value lies in its versatility and its flexibility and he declared, "I think it would be a great mistake to attempt to lay down any rigid blueprint for its operation, even if the wisdom and foresight were present to do so." "But," he added, "on the basis of past experience there are certain minimum standards by which I think we can reasonably ask that its operations be governed."

He suggested the following:

1. Ask "radio of the future that it not offend our intelligence or exploit our emotions in selling the wares of its advertisers."

2. The nation should "expect of our future broadcasting system that it be free from concentration in the sources of news and information and that it provide free access to the market place of ideas which is essential to the functioning of the democratic system."

3. "We have the right to insist that as part of the public responsibility which the radio broadcaster assumed when he accepted his license, each broadcaster be required to make available adequate time at good listening hours for the discussion of important public questions, for education, for religion and for other programs of a public service nature." In this respect, Durr stated, the broadcast industry as a whole last year "earned net profits before federal income taxes of over \$90,000,000, a return of 109 per cent on the original cost of the physical plant devoted to broadcasting and of 223 per cent on its depreciated value."

4. "Our future radio system must not be a one-way pipe line from New York or Hollywood or Washington into the communities of the country." Durr insisted that increased emphasis should be given to the talent within the community.

5. "If the radio of the future is to maintain its vitality it must have a steady infusion of new blood." Durr complained that of the FM applications filed with FCC, nearly 70 per cent were from present standard broadcast licenses and that of the remainder about 15 per cent were from newspapers, "leaving only 15 per cent from newcomers affiliated neither with existing radio stations nor newspapers."

6. "Our future system of broadcasting should be a competitive system and that means not only competitive for advertising revenues but competitive in the rendering of public service."

7. "We must establish a conception of broadcasting as one of public trusteeship."

"The broadcast licensee," said Durr, "must be regarded and held accountable as a trustee to the public whose channels are entrusted to his care and whose interest he is required by law to service. Radio is too valuable a public asset to be wasted and too powerful an instrument to be placed in the hands of those who would misuse it."

Most Air Heard ACI Songs of '45

(January 1, 1945 to January 1, 1946)

The 25 song hits with the largest radio audiences are listed below in order of the total ACI points received in the ACI (Peatman) surveys during the year. Songs in stage or film productions are indicated.

Total ACI Points	Number of Weeks in ACI Survey	SONG TITLE (Production, If Any)	Publisher
34,110	32	*If I Loved You	T. B. Harms
29,366	18	(1)Ac-Cent-Tchu-Ate the Positive (Here Come the Waves)	E. H. Morris
29,198	34	Dream	Capitol
28,064	26	*Till the End of Time	Santly-Joy
27,104	28	My Dreams Are Getting Better All the Time	Santly-Joy
26,168	23	I'm Beginning To See the Light	Grand Feist
24,194	25	Candy	Barton
24,122	22	Saturday Night	Dorsey
24,089	32	I Should Care	Williamson
24,100	20	*That's For Me (State Fair)	Harms
23,986	15	(2) Don't Fence Me In (Hollywood Canteen)	La Salle
23,752	40	You Belong To My Heart (Three Caballeros)	T. B. Harms
23,460	23	(3) More and More (Can't Help Singing)	Harms
23,448	26	Gotta Be This or That	Advanced
23,122	21	(4) A Little On the Lonely Side	Bregman-Vocco-Conn
23,064	30	The More I See You (Diamond Horseshoe)	E. H. Morris
22,874	26	Sentimental Journey	Bourne
22,810	26	I'm Gonna Love That Guy	Berlin
21,554	24	All of My Life	Feist
21,496	22	On the Atchison, Topeka & Santa Fe (Harvey Girls)	Burke & Van Heusen
20,908	19	*I'll Buy That Dream (Sing Your Way Home)	Robbins
20,694	24	Laura (Laura)	E. H. Morris
20,374	12	*It's Been a Long, Long Time	Bemick
19,202	19	(5) Sweet Dreams, Sweetheart (Hollywood Canteen)	Triangle
18,746	20	I Wish I Knew (Diamond Horseshoe)	

Footnotes: Asterisk indicates songs which are still active. The following five songs were active prior to January 1, 1945: (1) 1,230 ACI points, 3 wks; (2) 12,472 ACI points, 10 wks; (3) 3,208 ACI points, 6 wks; (4) 2,890 ACI points, 7 wks; (5) 5,224 ACI points, 11 wks.

State Department in Middle Over Ex? on Byrnes's Airing

(Continued from page 5)

warranted special attention by the webs. Secretary of State, it is pointed out, is second to President in current administration, and is delegated with tougher responsibilities than allotted to any other cabinet member.

Benton Takes Rap

Benton at his press conference for the second successive week took full responsibility in an embarrassing departmental situation. The assistant secretary of state reviewed the entire controversy and said "I am deeply sympathetic with the general problem of the networks. If they did not protect themselves from the demands of government agencies and from the desire of public and political figures to secure maximum access to the air," they would be exposed at all times to requests for time which are not warranted and which are not, in fact, in the public interest, convenience and necessity." "I agree," he added, "that the networks and the industry need some

device by which they can protect themselves from such demands upon them." He continued:

"Yet the practice of NBC and CBS, by which they demand the exclusive right to any broadcast except one by the President, does not cover the requirements, from the standpoint of the public interest, on such speeches as those of Secretary Byrnes on his return from London and his return from Moscow. These two speeches rank as among the most important public utterances since the war.

"This is not a question for the State Department. I should not be asked to take the responsibility for the dilemma of either failing to give Secretary Byrnes adequate coverage for such speeches or, alternately, refusing to permit coverage of them by Station WINX (Associated Broadcasting System) or Mutual. It is my belief that the industry should examine its present editorial practices. I should be able to offer all such important speeches by the secretary—speeches which were not originated by any net-

NBC Into Speech Education Disks

NEW YORK, Jan. 7.—NBC recording division will be a trio come the next few months. Revealing that an education disk section was in the making to join thesaurus and syndicated, an NBC spokesman said last week that information obtained at the convention of speech teachers at Columbus, O., last December 28 had substantiated their beliefs in speech aid thru study of noted speakers.

Production date not set as yet, but first disks are skedded to be a series of Roosevelt talks to the nation and Congress.

First a Facility Now Maybe a Biz

CHICAGO, Jan. 5.—Lake Shore Publishing Company, the music firm set up by Eddy Howard and his p. m., W. Biggie Levin, five months ago in order to facilitate air clearance for Howard's tunes while on the Raleigh air, has proved so successful that the co-partners are mulling plans to advertise and promote their tunes for public consumption. Since Howard has returned to ork fronting (his band is now about two months old), Levin said that his air shots from the Aragon Ballroom here have caused a flood of requests for some of the tunes he wrote and popularized and is currently doing his airings.

Plans for plugging activities, a professional manager for the firm, etc., are all awaiting ASCAP's decision on whether the new firm will receive an ASCAP franchise. When and if the franchise is forthcoming, Levin said that the firm will start a major build-up campaign with such tunes as *For Sale* and Howard's sign-off song, *So Long, For Now*.

Town Hall Snags Another Jazz Fest With Henry Hewes

NEW YORK, Jan. 7. — There is no truth to any report that staid Town Hall here is being renamed Hot-Lick Haven, even tho the joint jumps more often this season than in any other in the hall's dignified history.

Latest entry in the stampede to present jazz concerts is Henry Hewes, who on February 9 will put emphasis on vocals by Red McKenzie, Stella Brooks and, if he can get here from the Coast, Leo Watson.

work or sponsored as social features by any network—to all networks or stations interested in carrying them. I should be able to do this on a basis which will result in satisfactory coverage for the speeches—and, in fact, for maximum coverage in line with the editorial importance of the speech. The industry itself is its own best interest, so it seems to me that it should examine its practices so that such procedures become possible, so that they are easy to apply and so that all the rules and the consequences are understood by all."

Clarification Asked

Benton said the issues need "rapid clarification" and he voiced hope that he can assume that "at least insofar as Secretary Byrnes's speeches are concerned the action of NBC and CBS in reversing their past policy (by abandoning the exclusivity claim) has established a new policy for the future." That the assistant secretary of state is not as confident about this as he would like to be was implied in his disclosure of the contents of his December 6 letter to Kesten. In that letter Benton told Kesten that "your exclusivity rule gives the State Department an impossible dilemma: It must pass up the coverage offered by CBS or it must violate fundamental principles." Copies of that letter had been sent to Justin Miller, president of National Association of Broadcasters; Chairman Porter, of FCC, and to the heads of the various networks.

Mutual-Cowles WOL spokesmen continue to disagree with Benton's position. Albert L. Warner, head of WOL's News Bureau, in a broadcast Monday night (31) sharply criticized the State Department's handling of the affair. Similar criticism came from Earl Godwin, ABC commentator, in a radio talk.

Peatman's Favorite Standards of 1945

*The 20 standards of 1945 with the largest radio audiences are listed below in order of the total ACI points received in the Peatman (ACI) surveys during the year.

Total ACI Points	Number of Weeks in ACI Survey	SONG TITLE	Publisher or Copyright Owner
11,758	39	Begin the Beguine	Harms
11,116	39	Blue Skies	Berlin
10,652	38	Star Dust	Mills
8,698	29	All the Things You Are	Chappell
8,600	22	Always	Berlin
8,546	29	On the Sunny Side of the Street	Shapiro-Bernstein
8,230	31	Embraceable You	Harms
8,202	28	Smoke Gets in Your Eyes	T. B. Harms
8,146	20	Anchors Aweigh	Robbins
7,284	30	Night and Day	Harms
7,230	19	Great Day	Miller
7,128	28	Somebody Loves Me	Harms
6,786	27	It Had To Be You	Bemick
5,706	21	Summertime	Chappell
5,558	10	Army Air Corps	Fischer
4,522	17	Just One of Those Things	Harms
4,484	17	I'll See You in My Dreams	Feist
4,352	18	Dancing in the Dark	Harms
4,306	19	Where or When	Harms
4,170	14	I Know That You Know	Harms

The first great show score of 1946!

Now Released for Radio, Recording and Record Transcriptions

THE DAY BEFORE SPRING

Now playing at the National Theatre, New York

Book and Lyrics by ALAN JAY LERNER • Music by FREDERICK LOEWE

6 Hits That Can't Miss!

★ *The Day Before Spring*

★ *I Love You This Morning*

★ *You Haven't Changed At All*

★ *A Jug Of Wine*

★ *God's Green World*

★ *This Is My Holiday*

WALTER WINCHELL — N. Y. Mirror
"The Day Before Spring" is a delight . . . sort of music that made Rodgers and Hart famous . . . Show is a big hit

ROBERT GARLAND — Journal-American
The lyrics are better than the book and the music is better than the lyrics. That title song, "The Day Before Spring" is almost as delightful and derivative as are several of Frederick Loewe's less openly plugged numbers . . . you'll be wearing quite a bit of them.

JOHN CHAPMAN — N. Y. News
Alan Jay Lerner has contrived several song lyrics much better than average. Frederick Loewe has composed a generous and beguiling score — not only pleasant to take, but also unusually varied.

BURTON BASCOE — N. Y. Telegram
Lyrics are as clean as fresh snow on a hillside and almost as brilliantly textured as snow crystals — There are eight hit songs in the show — five of them romantic and haunting in melody and three of them very witty and amusing — a brilliant new addition to American operettas.

RYING HOFFMAN — Hollywood Reporter
A musical. The score soars. Songs built with a lift — a clinch to clinch Hit Parade honors.

HOWARD BARNES — N. Y. Herald-Tribune
The songs are fresh and amusingly lyrical . . . should claim considerable attention in the immediate future.

Leo Feist inc.

1619 Broadway, N. Y. 19 • HARRY LINK, Gen. Prof. Mgr. • GEORGE DALIN, Prof. Mgr.

Back home again...
and recording
for Majestic!



Jack Leonard singing...

Welcome to My Dreams

(From the Movie "Road to Utopia")

★

Full Moon and Empty Arms

(Based on Rachmaninoff's Concerto in C Minor)

Record No. 7165 | Orchestra Directed by Paul Baron

Majestic RECORDS

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JB 502—Still a Colossal Collector of Coins!

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BY THE BLUES WOMAN
ORCHESTRAL ACCOMPANIMENT

LATEST "JUKE BOX" RELEASES

ROY MILTON and his SOLID SENDERS

THE YEAR-LONG SENSATION OF HOLLYWOOD'S SUZY-Q NITE CLUB
"ROY MILTON AND HIS SOLID SENDERS" are terrific! They are in "Soundies." Roy Milton has worked in several outstanding motion pictures, and the band is a smash success in the heart of Hollywood, where they have been for over a year at the Suzy Q Nite Club.

JB 503 { **MILTON'S BOOGIE**
A good boogie with a jump blues vocal by ROY MILTON
GROOVY BLUES
with a new rhythm vocal by CAMILLE HOWARD

JB 504 { **R. M. BLUES**
A mellow blues with vocal by ROY MILTON
RHYTHM COCKTAIL
A novelty instrumental

LIST PRICE \$1.00 plus tax

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PART 1—The Billboard

HONOR ROLL OF HITS

(TRADEMARK)

THE NATION'S 15 TOP TUNES

1. SYMPHONY
2. I CAN'T BEGIN TO TELL YOU
3. IT'S BEEN A LONG, LONG TIME
4. IT MIGHT AS WELL BE SPRING
5. CHICKERY CHICK
6. WAITIN' FOR THE TRAIN TO COME IN
7. LET IT SNOW! LET IT SNOW! LET IT SNOW!
8. AREN'T YOU GLAD YOU'RE YOU?
9. THAT'S FOR ME
10. DIG YOU LATER (A HUBBA-HUBBA-HUBBA)
11. DOCTOR, LAWYER, INDIAN CHIEF
12. SOME SUNDAY MORNING
13. I'M ALWAYS CHASING RAINBOWS
14. JUST A LITTLE FOND AFFECTION
15. COME TO BABY, DO

The nation's 15 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. No use of either may be made without The Billboard's consent.

ENGLAND'S TOP TWENTY

SONG		AMERICAN	ENGLISH
12	1	1. I'M IN LOVE WITH TWO SWEETHEARTS	Irwin Dash Music Makers
10	5	2. UNDER THE WILLOW TREE	Mac Melodies *
3	7	3. IT'S BEEN A LONG, LONG TIME	Bradbury Wood ... Morris
12	2	4. BELL-BOTTOM TROUSERS	Campbell Connelly.. Santly-Joy
1	—	5. CRUISING DOWN THE RIVER	Cinephonic *
10	4	6. I HOPE TO DIE IF I TOLD A LIE	Campbell Connelly.. Advanced
12	6	7. THERE! I'VE SAID IT AGAIN	Campbell Connelly.. Valiant
12	3	8. THE GYPSY	Peter Maurice .. f
4	16	9. I'LL CLOSE MY EYES	World Wide *
10	8	10. THERE MUST BE A WAY	Bradbury Wood ... Stevens
9	9	11. CAROLINA	Irwin Dash *
1	—	12. IT'S A GRAND NIGHT FOR SINGING	Chappell Williamson Music, Inc.
6	11	13. LET'S KEEP IT THAT WAY	Noel Gay *
10	17	14. SYMPHONY	Chappell Chappell
9	12	15. JUST A BLUE SERGE SUIT	Victoria Berlin
4	13	16. NO CAN DO	Francis Day Robbins
4	19	17. OUT OF THE NIGHT	Southern *
3	14	18. SOON IT WILL BE SUN-DAY	Lawrence Wright .. *
4	15	19. LOVE LETTERS	Victoria Famous
12	19	20. COMING HOME	Peter Maurice Harman

*Publisher not available as The Billboard goes to press.

PLAY STATUS OF FILMS WITH LEADING SONGS

Tunes listed alphabetically are in films currently showing or to be shown soon. Only tunes which have won a position in one or more of the other features of the

Chart are listed, since many film-featured tunes never reach any degree of popularity, and many others are never even published.

ALONG THE NAVAJO TRAIL (Leeds), sung by Roy Rogers in Republic's "Don't Fence Me In." National release date—October 20, 1945.

I CAN'T BEGIN TO TELL YOU (Bregman-Vocco-Conn), in 20th Century-Fox's "The Dolly Sisters." National release date—November, 1945.

AREN'T YOU GLAD YOU'RE YOU? (Burke-Van Heusen). Sung by Bing Crosby in Rainbow Productions' "The Bells of St. Mary's." National release date—December, 1945.

IF I HAD A DOZEN HEARTS (Paramount), sung by Betty Hutton in Paramount's "The Stork Club." National release date—December 28, 1945.

AS LONG AS I LIVE (Witmark), in Warner Bros.' "Saratoga Trunk." National release date—January 26, 1946.

I'LL BUY THAT DREAM (Burke-Van Heusen), sung by Anne Jeffreys in RKO's "Sing Your Way Home." National release date not set.

DIG YOU LATER (A HUBBA-HUBBA-HUBBA) (Robbins), sung by Perry Como in 20th Century-Fox's "Doll Face." National release date not set.

I'M ALWAYS CHASING RAINBOWS (Miller), in 20th Century-Fox "The Dolly Sisters." National release date—November, 1945.

DOCTOR, LAWYER, INDIAN CHIEF (Burke-Van Heusen), sung by Betty Hutton in Paramount's "Stork Club." National release date—December 28, 1945.

IN THE LAND OF BEGINNING AGAIN (Feist), sung by Bing Crosby in Rainbow production's "The Bells of St. Mary's."

GIVE ME THE SIMPLE LIFE (Triangle), in 20th Century-Fox's "Give Me the Simple Life."

IT MIGHT AS WELL BE SPRING (Williamson), in 20th Century-Fox's "State Fair." National release date—October, 1945.

HERE COMES HEAVEN AGAIN (Robbins), sung by Vivian Blaine and Perry Como in 20th Century-Fox's "Doll Face." National release date not set.

IT'S ONLY A PAPER MOON (Harms, Inc.) in Warner Brothers' "Too Young To Know." National release date—December 1, 1945.

(Continued on page 76)

Music Popularity Chart

Week Ending
Jan. 4, 1946

RADIO

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, December 28, 8 a.m., and ending Friday, January 4)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The total times the song has appeared among the top 30 in the Peatman survey to date will be indicated in the chart

under the "Weeks to Date" column, but only those making their appearance in the list on or after November 29 are tabbed. Other tunes have been on Peatman before but this information is not available. The music checked is preponderately (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

Wks. to date	TITLE	PUBLISHER	LIC. BY
	Along the Navajo Trail (F) (R)	Leeds	ASCAP
5	Aren't You Glad You're You? (F) (R)	Burke-Van Heusen	ASCAP
3	As Long As I Live (F) (R)	Witmark	ASCAP
	Chickery Chick (R)	Santley-Joy	ASCAP
	Come to Baby, Do (R)	Leeds	ASCAP
	Dearest Darling (R)	Advanced	ASCAP
2	Give Me the Simple Life (F) (R)	Triangle	ASCAP
	How Deep Is the Ocean? (R)	Berlin	ASCAP
1	I Can't Begin To Tell You (F) (R)	Bregman-Vocco-Conn	ASCAP
1	I Don't Care If I Never Go To Bed (R)	Miller	ASCAP
2	If I Had a Dozen Hearts (F) (R)	Paramount	ASCAP
5	I'll Buy That Dream (F) (R)	Burke-Van Heusen	ASCAP
	I'm Always Chasing Rainbows (F) (R)	Miller	ASCAP
	It Might As Well Be Spring (F) (R)	Williamson	ASCAP
1	It's a Grand Night For Singing (F)	Williamson	ASCAP
	It's Been a Long, Long Time (R)	Morris	ASCAP
	It's Only a Paper Moon (F) (R)	Harms, Inc.	ASCAP
5	Let It Snow! Let It Snow! Let It Snow! (R)	Shapiro-Bernstein	ASCAP
	Lily Belle (R)	Martin	ASCAP
	Love Letters (F) (R)	Famous	ASCAP
2	My Guy's Come Back (R)	Shapiro-Bernstein	ASCAP-BMI
	On the Atchison, Topeka and Santa Fe (F) (R)	Feist	ASCAP
	Some Sunday Morning (F) (R)	Harms, Inc.	ASCAP
	Symphony (R)	Chappell	ASCAP
	(Did You Ever Get) That Feeling in the Moonlight (R)	Paull-Pioneer	ASCAP
	That's For Me (F) (R)	Williamson	ASCAP
	Waitin' for the Train to Come In (R)	Martin Block	BMI
	Walkin' With My Honey (R)	Republic	BMI
1	Warsaw Concerto (R)	Chappell	ASCAP

RECORDS MOST-PLAYED ON THE AIR

Records listed here in numerical order are those played over the greatest number of record shows. List is based on reports received by The Billboard from disk jockeys throught the country. Unless in-

dicated in this chart, other available records of tunes listed here will be found in Most-Played Juke Box Records chart. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks to date	POSITION	TITLE	Artist	Label	Lic. By
6	3	1. SYMPHONY	Freddy Martin	Victor 20-1747	ASCAP
6	—	2. I CAN'T BEGIN TO TELL YOU (F)	Bing Crosby-Carmen Cavallaro	Decca 23457	ASCAP
5	5	3. DIG YOU LATER (A HUBBA-HUBBA-HUBBA) (F)	Perry Como	Victor 20-1750	ASCAP
6	2	4. SYMPHONY	Benny Goodman	Columbia 36874	ASCAP
2	4	5. LET IT SNOW! LET IT SNOW! LET IT SNOW!	Vaughn Monroe	Victor 20-1759	ASCAP
13	6	6. CHICKERY CHICK	Sammy Kaye	Victor 20-1726	ASCAP
14	6	7. IT'S BEEN A LONG, LONG TIME	Harry James	Columbia 36838	ASCAP
13	12	8. IT'S BEEN A LONG, LONG TIME	Bing Crosby-Les Paul Trio	Decca 17708	ASCAP
2	—	9. SYMPHONY	Jo Stafford	Capitol 227	ASCAP
1	—	9. SYMPHONY	Bing Crosby	Decca 18735	ASCAP
5	7	10. I CAN'T BEGIN TO TELL YOU (F)	Harry James	Columbia 36867	ASCAP
9	9	10. IT MIGHT AS WELL BE SPRING (F)	Dick Haymes	Decca 18706	ASCAP
3	8	11. IT MIGHT AS WELL BE SPRING (F)	Sammy Kaye	Victor 20-1738	ASCAP
5	6	12. DOCTOR, LAWYER, INDIAN CHIEF (F)	Betty Hutton	Capitol 220	ASCAP
4	10	13. I CAN'T BEGIN TO TELL YOU (F)	Andy Russell	Capitol 221	ASCAP
1	—	14. CHICKERY CHICK	Evelyn Knight-The Jesters	Decca 18725	ASCAP
10	—	14. IT'S BEEN A LONG, LONG TIME	Charlie Spivak	Victor 20-1721	ASCAP
2	13	14. AREN'T YOU GLAD YOU'RE YOU? (F)	Bing Crosby	Decca 18720	ASCAP
1	—	15. WAITIN' FOR THE TRAIN TO COME IN	Johnny Long-Dick Robertson	Decca 18718	BMI
3	10	16. I CAN'T BEGIN TO TELL YOU (F)	Sammy Kaye	Victor 20-1720	ASCAP
9	—	16. IT'S BEEN A LONG, LONG TIME	Stan Kenton	Capitol 219	ASCAP
8	9	16. IT MIGHT AS WELL BE SPRING (F)	Paul Weston-Margaret Whiting	Capitol 214	ASCAP
2	—	16. HERE COMES HEAVEN AGAIN (F)	Perry Como	Victor 20-1750	ASCAP

Coming Up

- IN THE MIDDLE OF MAY The Pied Pipers (Paul Weston Ork)Capitol 225
- YOU WON'T BE SATISFIED UNTIL YOU BREAK MY HEART) Les Brown (Doris Day)Columbia 36884

Soon to be Released!

'SNAP YOUR FINGERS'

From Jules Levey Production "Abilene Town"

'COTTON TAIL'

Bobby's top instrumental of this Duke Ellington tune... It's even better than Bobby's sensational 'ELK'S PARADE'!!!



Two smash socko hits from Capitol—
"Where the Hits Begin."

CAP. 231 50c plus tax

Featuring

Bobby Sherwood

and His Orchestra

They'll keep your juke box jumpin'!



RECORDS

FROM HOLLYWOOD

Sunset and Vine

RCA VICTOR

New Releases

ZEKE MANNERS

AND HIS BAND

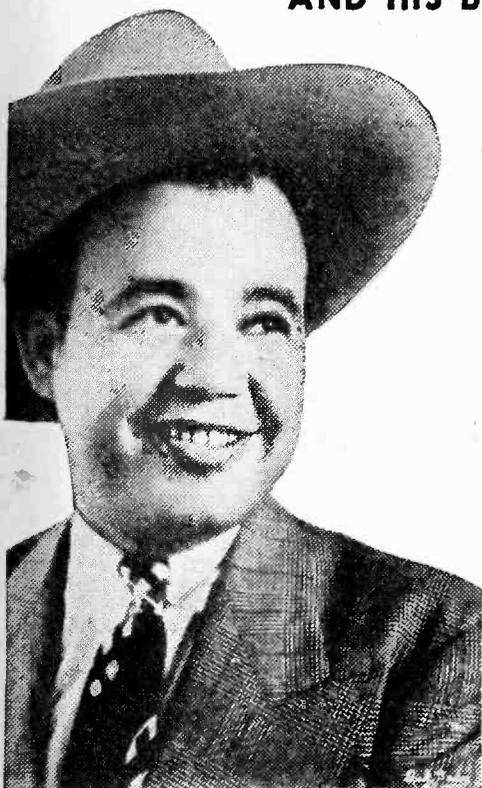
SIoux CITY SUE

Vocal refrain by Curly Gribbs

DON'T DOG ME 'ROUND

Vocal refrain by Zeke Manners

RCA VICTOR
20-1797



VAUGHN MONROE

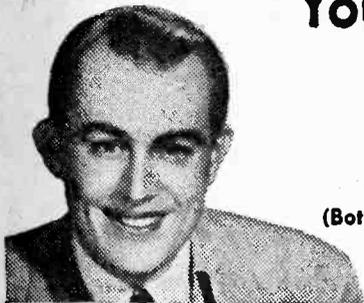
AND HIS ORCHESTRA

You May Not Love Me Just My Luck

Vocal refrains by Vaughn Monroe
and The Norton Sisters

(Both from the musical production "Nellie Bly")

RCA VICTOR 20-1779



DINAH SHORE

with RUSS CASE AND
HIS ORCHESTRA

Personality

Welcome to My Dream

(Both from the Paramount picture
"Road to Utopia")

RCA VICTOR 20-1781



PART 2—The Billboard

RETAIL SALES AND

BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received from more than 20 jobbers in all sections of the country. Songs are listed according to greatest number of sales. (F) Indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

Weeks to date	Last Week	This Week	POSITION	Artist
4	5	1	1.	SYMPHONY (R).....Chappell
11	1	2	2.	IT MIGHT AS WELL BE SPRING (F) (R).....Williamson
9	2	3	3.	I CAN'T BEGIN TO TELL YOU (F) (R).....Bregman-Vocco-Conn
10	4	4	4.	CHICKERY CHICK (R).....Santly-Joy
13	3	5	5.	IT'S BEEN A LONG, LONG TIME (R).....Morris
1	—	6	6.	LET IT SNOW! LET IT SNOW! LET IT SNOW! (R).....Morris
14	7	7	7.	THAT'S FOR ME (F) (R).....Williamson
7	6	8	8.	WAITIN' FOR THE TRAIN TO COME IN (R).....Martin Block
2	10	9	9.	SOME SUNDAY MORNING (F) (R).....Harms, Inc.
2	—	10	10.	JUST A LITTLE FOND AFFECTION (F) (R).....Shapiro-Bernstein
1	—	11	11.	I'M ALWAYS CHASING RAINBOWS (F) (R).....Miller
22	8	12	12.	TILL THE END OF TIME (R).....Santly-Joy

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on reports received from more than 700 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) Indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in italic.

Weeks to date	Last Week	This Week	POSITION	Artist	Label
5	1	1	1.	SYMPHONY.....Freddy Martin	Victor 20-1747
8	3	2	2.	I CAN'T BEGIN TO TELL YOU (F).....Bing Crosby-Carmen Cavallaro.	Decca 23457
12	2	3	3.	CHICKERY CHICK.....Sammy Kaye	Victor 20-1726
6	3	4	4.	DIG YOU LATER (A HUBBA-HUBBA-HUBBA).....Perry Como	Victor 20-1750
13	4	5	5.	IT'S BEEN A LONG, LONG TIME.....Harry James	Columbia 36838
9	7	6	6.	IT MIGHT AS WELL BE SPRING (F).....Dick Haymes	Decca 18706
13	7	7	7.	IT'S BEEN A LONG, LONG TIME.....Bing Crosby	Decca 18708
3	10	8	8.	IT MIGHT AS WELL BE SPRING (F).....Sammy Kaye	Victor 20-1738

(Continued on page 76)

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on reports received from more than 200 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	Artist	Label
7	1	1	1.	Merry Christmas.....Bing Crosby	Decca 403
13	3	2	2.	On the Moonbeam.....Vaughn Monroe	Victor P-142
28	2	3	3.	Glenn Miller.....Glenn Miller and Ork	Victor P-148
2	5	4	4.	Nutcracker Suite (Tchaikowsky).....Spike Jones and His City Slickers	Victor P-143
5	—	5	5.	Cugat's Rhumba.....Xavier Cugat	Columbia C-110

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers). List is based on reports received from more than 350 dealers in all sections of the country. Records are listed according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	Artist	Label
29	1	1	1.	Chopin's Polonaise.....Jose Iturbi	Victor 11-8848
15	2	2	2.	Clair De Lune.....Jose Iturbi	Victor 11-8851
8	3	3	3.	Warsaw Concerto.....Sanroma Boston Pops	Victor 11-8863
36	5	4	4.	Warsaw Concerto.....Wallenstein, Los Angeles Philharmonic Ork	Decca 29150
1	—	5	5.	Liberstraum.....Jose Iturbi	Victor 11-8851

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers). List is based on reports received from more than 200 dealers in all sections of the country. Albums are listed according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	Artist	Label
25	—	1	1.	Rhapsody in Blue.....Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor	Columbia X-251
35	1	2	2.	Music to Remember (From the Life of Chopin).....Jose Iturbi	Victor SP-4
3	2	3	3.	Tchaikowsky Nutcracker Suite.....Ormandy, Philadelphia Ork	Victor M-915
4	3	4	4.	Tchaikowsky Nutcracker Suite.....Stokowski, Philadelphia Ork	Victor M-265
28	—	4	4.	Rhapsody in Blue.....Sanroma (Piano) Boston Pops	Victor DM-358

Music Popularity Chart

Week Ending
Jan. 3, 1946

JUKE BOX PLAYS

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on more than 500 reports received direct from operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune.

Weeks to date	Last Week	This Week	POSITION		Record
			Week	Week	
8	1	1	1	1	I CAN'T BEGIN TO TELL YOU (F) —Bing Crosby-Carmen CavallaroDecca 23457 (Andy Russell, Capitol 221; Harry James, Columbia 36867; Sammy Kaye, Victor 20-1720)
5	8	2	2	2	SYMPHONY —Freddy Martin (Clyde Rogers) ...Victor 20-1747 (Marlene Dietrich, Decca 23456; Benny Goodman, Columbia 36874; Jo Stafford, Capitol 227; Danny O'Neil, Majestic 7162; Guy Lombardo, Decca 18737; Bing Crosby, Decca 18635; Phil Moore Four, Musicraft 15048; Harry Cool, Signature 15007)
11	2	3	3	3	CHICKERY CHICK —Sammy Kaye (Nancy Norman-Billy Williams-The Kaye Choir)Victor 20-1726 (George Olsen, Majestic 7155; Gene Krupa, Columbia 36877; Evelyn Knight-The Jesters, Decca 18725)
13	3	4	4	4	IT'S BEEN A LONG, LONG TIME —Bing Crosby-Les Paul TrioDecca 18708 (Harry James, Columbia 36838; Stan Kenton, Capitol 219; Charlie Spivak, Victor 20-1721; Phil Brito, Musicraft 15040; The Five De Marco Sisters, Majestic 7157)
12	4	5	5	5	IT'S BEEN A LONG, LONG TIME —Harry James (Kitty Kallen)Columbia 36838 (See No. 4)
4	9	6	6	6	DOCTOR, LAWYER, INDIAN CHIEF (F) —Betty Hutton (Paul Weston Ork)Capitol 220
9	6	7	7	7	WAITIN' FOR THE TRAIN TO COME IN —Peggy Lee (Dave Barbour Ork)Capitol 218 (Harry James, Columbia 36867; Louis Prima, Majestic 7156; Johnny Long-Dick Robertson, Decca 18718; Celestine Stewart and the Charmers, Hub 3006; Monica Lewis, Signature 15010)
5	5	8	8	8	IT MIGHT AS WELL BE SPRING (F) —Dick Haymes-Victor Young OrkDecca 18706 (Paul Weston-Margaret Whiting, Capitol 214; Sammy Kaye, Victor 20-1738; Ray Noble, Columbia 36893)
5	13	9	9	9	IT MIGHT AS WELL BE SPRING (F) —Sammy Kaye (Billy Williams)Victor 20-1738 (See No. 8)
7	10	10	10	10	WAITIN' FOR THE TRAIN TO COME IN —Harry James (Kitty Kallen)Columbia 36867 (See No. 7)
6	11	10	10	10	WAITIN' FOR THE TRAIN TO COME IN —Johnny Long-Dick RobertsonDecca 18718 (See No. 7)
1	—	10	10	10	LET IT SNOW! LET IT SNOW! LET IT SNOW! —Vaughn Monroe (Vaughn Monroe-The Norton Sisters) ...Victor 20-1759 (Connie Boswell-Russ Morgan, Decca 18741; Danny O'Neil, Majestic 7162)
5	11	11	11	11	DIG YOU LATER (A HUBBA-HUBBA-HUBBA) (F) —Perry Como (The Satisfiers-Russ Case Ork) ...Victor 20-1750
4	12	12	12	12	IT MIGHT AS WELL BE SPRING (F) —Paul Weston-Margaret WhitingCapitol 214 (See No. 8)
1	—	13	13	13	SYMPHONY —Jo Stafford (Paul Weston Ork)Capitol 227 (See No. 2)
4	13	14	14	14	CHICKERY CHICK —Evelyn Knight-The Jesters (Bob Haggart Ork)Decca 18725 (See No. 3)
11	—	14	14	14	IT'S BEEN A LONG, LONG TIME —Charlie Spivak (Irene Daye)Victor 20-1721 (See No. 4)
1	—	15	15	15	SYMPHONY —Bing Crosby (Victor Young Ork) ...Decca 18735 (See No. 2)
2	—	16	16	16	I CAN'T BEGIN TO TELL YOU (F) —Harry James (Ruth Haag)Columbia 36867 (See No. 1)
3	13	17	17	17	I CAN'T BEGIN TO TELL YOU (F) —Andy Russell (Paul Weston Ork)Capitol 221 (See No. 1)
1	—	17	17	17	SYMPHONY —Benny Goodman (Liza Morrow) ...Columbia 36874 (See No. 2)
1	—	17	17	17	(DID YOU EVER GET) THAT FEELING IN THE MOON-LIGHT? —Russ Morgan (Russ Morgan)Decca 18724 (Gene Krupa, Columbia 36862; Perry Como, Victor 20-1709)

Coming Up

SYMPHONY—Guy Lombardo Decca 18737
CHICKERY CHICK—Gene Krupa (Anita O'Day) Columbia 36877

MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are folk records most played in juke boxes. List is based on more than 500 reports received direct from operators all over the country.

Weeks to date	Last Week	This Week	POSITION		Record
			Week	Week	
9	2	1	1	1	IT'S BEEN SO LONG, DARLING Ernest Tubb Decca 6112
12	—	2	2	2	SIoux CITY SUE Dick Thomas National 5010
9	1	3	3	3	SILVER DEW ON THE BLUE GRASS TONIGHT Bob Wills Columbia 36841
14	2	4	4	4	WITH TEARS IN MY EYES Wesley Tuttle Capitol 216
3	1	4	4	4	YOU WILL HAVE TO PAY Tex Ritter Capitol 223
13	—	5	5	5	HEADIN' DOWN THE WRONG HIGHWAY Ted Daffan Okeh 6744
3	2	5	5	5	CHRISTMAS CAROLS BY THE OLD CORRAL Tex Ritter Capitol 223
3	1	5	5	5	WHITE CROSS ON OKINAWA Bob Wills (Tommy Duncan) Columbia 36881

MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race-type disks most played in the nation's juke boxes. List is based on more than 500 reports received direct from operators all over the country.

Weeks to date	Last Week	This Week	POSITION		Record
			Week	Week	
23	1	1	1	1	BUZZ ME Louis Jordan Decca 18734
9	—	2	2	2	THE HONEYDRIPPER Joe Liggins Exclusive 307
6	2	2	2	2	THE HONEYDRIPPER Jimmie Lunceford-Delta Rhythm Boys Decca 23451
1	—	3	3	3	BEULAH'S BOOGIE Lionel Hampton Decca 18719
4	—	3	3	3	COME TO BABY, DO King Cole Trio Capitol 224
2	3	4	4	4	THE HONEYDRIPPER Roosevelt Sykes Bluebird 34-0737
1	—	4	4	4	GOT A RIGHT TO CRY Joe Liggins Exclusive 210
1	—	4	4	4	FIFTEEN YEARS (THAT I'M STILL SERVING TIME) Pearl Bailey Columbia 36837

2 maestros
melt the Wax

Tender
RAY NOBLE

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FULL MOON AND EMPTY ARMS
(Based on Rachmaninoff's Concerto)

RAY NOBLE and his
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Vocal Choruses by Roy Lanson
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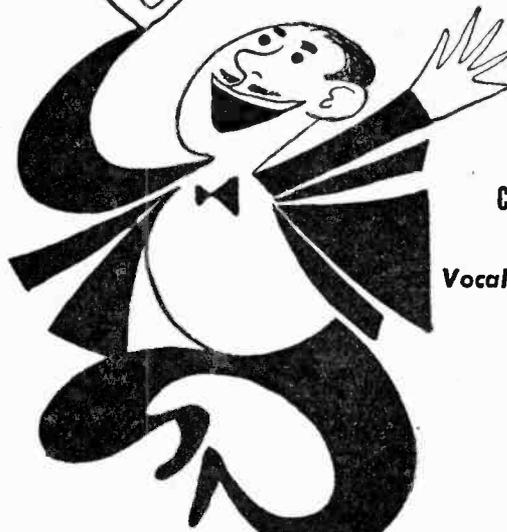
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PART 3—The Billboard

ADVANCE RECORD

ADVANCE RECORD RELEASES

Records listed are generally approxi- | supplied in advance by record companies.
mately two weeks in advance of actual | Only records of those manufacturers vol-
release date. List is based on information | untarily supplying information are listed.

- A STORY OF TWO CIGARETTES Dick Brown (Mac Ceppos Ork) Guild 143
- ALWAYS Kai Winding and All-Stars.....Savoy 590
- AS LONG AS I LIVE I WILL LOVE
YOU Dick ThomasNational 5005
- ATLANTA, G A Sammy Kaye (Billy Williams)
.....Victor 20-1795
- BLUEBERRY LANE Elton BrittVictor 20-1789
- CHICAGO BREAKDOWN Big MaceoBluebird 34-0743
- COCANUT SONG Guy Lombardo (The Lombardo Trio)
.....Decca 18730
- DAY BY DAY Monica Lewis (Ray Bloch Ork).....
.....Signature 15009
- DID YOU EVER LOVE A WOMAN? .. "Gatemouth" Moore (Al Budd Johnson
Ork)National 6002
- DONT BE A BABY, BABY Mills BrothersDecca 18753
- DON'T LET ME DREAM Randy Brooks (Billy Usher) ..Decca 18752
- DON'T YOU REMEMBER ME? Johnny Desmond (Russ Case Ork)....
.....Victor 20-1796
- EVERYBODY KNEW BUT ME Woody Herman (Woody Herman)
.....Columbia 36909
- FULL MOON AND EMPTY ARMS Jack Leonard (Paul Barron Ork).....
.....Majestic 7165
- GIVE ME THE SIMPLE LIFE Benny Goodman (Liza Morrow)
.....Columbia 36908
- GRAB YOUR AX, MAX Kai Winding and All-Stars ..Savoy 590
- GROOVY BLUES Roy Milton and His Solid Senders
(Camille Howard) ..Juke Box JB-503
- HAWAIIAN SKIES Cecil Campbell's Tennessee Ramblers..
.....Victor 20-1790
- HOLIDAY FOR SWING Erskine HawkinsVictor 20-1794
- HONEY Ted Martin-The Mack Triplets-Emil
Coleman OrkDe Luxe 1006
- I DIDN'T MEAN A WORD I SAID... Sammy Kaye (Sammy Kaye-Billy Wil-
liams)Victor 20-1795
- I DON'T WANT A MILLION SWEET-
HEARTS Dick ThomasNational 5005
- I GUESS I'LL HAVE TO GET ALONG
WITHOUT YOU Erskine Hawkins (Dolores Brown)
.....Victor 20-1794
- I WISH I COULD TELL YOU Benny Goodman (Liza Morrow)
.....Columbia 36908
- I'M ALWAYS CHASING RAINBOWS .. Ted Martin-The Mack Triplets-Emil
Coleman OrkDe Luxe 1006
- I'M GOIN' WAY BACK HOME "Gatemouth" Moore (Al Budd Johnson
Ork)National 6002
- I'M THROUGH WITH LOVE Dick Brown (Mac Ceppos Ork) ..Guild 143
- IN THE MOON MIST Randy Brooks (Billy Usher) ..Decca 18752
- IT'S DAWN AGAIN The Three SunsMajestic 1027
- I'VE BEEN LISTENING Claude Sharpe-The Old Hickory Singers
.....Columbia 36910
- JAMAICAN RUMBA Los Angeles Philharmonic Ork, Alfred
Wallenstein, DirectorDecca 23480
- JALOUSIE Los Angeles Philharmonic Ork, Alfred
Wallenstein, DirectorDecca 23480
- JINGLE BELLS FANTASY Victor Salon OrkVictor 41-0003
- LET IT SNOW! LET IT SNOW! LET
IT SNOW! Woody Herman (Woody Herman)....
.....Columbia 36909
- MIDNIGHT BOOGIE Cecil Campbell's Tennessee Ramblers..
.....Victor 40-1790
- MILTON'S BOOGIE Roy Milton and His Solid Senders (Roy
Milton)Juke Box JB-503
- MOBY DICK ALBUMDecca DA-401
Moby Dick, Parts 1 and 8..... Charles Laughton (Victor Young Ork) ..Decca 29181
Moby Dick, Parts 2 and 7..... Charles Laughton (Victor Young Ork) ..Decca 29182
Moby Dick, Parts 3 and 6..... Charles Laughton (Victor Young Ork) ..Decca 29183
Moby Dick, Parts 4 and 5..... Charles Laughton (Victor Young Ork) ..Decca 29184
- MY GUY'S COME BACK Harry Cool Ork (Harry Cool-Jeanne
Shirley)Signature 15007
- NEVER MAKE A PROMISE IN VAIN.. Mills BrothersDecca 18753
- NOAH AND THE ARK The Golden Echo Quartet ..De Luxe 1005
- PRECIOUS MEMORIES Claude Sharpe-The Old Hickory Singers
.....Columbia 36910
- R M BLUES Roy Milton and His Solid Senders (Roy
Milton)Juke Box JB-504
- RHYTHM COCKTAIL Roy Milton and His Solid Senders.....
.....Juke Box JB-504
- SPELLBOUND Ray Bloch OrkSignature 15008
- STOP! I LOVE IT Monica Lewis (Ray Bloch Ork).....
.....Signature 15009
- STUDY WAR NO MO' The Golden Echo Quartet....De Luxe 1005
- SYMPHONY Harry Cool Ork (Harry Cool)
.....Signature 15007

(Continued on page 76)

Music Popularity Chart Week Ending Jan. 3, 1946

DATA AND REVIEWS

RECORD POSSIBILITIES

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by an analysis of the best selling, most played or most heard features of the Chart.

HOP, SKIP AND JUMP Five De Marco Sisters (Bud Freeman and His Ork) Majestic 7160-A

This has the typical trademark of the Livingston-Hoffman-Drake Trio, which means a top novelty tune—and the DeMarco Sisters, with a swell assist from Bud Freeman and his gang, really do a job with the lyrics and tune twisting. It's a certainty for jukes—and if it gets even a passable plugging, it's in all over.

ALL I OWE IOWAY Dick Haymes Decca 18740-B

This is a sleeper from "State Fair," but the way Dick Haymes handles it, the sleep is taken out of it. Chorus and the ork backing (by Earle Hagen) gives D. H. just what he needs. This is it—for jukes and home spin-tables.

YOU CAN'T BREAK MY HEART Roy Rogers Victor 20-1782-A

That sweetheart of the chappy bobby soxers, Roy Rogers, does a sweet job of this without going too corral in his handling of the tune. While this won't be a No. 1 in "The Honor Roll of Hits," it's going to lead the mountain music tabbing. It has more than a fair chance of breaking into the top 10—for a few weeks, anyway.

RECORD REVIEWS

By M. H. Orodener

Lightface portion of reviews is intended for information of all record and music users. Boldface portion is intended for guidance of juke box operators.

CHARLIE SPIVAK (Victor)
The Bells of St. Mary's—FT; VC. *You Can Cry On Somebody Else's Shoulder*—FT; VC.

Voicing reeds and brasses to give the music a flavor of organ tones, while maintaining a steady rhythmic pace, Charlie Spivak turns in an attractive interpretation of "The Bells of St. Mary's." And adding to the harmonic color created, a bell-tone backing is provided by the trombones with broken chords as Jimmy Saunders gives full expression to the lyrical story. It's fine music with real organ qualities thruout. Just as inviting is the Spivak rhythm making, as trumpets and trombones carry the melodic theme, for "You Can Cry On Somebody Else's Shoulder." Set to the bounce beats as well is Saundser's voicing of the sentimental lyrics.

With the Bing Crosby flicker association, Charlie Spivak's musical treatment for "The Bells of St. Mary's" is top phono fare.

GENE KRUPA (Columbia)
Are These Really Mine?—FT; VC. *Harriet*—FT; VC.

Gene Krupa provides a pleasant sweet and swing contrast with this release. Subduing the band's rhythmic power to point up the soft and smooth ensemble harmonies, the drummer man turns in a sensitive interpretation of Sonny Skylar's "Are These Really Mine?" Brings out the melodic charm, with Buddy Stewart equally effective for the love lyric. Flipover provides a tasty rhythmic beat for "Harriet," a cowboy girlie serenade as distinct from the "Harriette" ballad Bon Bon introduced on a Joe Davis disk some weeks back. Side kicks off with bright trumpet riffs getting the stage for the swerling sax section, with Buddy Stewart and Anita O'Day giving voice to the song story of the cowgirl who doesn't want to marry yet. Charlie Ventura's tenor sax ride adds farther instrumental gloss.

With "Are These Really Mine?" a hit potential and "Harriet" a delightful rhythm novelty in the Gene Krupa styling, both sides spin with much promise.

LOUIS PRIMA (Majestic)
Way Down Yonder In New Orleans—FT; VC. *As Mr. Mason Said to Dixon*—FT; VC.

Going Dixieland, Prima turns in an ace selling job, both instrumentally and vocally. Prima's singular efforts make the spinning count for the novelty, "As Mr. Mason Said to Dixon," which takes its musical and lyrical root from the old-time race blues. At a faster pace, Prima brings back the Dixie classic, "Way Down Yonder In New Orleans." It's all tune material tailored to Prima's individual talents.

With a catchy title to attract, music ops should make the most of "As Mr. Mason Said to Dixon."

FRANKIE CARLE (Columbia)
Oh! What It Seemed To Be—FT; VC. *As Long As I Live*—FT; VC.

Frankie Carle comes close to creating another "Sunrise Serenade" here. Title and lyrics are a weak sister to the tuneful and bubbling melody. However his piano sparkle and Marjorie Hughes' throaty piping sell the ballad well. Also of ballad timber is the companion piece, "As Long As I Live," which Carle and his men cut along smooth melodic lines. Paul Allen's vocal efforts helped by full band body in the musical bank.

Coin ops should catch plenty with these.

DOUBLE QUINTET (Fran-Tone)
Louise—FT. *Prelude to a Kiss*—FT; VC.

A modern musical motif is fashioned by Hershel Gilbert and Johnny Thompson kicking off this new West Coast disk label. Arrangers show a world of originality in scoring ideas without resorting to musical surrealism. And even with the interesting scoring which makes the platter count for so much musically, there is still expanse for Willie Smith's alto sax expressions and Emmett Berry's trumpet tricks. "Louise," yester-year pop designed by Gilbert, is a rhythmic romp. Thompson, in fashioning the Duke Ellington ballad, "Prelude To a Kiss," introduces a new effect in using Herb Jeffries for vocal phrases only rather than for singing an entire stanza.

While dinking is for hot jazz fans, both sides spin plenty bright for the music boxes.

SULA'S CUBAN ORCHESTRA (Continental)
Rhumba Rhapsody—FT; VC. *Estudiantina*—FT. *Ba-Ba-Lu*—FT; VC. *La Paloma*—FT.

Peddling as Sula and His Cuban Orchestra, S. Levitch has rounded up a fine studio crew to fashion his tuneful scorings geared to Latin rhythm. For a "Rhumba Rhapsody," Levitch has created a beautiful minor melody for which the piano pounder brings out all its charm with Yoyo Pequero chanting the lyric in native tongue. While the Steinyway provides all the sparkle for this side, Pequero shows his potency for the Afro-Cubano "Ba-Ba-Lu" standard. Orchestra gives full expression for "Estudiantina," designed as a samba, and even more effectively for "La Paloma" set to a rumba rhythm.

All four sides make swell music box spinning, with "Rhumba Rhapsody" the standout.

(Continued on page 80)

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**Bigger, Better Budgets
In Ohio Despite 20% Tax**

NEW YORK, Jan. 7.—Lounge agents are looking hopefully at what they believe is a trend toward bigger and better show budgets in at least one portion of the country. A few spots which have been operating with music, no dancing, no voices, for the past year or so in an effort to beat the 20 per cent tax rap, have for some reason started to reverse themselves and are buying units with voices and applying the tax. So far, it is admitted, this tendency is limited to just one area, the territory between Cleveland and Louisville, but the fact that even one region has seen fit to install a new policy at this time is, bookers say, a good sign of bigger and better business.

But if some of the percenters are happy at the change, there are others who look at it skeptically. It isn't that they'd refuse the business if they could get it. It is because they don't think any sudden switch at this time means anything. It is admitted that post-New Year's Eve biz is from hunger. A few ops admit biz is bad. Most of them, however, insist it is great. Bookers, incidentally, who are always eager to see the bright side also boast of excellent biz. But units return-

ing from jobs say there have been nights recently when there weren't enough customers in the spots to make up a gin rummy game.

New Shows Needed

Under such circumstances, assuming that lounge biz is off, it is the normal reaction to cut down on overhead. Fixed expenses can't be cut, so entertainment usually comes in for the slice. But there is still another approach, one that takes guts and imagination. This one calls not for cutting entertainment budget but for increasing it. Argument for the second plan is based on the theory that if not enough customers come in on the old plan, then you have to give them something new, something different to attract them. In the cocktail lounge field the only thing new is entertainment. Of course a new decorative scheme could sometimes act as a shot in the arm. But renovations and redecorations aren't done overnight, and besides they cost plenty. So the only thing left is new and better entertainment.

Naturally this new entertainment policy will mean a 20 per cent tax. Yet the aggressive op feels that the added bite won't hurt much if customers are actually entertained. This means that the demand for entertaining units will increase. It also means that for the groups who can make with the voices the money will still be good. This is based on the fact that while there are plenty of units around, there is still a shortage of solid entertaining combos who can do a job. To put in a good unit, however, is not enough. Potential customers have to know its there and not by listening outside the swinging doors. Ops will have to advertise in the dailies and use spot announcements. If they do one without the other they'll start with two strikes against them.

The other side of the picture is the possibility that installation of entertaining units at more money may be the last gasp. It is admitted that no op doing the biz with just music will up his budget. It is the one who needs a hypo who will take the chance. If the new policy doesn't pay off, say within a month or so, ops will not only throw out the voices but may dispense with all music and either just become straight wateries or eateries or drinkeries or fold up.

**New Detroit Spot
To Woo Post-2 A.M.
Showpeople Trade**

DETROIT, Jan. 7.—Wedgewood Room, new spot slated to open early this year, is about the first in town to make a play for the late show trade, with a policy of staying open until 4 a.m. Legal bar closing time in Michigan is 2 a.m., and acts, musicians and other showpeople have been without a spot to patronize after their own shows were over.

Wedgewood Room is a former interior decorator's studio at 1465 East Jefferson Avenue, a half mile from downtown, and will be remodeled into a cocktail lounge with heavy emphasis upon food. Bar, of course, will be closed at 2 a.m., but the main room, serving complete dinners, will remain open.

Arthur D. Rozen, who came here a year ago to open the Latin Quarter for Lou Walters, and managed it until it passed into other hands last fall, will manage the spot. Bobbie Stevenson's Trio has been booked for an indefinite engagement.

**Three Peppers Stowed Away
In a Pot Because One Quits**

PHILADELPHIA, Jan. 5.—Three Peppers, one of the first cocktail units in the field, and commanding top money, called it quits this week because Bob Bell, guitarist and singer, dropped out of the business.

Roy Branker, the team's comedy piano player, is going in for a solo builder-upper, breaking in his act at McVann's night club, Buffalo.

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Miami a Showbiz Bust---So Far

Dark Duke

NEW YORK, Jan. 7.—Art Duke Jr., now working at the Blue Angel, Miami, phoned his agent who asked how he was doing. "How am I doing?" said Duke. "How can anybody be doing when they're working in the dark."

"Wadda ya mean 'working in the dark'?" asked the agent.

"Well, Bee Kalmus, the star of the show, works up against the piano and has the lights fixed so they hit her. The other acts who work back can't get other lights. So I'm working in the dark."

W-M Has Edge Over GAC in Russell Case

Booking Headache Cured

NEW YORK, Jan. 5.—The long controversy over who shall book Andy Russell and for what, has been settled. Deal gives William Morris a heavy edge over its competitor, General Amusement Corporation, which has been holding the singer on a slew of contracts. Terms of the agreement, revealed this week by Nat Lefkowitz of WM, provide that GAC shall receive commissions on Russell retroactively to last summer, when Russell "fired" the agency, and up to March, 1946, when GAC's contracts run out. Outstanding options, deals and renewals extending beyond March are to be carried out with the two offices splitting the take from the singer. According to Lefkowitz there is just one proposition of this type, the Joan Davis ailer which is a WM show anyway, so the office will forego comish on this one.

In March, Russell will be signed to a rash of exclusive agency pacts by the William Morris office. Terms will be "the limit allowed by the various unions involved," says Lefkowitz.

By Private Deal

Settlement comes by way of a private deal worked out by the offices themselves. Matter was to have gone to arbitration via AGVA, but the union was by-passed and the two percenter outfits got together on the Coast. A spokesman for GAC said he was not in possession of all details but it was his understanding that the agreement ran as outlined above.

Disposition of the Russell case represents vindication for the position taken by WM and Lefkowitz personally to the effect that any agent has the right to sell any other agent's acts provided he claimed no commission for the job done. WM theory has caused plenty of heartburn among percenters here, especially the smaller indies, who see themselves and their properties at the mercy of the major offices which can stand, financially, a long period of representing other people's acts without commission. Matter has been the subject of heated sessions in the Artists Representatives' Association, agent org, and elsewhere. With GAC agreeing to accept commission for bookings obtained for Russell by William Morris, the bigger agency's viewpoint would seem to be pretty well substantiated.

Prior to the shake-up of last summer, Russell was held on exclusive agency papers by GAC. He "fired" the office on charges that it had breached its exclusive agency deal by failing to live up to the terms of same. However, the "firing" came after Russell came under the personal management of Sam Stiefel. In trade circles it is widely believed the GAC-Russell break actually represented one detail in a complicated pattern of Stiefel-William Morris deals whereby several other Stiefel properties would be developed by WM. The rights to sell Mickey Rooney was for instance one item in the pattern.

Bernards Booked For Versailles Next

NEW YORK, Jan. 5.—Versailles's next attraction will be an unusual one for the room. The Bernards, panto and rough-house comics, are skedded to go into the spot about the first week of February, following Dwight Fiske, current.

Bernards have appeared locally at the Park Central and Blue Angel. Date is their first in a major nitery here. They will stay three to four weeks, says Nick Prounis, operator. Carl Brisson will follow for his umpteenth appearance there.

Rose Wants Gun

NEW YORK, Jan. 7.—When Billy Rose returned from his recent European trip he brought with him a pearl-handled revolver which was supposed to have belonged to Herman Goering. When he arrived in New York the custom officials took one look at it, confiscated it and gave him a receipt.

After waiting a while Rose got hold of his lawyer, Arthur Garfield Hays, and told him to start action against the government and get that gun back—who did they think they were anyway?

The custom officials claim there is a law that says no civilians may bring back firearms from an enemy country. Rose contends he doesn't know nothing from civilians. "I was traveling under army orders."

Spenders Not Spending &---

Area over-seated—hotel tap so tough empty pocket-books result—aches ahead

NEW YORK, Jan. 5.—Whatever January, February and March may bring Miami and Miami Beach, there seems to be little doubt that the season so far has been a terrific bust as far as the night life industry is concerned. Travelers who are familiar with the business and who are returning from the area make reports which can be summed up in the phrase, "It's murder!" Word reaching talent-sellers and allied interests from the resort, corroborates.

Trade sources are freely predicting that this is the last year ops in the Miami and Miami Beach location will spring for heavy budgets—and, more important, that the anticipated collapse of the Florida demand for high-priced attractions will cut the ground from under the entire price-structure as far as talent is concerned.

Trade here is still wishfully hoping that this and the next two months will see an improvement in nitery volume and profits. Various sources point to the experience of last year when Florida started off very badly, then picked up in January-March. However, last year gambling was finally permitted. This year the question of wide-open gaming is still up in the air.

Overbought—No Biz, Etc.

Reasons ascribed for the egg being laid among niteries so far, run anywhere from the theory that clubs have overbought themselves, to the belief that the drove of war-profit-laden tourists just didn't materialize in the numbers expected.

One of the most sensible reasons being advanced by travelers and trade dopesters is that Florida is heavily over-seated in the nitery field. One source estimates that Miami-Miami Beach now possesses a total capacity of over 20,000. If so, that would put the area in a class with New York, the largest night club center in the world (all year 'round) and leave Miami in a most unfavorable position vis-a-vis profits. The normal population of the area is about 250,000. Even if wintertime brings a population of 1,000,000, that would still leave the area over-seated as compared with New York's normal population of over 6,500,000, plus about a million transients daily to draw from, for about the same number of chairs in the hot spots.

There seems to be little doubt that spots with entertainment of one sort or (See MIAMI A SHOWBIZ on page 37)

Chi's Rhumboogie Destroyed by Fire

CHICAGO, Jan. 5.—The Rhumboogie Cafe, leading South Side Negro nitery operated by Charley Glenn, was gutted by fire early January 1, causing damages estimated at between \$15,000 and \$18,000. Fire, of undetermined origin, occurred only a couple hours after the spot was vacated by New Year's revelers and was empty at the time of the blaze, which destroyed the interior of the spot and all equipment, but the shell of the building was left standing.

Glenn has started reconstruction of the damaged building, with tentative plans calling for reopening within six weeks. Talent policy has been a name band when available, plus about a \$1,200 floor-show. Glenn said he expects to continue the policy upon reopening.

Glenn denied the widely circulated rumor that Joe Louis had bought a controlling interest in the bistro. He said Louis had approached him with an offer, but that the deal was never put thru.

Meat Packers' Strike Will Sock Clubs

Butter, Eggs Also Nix

NEW YORK, Jan. 7.—The threatened meat packers' strike set to start rolling January 16 will leave night clubs and restaurants gasping for breath if it lasts any time at all. The hardest hit will be the major cities like New York, Chicago, Boston, Philadelphia and even Miami.

Both packing officials and union heads agree that butchers have at the most two weeks supply on their shelves. And if the strike lasts that long getting a case of Scotch without a tie-in will be a cinch compared with trying to buy a pound of hamburgers. But while getting meat by the after-dark spots will be a major operation, there are other products that will also be affected. Products that no eatery can do without.

Shortening comes from lard, and half of all the commercial shortening that goes into the baking of bread, pies, cakes will be drastically cut if not eliminated entirely. The supply of butter is already too short to be used freely as a shortening. In fact, one New York East Side hotel has already gone back to pot cheese and apple butter instead of the cow brand. Reason for no lard, if strike goes thru is simple. Lard comes from hogs and if no hogs are slaughtered no lard is available. Even ice cream and beer supplies will be hit. Gelatin is used as an ingredient in both products, and gelatin comes from pig skins.

Eggs and poultry will also be out. Practically all the big cities get their poultry and eggs from the big packers. If they're shut down the wholesalers will soon run out of their stocks. And so it goes.

Ops may offer customers fish, but big spenders won't go for seven Fridays a week.

LAURETTE AND CLYMAS, doubling between Brazil's Hotel Quitandinha and Casino Urca, are being held six weeks over their original four-month contract.

Nervous Bubbling

NEW YORK, Jan. 7.—Joe (I Wonder Who's Kissing Her Now) Howard had been brought on at Billy Rose's Diamond Horseshoe with a spiel about how he'd just sold his life story to 20th-Fox for \$100,000. The figure was probably one of those out-of-the-hat things but it sounded impressive and was used in each show.

The other day Howard asked Rose for Godsakes drop that intro. It seems that enough people hearing it believed it and Howard was getting so many lawsuits he was becoming a nervous wreck.

Referee Appointed For Club London; Ellis Claims Lease

NEW YORK, Jan. 5.—The headache of the shuttered Club London moved a step closer to solution this week with the appointment of a referee by the Federal Court here. Presence of a referee does not necessarily mean the spot will go into bankruptcy. Creditors' committee may decide to take that step, or may choose to let the committee run the property or may sell. Huddle was held on Thursday (3) between Owner Jack Harris, the creditors and the referee. Another confab is scheduled for next Wednesday (9) when it is expected, a final decision will be made.

Meanwhile, one of the most intriguing prospects for disposition of the spot went glimmering when Ted Lewis turned down an offer to take over and run the place under the title of High Hat Club. Lewis is known to be interested in a location but apparently nixed this one. Abe Ellis, hat-check king, who says he controls the lease, tho Harris denies this, said yesterday (4) that he had approached Lewis and had interest for a while. There are five or six other prospects, says Ellis, none of them New York club operators but no one has yet shown the kind of money he'd like to see anteed to take over the site. The figure he's yening, says Ellis, is somewhere in the neighborhood of \$35,000.

Temperament Wraps Fla. Talent Billing

MIAMI, Jan. 7.—Beachcomber ops are tearing what hair they have left out by the roots. They have Belle Baker and Jackie Miles in the room, but most of the week it has to be a deep secret. Reason is that both Miss Baker and Miles were guaranteed top billing. As neither performer will budge from the position there is no display out front.

So far as newspaper advertising is concerned the problem is still greater. Spot is forced to take individual ads. One day the ad plugs Miss Baker, another Miles. They can't be advertised together because both want top billing. Now the ops are screaming that dailies are cutting down on space and can't give them double ads. So-o-o-o neither gets billing and nobody knows they're there.

Proser Turns Pic Producer; To Make 'Copa Girl' for Uni

NEW YORK, Jan. 5.—Having had his fling with the legitimate stage via *Spring in Brazil*, Monte Proser, the Copa operator, is now preping to turn movie producer.

He and Walter Bachelor will make *Copa Girl* for Universal and will release thru this outfit.

Crest Room, New York

Talent Policy: No dancing, floorshows continuous from 10:30 p.m. Owner-operator: Joseph Kenny; publicity, Frank Law. Prices: A la carte.

New East Side bistro has the most charming decor of any small room in town. For eye-appeal alone spot should draw well. Scheme is red and white, with pleasing flower-type patterns, and room is built in little round sections, making each part a separate compartment conducive to an intimate atmosphere.

Show, however, does not measure up to room's physical qualities. First on is Laura Kex-Baby! Hines, Negro canary. Gal has stronger stuff than she shows here, evidently having been overawed by presence on the East Side. When caught Wednesday night (2), purveyed two blues and a standard, all in the same tempo. While thrush did good work on all of them, she failed to put some of her old punch into the chore. A tempo tune would have helped. Nice reactions.

Patti Travers, a tall brunette with an energetic style of singing Spanish numbers, follows. Kid sells well on the L. A. stuff and should stick to it. Her *Might As Well Be Spring* was only so-so. Good bet for a Latin spot, okay responses.

Kirk Wood, male warbler, is last of the entertainers. Kid has a pleasing smile and an easy manner with the customers. But his pipe-work is only passable, chiefly because he drags his offerings out at a dull pace. Injecting a little rhythm and a little more strength would help considerably. Best work on *Paper Moon*.

Dick Style Trio—bass, piano, guitar—offers a pleasant sample of little combo work, both behind the performers and for customer-listening. Herbert Kingsbury relieves and plays for Miss Hines. Both okay. Biz fair. *Paul Ross.*

NIGHT CLUB REVIEWS

Copacabana, New York

Talent Policy: Dance bands and floorshows at 8:30, 12:30 and 2:30. Operator: Monte Proser; producer, Doug Coudy; publicity, George Evans. Prices: \$3.50, minimum.

Proser's new offering, opened Thursday night (3), is a spotty and uneven affair that gets off slowly but winds up fine. Strong climax is due to the return appearance of Jerry Lester. Buffoon has emerged with an almost completely new act, which, except for a few sagging moments, re-establishes him as a heavy contender in the nitery comic sweepstakes. When seen Thursday night (dinner show) guy was pushing a little too hard, but his warm style and general savvy counter-balanced. Opening night mob responded easily and quickly and exited him with a top mitt.

New act is a really smart idea in comic routines. It opens with a rib of the Copa and its management, takes Lester on a Cook's tour of various cities where he has appeared and returns him to the Copa. Concept is fresh and has unity which carries the clown along at a fast pace. In each city he stops for a bit of biz ranging from a straight two-line gag to a whole sequence with a couple of stooges (including a female pew-holder). Weakest moments of the routine are his Italian song and his Pullman porter novelty tune. Otherwise act clips along at a merry pace and the laughs roll in. Conclusion is one of the funniest and most sarcastic novelty songs heard in a long while—supposedly a little gem written by Proser boosting the Copa. Lester knocks off the topper in lusty style and breaks up the joint.

Of the rest of the show, Candra-Kaly, with Marina and Fernando Alvarez and Danita, offer the satisfying items in the bill. Candra-Kaly and partner open with a funny flirtation dance a la Hindu, follow with a jitterbug routine in the same medium, both good for receptive hands. Encore with an overly-long, but somewhat authentic, combo of Spanish terps, netting a good mitt, and go into a kind of lounge-lizard number, also earning a hearty palm.

Alvarez and Danita, working with the line, and Russo Do Pandeiro, in a number coined by Katherine Dunham, give the proceedings a heavy shot in the arm with a nimble, witty and engaging routine of jabbering love-making in the Latin manner. Couple work with plenty of life, and offer possibilities for further exploitation in niteries. Choreography by Dunham—reportedly her first for a (See Copacabana, N. Y., opposite page)

College Inn, Hotel Sherman, Chicago

Talent Policy: Dancing and floorshows at 8:30 and 11:30. Manager: Joe Spieker; production, Mary Bloom; publicity, Howard Mayer. Prices: \$1.50-\$2.50, minimums.

January should be a bountiful month for this room's cash registers, what with Cab Calloway and his showmanly company in charge of the fun, and that's just what he's providing. Calloway ork (five trumpets, three trombones, four rhythm and five saxes) is the most commercial Negro crew about and offers a brand of jive that's pleasing to all. Cab, as usual, acts the dynamo, dispensing scat vocals and some dervish gyrations that earn warm response. To offset the string of usual ensemble band numbers, ork offers the Cab-Jivers, seven-piece instrumental group, that treats *Twelfth Street Rag* bouncily. Group reaped a hand that showed it merited an encore, prohibited because of the length of the show. Chirp Dottle Sautler didn't get the hand she nabbed in a recent theater p. a. because of a poor opening number, *Surprise Party*, a novelty tune which meant little. She did much better with *Caldonia*, even tho the tune is worn ragged in this room.

New act on deck is Mardoni and Louise, with Fran Cook's guitar and harmonica turn held over. Mardoni and Louise offer their apparatus magic to the usual fine audience reaction.

College Inn Models continue with their half-do parade. The room is completely blacked out while the models enter, with a small spot on them while they cross the floor. This lighting makes it difficult for payees to work on their meals. Result is a cold meal and payees' reaction to the whole deal isn't good. *Johnny Sippel.*

Colonial Inn, Hallandale, Fla.

Talent Policy: Dance bands and floorshows at 8:30 and 12. Management: Mert Wertheimer, owner-operator; Dorothy Day, publicity. Prices: From \$4.

Who's who in the social set, all the way from Palm Beach, Hollywood and the Miami area, came to this beauty spot for an informal opening Thursday (27). This is the spot which Ben Marden built and gave up. He was followed last winter by Lou Walters, who put up the shutters after only three days of operation. It is now tackled by Mert Wertheimer.

Intention was to open next month, but Wertheimer decided to get in the swim for a share of the boom biz New Year's Eve, and with the aid of Harry Richman, he put it over. Xavier Cugat ork, with Jimmy Durante talked of and Frankie Sinatra hoped for, is now skedded to open the spot formally about January 16.

Present show runs 70 minutes with Glenn Pope, a magician out of the army after three years, opening. Glenn is a smooth operator, performing plenty of difficult feats, with some sleight-of-hand mixed in. Act lacks comedy patter and Pope should do better when he breaks in. Nice hand.

Mary Ray and Naldi, top terp artists, give out with all they have, their lifts and whirls thrilling the guests. This pair has few, if any superiors, and scores a tremendous hit.

Dean Murphy, well-known comic and impressionist, a guest observing his honeymoon with charming Dorothy Day, obliged with his mimicry. Opened with Joe E. Brown and ran thru many well-known personalities, including Hildegarde, Churchill, La Guardia, Duke of Windsor and Eleanor Roosevelt, but an impersonation of the late President Roosevelt and Wendell Wilkie stop the show. Dean is okay on any bill.

Harry Richman, suffering from a bronchial infection, carries on as emcee, and winds up a sock show with a song-fest, ably assisted by Sid Franklin at the Steinway. Opens with *Long, Long Time, It Had To Be You and Can't Give You Anything But Love, Baby*, and follows up with his familiar and ever-sensational oldsters from his *George White Scandals* days. Harry's friends give him an ovation. He worked 18 minutes.

Dick Gasparre's ork is a treat and a Latin rumba band fills in well. Full chorus line is planned for the regular opening. It now remains to be seen whether Wertheimer can get the folks to drive out to this club where Marsden and Walters failed. *Larry Berliner.*

Clover, Miami

Talent Policy: Dance bands and floorshows at 9:30, 12 and 2. Management: Owner-operator, Jack Goldman; general manager, Henry Neyle; publicity, Ted Howard. Prices: From \$2.50.

This downtown spot on the boulevard gets into the big time with the new show opening Wednesday (2). It's a Wally Wanger production, headlining Billy Vine, runs 70 minutes and clicks heavily.

Jacqueline Fontaine does a fast tap specialty besides singing and dancing with a chorus line of six fems tastily costumed. Norman Lawrence chirps with the line in three numbers. Best liked songs are *It Might Have Been Spring, I'll Be Yours* and *I've Got You Under My Skin*.

D'Albreds are a terp team who are tops in their ballroom offering, final number, to the tune of a fast rumba, draws heavy mitt.

Billy Vine has many friends who give him an ovation on his first appearance. There is no comic with a better line of kibitzing, and his fast comeback at a heckler at the opener draws a heavy laugh. Billy tells some old and plenty of new stories and gags. Still doing impersonation of Charles Laughton in a bit from *Mutiny on the Bounty*. His crying souse is socko and wows the customers. Burlesque on *Rain* in which he plays Reverend Davidson, assisted by Carol Vance as Sadie Thompson, finishing with a boogie-woogie dance, is a scream. Vine worked 35 minutes at opener, and begged off.

Ken Delaney Ork cut the show without a slip. Jose Curbello's band handles the rumba numbers in good style. *Larry Berliner.*

Oval Room, Copley Plaza Hotel, Boston

Talent Policy: Dancing and floorshows at 8 and 11:15 p.m., nightly except Sunday. Manager, Maurice Lawler; publicity, James Wilber. Prices: \$1 cover after 10 p.m.

The first new show of the New Year at the Oval Room is a good one. Hal LeRoy's taps and Beverly Whitney's thrashing look good to keep any seasonal biz slack-off to a minimum.

Beverly Whitney, in the opening spot, gets off a nice, showy *Begin the Beguine* and follows with an exceptionally well-sung *It Might As Well Be Spring*. Intro of gal's next number, *Slowly*, points up fact that song is from a movie not yet released, which is a smart touch to focus the attention of the customers on a little-known tune. *Falling In Love With Love*, sung with semi-classic savvy, kept her routing from being strictly pop. Good mitting brought her back for an encore of *Symphony*.

Hal LeRoy got off to a fast start with his variations in rhythm, followed by his popular *Tea for Two* routine in which he makes with the taps while sitting on a chair. LeRoy then pulled a bit of slapstick involving the drummer in the band. Hooper asked for a drum fanfare at the moment he leaped off the floor and clicked his heels together. Business got laughs. Heavy hand from the house brought him back to do *Honeysuckle Rose* as bow off. Altho LeRoy really works hard and delivers fine tapping, there is one gripe to be made about his spotlight manners. He spends too much time sending the band men into convulsions of laughter. The cash customers aren't taken into the joke which makes them wonder if they are getting their money's worth sitting out front.

Tommy Gerrard and his ork, new to the Oval Room, cut a good show. If Gerrard will keep his men out of the act, he ought to make plenty of friends at this stand. *Barbara Pearson.*



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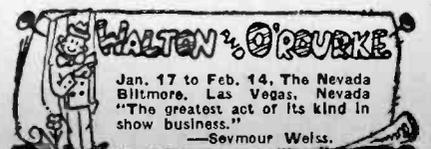
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Florentine Gardens, Hollywood

Talent Policy: Dance band and floorshows at 9:30 and 12. Owner-operator, Frank R. Bruni; publicity, Rose Joseph; maitre d', Hugh Charles. Prices: \$1.65, minimum.

New Florentine show, billed as *High Hat Revue*, will do business, for it has plenty of talent. It also contains enough different elements of entertainment to bring in the payees, giving them names in the bistro circuit that they haven't had for five years, at least. With this marquee punch, there is also good pacing. Main drawback is that the show is weak on comedy. Holdover acts, NTG and the Mazzone-Abbott Dancers, are sufficiently strong to carry on.

High Hat Revue is so titled because of the new decorations. Interior has been completely renovated, with the bandstand and its stage entrances lined to form a topper.

Opens with the line (14) in attractive (but brief) black and white costumes coming on to Eileen Scott's neat warbling of *With a High Hat*. Choreography for this turn and subsequent ones by Dave Gould are especially smooth and rhythmic. Irene Gale and the ensemble are skillful terpers.

Mary McClanahan, ex-Phil Spitalny drummer, moves to the middle of the stage in a jeep-like contraption. Getting under the hood, she beats out a few simple bars of the *Anvil Chorus*. Her mainstay is jump skin-beating.

Tari Vance, pert terper, has plenty of talent. Confining her routine to rhythmic taps, she turns in a good piece of work.

George Givot, with his Greek ambassador routine, follows. There are some good comedy spots, but it only causes a ripple. In some places the material is blue. His imitation of Harry Richman is okay.

Miss Scott takes over for *Hit Parade Memories*, singing *Follow the Hit Parade*. Ensemble gals "illustrate" the songs. Neat trick and well done.

Allan Jones, returning to the show after a brief illness, continues to select tunes well adapted to his lyric tenor. *Symphony, The Lord's Prayer* and *Donkey Serenade*, the last three of a six-tune group, bring down the house.

Wind-up is *Panomania*, again featuring Miss Scott's voice. Mazzone-Abbott Dancers, with a knockabout Apache routine, holds the spotlight.

Carlos Molina and orchestra (14) do a good job of cutting the show and playing for dancing. NTG's emceeing is still a major asset, even after five years here. *Sam Abbott.*

Rio Cabana, Chicago

Talent Policy: Dancing and floorshows at 10 and 1. Management, Chuck and Bert Jacobson; production, Boots McKenna; publicity, Madelyn Wood. Prices: \$2.50 minimum.

Show goes under title of *A Mid-Winter Night's Scream*, and production certainly doesn't belie the title. It was sock all the way thru, with payees calling for more from practically every performer.

Opens with Rio Cabana lovelies (7), a well co-ordinated and eye-filling bunch of prancers, in a winter motif, with John Allen, chirpster, giving forth with *Let's Convert to Love* and *It's a Grand Night for Waltzing*. Allen has good pipes and works with the gals smoothly. Ellen Terry is featured in the production as terpstress and executes her chores in a way that made the cash boys and gals react favorably.

The old reliables, Kay and Glenn, terppers par excellent, go thru their spins and twirls to heavy mitting. This team can always be counted on for a neat job that makes a hit with the crowd. Their ballroom stuff is good, but their satiric numbers show imagination and plenty of class.

One of the main attractions was Cross and Dunn, comic team, finally re-united after years of separation. Comics were back in their old style, but with a lot of new material.

Team does a take-off on radio commercials which sparkled with sock-lines all the way thru, and customers reciprocated with prolonged palm-pounding. Boys are good on either straight stuff, as in their *Gershwin Hit Parade*, or in strictly gag material. They had customers talking about the good old days of vaudeville when they came out with *A Rainy Day*. A parody, *No Can Chew*, had 'em in stitches. Dunn, in addition to his funny stuff, has a set of pipes which could give with operatic numbers if he wanted to. Cross' impersonation of George Arliss got plenty of response,

Maisonette, Hotel St. Regis, New York

Talent Policy: Dance bands and floorshows at 9:30 and 12. Owner-operator: Hotel St. Regis; manager, Pierre Bultinek; publicity, Timmie Richards. Prices: \$1.50-\$2, minimums.

Patricia Bright, the gal mimic and comedienne who has been drawing attention for her work at the No. 1 bar in the Village, opened here Wednesday night (2) in her official uptown debut. At show caught (dinner), opening was not as strong as it should have been. Gal has a bright and winning personality, looks good, projects to customers and reveals talent for what she is doing. But a bad case of opening-night nervousness, plus poor judgment in selection of numbers, hurt her when seen. Stuffy crowd in this swanky spot needs either to be shocked into responding or to be fed light, sweet stuff. Miss Bright steered a course between these poles and result was a middling impression. When she finally hit her stride, in the second of two encores (a Lauren Bacall take-off which had a little bite and guts), she had a return for a "thank-you." Of other numbers, the little character sketch of dance teams is a little to obscure for the average patron. The Hepburn thing was okay, the Hildegard impression needs heavy punching and less biz with the customers at the table.

Lazlo Miller, pianist, opens the two-part show with an acceptable performance of *Warsaw Concerto* and a so-so medley of piano bits. Room is still backward in staging and presenting a pianist. Bad lighting hurts, and guy should be moved out onto the floor if he is to reach the customers more. George Koch ork plays the show and for dancing. Business good. *Paul Ross.*

COPACABANA, N. Y.

(Continued from opposite page) hot spot—means nothing, for the line gals fail to inject anything into it.

Of other performers, the Blackburn Twins do nicely in a couple of spots with their in-two tapper. Footwork is clean and well delivered. Eunice Healy works with them in two spots and takes a turn at bat by her lonesome. Gal tears off a good example of taps-and-ballet in combination and receives a good response.

Jack Leonard, ex-band vocalist just out of the army, tries too hard to do himself justice. Guy has a nice personality, but work is stiff and full of gestures, which detract. Relaxation on the job would help. Best work on *September*, for which he received a hearty hand. Candy Montgomery appears briefly to canary one of the original tunes, but contributes little to it aside from an attractive appearance.

Score by Bob Russell and Carl Sigman (as heard at the dinner show) lacks originality and freshness, altho it is adequate. Billy Livingstone earns a laurel for his suave costuming job.

Dick Stabile ork, new here, turns in a solid job on performer-backing. Chavez does handsomely in the rumba department. Biz excellent. *Paul Ross.*

Shangri-La Takes Beating From Artists' Casualties

PHILADELPHIA, Jan. 5.—Shangri-La nitery, recent winner in a court fight with AGVA and which has restored entertainment with an all-Negro stage show policy, has experienced a series of new griefs.

First, Marva Louis, star of the show, couldn't appear because of illness. Then Ernest Cook, of the dance team of Cook and Brown, broke two ribs, and forced the team to cancel. Finally, Jackie (Moms) Mabley went down with the flu and is now permanently out of the show. Only Peg-Leg Bates, of the original lineup, was able to continue as advertised.

but guy should pick somebody the younger set knows better.

Lenny Kent was the feature comic of the show, sharing equal billing with Cross and Dunn. Clown was in good form, and crowd kept yelling for more. His imitation of an army sergeant brought roars. Jokes are clever, special material for the most part with just the amount risque, table-sitters want. Burlesque of Latin-American singers, including Carmen Miranda, was spice to his varied repertoire. Comic recapitulates whole show at the finish in fast double-talk in a way that demands generous finale mitt.

Cee Davidson and ork effectively backed up whole production. *Herb Bailey.*

Marine Dining Room, Edgewater Beach Hotel, Chicago

Talent Policy: Dancing and floorshows at 8:30 and 10:30. Owner-operator, William Dewey; manager, Phillip Weber; production and publicity, Dorothy Hild. Prices: 75 cents cover weekdays, \$1 Saturdays.

Big attraction here is Orrin Tucker, fresh out of service with a completely revamped ork and hitting hard for the big time again, but with a new style. Show also features Tommy Trent, puppeteer, and Pallenberg's two bears.

Show opens with the line in a winter number. Clever costuming and trick lighting effects make the productions sock and win table-sitters' plaudits.

Tucker turned in a smooth job of emceeing the show. He made his fans happy by presenting a band which, with one or two minor changes, seems sure to be one of the top-flighters. Fronter's new style is dynamic, rich and colorful, definitely not the bouncery, Mickey Mouse it used to be. Payees approved the change with generous mitts to every number. Ork plays everything from Gershwin to rumbas and shows great maturity in spite of being together only seven weeks.

Proof that Tucker is on the fast comeback trail is that the band, originally skedded for a longer stay here, will be released so it can open at the Main Stem's Strand Theater in a couple of weeks. Good reason for the excellent impression the fronter makes is that he has men with him like Herbie Berg, jazz tenor; Emile Terry, jazz trumpeter; Gene Sherry, French horn; Ray Beckstein, lead alto, and Al Pollak, trumpeter, just to mention a few of the sidemen.

His chirpstress, Helen Lee, turns in a neat commercial job on stuff like *That Old Feeling*, but could do with a little more salesmanship when working a nitery.

Puppeteer Trent amused the crowd with a yock-pulling routine of the man and his wife fighting on a housetop. His blackface marionette act was rewarded by heavy palm-pounding.

Pallenberg's Bears is one of the best acts of its kind in the country, with the two heavyweights going thru paces that surprised customers. Routine included execution of a handspring from the top of a tall platform and riding a high

New Harlem Hottery Set To Open in Four Months by Barone

NEW YORK, Jan. 7.—Big, new club will open in Harlem about the end of February under the name of Elk's Scene. Spot will be the second largest Harlem hottery to light in about four months, first being Club Sudan.

Elk's Scene will be operated by Johnny Barone, former owner of Elk's Rendezvous. Barone says he unloaded the Rendezvous and now is developing a new property situated a block away. Elk's Scene takes its name from a bar and grill of the same title which Barone owns. He says he is expanding into the building next door and will ultimately have a capacity for about 350. Owner says he plans to emphasize name acts rather than bands, and claims he will have a weekly talent budget of \$6,000-\$7,000 on the production-show idea. Barone says he is the sole owner of spot.

Ex-Zanzibar Spot Again Set To Re-Open as Singapore Sal

NEW YORK, Jan. 7.—The room atop the Winter Garden which housed the Zanzibar, which subsequently moved across the street, is all set to open (what, again!) as a dance-dinery. Room will be called Singapore Sal's, and a gal with that monicker will front for the place, making like an Oriental Texas Guinan. Operator will be Tommy Chin, who will handle the back as well as the front of the room.

Show policy is still undetermined, but it is expected that it will be a straight eatery up to about 10 p.m., thereafter there will be dancing. Preem is tentatively set for January 21.

bicycle. Bears were rewarded with sugar from their trainers and heavy palm-whacking from the capacity house, and the intelligent bruins appreciated both.

Herb Bailey.

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VAUDEVILLE REVIEWS

Oriental, Chicago

(Reviewed Thursday Afternoon, Jan. 3)

Management here seems to have turned over a new leaf and resolved to use an emcee in its variety bill presentation. Switch from the old routine of letting the house ork leader handle the bring-ons is a smart one. Besides holding down his own slot in the bill, Jack Pepper works between acts, and his intros add polish to the show. House ork leader, Ray Lang, was doing an okay job of emseing, but when there's more experienced talent such as Pepper around, it's good policy to let one of the acts double.

Del Martine (two men and a girl) open with a series of original balancing and acro tricks handled with extreme grace. Each of the threesome possess terrific muscle control which enables them to work very slowly and achieve an extremely fluent continuity in their work. Their various tricks, such as the finale—wherein they do the usual three-man stand, but toughen it up by using a man standing on the bottom balancing a gal doing a backbend while the man on top is doing a handstand holding on her hips—had payees responding powerfully.

Barr and Estes are still doing their eccentric stepping, with little change in the routine. There seems little need for change, however, as the many laughs and good hands they collared indicated pew-sitter approval.

Pepper should trim down his work at the start of the show and between acts, for he kills his own spot by presenting himself in scattered portions. He should bring his side-kick, Tommy Mack, on earlier, as the guy's tongue-tied lingo had payees roaring. Boys left the stage to solid approval.

Mills Brothers are back to their old pre-war high, with brother Harry out of khaki. The chubby member of the Negro foursome didn't lose any know-how during his service stint and he's again acting as dynamo when it comes to singing and selling a song. Hands they received at this p. a. were 50 per cent greater than when Harry was in the army. They did three encores and only time stopped them from continuing.

Gautier's Bricklayers closed, but plans for the remainder of the week shove them into the fourth slot. Act goes on and on as a terrific crowd-pleaser. The canine coterie rated heavier mitts than ever here because the act is playing a holiday week and moppets pack the house.
Johnny Sippel.

Olympia, Miami

(Reviewed Wednesday Afternoon, Jan. 2)

A good all-around bunch of acts, with plenty of comedy, make up the first bill of the year. Every one takes a crack at emseing the show, which makes it even better.

Olsen and Joy are acro comics with a jive bit that gets laughs. Olsen is a contortionist who puts pep in the act. Well liked here.

Marian Vinay gets a lot of laughs while fiddling and dancing. On the wacky side, but good. Plays *My Hero* straight and displays talent. Several recalls for her.

Artie Dann is a comic who opens by singing a song about his schnozzle. Kids a lot about his looks and tells a story

Orpheum, Los Angeles

(Reviewed Tuesday Afternoon, Jan. 1)

Carmen Cavallaro's ork (three brass, three strings, three reed and five rhythm, including two pianos) should do business here, for this pianist-leader hasn't played the spot before. He comes in right on the crest of his local nitery run and waxing of Chopin's *Polonaise*. Altho the house is definitely a jump spot, Cavallaro's sugary music has a host of followers, even among the bobby-soxers.

Band gets its biggest punch from the 88-er, whose fingers literally flow over a keyboard. Altho Cavallaro is the feature, he uses judgment in not giving too much. There's sufficient swing and boogie in the medleys to please all comers. *Voodoo Moon*, featuring piano and rhythm instruments, is a mitt-getter. Wind up includes *Warsaw Concerto* and *Polonaise*, both giving Cavallaro opportunity to show. His job is sock and there is a loud and appreciative hand. His emseing is okay, too.

Thrush Gloria Foster is well suited to the band's book and her opener, *Can't Believe It's Spring*, earns a warm response. *True Mon True* is too similar to *Rum and Coca-Cola*, sans punch, for her to get the proper hand. An eyeful, the pipes are an added attraction.

Eddie Cochran and Company starts with magic that doesn't burn down any redwoods. It's the old colored scarf routine. His turn of producing rice in a bowl and then turning the grains into water goes well. Encores with a budding bush trick that sends him off with a good hand.

Harold Barry and Collette are okay with their dance routines, and Barry's warbling of a parody (clean) on *A Pretty Girl Is Like a Melody*, to bring on his partner, goes well. Barry's banter is clever—a little too clever for the payees at the first show.

Frank Payne's comedy is spotted next to closing. His impersonations of Charlie McCarthy and Edgar Bergen are fair. But the material on soap operas and especially the ball game routine make him beg off.

Biz good with *Jealousy*. Six shows opening day.
Sam Abbott.

about the income tax which is tops. Closes with an impersonation of Jimmy Durante and earns several bows. Artie could have done more.

Phil Regan, New York's cop who finds singing much easier and more lucrative, landed a receptive audience. His opener is *With a Song in My Heart* and next is *Irish Lullaby* from *Going My Way*. Ork trouble forced Phil to start *My Heart Tells Me* all over again, but he finally made it. A sweet singer and a hit on any bill.

Areon and Broderick, with fem doing comedy while the male tickles the ivories, are sock. She gets a lot of laughs with her attire and antics and really goes to town when she settles down to biz and sings *Kiss Me Again* in a high soprano voice touching high C for the close. Pair had to beg off and bring on their youngster for final bow.

Pic is *Mildred Pierce*.
Larry Berliner.

N. Y. Percenters Promise To Stop Breakin' Pa. Law

NEW YORK, Jan. 7.—A few weeks ago it was reported here that the Department of Labor of the State of Pennsylvania was cracking down on New York percenters for coming into the State and selling acts without a Pennsy franchise. Practically all the New York offices received a letter from William Douglas, Commissioner of Labor, citing chapter and verse of the violation.

New York agents promptly raised a howl claiming that they had observed the law and when they sold anything in that State they had always cleared the contract thru a franchised Pennsy fee-splitter. They further charged, a couple of Philly soreheads, who weren't doing the business were turning them in. At first New York offices poo-hooed the whole thing. But when Pennsy cafe ops started phoning them frantically telling them that Douglas had warned them that they could be arrested, fined, jailed or both for conspiring to break the law, they became panicky. It was then that New York agents sent their lawyers down to speak to Douglas, and one or two even spoke of a test case.

It developed, however, that Douglas was right and that New York reps were violating the law. He showed one lawyer about 100 contracts another almost 300, which were not stamped by Pennsy agents. When the law was first passed New York reps had agreed to abide by it. But over-eager salesmen slipped up once, then twice, and finally it became almost a regular procedure to sell direct.

There is no intention of making the law a test case for obvious reasons. It would cost too much, there is no assurance of winning, and operating thru Pennsy reps actually costs little. So New York agents have promised to be good little boys and abide by the law.

Ops and Acts Burn As Bradley's Folds; Suits Are Rumored

NEW YORK, Jan. 7.—Bradley's new show policy which preemed December 26 lasted six days then died. Main reason for the quick fold was a two-cornered battle in which the acts were caught in the middle.

Room, operating as a restaurant and run by Herbert and Belmont Gottlieb, who are furriers during the day, was turned over to Harold Roth and Harold Jacobs, cigarette vending machine ops, who agreed to put on a show. Deal called for a 45-55 per cent split on all liquor business done after 10:30, the smaller figure to go to Roth and Jacobs. In exchange the boys would pay for the show, producer, advertising, etc. Whatever food was sold went to the Gottliebs. Fact that the alcohol beverage control board doesn't permit such concessions was apparently overlooked. Original plan was to open with Negro talent, but the Gottliebs were worried and nixed it. Next one, with Julius Monk in charge, was agreed upon and preemed with Yvette, Bennie West and the Wallace Puppets, plus a trio.

Expenses ran to about \$2,200 the first week and clouds started gathering. New Year's Eve minimum was to be \$5 and the troubles intensified. It seems that the Gottliebs, according to Roth, waived the minimums for personal friends, cutting down the take. To top it off, the Gottliebs, without consulting the new ops, decided to put in dancing, and the lid was off. Everybody started to call each other names and Roth and Jacobs told the acts the deal was off and that they were thru.

Performers, all bought on a two-week play-or-pay basis, got one week's salary. It now develops that actors are burned up and are thinking of taking action to get the extra week's pay that their contracts called for. At least one of the performers has hired a lawyer who is planning to bring action in the immediate future. AGVA, which so far has not entered the picture, is also doing a burn. They say that employment contracts were not given to them for stamping and the first indication they had that the spot was going to use acts was newspaper ads. Had the union known of the new policy, they say, they would have insisted on a bond. Meanwhile Roth and Jacobs, who

In Short

New York:

DICK WESSON doing a single at the Embassy. Brother Gene has the flu. . . . HELENE AND HUGHES added to Iceland Show. . . . BEN LERNER left Abby Greshler. He's now with Larry Lawrence office in Detroit. . . . ROBERTY HOLLYWOOD and the McFarland Twins, current at the Dixie Hotel, just made a Columbia short. . . . RENEE DE MARCO held over at Cotillion Room for another four weeks. . . . LEON ENKEN just offered half-interest in Miami Mocambo. No deal. . . . GEORGIE SOTHERN readying a cafe act. . . . DEAN MARTIN held over at Havana-Madrid. . . . SAVANNAH CHURCHILL new opener at Kelly's Stable. . . . ARTHUR LEE SIMPKINS added to Lou Walters' Latin Quarter. . . . BILLY ROSE says his 1946 New Year's Eve biz was biggest yet. . . . JACKIE EIGEN'S celeb nights at the Havana-Madrid and Leon and Eddie's Sunday night shindigs are the only ones in town that draw big.

Here and There:

ROSE MURPHY set for the Chanticleer, Baltimore. . . . DIOSA COSTELLO bought for the 21 Club, Baltimore. . . . JOHN BOLES to work in vaude again, starting at the Olympia, Miami, February 6. . . . CABOT and DRESDEN set for the Chicago Theater, Chicago. . . . CHESTERFIELDS is the new name of the Arlon Trio, and team is going into the Colonial Inn with Vivian Fay and Rose Marie, latter at about \$1,700. . . . DONALD O'CONNOR is having a vaude tour cooked up for him. . . . EDMUND LOWE is another film actor taking the vaude cure via the State, New York, January 17, then the Capitol, Washington. . . . MAURICE CHEVALIER and Lucienne Boyer, the French performers, now due to reach these shores about March 1 instead of February 1. . . . ART TATUM booked to play the Bali Club, Washington, February 1, and the 21 Club, Baltimore, both at a reported figure of \$1,500 weekly. . . . PHIL REGAN into the Brook Club, Miami, instead of the Copa, New York, where there was a squabble over top billing with Jerry Lester on the same program. . . . CONNIE BOSWELL opens the Brook Club January 22. . . . MIGUELITO VALDES, Copsey and Ayres, Alan Gale and Kay Vernon make up the new show at the Mocambo, Miami. . . . DEL CASINO and Lorraine De Wood working at the new Chez Paree in Florida.

THE ROSSILIANOS have hopped from the Hollenden, Cleveland, to the Mount Royal Hotel, Montreal, for a fortnight's stand.

Woodlawn, Waterf'd, Conn., Burns With \$25,000 Loss

WATERFORD, Conn., Jan. 5.—An estimated loss of \$25,000 resulted when fire leveled the Club Woodlawn here this week.

Three fire companies, handicapped by lack of water, were unable to save the building. Charles H. Humphery erected the elaborately furnished nitery years ago. It was owned by a corporation headed by Cohen and Kaplan and was operated by Morris and Albert Cohen, Hartford.

signed the contracts, feel that they have been shoved around enough, and they, too, are talking of legal action against the Gottliebs. The Gottliebs were not available for comment.

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New York

Holiday Hypos Stem Takes; Music Hall 160G; Roxy 134G

NEW YORK, Jan. 7.—It was Happ-e-e New Year all over the Stem. New bills timed to open to catch the holiday mobs did S. R. O. business. Holdovers also did terrific. Fact that prices jumped about 100 per cent for the big night accounted for the sensational takes in vaude-filmers. But even with the jump, long lobby and street lines were the rule. Practically the entire Stem was running on a \$2.20 top. Normal admissions are \$1.10. Only exceptions were the Strand, which jumped its figure to \$2.40, and Radio City Music Hall, which kept its tariff at the usual figures, \$1.25 all over the house with the exception of the reserved mezzanine.

Radio City Music Hall (6,200 seats; average, \$100,000) polled \$160,000 for its third week with the Briants, Sharkey, annual holiday spectacle and *Bells of St. Mary's*, against previous week's \$145,000 and opener of \$138,000.

Roxy to 134G

Roxy (6,000 seats; average, \$75,000) zoomed to \$134,000 for its first frame with the De Marcos, Paul Winchell, Paul Remos and *Leave Her to Heaven*. Figure is based on an eight-day week, final week of previous bill running only six days.

Paramount (3,664 seats; average, \$75,000) counted \$123,000 for its second frame, as against \$96,000 for the opener. Bill has Woody Herman, Buddy Lester and *Stork Club*.

Capitol (6,627 seats; average, \$60,000)

collected \$99,600 for the second inning with Tommy Dorsey, Slace Brothers, George Prentice and *They Were Expendable* vs. a preem of \$91,000.

Strand (2,770 seats; average, \$45,000) got \$82,000 for its opener with Lionel Hampton, Pops and Louie and *San Antonio*.

Loew's State (3,500 seats; average, \$25,000) brought in \$46,000 for its first week of a two-a-week stand, as against a previous tally of \$23,000. Bill has Milt Britton, Hall and Jordan, Nora Martin and *Week-End at the Waldorf*.

Detroit Downtown Has Poorest Week; Revives With Gray

DETROIT, Jan. 5.—Business has seen spectacular ups and downs in the last two weeks at the Downtown Theater (2,800 seats; house average, \$23,000), with *Queen for a Day*, which played Christmas week, not only hitting into the traditional Christmas slump, but going down to what appears to be a record low of \$15,000 for the last couple of years since the house reopened with a vaude policy.

Extremely unfavorable weather plus the holidays helped, but as one or two first-run film houses with top attractions did big business the same week, the principal reason for the record low appears to be the lack of star names on the stage—an essential for a good box office at this house. Picture was *Voice of the Whistler*.

Low *Queen* figure came on top of a good \$27,000 recorded for Louis Armstrong the week previous. Figure was considerably under the \$34,000 reported for Cab Calloway and the \$42,000 for the Ink Spots in the same house, but decidedly better than most recent shows in the theater. Picture was *Man From Oklahoma*.

Latest Downtown show, Glen Gray and his orchestra, is doing considerably better, grossing \$30,000, highest figure since early October. Build-up was partly attributable to an extra show New Year's Eve. Pic was *Captain Tugboat Annie*.

Philly Earle at \$47,500

PHILADELPHIA, Jan. 4.—Combination of Louis Prima and New Year's Eve was a terrific jolt to the box office, and the Earle (seating 3,000; prices, 45 cents to 95 cents) did a land-office business for the week ending Thursday (3). Records show a neat \$47,500 for six days of vaude. Bill included the Barretts, Paul Regan and Lilly Ann Carol. *Follow That Woman* filled in on the screen.

W. Morris Office Setting & Building NegroLoungeUnits

NEW YORK, Jan. 5.—Lounge department of the William Morris Office is busy coining or grabbing off name units centered around noted Negro jazz instrumentalists. Office already has a string of them. Now it's pushing combos built around Rex Stewart and Ray Nance, both ex-Ellington men.

Trumpeter Stewart is fronting a seven-man band which includes Joe Turner, piano; Wilson Meyers, bass; Sandy Williams, trombone, plus two sax men and drums. Joe Marsolais, of WM's lounge department, claims the outfit broke in during the holidays at the Three Deuces for a starting salary of \$850.

Ray Nance, former Ellington violinist and trumpet man, now runs a four-man outfit with Junior Ragland on bass, and two guitarists. Unit is current at the Casbah, Washington, at a reported price of \$600.

Marsolais says he also signed the Herman Chittison Trio, now at the Blue Angel, and is offering them for \$750.

MEL FERNBERG, former operator of Kelly's, Cincinnati, is directing operations at Hinky-Dink's nitery in the Queen City.

Miami a Showbiz Bloomer; Spenders Tight With Dough

(Continued from page 33)

another have simply mushroomed in Miami-Miami Beach. Area has a number of established stand-bys plus a few which have changed hands frequently or closed and reopened but which, at least, have occupied their sites for some time.

Among these is the Airliner, Colonial Inn, Terrace, Copa, Beachcomber, Ciro's, Mocamba, Clover Club, Five o'Clock, Riptide, Bar of Music and Brook Club.

But, in addition, a hatful of new spots have opened their doops in the last few weeks, with trade sources predicting that the new births will at least double in number in the post-new year period. Among the fledglings are the Blue Angel, Chez Paree, Burgundy Club, Club 22, Paddock, Picadilly, Park Avenue, Blackamoor, Sunny Isles, Lilly's and Club 86. In addition, say trade sources, there are at least 50 local hotels which are providing music and/or some entertainment for the first time.

Split Biz

With so many places to choose from, whatever tourists have hit Florida so far are being split in their nitery patronage, the smaller and newer places siphoning off a good percentage of the trade from the bigger and established places, but not getting enough to keep themselves out of the red even while they hurt the other guy.

The Merman Question

A sample of what is happening in Florida is the case of the Riviera Club, a projected spot being planned by a group of the Chicago boys. Club holds a ticket on the services of Ethel Merman for \$6,000 weekly, plus Mario and Floria and other name acts. Officially, the club is not opening this month because of building troubles, of which it undoubtedly has some. Trade rumor is pretty positive that Miss Merman will go into the Colonial Inn, a competitive bigtime spot run by a combo of Jersey lads. Colonial Inn, incidentally, is outside Miami proper, where the present gambling ban persists. Both the William Morris office, which books the Colonial Inn, and MCA which is writing the book-sheet for the Riviera, deny the Merman switch, but other and equally good sources insist there is an inside deal whereby the Riviera will not open if the Colonial stays lit or the Colonial will shutter if the Riviera opens, on the theory that there isn't enough coin around for the two spots to lock horns. At this writing, it doesn't appear likely the Riviera will open.

Wanta Buy?

Indication of the situation in the Florida niteries is a hot telephone offer received this week by a major New York op to grab half of a major Miami room in a quick sale. Gotham owner turned it down but it speaks for itself, for mid-season offers of half-interest in a resort spot don't usually happen.

People coming up from Florida ascribe much of the poor business to the enormous club being swung by Miami and Miami Beach hotels on the pocketbooks of tourists. Source after source reports prices of up to \$40 a day per person being commanded by the resort hostilities. They throw in breakfast. Since it is customary for the hotels there to jump their rates by 50 per cent or more in January-March, the bite will be even larger. Many a traveler from Florida says room rates are so high that many people who would frequently hit the hot spots can't afford to, but instead stick close to the hotel where there is dancing, at least.

Liver and Onions, \$4.50

Other prices are equally high. One recent traveler says it is nothing unusual to have to pay \$4.50 for liver and onions, or \$6.50 for a steak. Others report that a little snack on the beach between swims will set the customer back four or five clams. A Miami drug-store now even has a 25-cent minimum charge.

Word here is that the fat-cats are very much in evidence down there, but there's some doubt that as many as anticipated have actually appeared. In any event, there aren't enough to make the registers bounce with joy. In addition to the private vault lads, there seems to be a goodly percentage of just

plain folks in the area, people who probably wouldn't do much night-clubbing anyway but who might if the tariffs weren't so high. Another important segment of the current seasonal population comprises ex-servicemen grabbing a little vacation before they resume civilian life. These lads have their mustering-out pay, of course, and can probably get more dough from home but in many cases the bank roll wouldn't be large enough considering the prices in effect all over the area.

Under-the-Counter Travel

Transportation also seems to be a problem. People in the trade here are refraining from a jaunt down to Miami, even for business reasons, because they're afraid they won't be able to get back. Funny part of it is that many trains run northward with more or less unused capacity. Reason is a reportedly flourishing black market in berths and seats, centered in Miami and Miami Beach. There is plenty of general agreement among travelers from there that the personnel of hotels are grabbing off available space on trains and are holding them for premium payments running anywhere from \$10 to \$50 per accommodation. Control of train item leaves many a tourist or traveler at the mercy of under-the-counter deals and makes his departure uncertain.

Golden Age

Unless this and the next two months bring a drastic change in the picture there is little doubt that the golden age for talent will be over in Florida, at least for some time. It is an axiom in the trade that Florida is partially responsible for the inflated price-structure covering present-day talent. With a short, quick and (theoretically) lucrative season the Miami and Miami Beach clubs have felt impelled and able to pay big dough to get what they want in the way of performers. Setting salary standards in an intensely competitive market, especially during the war years, they have helped to push acts' stripends up and up. If, therefore, the current season proves to be a total flop the Florida spots will pull in their belts next season, for everyone believes this to be the year to make a killing. And, should the Florida demand subside, that will unquestionably affect the price picture as a whole. It is this that has the percenters here so anxious, and so gloomy because the season thus far has not been up to snuff.

Spitalny & "Charm" Draw \$13,000 in 3 Det. Performances

DETROIT, Jan. 5.—Phil Spitalny and His Hour of Charm Orchestra grossed \$13,000 in three performances at Music Hall (formerly the Wilson Theater), drawing 5,300 paid admissions. Date was led off by a New Year's Eve show at \$4.40 top which grossed \$5,500, followed by a second performance with a \$3.30 top, grossing \$4,000. On New Year's Day Spitalny grossed \$3,500 at a matinee with a \$2.40 top. All performances drew within 300 of the capacity of the 1,981-seat house.

Record is all the more impressive because Spitalny had already drawn off the cream of the Detroit paying audience in a date at Music Hall on October 26, when he grossed \$5,800, at a \$4.40 top. At that time, maximum legal quota of standees was admitted, for a total attendance of 2,043.

Minevitch Rascals, Bracken, Bob Eberly Set for Packages

NEW YORK, Jan. 5.—The Borrah Minevitch Rascals will join with the Ray Kinney Hawaiian ork and Patricia Morrison in a vaude package due to hit Middle-Western theaters about February 15. Eddie Bracken, film comedian, also is being set for a vaude tour, to start some time next month. Bracken will have two-three actors in support and is being inked for Eastern houses.

Bob Eberly (ex-Eberle) of the singing brothers is now out of the army and hitting the vaude cirk. He's breaking in at the Metropolitan, Providence, January 25.

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Howard Barnes Steps Up

NEW YORK, Jan. 7.—Passing of the three-quarter mark by Stem crix in the race for the season's accuracy honors (*The Billboard* official legit season begins May 1 and ends April 30 of the following year) shows up considerable toe-stubbing since the previous tally made a month ago. Individual averages show a drop all the way down the line, with some of the aisle experts taking an outright nose dive.

Season has been sluggish, in spite of early bally, and only 44 new entrants have reached the Stem to date. A dozen of these can't be included in the current tab, as they have preemed too recently for a mark-up in the success or failure column. However, six additions have been made to the list since the previous tally, three successes and three failures, and the drama pooh-bahs all racked up errors, costly to their percentage scores.

Morehouse 91.9

Sun's pundit, Ward Morehouse, still leads the field, but his previous perfect score has dropped to 91.9 per cent. He has covered 24 shows out of a possible 32 and chalked up two errors. *Herald Tribune's* Howard Barnes has moved up into second place. He has judged 30 productions and has been wrong four times for a score of 84.6 per cent. Robert Coleman (*Mirror*), who was running in the second slot last month, has dropped to third place. He has been right 27 times out of 32 tries, but three recent errors have pulled his score down to 81.5. Tied with Coleman with the same score of hits and misses are Louis Kronenberger (*PM*) and *The Times's* expert, Lewis Nichols.

Sharpest drops occur in the last four of the "August nine." Last month John Chapman (*News*) and *The Post's* fem cric, Willella Waldorf, tallied 84 and 80 per cent, respectively. Four additional errors for Chapman and three for Waldorf put them in a tie for fourth place with a percentage score of 65.2. *Journal-American's* Robert Garland also went wrong on three of the six shows added to the tab, bringing his score to 23 right guesses against nine misses. His score drops from 76.9 to 60.9. Burton Rascoe (*World-Telegram*) still trails the field, but has dropped even further astern. Rascoe has been wrong 13 out of 32 tries. His current score is 31.6 per cent.

Race has still nearly four months to go, and from all signs there will be plenty of new material forthcoming on which the crix can stub their I.Q.'s. There's still ample time and opportunity for switches in the running. *The Billboard* will keep a running tab from month to month until the final tape breaking.

Legit Labor Costs Upped 50% Since 1941, Exec Says

NEW YORK, Jan. 7.—Legit labor costs have risen 50 per cent since 1941 and constitute the chief factor in skyrocketing cost of putting on a show. This was stated by an exec of a leading theater producing org on the Stem. Latter named as a second major factor in boosting production expense, hiked cost of costumes, lumber and canvas to build sets. Materials are now 30 per cent higher than before.

Brass claimed that one costume needed for a musical comedy cost him \$650 and sets that figured \$2,000 in the old days are now hiked to \$3,800. In line with those figures, a calico dress formerly \$40 to \$50 now runs to 100 clackers. Electrical equipment that could be bought before has to be rented these days.

Exec warned that would-be producers with slim bank rolls had better watch their step because of the many small items that crop up when a tyro who doesn't know how to cut corners starts to learn the biz. It's a costly lesson and those without plenty of staying power financially had better keep the rubber band on their bank roll.

Stem Crix Poll

May 1, 1945-January 5, 1946

	Right	Wrong Or No Opinion	Accuracy Per Cent
Ward Morehouse (<i>Sun</i>)	22	2	91.9
Howard Barnes (<i>Herald-Tribune</i>)	26	4	84.6
Robert Coleman (<i>Mirror</i>)	27	5	81.5
Louis Kronenberger (<i>PM</i>)	27	5	81.5
Lewis Nichols (<i>Times</i>)	27	5	81.5
John Chapman (<i>News</i>)	23	8	65.2
Willella Waldorf (<i>Post</i>)	23	8	65.2
Robert Garland (<i>Journal-American</i>)	23	9	60.9
Burton Rascoe (<i>World-Telegram</i>)	19	13	31.6

(Note: Voided in this tabulation are revivals with fixed or limited runs. Also not tabbed are 12 productions which have preemed too recently to have an opportunity of proving themselves in either success or failure column.)

OUT-OF-TOWN OPENINGS

GEORGIA BOY

(Opened Saturday, December 29, 1945)

COPLEY THEATER, BOSTON

A new play by Jack Kirkland based on the novel of the same name by Erskine Caldwell. Presented by Jack Kirkland and Halla Stoddard. Setting by Frederick Fox. Manager, J. H. Del Bondio. Press representative, Michael Goldreyer.

William Stroup.....{ Peter Griffith
 { Donald Hastings
Martha Stroup.....Joyce Arling
Handsome Brown...Christopher Bennett Jr.
Morris Stroup.....Henry Hull
Ned Stroup.....Russell Collins
Garden Cherrill...Marleen Cameron
Sheriff Virgil Sanford...Arthur Foran
Jupiter Cain.....Timothy Grace
Clint Gross.....{ Donald Hastings
 { John Grinnell
Calvin Woodward...Michael Keene
Hester Woodward...Jacqueline Miles
Starks Rice.....Richard Jedson
Mrs. Dudley.....Sara Perry
Mr. Dudley.....Bernard Randall

Jack Kirkland's newest expedition into the Deep South comes off very badly. As a study of character it goes floppo. As entertainment it is strictly yawn-making. Only the cast deserves a bow for doing the best under difficult circumstances.

HUB CRIX TAB

All-over thumb-down by aisle experts. Score: Zero per cent. No: Elinor Hughes (*Herald*), Edwin Melvin (*Monitor*), Helen Eager (*Traveler*), Mary X. Sullivan (*Record*), Cyrus Durgin (*Globe*), Elliot Norton (*Post*).

Georgia Boy puts the dramatic spotlight on Morris Stroup, a lazy, good-for-nothing, poor-but-proud Southern "gentleman" who blames the changing world for his misfortunes. Even Henry Hull's best efforts can't make Stroup's character believable. For two acts and one scene of the third stanza, Stroup appears to be an amiable good-for-nothing. Then, bingo, Stroup informs his wife that he is leaving home, takes a hard slap at his adoring son and the curtain comes down.

Events involved between curtain rise and fall all hinge on a birthday party which hard-worshipping Martha Stroup wants to give for son William. She wants him to meet the right people in the community and be well educated. Husband Morris, working on his son's admiration for him, spends his time belittling Martha's ambitions. The arrival of jail-breaking Ned Stroup, with a game cock as a bribe for being hidden from the law, brings the struggle between Martha's ambitions and Morris's plans for the lad to a head. Martha's threat to turn Ned over to the sheriff results in her getting her way about the birthday party. From here on in everything falls to pieces. Morris gets drunk and ruins the party. When he sobers up he tells Martha that he doesn't fit in the South of today, that the people he had belittled are really good people, and that he is going away.

Author Kirkland probably intended the action of slapping young Stroup as a weak man's gesture to break his boy's worship of him. But the character of Morris Stroup is so hazily drawn that the action comes as much of a surprise as the sudden final curtain.

Best characterizations in *Georgia Boy* are Handsome Brown, played by a talented young colored lad named Christopher Bennett Jr., and Garden Cherrill, the flirtatious little Southern "belle," ably acted by Marleen Cameron. Joyce Arling does well by the confusing role of Martha Stroup. Frederick Fox's setting

PORTRAIT IN BLACK

(Opened December 31, 1945)

ERLANGER THEATER, BUFFALO

A play by Ivan Goff and Ben Roberts. Directed by Robert B. Sinclair. Presented by Leland Hayward. Setting by Lee Simonson. Gowns by Hattie Carnegie. General manager, Herman Bernstein; company manager, Warren P. Munsell Jr.; press representatives, Richard Maney, Ted Goldsmith; stage manager, Eddie Dimond.

Peter Talbot.....Donald Devlin
Rupert Marlow.....James Rennie
Gracie Phee.....Jean Adair
Winifred Talbot.....Mary Barthelmess
Cobb O'Brien.....J. Pat O'Malley
Dr. Phillip Graham.....John Howard
Tanis Talbot.....Geraldine Fitzgerald
Blake Ritchie.....Rex Williams

Leland Hayward has another sure-fire success on his hands with *Portrait in Black*, a psychological murder thriller which is top-drawer, and well handled in every respect. Cast is hand-tailored and hits on all cylinders, down to minor roles of the well-integrated whole of clever, unusual plot, good showmanship. Excellent direction and acting should assure this venture a long and profitable life on Broadway. Play holds audience in suspense from beginning to end. It is a real spine-chiller, but also boasts enough lighter moments, some real pathos, many thoroly gripping dramatic situations and interesting minor touches all of which spell A-1 legit entertainment. It's also a "natural" for Hollywood.

Briefly, plot concerns itself with Tanis Talbot, who has just rid herself of her wealthy shipbuilder husband with the help of her lover (the family doctor). At opening, all return from the funeral. At end of first act audience is let in on the murder. Complications ensue from threatening notes which lead to suspicions, and in second act to the killing of the family attorney, a potential suitor of Tanis. He is also a former lover and the real father of the boy believed by all to be legitimately her husband's. Situation becomes increasingly hopeless for the lovers as they fear discovery at every turn. At the end Tanis discloses a thoroly warped mental attitude of possessiveness, which spoils all chances of the pair's future happiness.

Geraldine Fitzgerald, a strikingly beautiful red-head with some Hepburn qualities, is superb and fascinating as Tanis. Hers is an exacting role, but she runs the complete scale of emotions with deftness and assurance.

John Howard is the handsome matinee idol type, but his perfect interpretation of the doctor and Tanis's partner in crime does not depend on looks. He's tops.

James Rennie plays the family attorney with flourish. Mary Barthelmess acquires herself wonderfully as the suspicious young stepdaughter whose romance with a union leader disturbs the family. Rex Williams does an equally neat job. Jean Adair brings warmth and understanding to her role of housekeeper, and J. Pat O'Malley's roguish, drinking, Irish chauffeur provides highlights. Young Donald Devlin as Tanis's boy is excellent.

Single set living room of the Talbot mansion provides excellent atmosphere.
Eva Warner.

deserves praise, too.
Georgia Boy is the sort of play that leaves you feeling embarrassed for the cast.
Barbara Pearson.
(Show is scheduled to close on road.)

Solons Sleep, Penners Burn Over Tax Lift

Script Interchange Hurt

NEW YORK, Jan. 7.—For the last six months the Senate has refused to take action on an agreement between the United States and England to exempt interchanged legal scripts from income taxes. Formerly, royalties on a play by an American scripter produced in England were subject to 50 per cent tax and conversely a legit written by an Englishman and put on the boards in America took a 30 per cent shaving for royalties.

At a confab, the Convention for the Avoidance of Double-Taxation decided that the tax was the reason few writers of the respective nations cared to have their plays produced in either country. They decided that tax resulted in the hamstringing of cultural interchanges and was bad for both countries. Pact would be retroactive to January 1, 1945, and authors of plays produced after that date and taxed would get their dough refunded.

After being approved by the State Department, Treasury Department and the Senate Foreign Relations Committee, treaty has been on Senate's docket since July 3, 1945. Many of the leading playwrights in the U. S. such as Eugene O'Neill and Owen Davis have written to the legislators in an effort to get action, but so far it has been no dice.

Thesps Miffed

Scripters believe that the opposition of entertainers—screen actors, legit actors and musicians—who were miffed because the treaty doesn't cover them is the reason for the long delay in passing the agreement. Treaty is similar to those already in effect between U. S. and France, Sweden and Canada.

When pact is put thru legit folk believe that the Stem and West End will see a rash of shows exchanged. Reduction of the tax would also act as an added incentive to scripters, who will be able to realize even more money from their successful scripts. Stanley Gilkey, Barbara Payne and Henry Sherek (English manager) are readying Norman Ginsbury's *First Gentleman* for import here, and it may be remembered that Robert Ardrey's *Thunder Rock* was a smash hit in London during the blitz.

Frye Miffed by Clein; Quits "Crescendo"

NEW YORK, Jan. 7.—Due to continual squabbles with the producer of *Crescendo*, Peter Frye, director, has given his notice. Frye claimed that Clein was a "shoestring producer" who kept his office in his hat and didn't have an office or a secretary. "He had a terrific ego. For a while I nursed him along, but then his screwball antics disrupted rehearsals and became too much to bear," the director stated.

Frye said, "My doctor told me that I had to quit the show or else he wouldn't be responsible for my health." Pilot is now considering directing either a farce comedy or a musical.

Semi-Formal

NEW YORK, Jan. 7.—Shuberts have just made a pitch to the ATAM (flacks' union) and the treasurers and ticket sellers' union (Local 751) to have house managers and b.-o. men wear tuxes at evening shows. Labor orgs compromised by ordering those members who already have tuxes wear them, but those without the soup and fish will stay in regular biz suits unless Shuberts come thru and buy bib and tuckers for them. Trade feels there's not much chance of that.

Broadway Opening

SHOW BOAT

(Opened Saturday, January 5, 1945)
ZIEGFELD THEATER

New production of the Kern-Hammerstein musical based on novel by Edna Ferber. Music by Jerome Kern. Book and lyrics by Oscar Hammerstein II. Staged by Hassard Short. Dances by Helen Tamiris. Settings by Howard Bay. Costumes by Lucinda Ballard. Musical director, Edwin McArthur; orchestrations by Robert R. Bennett. Book directed by Oscar Hammerstein II. General manager, Robert Milford; general stage director, Reginald Hammerstein; press representatives, Michel Mok and Mary Ward. Produced by Oscar Hammerstein II and the late Jerome Kern.

Windy.....Scott Moore
Steve.....Robert Allen
Pete.....Seldon Bennett
Queenie.....Helen Dowdy
Parthy Ann Hawks.....Ethel Owen
Captain Andy.....Ralph Dumke
Ellie.....Colette Lyons
Frank.....Buddy Ebsen
Rubber Face.....Francis Mahoney
Julie.....Carol Bruce
Gaylord Ravenal.....Charles Fredericks
Vallon.....Ralph Chambers
Magnolia.....Jan Clayton
Joe.....Kenneth Spencer
Backwoodsman.....Howard Frank
Jeb.....Duncan Scott
Sal.....Pearl Primus
Sam.....Laverne French
Fatima.....Jean Reeves
Old Sport.....Willie Torpey
Strong Woman.....Paula Kaye

CONGRESS OF BEAUTIES:
Spanish.....Andrea Downing
Italian.....Vivian Cherry
French.....Janice Bodenhoff
Scotch.....Elana Keller
Greek.....Audrey Keane
English.....Marta Becket
Russian.....Olga Lunick
Indian.....Eleanor Boleyn
Dahomey Queen.....Pearl Primus
Ata.....Alma Sutton
Mala.....Claude Marchant
Bora.....Talley Beatty
Landlady.....Sara Floyd
Ethel.....Assota Marshall
Sister.....Shella Hogan
Mother Superior.....Iris Manley
Kim (Child).....Alyce Mace
Jake.....Max Showalter
Jim.....Jack Daley
Man With Guitar.....Thomas Bowman
Doorman at Trocadero.....William C. Smith
Lottie.....Nancy Kenyon
Dolly.....Lydia Fredericks
Sally.....Bettina Thayer
Kim (in Her Twenties).....Jan Clayton
Old Lady on Levee.....Frederica Slemmons
Jimmy Craig.....Charles Tate

SINGERS: GIRLS—Carmine Alexandria, Grace Brenton, Clarise Crawford, Lydia Fredericks, Adah Friley, Marion Hairston, Katie Hall, Marion Holvas, Jean Jones, Frances Joselyn, Charlotte Junius, Assota Marshall, Linda Mason, Eulabel Riley, Agnes Sundgren, Bettina Thayer, Fannie Turner, Ethel Brown White, Evelyn Wick.

BOYS—Jerome Addison, Gilbert Adkins, William Bender, Thomas Bowman, Robert Bulgern, Glenn Burris, Edward Chappel, William Cole, Erno Czako, Richard Di Silvera, John Garth III, Hayes Gordon, George H. Hall, Thomas Jordan, Robert Kimberly, James Lapsley, Albert McCary, William McDaniel, Bowling H. Mansfield, Walter Mosby, Clarence Redd, Paul Shiers, William C. Smith, William Sol, Roderster Timmons, David Trimble.

DANCERS: GIRLS—Marta Becket, Elmira Jones Bey, Janice Bodenhoff, Eleanor Boleyn, Vivian Cherry, Andrea Downing, Betty Jane Geiskopf, Carol Harriton, Vickie Henderson, Audrey Keane, Elana Keller, Ora Leak, Olga Lunick, Jean Reeves, Alma Sutton, Viola Taylor, Yvonne Tibor.

BOYS—Talley Beatty, Terry Dawson, Laverne French, Eddie Howland, Gerard Leavitt, Claude Marchant, William Miller, Nick Nadeau, Joseph Nash, Stanley Simmons; Captain, Paula Kaye.

SONGS: "Cotton Blossom," "Only Make Believe," "O! Man River," "Can't Help Lovin' Dat Man," "Life Upon the Wicked Stage," "You Are Love," "At the Fair," "Why Do I Love You," "In Dahomey," "Bill," "Nobody Else But Me."

Interpolation by courtesy of the copyright owners: "Washington Post March," "After the Ball," "Goodbye, My Lady Love"; "Hot Time in the Old Town."

It is a pity that Jerome Kern could not have lived to see the reception accorded the official preem of this new edition of his collaboration with Oscar Hammerstein II. *Show Boat* bowed in to the same sock impact that it did back in 1927. This time he would not have needed to wait for the morning papers. *Show Boat* is a hit all over again and is going to magnet plenty of customers up to the Ziegfeld in the weeks to come.

Oscar Hammerstein II has carried the plans for the new production thru to a splendid conclusion. Substantially the old book and the fine old tunes and lyrics are there—only one new one, *Nobody Else But Me*, has been added. But the whole is spiced with new dance patterns and a definitely successful attempt to speed the pace to the tempo of

BROADWAY SHOWLOG



Performances Thru Jan. 5

Dramas

	Opened	Perfs.
Anna Lucasta (Mansfield)	8-30, '44	575
Brighten the Corner (Lyceum)	12-12, '45	29
Dear Ruth (Henry Miller's)	12-13, '44	452
Deep Are the Roots (Fulton)	3-26, '45	118
Dream Girl (Coronet)	12-14, '45	27
Dunnigan's Daughter (Golden)	12-26, '45	14
French Touch, The (Cort)	12- 8, '45	33
Glass Menagerie, The (Playhouse)	3-31, '45	324
Hamlet (Columbus Circle)	12-13, '45	26
Harvey (48th Street)	11- 1, '44	510
Home of the Brave (Belasco)	12-27, '45	12
I Remember Mama (Music Box)	10-19, '44	512
Life With Father (Bijou)	11- 3, '39	2,584
Mermmaids Singing, The (Empire)	11-23, '45	44

1945. To obtain his results he has hired top bracket experts in their lines. Hassard Short's staging is at his imaginative best. Howard Bay's sets and Lucinda Ballard's costumes are eye-fillers. Helen Tamiris has devised dance patterns which are deceptively fluent and hold the picture together beautifully, and Edwin McArthur leads the ork thru the old faves to have the audience hand-clapping before they're half done.

While only two holdovers remain from the original Magnolia-Ravanal romance, Francis Mahoney and Jack Daley, the new cast upholds the old tradition. In fact, they are quite super all the way down the line. Jan (ex-Carousel) Clayton makes an engaging Magnolia and proves she can take direction as well as sing. Charles Fredericks makes an auspicious Stem bow as Ravanal. He possesses a fine baritone and a good musical selling personality. Ralph Dumke has a tough assignment to follow Charles Winnenger's portrait of Captain Andy and aquits himself nobly. Carol Bruce is in a similar spot to follow the Julie of Helen Morgan. It can be reported that she is absolutely tops, and stopped the show in its tracks with the old piano-sitting Bill number. Kenneth Spencer, in the *O! Man River* slot, is a splendid choice. He has a terrific bass with a range to the bottom of the ork pit. When he learns a bit more about stage craft, he should be a popular producer buy.

Others who rate bows are Buddy Ebsen and Colette Lyons as the comic team of Captain Andy's troupe, and Pearl Primus and Laverne French for some superb stepping. Helen Tamiris has wisely kept the Negro dance routines to a spirit of gayety and good spirits and

	Opened	Perfs.
(WNYC) on Thursday (3). Beatrice Pearson will be air-guest of Adrienne Ames on Monday (7).		
Rugged Path, The (Plymouth)	11-10, '45	65
State of the Union (Hudson)	11-14, '45	61
Strange Fruit (Royale)	11-29, '45	44
Voice of the Turtle, The (Morosco)	12- 3, '43	737
You Touched Me (Booth)	9-25, '45	109

Musicals

	Opened	Perfs.
Are You With It? (Century)	11-10, '45	66
Billion Dollar Baby (Alvin)	12-21, '45	19
Bloomer Girl (Shubert)	10- 5, '44	526
Carousel (Majestic)	4-19, '45	306

laid off the sexy frenzies which have come of late. The result is completely refreshing.

In sum the newly painted *Show Boat* has everything from top to bottom to make it steam. If there is a flaw, it is a question of length. Ran a full three hours on preem night. A bit of judicious shaving here and there would step it up still better.

Hollywood 'Invasion' Heats Critics' Snarl

NEW YORK, Jan. 7.—What first was thought to be a small blaze was given additional fuel last week when Willela Waldorf, *The Post's* legit critic, added her voice to that of John Chapman, *Daily News* drama expert, in blasting Stem producers for using Hollywood talent. Gripes by the critics specifically mention Playwrights Company production of *Rugged Path* with Spencer Tracy. Waldorf indicted Playwrights, claiming they used Tracy because he was a name and was necessary to bolster a weak script. She also took the time to needle Oscar Serlin and Gilbert Miller for using the same tactics. "Not that Mr. Serlin and Mr. Miller are more reprehensible," she said, "it's just that . . . somehow one expects them to be a bit more dignified about it."

It was Chapman who released the first powder and he had it plenty primed in blasting Tracy. Claiming that the pix actor had the Playwrights on their knees trying to get his to stay in the show, Chapman said in the *News*, "I shall not join in the pleading but shall

UNDERSTUDY FIELD DAY

New Year's Eve biz, with customary upped tariffs, developed into a coin shower practically all the way down the line. Weakies reaped a fat harvest along with the biggies. However, the boost was not sufficient to hold four of the tottering sisters on the Stem. One of them, "Therese," just stayed for the Monday night gravy, and the others, "Brighten the Corner," "You Touched Me" and "The French Touch" give up as of tonight.

Week has been highlighted by continued additions to legit sick lists via flu and gripe. Epidemic is no respecter of persons and is taking socks at everyone from stars to chorus gals. If it keeps on, the month will be remembered as an understudy's field day.

	Opened	Perfs.
Tripped on costume and broke small bone in foot. Tuesday (1) thru Thursday (3), Christine Johnson again on sick list. Gloria Willis stepped up from chorus to take over role. John Raitt returned to cast from sick leave on New Year's Eve. Harold Keel returned to his chore in "Oklahoma." Polly Welsh leaves the chorus in two weeks to get married. No replacement set yet. Paul Crabtree, asst. s. m., replaced John Fearnley on Wednesday (2). Latter is now casting director for Rodgers and Hammerstein.		
Day Before Spring, The (National)	11-22, '45	52
Follow the Girls (Broadhurst)	4- 8, '44	730
Oklahoma! (St. James)	3-31, '43	1,213
On the Town (Martin Beck)	12-28, '44	430
Polonaise (Adelphi)	10- 6, '45	105
Red Mill, The (46th St. Theater)	10-16, '45	97
Showboat (Ziegfeld)	1- 5, '46	1
Song of Norway (Imperial)	8-21, '44	579
Up in Central Park (Broadway)	1-27, '45	394

ICE SHOWS

Hats Off To Ice (Center)	6-22, '44	743
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REVIVALS

Pygmalion (Barrymore)	12-26, '45	12
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"Tobacco Road" Sock 10G in Norfolk

NORFOLK, Jan. 5.—*Tobacco Road*, with John Barton, found a bonanza in a three-day New Year's engagement at the Center Theater, grossing over \$10,000 for four performances, December 31-January 2. Audiences were near-capacity (1,900 seats) for first three shows, and house was sold out for last one.

Sixth dramatic offering to play the Center this season, *Road* is the only one to date to fill the house. Others have played to small audiences, one *Soldier's Wife*, drawing a record low of 125 at a matinee.

ask Mr. Tracy to get the hell out and stay out." Cric made the point that the movies need the stage more than the stage needs the movies. "The stage is merely the place to give a good build-up to a play on a pre-production deal or a place from which to steal actors and writers, or a place to which an actor who is slipping may return and perhaps, by a good performance, renew the interest and loosen the pocketbooks of the employers in Culver City, Burbank and Beverly Hills," he said.

Chapman, in discussing Charles Laughton's return to Broadway to do a biographical drama about Galileo, didn't doubt that the movie actor's play would be good, but he stated, "if he wants to call the whole thing off and stay in Hollywood, I will still live."

Pic Ties Work Both Ways; Air Promotes and Sells Shows

(Continued from page 6)

tered by Metro. Reason is MGM show was beamed on a weekday which meant talent had to be pulled from in front of the cameras. Frigidaire show, however, will ride a Sunday slot, thereby in no way interfering with filming, in cases where an actor is doing a flicker at the same time. Sunday set-up allows for a Saturday rehearsal, and relieves pressure from pic people of having to cut in to their movie-making time.

Another reason why Frigidaire-Fox show may cause other companies to come thru with a similar package now when they were not interested in 1938 is radio and motion picture industries have grown palsy-walsy in the past eight years. Guesting by pic names has been on the steady increase and is always welcomed because it adds "glamour" to an air show, and makes bank-roller and audience think they are getting more. Therefore, radio is happy because pic people prove Hooper hikers, and studios are anxious to provide talent because radio helps build its names and is generous with picture plugs.

Studio Contact Men

Each studio today has a radio contact man who does little more than see that his company's talent gets to guest. Spotting talent varies all the way from getting walk-ons into participation shows for studio small fry, to lining up top names for high Hooper comedy airers or feeding such shows as *Screen Guild Players*, *Theater of Romance*, *Lux*, *This Is My Best*, *Cavalcade*, etc.

Also few filmsters will admit it, the motion picture industry is indebted to radio for most of its top b-o. talent. Of all fields of entertainment, radio has given more than any other to studio "star" lists. In some cases, it was radio talent that set pic makers on their feet. For example, it is no secret that Universal was in the red when it took Deanna Durbin off Eddie Cantor's show to take part in *Three Smart Girls*, and since then has proved to be the studio's top money-maker. Paramount dipped into the radio talent barrel and came up with its ace b-o. team, Bob Hope, Bing Crosby and Dorothy Lamour. Most movie makers have found business picking up when they took radio names under their wing, and are still keeping an ear to the speaker for new talent. Jack Benny, Edgar Bergen, Orson Welles, Dinah Shore, Gildersleeve (Hal Peary), Fred Allen, Frank Sinatra, Ginny Simms, Don Ameche, Eddie Cantor, and his finds, Gloria Jean and Bobby Breen, along with numerous others, got their initial build-up via the air lanes. When they proved their worth by building up a sufficient following, studios took over. Latest to get this treatment is Red Skelton, Danny Kaye, and Andy Russell, latter appearing in three pix soon to be released.

Spade Work Plus Ballyhoo

Picture use of radio's talent has been of mutual advantage to both fields. Radio did the spade work, while pic companies took over to pour on the ballyhoo.

Because movies did so well with radio personalities, it started trying out screen versions of actual radio shows. Today, this appears to be the greenest field for the lensers. This year will see a decided increase in use of air packages. Hitting the nation's screens are *Duffy's Tavern*, *Manhattan at Midnight*, *Breakfast in Hollywood*, *People Are Funny*, with cameras soon to focus on *Queen for a Day*, an entire series of *Mr. District Attorney*, *Crime Doctor*, *I Love a Mystery*, *Night Editor*, *The Whistler* (latter two being Coast shows). As soon as a package show makes good on the air, it is approached for screen rights. Example of this is Mutual's *Queen for a Day* which got in line for lensing shortly after it proved it had a following, indicating that studios are speeding up use of radio story material. If present pace

keeps up, picture producers will look more to radio for stories than to legit stage or best-seller list.

Legit Source N. S. H. in 1945-'46

Another reason for films open mind toward radio is the recent drought of legit as a script source. Once fairly productive and, in fact cultivated with this in mind by movie money for legit productions, the legit crop this past season has been lean. Money wise the film-angels are doing well, but scripts just haven't been good prospects for movie treatment. Consequently the film talent buyers, ever pressed by the need for material, are receptive to radio properties.

Additionally, the film script buyers say that radio writers are turning out more acceptable material, hence their (See *Ties Work Both Ways* on page 43)

Advance Agents Loaded With Grief

(Continued from page 3)

has been lifted, hotels, says Atkinson, are filling up with whoopee-minded boys out for a helluva time. Their presence in the hostelry is a familiar reason offered by non-too-gracious clerks and managers for turning down flacks with requests for anywhere from one to 25 rooms. It usually ends with the flacker trudging from one end of a city to the other, scattering trouper where he can and how he can. Sometimes it isn't too easy to get a flop and three hots for himself while planning his assault on the pockets of pasteboard purchasers. These, Atkinson maintains, are major changes which have transformed the life of a traveling p. a. from one of "pleasure" to a passel o' worry from dawn to dawn.

There are other troubles, too. Lack of newsprint has made newspaper eds chary of flash layouts and big stories. Now and then, vet flackers such as Atkinson, can hit a knockout in advance, but such an event is rare even for them. Whether the old days will return, when spacious art layouts and two, three and four-column heads and stories were a regular on the flacker's route, Atkinson won't wager. As things stand now, the flacker's lot in newspaper offices is like a G. & S. policeman's—not a happy one. Specials are hardest to market, and most flacks have to rely on pix and readers and hope for the best.

Three-sheeting and such is out. Except in Chi, Atkinson never has pastebrush put to paper. Windy City, he explained, is still one of those paper stops, where shows are sold with paper and gags, whereas in staid Boston, Philly, Washington or Cincy, half-sheet cards are enough. Paper is out in these burgs. As less of these cards are placed around today than, say, a decade ago, the cuffo list is smaller. Annie Oaklies still get handed out, but not with the prodigality of past years.

Gahagan WMAL Flack

WASHINGTON, Jan. 5.—Tom Dolan Gahagan, pre-war announcer at WMAL, takes over a publicity head for the Blue outlet. He had been with the Army Air Force.

Bryson Rasch, WMAL's presidential announcer and prexy for special events and publicity, sheds his flack chores, concentrates on news, special events and President Truman.

H'wood ABC, SPG Ink Pact

HOLLYWOOD, Jan. 7.—American Broadcasting Company and Screen Publicists' Guild inked pact covering net's Hollywood flackery, with terms as reported in *The Billboard* December 22. Retroactive to December 1, contract calls for base pay rate boost from \$250 to \$300 a month and a 100 per cent union shop.

Tele Review

Dark Hammock

Reviewed Sunday (6) 8-9:40 p.m. (EST). Style—Drama. Sustaining over WNBT (NBC), New York.

NBC this evening presented another in its studies of husband-killing wives. Apparently nobody, from Niles Trammell and John Royal down, gives a continental damn that youngsters love video and look in at every opportunity. Maybe the tendency towards doing this type of thing is a natural reflex from the fact that it can't be done on normal broadcasting, but if someone doesn't teach NBC brass some of the video facts of life, the FCC will find it necessary to step in and devise a code of program decency for the air-pie medium. Don't misunderstand this reviewer, he's not fighting for a nambypamby scanning. He knows that children—young children—look and look and look, and the "Dark Hammock" type of play doesn't belong on the air at 8 p.m.

Dark Hammock closed last year after two performances on Broadway. As entertainment, it was many times more interesting on the tele-air, but still remained a talky, static script that lost interest after the first half hour. Fred Coe, its video producer, did a grand job with what he had. Some of his camera work was really superb. One shot of a scene, thru a door as the wife tried to make the foreman of the ranch, was handled better than we've ever seen a long shot handled. If one quick pan from one door to another seemed amateurish and if the camera caught a man who wasn't supposed to be around at another moment, these were but slips in the dark. Coe's all-round camera handling was really a lesson to video producers. Whatever he's done in the past (and he's smelled plenty) he proved technically that he knows his medium with this presentation.

Mary Orr (co-author with Reginald Denham of the play) did an excellent acting job. She never for a moment stepped out of character and her Carol Platt (the wife) wasn't exactly a placid individual to portray for television. Robert Lynn, as Marvin, the husband; Maurice Manson, as Dr. Bunnell; Walter Munroe, as the sheriff, and James Gannon, as Carlos, the foreman, all built their characters completely for the mike. On the other hand, Mary Patton, as Dr. Florence McDavid, and Dorothy Elder, as Amella Coop, her assistant, overdid their parts so that they were burlesques of a pair of botanical researchers who play detectives. From the moment they came on camera, the play began to disintegrate. True, the script itself helped them kill interest—but they didn't have to be quite so unbelievable.

The play itself, a study of a chorus girl who decides to kill a flacid husband because of boredom and because of a sweetheart who will still love her if she has some green stuff, is as mentioned before, old hat. And, as underlined before, something is wrong with NBC when it presents a play that was so kicked around by Main Stem crix that it closed after two performances on Broadway. The budget can't be that low.

Bob Wade's scenery was just what the authors must have ordered—and a final tribute to the camera men (as usual at NBC sans credit), who even followed a man in a wheel chair, as tough a lens job as might be found in a play.

With all the loving care that went into this production, the audience and the NBC staff deserved a better vehicle. This would have been stupid on any wave length. *Joc Koehler.*

Four Vets Back at WCAU

PHILADELPHIA, Jan. 5.—Staff of WCAU has been swelled by the return of four employees who have just been discharged from the armed forces. Heading the list is Lieut. Joseph T. Connolly, former promotion director, who returns after three and one-half years service in the navy and will be director of news, publicity and special events.

Capt. Walter Sheldon, late of the Army Air Forces, where he served three and one-half years, with service in China and India, returns as assistant program director. George Thomas, army lieutenant, who had four years duty, comes back to his old post on the announcing staff, and Al Taylor, former newscaster, returns to the news staff after two years in the merchant marine.

Much Ado About Kernels & Who's Booking Them

NEW YORK, Jan. 7.—Newest inter-office feud here among big lounge agencies centers around a unit called Kernels of Corn, now working in Ciro's, Philly. Joe Marsolais, of William Morris, grabbed the outfit after heavy advance reports, but Johnny Hamp, of General Amusement Corporation, says he's keeping it in the back of his mind.

Kernels, it appears, was formed in the army by Harry (Dude) Ranch from among big band personnel. Outfit worked together at G.I. affairs and developed a comedy style. In December, it is reported, General "Hap" Arnold brought them to Washington to try to get them mustered out together. At this point news about the five-man combo began to hit New York. Just who brought the news North is a matter of dispute. Marsolais says one Cy Baker, trumpet man, who, claims Marsolais, has a personal management contract with the unit, is responsible. Hamp says Al Simmons, of the Brown Derby, Washington, touted them heavily.

Hamp's Aid Cases 'Em

In any event, Hamp sent his assistant, Don Seat, down to the Capital to case the band. Story is that at least one or two other agents also went down to look 'em over, but nobody came back with a contract to book them. Reason why not also is in dispute. Marsolais contends that Baker insisted on WM representation. Hamp says that Baker insisted on it all right, but on condition that WM's Billy Shaw raise dough to back a big band Baker was planning.

After Seat caught them, GAC was given five days to get the boys a date, says Hamp, and the office came thru with three bookings, including one at Ciro's. Hamp points out that the musicians' union okays verbal agreements such as he had at Ciro's and frowns on authorizations to sell within given periods of time. Marsolais, on the other hand, says that while Ciro's offered a date, the dough was not so good and Baker didn't want to accept via GAC. Besides, claims Marsolais, GAC had not yet been authorized in writing to sell the unit.

Situation wound up with Marsolais booking them into Ciro's, where they opened December 17. WM man claims first dough is set at \$850, with a provision for higher pay as the outfit goes along. Funny part of it is that Marsolais admits he never even heard the Kernels, and only one WM agent has caught them, but two weeks after they opened. This burns Hamp particularly.

NEW YORK, Jan. 5.—Joe Jackson Jr. is leaving the *Icc-Capades* show February 27, according to Larry Golden, local manager, to star in a new Hans Brinker which Golden says he will put together. Meanwhile, the bicyclist-comic is being offered for niteries, says Golden, and likely will take a booking in a New York outlet.

H. V. K. & Nylons

NEW YORK, Jan. 7.—Happened in Washington a couple of days ago. The H. V. Kaltenborn newscast is sponsored locally by Hahn's Department Store. The senior Mr. Hahn came into 1,000 pairs of nylon hose and decided to make them available to his radio program audience.

So the Kaltenborn show started with an announcement offering the nylons to the first thousand listeners to phone the store. Nineteen additional phone operators were on hand.

Within the first 60 seconds the board was swamped, stayed swamped, things were so tough even dial-ones were at a premium. Seems the District of Columbia is so short on merchandise even a pair of non-nylon hose is something the gals fight over.

Payoff is that the WRC staffers, that being the NBC outlet in Washington, didn't get to hear about the offer in advance, so got no break and no nylons. The gals aren't talking to the sales department.

NOTICE, SHOWMEN

Leffell Devices, Inc., is making preparations in operating a company 52 weeks yearly between U. S. A. and Buenos Aires playing government theatres. A company of 40 traveling on our own luxurious yacht. Greatest attractions being presented. Such as shooting real bullets through a woman by a firing squad. The upside down girls dancing on the ceiling, walls and floor without support. The artist's dream. His painting on an easel turns to life. The four-legged girl dancing, reversing and skating on all fours of flesh. Blindfold shooting 75 steel hunting arrows through a paper wall in 5 minutes outlining the figure of a girl strapped on a speeding revolving disc. A scenic spectacle entitled "The Liberation of Paris." In its presentation a scene of 3 bands and thousands of soldiers on parade with equipment.

ONE OR MORE PARTNERS WANTED

For details enclose 25 cents for illustrated catalogue.

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811 N. CHARLES ST.
BALTIMORE 1, MD.

Burlesque Notes

By Uno

MICKEY JONES, another Milt Schuster strip find, is a new Hirst Circuit headliner this season after several years in Chicago niteries. . . . ALLEN GILBERT, producer at the Gayety, Montreal, was forced to leave suddenly to attend the burial of his dad, 91, who passed away in Cleveland December 20. Some time later Gilbert is slated to return to Cleveland to attend to the estate for which he has been named executor. . . . HARVEY SMITH has replaced the late Josh Brandner as flyman at the Hudson, Union City, N. J. . . . BENNY MOORE, now that the war is over, has decided to return to his former Italian character which he had nixed in favor of an eccentric. . . . NATALIE CARTIER, number producer who supervised the presentation of a 20-people show for Gene Pitt at the Palm Terrace, Ancon, Canal Zone, is returning to New York next month to open a studio of her own. . . . CONNIE RYAN, straight, is celebrating his 11th year on the Hirst Circuit.

JESSICA ROGERS crashed the center spread of the Newspaper Guild Year Book with a photo space. . . . COLUMBIA Wheel oldies attended Masonic funeral services December 30 at Cooke's Parlors for H. A. Irving, who handled the accounts of the big burly organization then under the head of the late Sam Scribner. Irving died December 27 at his Washington Heights home at the age of 82. . . . SHIRLEY EVERETT, two years a stock principal at the Howard, Boston, was urged by Manager Ed Ryan to take to the road and is now a new Hirst unit stripper and talker. . . . STRUT FLASH, dancer, back in civvies after 30 months on the battle fronts, made his first professional comeback as spot-booked extra attraction on the Hirst Wheel. . . . DINKIE SISTERS, Dorothy and Marie, are split this season with the former show-girling for Vi O'Brien at the Hudson, Union City, N. J., and the latter for Eddie Lynch at the Empire, Newark, N. J. . . . ROSA (BABY DUMPLING) MACK, talker and tassel shaker, heretofore on Midwest circuits, is a first-timer this season on the Hirst Wheel. . . . RUTH O'DAIR, new specialty dancer at the Hudson, Union City, N. J., got her burly start from Frances Johnston, producer at Bob Johnston's Hollywood Theater, San Diego, Calif.

MICKEY JONES



JONES

FEATURED STRIPPER on the HIRST CIRCUIT
Thanks to MILT SCHUSTER

★ One of the Jones Girls, Boys, it's Mickey ★

BURLESQUE PEOPLE

STRAIGHT MEN, COMICS
GIRLS FOR STRIP WORK

Steady Work. Write or Wire Joseph Allen.

EMPRESS THEATER

540 Woodward, Detroit 26, Mich.

CHORUS GIRLS

Wanted at once. Day off. Short rehearsals. Wire or Write

PALACE THEATRE

Buffalo 3, New York

Showbiz Extras Pay Off Dandy

(Continued from page 3)

ops, such as the Mosque, Newark; Steel Pier, Atlantic City, etc. However, Abe, who claims he's one of the most misunderstood guys in showbiz, is one of the successful concession ops who won't talk. He only warbles about the other guy's take.

In the last few weeks, a new wrinkle in concession biz has appeared in niteries, a phase which shows all signs of being a gusher. Reference is to *Showbill*, the slick paper "program" which now appears nightly on the tables of 15 spots and will soon deb in others. Modeled in style on the highly successful legit *Playbill*, this new job—brainchild of the Zenoff brothers and Jack Banner—is strictly a p.a. job for the bistros. There's no payroll.

Ads Pay Off

Owners send word to their henchmen that *Showbill* is to appear on each table, where it can be, and is, picked up by payees and taken away. This is good flacking for the clubs, particularly if the visitors hall from Ear Muff, Okla., or Gopher Gulch, Nev. Such mementos not only raise the social prestige of returning visitors to Gotham, but keep the name of the club alive for other rubbernecks. Where, then, is the payoff? That comes from ad sales for the *Showbill*.

Launching such a project is expensive and means that *Showbill* ledgers may show plenty of red to begin, but the outcome seems pretty well assured to ladle out rich gravy for the owners of the handout, as some of the plushier saloons are angling to get in on the deal and some of the top artists and cartoonists are anxious to work for it.

Legit Houses Slow

Legit field has never been noted for biz acumen and sidelines in this branch of the showworld, except for *The Playbill*, are not as tremendously profitable as in other fields. Not all legit houses go for concessions. For instance, the Lyceum outlaws hat checking, soft drink sales, etc., and prefers to let its policy be service, not sales. Other houses such as the Alvin, Empire, Martin Beck, Bijou and Morosco have kept clear of the concession monopoly operating in Shubert houses with juicy profits. Martin Beck, Bijou and Morosco, run by Louis Lotito, work on the principle that hat checking, drinks, etc., are in the theater as a service, not as a method of gouging money out of payees. So they have an arrangement whereby the concessionaire pays all expenses and splits the leftover profit with the houses.

This is different from operations of the ABC Candy Company, which handles the Shubert houses and the candy concessions in Warner Bros. and RKO pic houses from Coast to Coast. As to what extent the dough see-saws from mitt to mitt in this op, Ben Sherman, of ABC, is cagey in the extreme. In fact, he's belligerently opposed to questions as to how he operates and prefers to carry on under wraps, but a number of legit house owners have been approached by him with a fat mess of greenbacks, offering to buy concessions. They refused.

"Playbill" Considered Service

Playbill is a service as far as legit houses are concerned. They help supply editorial copy when needed, but again, no palms are greased. Dough from this highly successful biz goes to the program mag in toto, with ads helping plenty.

Ramifications of sidelines in the outdoor fields are legion. They range all the way from games to programs. In fact, outdoor showmen are frank to admit that their biz is often more sidelines than show. Seldom in this phase of the show world is concessionaire a gamble, except for the weather. Given sunny days and no accidents, the concessionaire's chances are more than good to cash in by late fall with a handsome profit. So sure are sideline ops of their dividends that they count on them fully, as for instance, the circus mag pub who sued Ringling's when the fire closed 'em down. He sued R. B. for profits he would have made had the entire season been played.

Thus, while the show side of showbiz may garner the glamour and the glory, it's the boys on the side who really reap the profits and make the all-over picture of showbiz one of the big ops of today.

Magic

By Bill Sachs

JACK HERBERT opened New Year's Day at Detroit's Latin Quarter. . . . PAUL DUKE is currently prestidigitating at the Blackamoor Club, Miami Beach, Fla. . . . GREYSTOKE, former magician and horror show expert, infos that he's now owner and operator of Chipola Park Inn on Dead Lake at Kinard, Fla., which, he claims, is the best fishing spot on earth. . . . ROBERT EMERICO is doing his comedy magic with *The Drunkard* Company, now in its third week at the Gaiety Theater, Portland, Ore., with about seven more to go. . . . MYSTIC LEON and wife, La Quita, vent, are working schools in Texas after a busy fall season playing southward from Wisconsin. . . . FU MANCHU, Mexico City conjuror, is playing a limited engagement at the National Theater, Havana, preliminary to an extended Australian tour. Manchu is taking several Latin acts with him. . . . NARDINI AND NADYNE, after spending the holidays in Detroit with Nadyne's family, have taken their Miracle Bar and other nifties into Hotel Coronado, Worcester, Mass. . . . JAMES J. HATCH JR., recently discharged from the army after 40 months in England, is at his home in Goldsboro, N. C., prepping for an early return to the road. While abroad, he kept his magic hand in by entertaining the natives and servicemen. . . . AL CAROSELLI, who is managing Percy Abbott's new magic shop in Detroit, is recovering from an attack of rheumatic fever. . . . DELL O'DELL and Charles Carrer were forced to postpone their Buffalo engagement to fill a previous commitment at Alpine Village, Cleveland, where they are set until January 19. . . . GEORGE HUBLER (Hardini) and Bob Stenner (Mason), both of Dayton, O., are heading southward with their magic after a siege of Indiana schools. They were visitors at the magic desk last week while in Cincy to catch the Jack Gwynne show at the Taft Theater. . . . AL TERRY writes from Staunton, Va.: After many years in vaude, I recently had the honor and pleasure of following the greatest attraction of them all. Played the Walter Reed Hospital, Washington, for four days recently, and on one of the days I followed President Truman with my act in each of the wards. I was very pleased to hear one of the Red Cross workers remark that, "Only a magician could follow the President."

It's Service Biz For S. A. Reps

(Continued from page 3)

centers who handle south of the border biz for the U. S. agency and in turn have the American agency rep them in the States.

In some cases the Latin agency hasn't any business to place in the U. S., so the deal is worked out on a split-commission basis. No matter how it works out, the advertising is placed direct by the agency located in the ABC nation, and the station rep in the red, white and blue finds himself without a smell of the coin. As if that isn't bad enough, the rep often has found himself called upon by the station to service the agency or sponsor for nix.

Newspapers, Too

What is true of radio station representation is also true in the newspaper rep field—but because some of the paper and magazine reps have long-term contracts which call for a cut of all North American biz that appears in South American papers, regardless of where the biz originates, the boys haven't become upset yet.

Some radio station reps seeing the handwriting on the wall have made deals recently to get dough for "servicing" their stations' business. Percentage isn't big, usually 5 and a top of 7½, but it's regular and it takes the curse off rubbing down the shoelather which the stations have been expecting recently "for free." In fact, most of the S. A. rep firms have been settling down to the belief that they'll have to be satisfied with "service fees" and forget those big 50-50 contracts they had in view.

Only the small agencies still call in the station reps and place business thru them, and then a solid number of these agencies expect the reps to come thru, i. e., do a little breaking up of the slice of the dough the reps collect—so

Norfolk 10% Tax Passes First Test

NORFOLK, Jan. 7.—Local theater ops lost the first round of their fight against a 10 per cent city admissions tax when Judge O. L. Shackelford, of the court of law and chancery, held the ordinance valid, the tax went into effect last Tuesday. The theater interests have indicated, however, that they will battle the case all the way to the Supreme Court. It was argued before Judge Shackelford December 26, and in view of the brief time intervening before the effective date of the ordinance, he simply held it to be valid and adopted the brief of City Attorney Jonathan W. Olds Jr., as part of his opinion.

Stanley Barr, representing owners of the Wells and Colonial theaters, then asked city council to suspend the tax until the Supreme Court should rule finally. He told that body the city will get a lot less revenue thru imposition of the tax than the estimated \$550,000 a year which the council put into budget.

even this business adds up to very little, less than that 5 per cent net.

Act reps are finding their troubles with the club and theater owners from Colombia to Argentina coming to New York and booking their talent direct. In many cases the American booker has protection in his "exclusive" paper with the acts and gets his anyway. However, there are plenty of acts who take the trip—or are looking forward to taking the trip—who are going down without benefit of local booking protection. There's plenty of negatives on doing this because no matter how wise the performers are, they need the extra savvy which a booking office has on getting bonds, return trip tax in advance and a host of other hedges against finding out that tho it's warm in winter—below the equator—it's plenty cool to acts who become careless with contracts. State Department has (off the record) warned a number of performers who contemplated accepting engagements from Panama south, that cash in advance in good old Mr. Whiskers' coin "wouldn't hurt."

There's plenty of business down in rumba territory, but the boys who usually cut themselves in are being cut out.

Be the KING OF THE SHOW

It's an opportunity of a lifetime! Here is a short cut to success! Here is sure-fire comedy material that will make your act the "hit of the show"! So new and original are these laugh-getting words, so sure-fire the punch lines, that even the neophyte can use them with big success.

This magnificent book represents a lifetime of experience. Between its rich, sturdy green cloth covers are crammed masterpieces of mirth for all occasions—Xmas and New Year's shows, banquets, clubs, churches, cabarets, army camps, etc. Although the title is "Funny Talk for Magicians," the material is adaptable for ANY entertainer's use, such as speakers, actors, toastmasters and M. C.'s.

You'll thrill at the roars of laughter and applause these humorous words will bring. You'll marvel at the many monologues, routines, gags, bits of business, and COMPLETE ACTS it contains. There are money-making comedy acts for individuals as well as for two people. It is "dynamite" for the entertainer who wants more bookings and more money.

Get your copy of the greatest comedy book ever written. We send it on a money-back guarantee. The price for this giant 3-pound book is only five dollars. You'll agree it is worth much more. Order at once!

NELMAR

2851 Milwaukee Ave., Chicago 18, Ill.

ELASTIC NET OPERA HOSE

Black or Nude, \$6.00. Strip or Chorus Panties, \$1.25. Net Bras, 75¢. Rhinestone G-Strings, \$10.00. Bras, \$2.00. Long Eye-lashes, \$1.50. Add 15¢ postage.
C. GUYETTE, 346 W. 45th St., New York 18, N. Y. Phone: CI-rcle 6-4137.

COSTUMES

Rented, Sold or Made to Order for all occasions. Custom Made GIFTS. Send 25¢ for Sequin and Net Hair Ornament and receive Circulars FREE THE COSTUMER 238 State St., Dept. 2 Schenectady 8, N. Y.





The Billboard's VETERANS' RE-EMPLOYMENT SERVICE

Each week The Billboard publishes this classified directory of honorably discharged veterans who have had experience in show business or its allied fields, or who have talents which may enable them to get into some phase of the amusement industry. There is no charge to anyone for this service. Prospective employers are urged to contact the servicemen whose advertisements appear here direct.

ACTOR: pre-army stock, rep, burly. Specialties, ventriloquism, rope act. Army shows (2 years). Interested legit, stock, vaude. Ralph Blackwell, 41 Columbus Ave., Delaware, O. Tel. 6533. 301/1/12

ANNOUNCER, 30; Northern Broadcasting Co. (7 yrs.), Canadian Broadcasting Co. (3 yrs.), Royal Canadian Army Shows; weekly London broadcasts. B.A., Queens University; dramatics English, Columbia U. Judson Bernard, 68 Kennedy Ave., Toronto Canada. 275/1/5

ANNOUNCER, writer; army radio stations (2 years); program director, news writing, casting. Audition disk available on request. Evan R. Hughes Jr., 2312 Hartzell St., Evanston, Ill. Davis 7558. 284/1/5

ARRANGER, Sax Man; played and wrote arrangements for dance orks. Has own original compositions. Interested publishing house, dance band. G. M. Bechtel, 3 Superior Court, Lima, O. 241/12/1

ARRANGER, copyist; 3 years' pre-army pianist, arranger. Army bandsman, arranger. Herb Buhler, 9256 222 St., Queens Village, N. Y. MI 7-3564. 294/1/5

ASTROLOGER: Mind Reader, Hypnotist. Prefers night clubs, theater work. References on request. Prof. Ozie Haralson, 350 Clinton St., Macon, Ga. 242/12/11

BAND VOCALIST, 26; pre-army McFarland Twins ork. Toured U. S. Interested radio, night clubs, legit. Starting salary \$75 week. Burt Ennis, 9309 205th St., Hollis, N. Y. Mis 7-2582. 264/12/15

BARITONE; club dates, band engagements. Mary shows. Will travel. Larry Genna, 899 E. 241st St., Bronx, N. Y. FA 4-4341. 305/1/12

BARITONE; pre-army B'way shows; Michael Todd's "Hot Mikado." Interested legit, radio, night clubs (solo). Sings ballads, light classics. Vincent Shields, 523 Lenox Ave., N. Y. C. Ed 4-8830. 309/1/12

BASS VIOLINIST, 28; dance combo, cocktail lounge, radio, theater experience. Navy band. Salary \$100 week (location): \$125 week (travel). Lyle E. Manson, 571 8th Ave., Marion, Iowa. 212/11/10

BASS MAN; 5 years' pre-army night club exp. Interested dance ork. Murrell G. Hampton, 421 Mill St., Cape Girardeau, Mo. Tel 1312M. 278/1/5

BOOKING AGENT; bands, night club acts. James E. McClain, R.F.D. No. 1, Mounds, Ill. 207/11/10

CHARACTER ACTOR, 25; legit—"Johnny 24." Stock—3 years army show narrator. Mutual Network outlet, Lincoln, Neb. Interested radio, legit. Elliot Landsman, 91-01 68th Ave., Forest Hills, N. Y. LA 4-1200. 229/11/24

COMEDIAN; 27, pre-army club dates; army shows; toured European theater with "Yanks a Million" special service show. Interested clubs, burlesque. Leo Schwartz, 957 Rogers Pl., Bronx, N. Y. 311/1/12

COMPOSER; musicals, radio shows, specialty numbers. Author, director army shows. Original numbers introduced by Meredith Wilson, Yvette. College, music major. Lawrence Coleman, 215 W. 91st., N. Y. C. TR 7-1211. 214/11/10

COMPOSER, words and music; college education. Interested musical comedies. Lewis L. Reynolds, 50 Riverside Drive, New York 24, N. Y. 268/12/22

COMPOSER; 20 years' pre-war exp. free-lance music. Interested writing music for lyric writers. Marion A. Smart, 824 Wisconsin Ave., Oak Park, Ill. Euclid 4034-M. 261/12/15

DIALECT-ACTOR, comedian, wishes to join vaude act. Interested legit, radio, vaude. Harry Traub, care Elks, 919 H St. N. W., Washington, D. C. 281/1/5

DRUMMER; 337th AGF band; colored dance and concert ork experience. Seeks dance band. Robert Roberts, 1463 Pacific St., Brooklyn, N. Y. 206/11/10

DRUMMER; "Winged Victory"; air force band, 2 years. Pre-army dance bands. Will travel. Edward Benquiat, 2630 Ocean Ave., Brooklyn, N. Y. 221/11/17

DRUMMER, 38; hotel, ship, club exp. (10 years); Army Spec. Ser. bands; Local 802. AFM; will travel. Top equipment. Harry Green, 3033 Coney Island Ave., Brooklyn, N. Y. 197/11/3

DRUMMER, 28; AAF band (4 years). Pre-army dance orks, combos. Will travel. Julius Fox, 608 Rogers Ave., Brooklyn, N. Y. IN 2-7470. 273/12/22

DRUMMER; 7 years' dance band, club date experience. Interested all fields. Douglas Jones, 7200 Ridge Road, Brooklyn, N. Y. SH 5-8796. 293/1/5

EMSEE, comic; 35. Army Special Service show, "The Outpost Parade" (2 years). Entertainment specialist. Interested club, theater work. Prefers Florida. A. D. Smith, Biltwell Hotel, Rm. 62, St. Petersburg, Fla. 234/11/24

EMSEE; interested legit, radio, night club work. Comedy, novelty acts. Pre-army club exp. Johnny Burns, 12 Marshall St., Poughkeepsie, N. Y. 250/12/8

EMSEE, trumpet man; 10 years' pre-army exp. Interested emsee job or joining small band. Sammy Lillibridge, 1602 Sixth Ave., Beaver Falls, Pa. Tel. 2815. 270/12/22

ENTERTAINMENT SPECIALIST, 40; tenor soloist, dramatic reader; broadcasting, WMCA, WNEW; sang with Deep-River Boyd, F. Besinger's singing-dancing waiters (Hotel New Yorker). Seeks work radio, concert field. James Willis, 4209 West Evans Ave., St. Louis. Jefferson 3511 201/11/3

GUITAR SOLOIST, 31; club, radio experience (15 years). Interested radio, night club, vaude. Starting salary \$50 per week. John Jaume, 108 E. 121st St., N. Y. C. 262/12/15

GUITARIST; soloist dance orks. Interested radio, club, vaude work. Metropolitan area. Ambrose Dato, 431 West 56th St., N. Y. C. 226/11/24

GUITARIST, Spanish electric; 20 years' exp.; colored combos and soloist. Army dance band. Juilliard School. Interested instrumental group; band around N. Y. C. Thomas Francis, 1351 Park Ave., Apt. 4, N. Y. C. LE 4-9254. 254/12/8

HARPIST; 18 years' experience dance bands; swing, semi-classics, solos. Seeks large or small combo. Will travel. Starting salary \$75 week. Lester Krumm, 245 W. 69th St., N. Y. C. END 2-3144. 236/12/1

IMPERSONATOR; 7 years' pro experience. screen stars specialty. Interested vaude, clubs. Frank A. Verdicchio, 126 Baxter St., New York, N. Y. Canal 6-5410. 292/1/5

LEAD TRUMPET; 2 years dance bands, combos; interested all fields. Roger Mozman, 531 West 179 St., N. Y. C. 194/11/3

LYRIC WRITER; seeks any job in music field. Wants to learn field. Leo Alhonote, 6211 20th Ave., Brooklyn, N. Y. 279/1/5

MANAGER, orchestra, entertainers; name acts (15 years exp.); Local 802. Wrote columns for leading magazines. College ed. William B. Davis, 521 Eastern Pkwy., Brooklyn, N. Y. 267/10/20

MAGIC ACT; 15 years pre-army club dates, vaude, unit shows with name bands. Army Special Services. Interested club dates, fairs, etc. Will travel, Wisconsin preferred. Curt Walter, 219 Main St., Oshkosh, Wis. Tel. 3023, 4020. 299/1/12

MECHANIC; pinball, slot, phono; army radio repairman. Vinton R. Brown, 1806 Millinois, Belleville, Ill. 313/1/12

MELODY WRITER; collaborate with lyricist. West Coast preferred. Specializing South American music. Seeks permanent association. Ephraim Saphir, 413 Union St., Cincinnati, O. 302/1/12

NIGHT CLUB MANAGER, operator; with Monte Carlo (B'dwy) 3 years. Promotion, booking acts, advertising; 10 years' experience. Paris, France. Resourceful, excellent personality. Roger Kendall, 250 Riverside Drive, N. Y. C. AC 2-5304. 282/1/5

NOVELTY MAGIC ACT; night club, theater exp. Interested club, vaude. Wm. Robert McGowen III, 1332 Granville Ave., Chicago 40, Ill. Sheldrake 3407. 272/12/22

IF YOU ARE AN HONORABLY DISCHARGED VETERAN AND HAVE SHOW BUSINESS QUALIFICATIONS OR EXPERIENCE HERE'S HOW YOU MAY AVAIL YOURSELF OF THIS SERVICE.

Write The Billboard's Veterans' Re-Employment Service editor (1564 Broadway, N. Y. 19, N. Y.) a letter, carefully stating all the following information:

- (1) Full name, age, address and telephone number (if any).
- (2) Working experience (if any) before entering armed forces. (Do not list amateur show business experience.)
- (3) Names and addresses of employers for whom you worked before entering armed forces.
- (4) Branch of armed forces in which you served, and date of discharge.
- (5) Work done in the armed forces which may help qualify you for show business job you seek.
- (6) Education (state fully, by years in grade school, high school and college).
- (7) In which show business field would you most prefer to work?

- (8) What specific type of job would you prefer?
- (9) What salary would you require? (You need not state this, if you do not choose to.)

Mail the letter containing all the above information, together with a photostatic copy of your honorable discharge papers, to the editor at address stated above. If the copy of your papers is not included you will not be eligible for this service.

The information supplied in your letter will be rewritten into a classified advertisement and run in the first available issue in these columns. The Billboard would appreciate it if, after your advertisement appears, you would write the Veterans' Re-Employment Service editor, each week, stating whether you have secured a job, or whether you would like your advertisement continued. There is no charge or obligation of any kind entailed in this service.

ORGANIST, pianist; 10 years' pro experience. Concert, popular. Army entertainment spec. Rob Wyatt, 925 3d Ave., New York, N. Y. PL 9-4067. 295/1/5

PRODUCER, director; radio, television show. Legit directing, acting exp. Gen. Tele. Corp. telecasts. Mickey Rooney Show overseas. Alan Levitt, 166 Gerard Ave., Bronx, N. Y. Jerome 7-4718. 277/1/5

PUBLICITY; pre-army free-lance actors' agent. Army public relations; columnist army newspapers. Will travel. Monroe I. Lesser, 720 W. 173d St., N. Y. Wads. 7-9073. 286/1/5

PUBLICITY AGENT; pre-army publicity (5 years); name bands, personalities, army public relations. Will travel. Leon Klemperer, 37 Topscott St., Brooklyn, N. Y. 304/1/12

PUBLIC RELATIONS MAN; army newspaper editor, feature writer. College grad. Will travel. Ed Levenson, 734 Montgomery St., Brooklyn, N. Y. SL 6-7226. 285/1/5

PUBLIC RELATIONS MAN; 3 years Hollywood publicity, Sam Goldwyn, Inc., James Roosevelt. West Coast preferred. R. Franklin, 353 W. 56th St., N. Y. C. CO 5-4529. 297/1/12

RADIO ANNOUNCER, 37; legit actor (4 years), announcer Ford show, World's Fair; WGH, ABC. Special events broadcasting in army. Seeks radio station N. Y. area. Robert O'Donovan, 917 Ogden Ave., N. Y. C. JER 8-1769. 198/11/3

RADIO ANNOUNCER, 27; 3 years' staff announcer; actor, narrator, special events broadcasts. Albert Guggenheim, 1004 W. Vine St., Champaign, Ill. Call collect 9-888. 246/12/8

RADIO ANNOUNCER, actor; writing ability. Seeks job with a future. Arthur Danziger, 20 W. 72d St., N. Y. C. TRA 7-3800. 249/12/8

RADIO ANNOUNCER; pre-army program director, WIBW. Director, producer, announcer army radio station. Wide exp. all phases of radio. Excellent references. Prefer New York area. Earl E. Feeley, Reid Hotel, Topeka, Kan. Tel 3-1515. 271/12/22

RADIO ANNOUNCER; army entertainment specialist (3 years). Acting, production, radio, variety shows. WDBO, SLOP, WFNC. Will travel. Jerome Eisenberg, 979 Montgomery St., Brooklyn, N. Y. 287/1/5

RADIO ANNOUNCER, Control Engineer; 3 years army radio service; with Andre Baruch overseas. Pre-army radio school. Frank J. Gazarek, 2220 S. 59th Ave., Cicero, Ill. Cicero 1667-R. 298/1/12

RADIO DIRECTOR; been thru mill as writer, actor, singer, producer. 10 years' radio experience. Idea man, college graduate. Top-flight pop music, variety program. Lawrence Wynn, 64 W. 70th St., N. Y. C. SC 4-9319. 203/11/10

RADIO SCRIPT WRITER, 32; specializing in daytime series, half-hour plays. Ad agency copywriter, scriptwriter. Good idea man. Norman Modell, 150-39 Roosevelt Ave., Flushing, L. I., N. Y. Flushing 3-0636. 267/12/15

RADIO, legit, motion pic production; N.Y.U. "Radio Workshop." Varied amateur exp. Bernard Karlan, 160 Claremont Ave., N. Y. C. MO 2-0993. 276/1/5

RADIO SPORTS DIRECTOR; 15 years sports writer, press agent. Army public relations. Baseball writer, International League. Louis N. Gordon, 809 Almond St., Syracuse, N. Y. Tel. 61036. 314/1/12

SAX-CLARINET MAN; 7 years' professional experience. Had own dance band. Interested night club, radio, vaude. James Morris Jr., 793 Hewitt Place, Bronx 59, N. Y. 288/1/5

SAX-CLARINET MAN; B.A. music (Dartmouth). Ten years' pro experience. Lead, play. Interested radio, vaude, night club. Ralph P. Folsom, 94 Saxton Ave., Sayville, L. I. SAY 1026. 289/1/5

SAX-CLARINET MAN; 5 years' dance ork experience. Army bands. Interested vaude, radio, clubs. John Kotlanz, 137 34th St., N. Y. C. 296/1/5

SAX MAN; Army Spec. Ser.; club dates, bands and combos (13 years' experience). Interested small combo. Michael J. Florio, 1005 E. 54th St., Brooklyn, N. Y. 205/11/10

SINGER; pre-army Eddie Roger's band; featured "scat" singer. Navy musician, entertainer. Seeks cocktail combo, dance band. Roger Thornton, 434 Thomas St., Fond du Lac, Wis. 312/1/12

SONGWRITER, 38; words and music. Two songs recorded since discharge, nine pending, six being arranged. D. W. Bush, Arden Lodge, Star Route, Box 24, Orange, Calif. Orange 8719-J-3. 225/11/24

SONGWRITER; nine songs published to date. Words and music. Prefer motion pix, radio, legit. Will collaborate. William G. Ringel, 14236 Alma Ave., Detroit, Mich. PI 6819. 310/1/12

SPORTS ANNOUNCER, 27; army paper sports editor. Pre-army radio dramatic productions (KSO, KRNT, Des Moines). Drake University, Columbia College of Drama. Midwest preferred. Paul Schroeder, 114 S. Porter St., Michigan City, Ind. Tel. 981-R. 308/1/12

STRING BASS; army band; 10 years pre-army dance orks; small and large combos; \$100 a week starting salary. Domenic Pantalco, 341 W. 45th St., N. Y. C. CIR 6-0680. 224/11/17

TENOR, 38; colored quartets, 20 years. Will travel. \$50 a week starting salary. Joseph Northern, 308 W. 122 St., N.Y.C. 222/11/17

TENOR, 25; classical, popular. American Conservatory, Balalka Academy, B.A. Band, combo experience. Interested radio. Alverardo, 128 E. 22d St., Chicago Heights, Ill. CH 2077. 283/1/5

TENOR, CLARINET, VOCALIST; army air force band. Local 802. Will travel. Small, large combo preferred. Arthur Randolph, 232 E. 116th St., N. Y. C. LE 4-9378. 303/1/12

TRUMPET MAN; 7 years' dance band experience; first and second trumpet. Hot. Theodore Challenger, 169-12 111th Ave., Jamaica, L. I. JA 6-5582. 290/1/5

VENTRILQUIST; harmonica, imitations. Maurice Evans Group in Pacific (2 years). Pre-army vaude, clubs (7 years). Starting salary \$150 week. Edward Shulman, 2939 Ocean Ave., Brooklyn, N. Y. 263/12/15

VETERAN; legal education; 10 years' coin machine experience, seeks job with manufacturer or distributor. Harold Weil, Allen Hotel, Miami, Fla. 280/1/5

VOCALIST, Impersonator, Actor; army morale shows. Pre-army club experience. Interested club, theater. Fred H. Keffer, Ferguson Road, Dunbar, Pa. 239/12/1

VOCALIST, 24; marine bands; Australian Broadcasting Co. Pre-marine night club, dance band exp. Seeks featured vocalist spot with band. Dick Saks, 14 Fourth St., S. E., Washington. Franklin 3225. 253/12/8

VOCALIST; theater, club, radio experience (10 years); trio, duet, solo work. Interested small combo, lounge work. Howie Mallen, 5726 S. Green St., Chicago, Ill. Wentworth 3684. 258/12/15

VOCALIST, novelty, ballad, 28; Army Special Services; pre-army night club experience; band vocalist (4 years). Will travel. Bob Marsh, 207 Van Sicken Ave., Brooklyn 7, N. Y. C. 6-9811. 266/12/15

VOCALIST; dance bands, club date experience. Army shows. Interested radio, vaude, clubs. John G. Schaeffer, 72 Aberdeen St., Brooklyn, N. Y. GL 5-6948. 291/1/5

VOCALIST; navy shows. WOR transcriptions. Interested radio, clubs, vaude. Bill Nygard, 537 5th Ave., Brooklyn, N. Y. 306/1/12

VOCALIST; Terry York's ork. Army Special Services. Interested radio, clubs, legit. Patrick Iovinelli, 2822 W. Flournoy St., Chicago. Van Buren 2867. 307/1/12

WRITER; publicity, news, feature. Movie field preferred. Pre-army advertising research; publicity. Army newspaper editor. Joseph H. Lovinger, 2506 Cedar Ave., Cleveland, O. Superior 0043. 300/1/12

BEJANO—Johnnie J., 85, dean of sideshow operator, January 5 in Muskogee, Okla., winter quarters of World of Today Shows, with which organization he had been associated for the last 15 years. Body was shipped to Dallas, where funeral services were held January 8 from Guardian Funeral Home. Bejano was known as the grand old man of the sideshow world and was engaged in this business for the past 50 years with many leading carnivals, including C. A. Wortham Shows, Wortham & Allen Shows and Morris & Castle Shows.

THE FINAL CURTAIN

then in 1922, his smash hit, *Merton of the Movies*. In subsequent years he appeared in *Behold This Dreamer*, *She Stoops to Conquer*, *Peter Ibbetson*, *Waterloo Bridge*, *A Regular Guy* and *Empress of Destiny*. His last stage appearance was as Second Lieutenant Hibert in a revival of *Journey's End* in 1939. Surviving is his mother. Burial in Highland Mills, N. Y.

JENNEY—Jack, 35, ace trombonist and former ork leader, in a Hollywood hospital December 10. Jenney started in music in Dubuque, Ia., playing in his teens in a vaude theater there and later at Cedar Rapids, Ia. Survivors are his father, John, Waterloo, Ia., and his mother, Mrs. J. F. Heitler, Oelwein, Ia.

KASHIN—Maurice A., 64, former manager of the Broadway Theater, at the Mount Sinai Hospital, New York, December 30. He managed the Broadway Theater during World War I and was a pioneer in the motion picture exhibit field, having started in the business as owner of an old-time nickelodeon. He later went to Montreal, Canada, where he operated motion picture houses and before the first world war was brought back to New York by William Fox and placed in charge of the latter's New York chain. He went into advertising about 20 years ago and retired from business in 1942. Surviving are his wife, two daughters and two sons.

KORHN—Maude M., in Jackson Memorial Hospital, Tampa, December 17 after a lingering illness. She was the wife of William F. Korhn, Glass House and Fun-house operator on Johnny J. Jones Exposition, West's All-American, Gooding and other shows. Body was sent to DeFrance, O., for Mass at St. Mary's Catholic Church, with Father Westhoven, cousin of the deceased, officiating. Besides her husband, she is survived by two sons, Vernon F. and Raymond J., and a daughter, Mrs. William Duncan, all in the outdoor show business.

gold and Germania bands, and then went to Philadelphia where he played with Sousa's Band in Willow Grove Park. Survived by his widow, Florence, and two sons, Frank Jr. and John, both in the army.

SMITH—Clyde C., merchant marine and formerly with the Wonder City and Mighty Page shows, in U. S. Marine Hospital, Savannah, December 29. Survived by his widow, Agnes; his mother, Mrs. Minnie Williamson, Carrollton, Ga.; three brothers, Jessie, Mobile, and Horace and Buford, Atlanta, and four sisters. Interment in City Cemetery, Carrollton, January 2.

SNEIDER—Art, member of the Rocky Mountain Showman's Club in Denver, was instantly killed in a truck accident recently.

SPARKS—Aleen (Cookie), secretary at Ray S. Kneeland's Amusement Booking Service, Buffalo, December 17 in that city from heart trouble. Surviving are her parents and a brother, J. Vincent. Interment in Batavia, N. Y.

SUMMERVILLE—Slim, 54, screen comedian for over 35 years, January 5 at his Laguna Beach (Calif.) home of a cerebral hemorrhage after suffering two strokes in recent weeks. The gangling Summerville, who was best known for his portrayal of hick comedians, hitchhiked to Hollywood when he was 18 years old. He went to work for Mack Sennett as one of the original Keystone cops. Burial will be in Inglewood (Calif.) Cemetery.

TRAVIS—Thomas J., 49, musician, at his home in Philadelphia December 25. Surviving are his widow, Margaret, and a brother, James.

WENTWORTH—Della, 71, mother of Mrs. Sam Abbott, of *The Billboard's* Hollywood office, in Bude, Miss., December 30 following a long illness. Survived by her husband, W. L. Wentworth, and three other children. Services in Bude January 1.

WILSON—Carl, 60, for the past six years concessionaire for Jack Gilbert on the World of Mirth Shows, in a Mobile, Ala., hospital December 28 as the result of burns sustained in an explosion of a butane gas heater in his cabin on the outskirts of Mobile. He was a member of the Miami Showmen's Association and the Showmen's League of America. Al Wagner, owner of Cavalcade of Amusements, and Mr. and Mrs. Berney Smuckler, of the Alabama Amusement Company, Mrs. James Simpson, of Birmingham, and other showmen paid tribute at the mortuary. Survived by his widow, Fionnie Barfield Wilson, who was burned in the explosion, and two brothers in Jersey City, N. J. Body was taken to Jersey City by his widow for burial.

formerly of Cole Bros.' Circus, to Jessie Grant-Smith, nonpro, in Norfolk December 22.

SULLY-LEAR—Robert Sully, stage and screen actor, to Kitty Lear, actress-model, in New York December 5.

WALDEN-CASTY—Cpl. Blair Walden to Mary Casty, nightery dancer, in Pittsburgh December 24.

Births

A daughter to Mr. and Mrs. Sam Poland in Camden, N. J., December 20. Father is on the staff of WCAM, Camden.

A son to Mr. and Mrs. William F. Hill at York, S. C., December 29. Parents are of the Cole Bros.' Circus. Mother is the former Dorothy Lewis.

A son Craig, to Howard and Maude Kothe in New York, December 20. Mother is formerly of Clem Belling and Company.

A daughter to Mr. and Mrs. Chick Hense in Dubuque, Ia., December 4. Father is a tattoo artist and tavern owner in Lamont, Ia.

A son, Joseph Lawrence, to Maj. Joseph Howard and film actress Priscilla Lane in Hollywood December 31.

A daughter to John Payne and Gloria De Haven, screen stars, in Hollywood January 3.

A son, James Boyd Jr., to Mr. and Mrs. James B. West December 22. Father is a theatrical artist and photographer in Detroit.

A son to Mr. and Mrs. Torbert H. Macdonald in Boston January 1. Mother is Phyllis Brooks, former movie actress.

A son to Mr. and Mrs. William Thomas in Pittsburgh December 15. Father is on staff of Station WWSW.

A son to Capt. and Mrs. Davis McKown in Pittsburgh December 17. Father was with WCAC before entering the service.

A daughter to Mr. and Mrs. Glenn Bell in New Castle, Pa., December 23. Father manages the Penn Theater there.

A daughter to Mr. and Mrs. Joel Ham-mil in New York December 28. Father is the head of the radio script department of MCA.

Divorces

Jascha Helfetz, violinist, from Florence Vidor, former actress, in Los Angeles January 3.

TIES WORK BOTH WAYS

(Continued from page 40)

entire attitude toward radio scripts has upped. Where once radio writers' output was sloughed-off the movie purists now consider the radio output worth reading. All of which contributes to the increased acceptance of radio shows in film circles.

And of course, filmsters turn to radio packages for the same reason they lens a known play or novel. Producers are discovering that highly rated shows provide them with ready-made audiences of regular listeners running into several million more ticket sales than averaged by films not based on air shows. People who have never attended a radio broadcast are anxious to see what the voices they hear look like.

Aside from the immediate tie-up with film and radio, movie makers realize the many exploitation avenues that open up when an air show takes to film. Picture gets regular plugs on the broadcast, studio usually works out deal with local outlets who carry the net show for spot announcements. Stations are eager to co-operate with local film exhibitors and exchanges because exploitation campaigns build up outlets' listeners.

For Free E.T.'s

Latest angle in the film-radio romance is the free distribution of pic-made transcriptions. This differs from waxings that plug pix on paid time. New scheme is to send free disks of a film's musical score to outlets sans plugs and hope that pic would get a free plug whenever waxings are used. Selznick did this with the complete Miklos Rozsa score for *Spellbound*. Republic plans a similar deal by making pressings of Arthur Rubenstein playing Rachmaninoff's *Second Concerto*. Accompanying this gift will be an explanatory brochure, giving outlet all the info on the pic, should it want to say something about it. With disks containing no plugs whatsoever, studio feels stations will show their gratitude by giving the pic a plug, after all Billy Rose got plenty for his legit *Carmen* thru sending out (for free) the Decca albums made by the original Broadway cast.

THANKS
TO ALL MY MANY
FRIENDS
FOR THEIR KIND EXPRES-
SIONS OF SYMPATHY
on the Death of My
Beloved Wife
DOROTHY AGNES
(Died December 24, 1945)
O. J. (WHITEY) WEISS

BROMEL—Carl Otto, 56, of Carl Bromel & Sons, scenic artists, December 24 in Detroit. He had been with Detroit theaters for several years. Survived by his widow and two sons. Interment in Grandlawn Cemetery, Detroit.

CRIPPEN—Mrs. Margaret, mother of Jack Crippen, circus clown, at her home in New Sharon, Ia., December 29. In addition to her son, she is survived by a daughter, Mrs. Alma T. Coenders. Interment in Masonic Cemetery, New Sharon, January 2.

CRONKHITE—Frank Carmen, 61, juggler and baton twirler, in MacMasters Nursing Home, Glens Falls, N. Y., December 30. He played vaude with his wife, Ethel, and conducted a juggling and baton-twirling school in Glens Falls each summer. -Survived by his widow.

DELMAR—Bobbie, 29, wife of Bill Delmar, painter and concessioner, in Seattle recently. She is also survived by a son, Donald Dearo.

DUNCAN—Sam, 45, brother of Leonard Duncan, owner and manager of the Minstrel Show with Cavalcade of Amusements, in Houston December 30.

DUPREZ—May More (Mrs. Betram Grant), 57, in London January 2. A child vaude star of the '90s, she toured the United States as a member of the team of Semour and Duprez.

ELLE—Frank, 70, former circus performer, at his home in Grand Rapids, Mich., December 26. Interment in Greenwood Cemetery, Grand Rapids.

ERICKSON—Knute, 75, veteran film and vaude actor, in Hollywood. He formerly appeared in vaudeville with Eddie Foy Sr. and came to Hollywood 25 years ago to appear in pictures. Services January 4 and burial in Hollywood.

FAGAN—Catherine E. musician, in Atlantic City December 20. She also was an instructor in the Fuhrman School of Music, Camden, N. J. Surviving is her sister, Mrs. Marie Stewart.

GALLEHER—Mrs. W. R., 84, mother of William C. Galleher, educational director of KYW, Philadelphia, in Leesburg, Va., December 21.

HUNTER—Glenn, 49, stage and screen actor, best known for his portrayal of the title role in *Merton of the Movies*, in Kane Pavillion, the Bronx, N. Y., December 30. He was born in Highland Falls, N. Y., and attended school in Massachusetts where he participated in school theatricals. He came to New York at the age of 17 and had an extremely difficult time until a newspaper woman, Zie Beckley, gave him a note to Edward Goodman, then director of the Washington Square Players at the Bandbox Theater. He was hired at \$10 a week and remained with them for a season, playing small parts. One of the playlets, *The Clod*, produced by the group went into vaudeville and he went with it. He later rejoined the group and appeared in *Bushido* and also *Magic*. Some of the many plays he appeared in were *The Last Straw*, *Seventeen*, *Clarence*, *The Intimate Strangers* and

IN MEMORY OF OUR FATHER



JOHN H. KEEL

Who Passed Away
January 11, 1945

Sadly Missed
By All His Children

LA TOUR—Mrs. Arthur, formerly known as Baby Lillian, in Minquadae, Del., December 27. Survived by her husband. Interment in Dansville, N. Y., December 31.

LOMBARDI—Mrs. Estelle, 31, wife of Angi Lombardi, Northern Ohio orchestra leader and Akron tavern operator, at her home in Akron. Besides her husband, her parents, Mr. and Mrs. C. C. Garron of Buffalo, survive. Funeral services were held December 27 at St. Martha's Church, Akron.

MANN—Frank Albert, manager of the Princess Theater, Rockville, Conn., at his home in that city January 2. Survived by his widow, Fannie; a daughter, Doris; two brothers and two sisters.

MAURER—Frank B., 75, former conductor of the Municipal Band of Philadelphia, in that city December 27 after an illness of two years. Maurer began his career in Reading, Pa., with the Ring-

GOODMAN FLASHES IT FOR '46

Adds Lights, Flats to Org

Wonder combo to use mirrors on new fronts—opens at Texas Battle of Flowers

CHICAGO, Jan. 5.—Max Goodman's Wonder Shows of America will shove off from their Little Rock quarters next April as fresh and bright as mind, money, mirrors, paint and six new light plants can make it. Bound for San Antonio and the first renewal of the Texas city's Battle of Flowers since 1941, shows will be loaded on 30 railway cars, three of them of a new type costing Max a flat \$600 extra, each.

The \$12,000 total cost of the flats, with which Goodman is building up his shows to 30-car dimensions, is only a starter on his investments for next season's tour.

Six New Light Plants

Here today en route to St. Paul and Winnipeg for fair meets, Goodman reported a \$35,000 expenditure for six new light plants, purchased from Fabick, St. Louis, and three pneumatic-tired steel wagons upon which they will be mounted.

At the Little Rock quarters, he said construction of three new fronts involving the use of silver mirrors, flashed from a meshed background, is well advanced. Goodman was enthusiastic about the new-type flats which the Warren Tank Car Company has promised to deliver him before shows leave quarters. They are constructed to eliminate use of calks for loading and unloading.

Books Cuban Show

On the attractions front, shows will feature a Cuban Show which Goodman booked during a trip to Havana. Performance will be built around a native Cuban band, with a cast of 15. He said he has also signed a new Monkey Show. This year's tour will open with the usual April stand in Little Rock, Goodman said. From there shows move to San Antonio for the Battle of Flowers, April 17-22, choice pre-fair date in the pre-war period.

Other important dates on the schedule include Northern Wisconsin District Fair, Chippewa Falls; Steele County Free Fair, Owatonna, Minn.; Sioux Empire Fair, Sioux Falls, S. D.; Red River Valley Fair, Fargo, N. D.; South Dakota State Fair, Huron, and the first of the stock shows to be staged at the new \$500,000 plant in Little Rock.

Nickerson Back On Road in '46

FRANKFORT, Ind., Jan. 5.—S. W. (Nick) Nickerson, owner of Allen & Nickerson Shows in 1944, announced this week that he will return to the road in the spring, with 8 rides, 8 shows, 40 concessions and a free act, under the title of Nick's United Shows.

Manager of Pan-American Shows from 1935 thru 1942 and legal adjuster for Johnny J. Jones Exposition in 1943, Nickerson operated Nick's Auto Sales here during 1945. Vivian Nickerson is secretary-treasurer.

Breese Returns to Marks; Org Adds 8 Tractor Units

RICHMOND, Va., Jan. 5.—William M. (Bill) Breese said here today that he has signed with John M. Marks Shows to handle general agent duties on shows' 1946 tour. It is his fourth contract with the org.

Marks will take to the road in the spring with its show and ride equipment refurbished and loaded on an expanded fleet of trucks and trailers. Eight new tractor units are set for delivery. Extensive work is being done at local quarters.

April Opener For Al Porter

WASHINGTON, Jan. 5.—Al Porter, who recently acquired the title of Wonderland Shows from Carl H. Barlow, announces that he will open his season here early in April. Twenty weeks of celebrations under strong auspices have been booked, Porter says.

Wonderland will be a unit show with 3 major rides, 3 kiddie rides, 25 concessions and a free act. Shows will have a free gate and a sound truck.

James W. Grist, former general agent for Bob Dickman Circus, has been signed as press agent. Porter also has signed Charles Gross's five concessions, including diggers. Also booked Sam Welner's cookhouse, plus two grind stores, as well as F. Glosser with three.

Porter has invented a new ride called the Flying Wing. Of steel construction, it requires a space of 40 feet by 15 feet high, has 12 two-passenger cars, self propelled and is designed like a flying wing. The ride, which will be illuminated with fluorescent tubing, will be ready for delivery about January 15.

Charles Sandretzky has booked his two-abreast Merry-Go-Round, and Lawrence Ely has signed his Ferris Wheel. At present, Porter is dickering with Barlow for his 14-foot stock stores.

Levy, Herman Buy Half of Lawrence Org

NEW YORK, Jan. 5.—Sam Levy and Ben Herman, well-known concessionaires, have bought a half interest in Lawrence Greater Shows from Mrs. Sam Lawrence and will take an active part in the operation of the shows, which start the season over the Southern route early in April.

Shows have 8 major rides, 7 shows and about 40 concessions. Levy and Herman, veteran concessionaires, have been partners for the past 26 years.

C-W Sets Plans For April Bow

CINCINNATI, Jan. 5.—Stopping off here this week while en route to the annual meeting of Indiana Association of County and District Fairs in Indianapolis, R. C. McCarter, general representative of Cetlin & Wilson Shows, revealed that plans for the new railroad show's opener on Washington Street, Petersburg, Va., April 1, are rapidly nearing completion.

During his visit to *The Billboard*, McCarter said that the 25-car organization will carry about 20 rides, with four Ferris Wheels, two Super Rolloplanes, a Merry-Go-Round, Octopus, Tilt-a-Whirl, Caterpillar, Scooter, Whip, Chair-plane, Moon Rocket and Fly-o-Plane already inked. Kid rides include train, autos, swings, Ferris Wheel and Whip.

Show line-up will again be headed by the *Paradise Revue*, owned and operated by Mrs. Cetlin and Mrs. Wilson. Others are Posing Show, Monkey Snow, Fun-house, Minstrel Show, Motordrome, Side Show, Snake Show, Alligator Show and Life Show.

"Organization, says McCarter, "has eight light towers and its own Diesel plants. He added that management holds contracts to provide midways at New Jersey State Fair, Trenton; Southeast Virginia Fair, Petersburg, Va., and Hagerstown, Md., and Wilson, N. C., fairs.

In addition to Owner-Managers I. Cetlin and John W. (Jack) Wilson, official staff includes William Hartzman, treasurer; Whitey Walker, secretary; E. K. Johnson, special agent; William Cowan, business manager, and Mrs. R. C. McCarter, press agent. McCarter also is heading down the traffic manager's post.

Guys 'n' Gals Frolic at K. C. New Year Ball

KANSAS CITY, Mo., Jan. 5.—Brethren of the Heart of America Showmen's Club and sisters of the Auxiliary cut their New Year's Eve capers a day early here, Sunday night (30), in a gala banquet and ball that scored as a turnaway.

Many who had counted on joining the frolic were turned away because of a mix-up on the part of the Aladdin Hotel management, which had failed to read the correct and complete billing for the annual social highlight of the HASC year. The misunderstanding made it necessary to throw the party Sunday night instead of New Year's Eve.

Marked, however, by the return of all the usual peacetime pomp, color and ceremony, affair was away to a swift and hearty opening at 8 p.m., with Ray Hodges and his bandmen hailing musically that *The Gang's All Here*.

As the band played, Chairman Sam Benjamin escorted the outgoing officers and their 1946 successors to the speakers' table, and the stage was set.

Following a sumptuous repast, Toastmaster Noble C. Fairly took over the program, first bringing on C. F. (Doc) Zeiger, retiring president, whose short address preceded the introduction of Chester I. Levin, new president for 1946. Levin outlined his hopes for accomplishments during the coming year.

Nathan Auxiliary Prexy

Then came the ladies, with Past President Peggy Reynolds, of the Ladies' Auxiliary, speaking briefly before introducing the club's new leader, President Jess Nathan, who pledged her efforts to make 1946 a banner year for the organization. A greeting from Past President John R. Castle, now on the Pacific Coast, featured a number of telegrams read by the toastmaster, many of them from other showmen's groups. Many out-of-town guests were introduced.

With the formal program completed, the two new presidents led the grand march which opened the dance program, and merry-making continued until 2 a.m. On New Year's Eve, open house prevailed at the clubrooms until 12 p.m. Ira Chandler Jr., Ray Martin and Carl Harlan were elected to membership at a special session.

Guest Line-Up

Present at the banquet were Mr. and Mrs. Ray Martin, Ira Chandler Jr., Ellis (See *SHOWFOLK CUT IT* on page 50)

Majestic Inks Bob Hallock As General Agent for 1946

SULPHUR SPRINGS, Fla., Jan. 5.—Sam Goldstein, owner of Majestic Greater Shows, announces the signing of Bob Hallock as general agent and traffic manager for 1946. Hallock formerly was with Miller Bros.' Shows for nine years. Prior to that he was with Mighty Sheesley Midway, Johnny J. Jones, Lawrence Greater and William Glick shows.

Majestic has 7 rides, 6 shows and 3 light towers. Delivery is expected in April on a new Fly-o-Plane and a Rolloplane.

Executive staff includes Sam Goldstein, owner and manager; Mrs. Sam Goldstein, secretary-treasurer; Maxwell Kane, business manager, and Harry E. Wilson, press and special events.

Kermit Tatham Building New Combo for '46 Tour

ATLANTA, Ill., Jan. 5.—Kermit Tatham, carnival and theater operator, said this week that he will launch a new organization this season under the title of Tatham Bros.' Shows. Current plans call for a number of rides and shows and about 20 concessions.

Tatham, who has two rides in quarters here, has contracted for the delivery of a Ferris Wheel in time for opening. He recently purchased two new tractors. It is planned to present a free act nightly.

Peppers Starts Building; Adds To Equipment

SELMA, Ala., Jan. 5.—Mr. and Mrs. Frank W. Peppers returned to quarters this week after a six-week trip which took them to Chicago and Iowa fair meetings, then to spots in Minnesota, Iowa, Missouri, Mississippi and finally back home. Peppers brought back contracts to play annuals in Iowa, Missouri and Mississippi.

Local quarters were opened full blast yesterday, with a number of men on hand to prepare for shows' opening early in March. All new fronts will be built of stainless steel, including a new entrance arch. Shows will travel on 30 tractors and trailers and 10 trucks. Arrangements have been made by Peppers for the purchase and delivery of nine new tractors and four new Fruehauf trailers.

Peppers stopped in Faribault, Minn., and was informed by the Sellner Manufacturing Company that a new 1946 Tilt-a-Whirl would be delivered for his early spring opening. He also purchased a new Octopus and another Ferris Wheel.

While in St. Louis, he purchased four new telescoped light towers from Downey Supply Company, the towers being those designed by Mel H. Vaught. At Caruthersville, Mo., he purchased a neon shop truck from Sam Solomon. In Memphis he purchased three Diesel light and power plants from the Lewis Diesel Engine Company.

Shows will open in Selma, head north thru Alabama, Tennessee, Kentucky, Illinois, Iowa, Wisconsin, then south thru Missouri and Mississippi.

600 St. Louis Showmen Ring In New Year

ST. LOUIS, Jan. 5.—An estimated 600 celebrating showmen rang in the New Year December 31 and into the wee hours of the following morning as the International Association of Showmen staged its ninth and most outstanding annual New Year's Eve Banquet and Ball. Altho tables were set in every available nook of the spacious Maryland Hotel Ballroom, turnaways were inevitable as ticket sales mounted to capacity. Many were disappointed by the sellout.

Committee, comprised of Morris Lipsky, Sidney Belmont, Ruby Cobb, Leo Lang, William McCoy, John Maher, Al Proseri, Dee Lang and P. E. Vaughn, won itself a load of compliments. Dinner was built around a sumptuous serving of turkey with all the trimmings.

Sidney Belmont provided the floor-show from his Belmont Amusement Service attractions, talent including The Burvedells, xylophonists; Patricia Lynne, accordion stoller; Helen Steffen, mistress of ceremonies and singer; Robert Wade, dancer; Leon Smith and Sukai; Three Kings, roller skaters; Lee Paige, dancer; Gene Devoe and Company, magic. Schuyler Alward's band furnished music for the acts and dancing.

Committee said that the treasury will benefit generously from the sale of tickets, which went for \$5 a copy. Price covered tax, food, dancing and free set-ups and beer.

Attendance Line-Up

Among those who attended were: E. Lawrence Phillips, Ralph Lockett, Morris Lipsky, Wolf Rosenstein, Mrs. Jeannie Williams, Mr. and Mrs. Harold Eutah, Mr. and Mrs. Mel H. Vaught, Mr. and Mrs. Earl Bunting, W. E. (Bill) Snyder, Mrs. Esther Speroni, C. M. Matter, Peggy Taylor, Mr. and Mrs. Irvin Brown, Jerry Cincola, Frank Barry Sr., Frank Barry Jr., Mr. and Mrs. Edgar (Red) Hart, Mr. and Mrs. Bill Bennett, Mr. and Mrs. M. F. Kaufman, Jack Price, Mr. and Mrs. Cecil Turner, Mr. and Mrs. Ray G. Turner.

Mr. and Mrs. M. E. Frenzel, John J. (See 600 *SHOWMEN* on page 50)

Troupers Frolic After Inducting Officers for '46

LOS ANGELES, Jan. 5.—Regular Associated Troupers ended their holiday festivities here Monday (31) with a gala New Year's Eve party, given in the McKinley Hall clubrooms. Inez and Clarence Allton were hosts.

Thursday night (27) the association was host to the personnel of the Polack Bros. Circus, which was appearing at Orpheum Theater. The regular meeting was held with a buffet supper following. In charge of the entertainment were Harry Gelub and Elmer Hanscom, who co-chaired the event. Among those attending from the circus were Rusty Bersea, Calos and Etta-Carrea, Amy May, Jack Klein, A. J. Scott, Hubert Castle, Harry May, Eve Scott, Gwyn Carsey, (See TROUPERS INSTALL on page 68)

Smith Takes PCSA Gavel at Jan. 7 Meet

LOS ANGELES, Jan. 5.—The Pacific Coast Showmen's Association meeting schedule was changed because of the holidays. The session to be held December 24 was set for December 27. The following meeting, which would have fallen on New Year's Eve, was moved up to January 7.

At the meeting December 27, the holiday spirit was in evidence. Maj. Robert Cohn, who recently returned from the South Pacific, gave an interesting talk on his experiences in the war zones.

Mel Smith, the new prexy, takes over his new duties January 7 and plans to be in attendance as much as possible. Smith's headquarters are in San Diego. Many things are planned during 1946, with the club to extend its activities.

Burns Are Fatal To Carl Wilson

NEW YORK, Jan. 5.—Carl (Chapeck) Wilson was accidentally burned to death at Birmingham, December 29, thru explosion of a gasoline stove in his trailer. Wilson, 59, for several years worked for Phil Isser on the World of Mirth Shows. Funeral services, held at Jersey City, N. J., Thursday (3) afternoon, were attended by a large delegation from the National Showmen's Association. Interment in Westwood (N. J.) Cemetery. Mrs. Wilson was burned in the explosion.

NSA New Year's Frolic Pulls a Sellout Crowd

NEW YORK, Jan. 5.—Annual New Year's Eve party of the National Showmen's Association was a sellout.

Larry Gale's orchestra provided the dance music, and Sam Walker and clubhouse staff provided buffet supper. Highlight of impromptu program was the singing of Mrs. Joe Prell, wife of the carnival operator.

Party was the biggest and gayest affair staged in the clubrooms since the end of the war. Rooms were tastefully decorated under the direction of Sam Rothstein, entertainment committee chairman.

Dock Arthur Critically Ill

OKLAHOMA CITY, Jan. 7.—J. B. (Dock) Arthur, in the past with Tidwell, All-American, Casey Smith and Alamo Exposition shows, is critically ill at University Hospital here. Hospital officials are making an effort to locate his relatives.

Wanted—J. R. Edwards Shows, Inc.—Wanted

Can place a set of Kiddie Rides, also Octopus and Rolloplane. Can place Pony Track. Shows with your own outfit at 30%.

Concessions—Pitch-Till-You-Win, String Game, Fish Pond, Hoopla and Penny Pitch. Johnnie Thompson, contact me. Address all mail and wires to J. R. EDWARDS SHOWS, INC., Wooster, Ohio

ATLANTIC EXPOSITION SHOWS WANT

Rides for 1946. Three up to eight, with transportation or without. Can give the best proposition any Ride owner ever had. Lease, rent or book them. We are straight stock, no grift. Have the best Southern territory already booked. Still and fair dates. Positively have reliable Ride Help for Wheel, Jennie, Chair-o-Plane, and other Ride Help, too. Wire or write if interested for other details. We open the first of April. Address:

WALTER McKINNON, P. O. Box 443, Buena Vista Station, Miami, Fla.

AMERICAN BANNER SHOW

BOOKING FOR SEASON 1946

Will book, buy or lease Rides, Shows with own. All Concessions open. No X. Can place Aerial Act for season. State lowest. Open in Greater Boston, Mass., early in April. Opening for Electrician. Larry Saunders, write me.

JOE SHINE, Gen. Mgr., General Delivery, Miami, Fla., or c/o Billboard, Cincinnati 1, Ohio.

WONDER CITY SHOWS WANT

Shows, Rides and Concessions for American Legion Spring Fair, Uptown Location, Baton Rouge, La., March 18-31; with Natchez, Miss.; Vicksburg, Miss.; Greenville, Miss., to follow; then to Kentucky coal field. Have winter unit out now. Can place Foreman No. 12 Wheel, also Foreman Smith & Smith Plane. Winter salaries. All address:

JOE KARR, Canton, Miss., January 7-12; Pickens, Miss., January 14-19.



Lucille Dolman, C. H. Allton, Nancy Meyer, Claude Barie, Lillabelle Williams and Harry Levine



Joe Krug, Lucille King and Gladys Patrick



Clarence Allton, Arthur Vanderhoff, Inez Allton, Josephine Foley, Leon Blondon



Marlo LeFors, Ted LeFors, Florence Lusby

AT THE
NEW YEAR'S EVE PARTY
OF THE
REGULAR ASSOCIATED
TROUPERS OF LOS ANGELES
Photos by
SAM ABBOTT



Tillie Palmateer, Lulu Jeffcoat, Peggy Smith, William Jeffcoat



T. Dwight Pepple, Mr. and Mrs. Charles A. Ziegler



Adell Robideaux, Peggy Blondon, Martha Levine, Vivian Gorman



David Friedenheim, Emily Friedenheim, Freda Brom, Joe DiSanta, Trude DiSanta, Irene Gardin, Elsie Suker, J. E. Pepin

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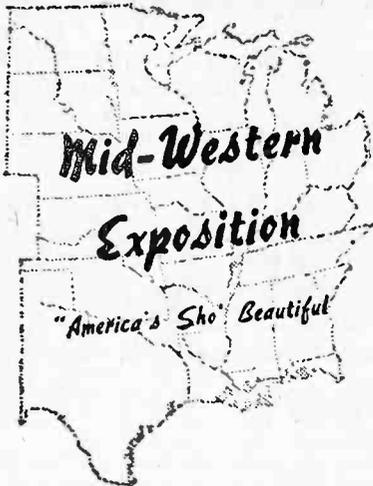
WINTER QUARTERS' OPENING—JAN. 15
All People Contracted Please Contact.

CAN PLACE SHOWS—10-in-1, Girl, Snake, Fat, Will finance and build for showmen with worth-while ideas.

RIDES—Octopus, Roll-o-Plane, Fly-o-Plane, Spit Fire, Caterpillar, W 111 book or buy for cash.

CONCESSIONS—Basket Ball, Custard, Arcade, Hoop-La, Striker, Grind or Slum Stores.

Want to buy two 50 or one 50 and one 75 Transformers with or without transportation.



WINTER QUARTERS' OPENING—JAN. 15
All Showmen and Concessioners Please Confirm.

CAN PLACE
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8 Major Rides
7 Major Shows
35 Concessions
Light Towers
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"Visit the Ideal Quarters—Plenty Room—Lights, Water and Fishin' Under the La. Sun!"

CLUB ACTIVITIES

Showmen's League of America
Sherman Hotel, Chicago

National Showmen's Association
1564 Broadway, New York

CHICAGO, Jan. 5.—Attendance at the January 3 meeting was light, with many members out of town attending fair meetings and many others on vacation. President Fred Kressmann went to Milwaukee fair meeting, and M. J. Doolan presided. Harold E. Herington was elected to membership. Action was taken to resume the regular Spring Party. Bill Carsky was named general chairman and the time and place will be set at the next meeting. Al Sweeney and Art Briese, co-chairmen of the 1946 banquet and ball, reported that dates have not yet been set. Gene Whitmore was added to the press committee.

House committee reported good attendance at the Christmas dinner. Club held open house in the rooms New Year's Eve. W. F. Warren, Miami, winner of the Chevrolet, has sent in his coupon and will soon claim the car. Mike Wright, accompanied by Ed Kornrumpf, is visiting in Florida. George Terry spent part of the holidays with his family in Chicago and then returned to Winfield Sanitarium.

Dave Golden is under a doctor's care. Sick list includes Pete Wheeler, William J. Coultry, Tom Vollmer, Emmett Sims and Jack Arenz. Secretary Joe Streibich, back on the job after a bout with the flu, reports that his son-in-law, Russell Cady, was discharged from the service Christmas Day after three years in the South Pacific.

Max Goodman and Jack Downs stopped en route to the Northern fair meetings. Bill Carsky says the list of members in the service is getting smaller each month and is planning the January remembrance. H. V. Petersen and Bernie Mendelson were among the latest to join civilian ranks. Jack Hawthorn, still a bit under the weather, says he may take a trip to Hot Springs.

Ladies' Auxiliary

Holiday greetings were received from Nan Rankine, past president; Edith Hargrave, past president of the Pacific Coast Showmen's Association Ladies Auxiliary; Phoebe, Bill and Lynn Carsky; Dolly and Jack McCormick, Anna B. Stewart, Elsie and Bob Miller, Claire Sopenar, Sophia Carlos, Mae Oakes, Thorek Family, Lew and Frances Keller, Minnie Simmonds, Patricia Taylor, Mr. and Mrs. M. J. Doolan, Latie Owens, Mr. and Mrs. Noble C. Fairly, Burrel J. Gluskin, Goldie Fisher, Mr. and Mrs. Sam Glickman, Emily Bailey, Virginia Kline, Clara and Doc Zeiger, Mr. and Mrs. Gettus Pugh, Maudie M. Geller; Mr. and Mrs. Charles T. Goss, Regular Associated Troupers; Helen Smith, secretary of the Ladies' Auxiliary, Pacific Coast Showmen's Association; Johnny J. Kline, Mr. and Mrs. E. Henderson, Mr. and Mrs. Edward Hock, Mr. and Mrs. H. T. Belden; Louis Rollo, president of the Ladies' Auxiliary, Showmen's League of America; Mr. and Mrs. Joseph Streibich and Mr. and Mrs. Rae Oakes.

Rocky Mountain Showmen's Club

Milner Hotel, Denver

DENVER, Jan. 5.—Club activities are hitting an all-time high and spacious new clubrooms are proving popular. A turkey dinner was served December 16. Jack Williams, who won the \$25 government bond, donated it to the Cemetery Fund. Treasurer John Oxford reports the club fund is in a fair condition. Annual banquet will be held in the Olin Hotel January 21, with Ads Smith committee chairman. Tacky Party and Annual Auction will be held in the clubrooms.

House Committee, comprising Tom Beary, Fred Haliburton, Jack Williams (See *RMSC* on page 68)

NEW YORK, Jan. 5.—As anticipated, the New Year's party was a howling success. Larry Gale's orchestra furnished the music. Sam Walker, lunchroom operator, furnished the refreshments. Sam Rothstein and his committee did a bang-up job.

Formal installation of officers, headed by President Jack Wilson, will be held Wednesday night (9). Eligibility committee will act on all applications the same night.

Andre Dumont, of Chicago, wired his New Year's greetings. Big Chief Chisholm is up from Miami for a short stay. Jerry Barnett received a verdict of \$8,000 in his accident case. Jack Hornfield and Dick Gilsdorf have returned from Hot Springs.

Recent visitors have been Siro Aurillio from North Carolina; Frank Bergen, who recently secured the contract for the 1946 Allentown (Pa.) Fair, from Richmond, Va.; Bucky Allen, Boston, and Leo Suggs, Norfolk. Billy Giroud has bought a yacht. He will dock it at Jensen, Fla., and do deep sea fishing. Sid Goodwalt, accompanied by his mother and other members of his family, is driving to Florida. Past President Oscar C. Buck will represent the NSA at the Miami Showmen's Association banquet Wednesday (9).

George Traver, who started for St. Petersburg, Fla., dropped into the rooms to say that the old car wouldn't stand the trip. After a couple of hundred miles he decided to turn back. Jack Silverman is off to New Orleans and Dave Solomon has returned from California. Patty Conklin spent considerable time in the rooms and cut up plenty of dough. Johnny Liddy, former executive secretary, phoned to wish all a happy new year. R. W. Crump came thru with a fine Christmas donation. Everyone was saddened by news of the death of Carl Wilson, who was fatally burned December 28.

Regular Associated Troupers
730 S. Grand Ave., Los Angeles

LOS ANGELES, Jan. 5.—About 250 members and guests crowded into the clubrooms December 27 to honor the Polack Bros.' Circus personnel and staff of Orpheum Theater.

Presiding at the meeting preceding the party was President Joe Krug. Also on the rostrum were First Vice-President Martha Levine, Second Vice-President Sam Dolman, Third Vice-President Jennie Reigel, Treasurer Harry Levine, Secretary Walton de Pellaton; Major Bobby Cohn, recently returned from service in the South Pacific, and Harry Golub, emcee for the evening.

Committee reports were read. Chairmen Ethel Krug and Cecelia Kanthe, of the banquet and ball committee, announced that the event will be held January 15 in the Florentine Gardens. Annual installation banquet and ball was held in the clubrooms New Year's Eve, with Mr. and Mrs. Alton as host and hostess, assisted by Gladys Patrick (See *RAT* on page 68)

Lone Star Show Women's Club

1928 1/2 Elm, Dallas, Tex.

DALLAS, Jan. 5.—Mabel Welchman was installed as president. Other officers are Sally Murphy, first vice-president; Martha Moss second vice-president; Ruth Martone, third vice-president, and Honey Vaughn, chaplain and chairman of the Sunshine Committee. Mary Reynolds, mother of Mabel Welchman, sent a cake, and Mrs. Jack Lindsey served. Inez Griffith was toastmistress.

LAST CALL LAST CALL

BLUE RIBBON SHOWS

Opening Lakeland, Fla., January 11 Thru January 19

WANT

RIDE HELP—Foreman for Ridee-O, Tilt, and can use Second Men. No luses or chasers. Those that drive semis given preference.

CONCESSIONS—Penny Arcade, Ball Games, Floss, Pitch-Till-Win, Lead Gallery, High Striker, Cigarette Gallery or any Slum Stores.

SHOWS—With own outfits and transportation—Midgets, Fun House, 10-in-1 and any first-class Grind Show.

Have complete Motordrome with 3 Indian Wall Machines and Bally Rollers. Loads on one 28-foot semi trailer. Want Manager and Riders for same. Charley Wren, Fred Clark, Perrys Egbert, contact me.

This Show out for 40 weeks. Six weeks in Florida, then North. Have good spring spots and a number of Fairs booked.

All replies to E. L. YOUNG, Mgr., Lakeland, Fla.

FOLKS CELEBRATION SHOWS WANT

FOR ABOUT 40 WEEKS' WORK

OPENING EARLY IN FEBRUARY

High Flying Casting Act, 12-Piece Uniformed Band. Tige Hale, answer. Exceptional good opening for Shows with own outfits or will furnish equipment for worth-while Shows. Can place Legitimate Concessions, sober and reliable. Answer at once. Notice! People that wrote me and have not received answer, write again. Had brief case taken from car that had a number of unanswered letters. This show will carry 10 Rides, 5 or 6 Shows, about 30 Concessions, 2 good Free Acts and 12-Piece Band.

FOLKS CELEBRATION SHOWS, 3200 Block S. 6th Ave., Box 2230, Tucson, Arizona.

Wanted—SIDE-SHOW PEOPLE—Wanted

Long Beach Pike—California

Permanent Location. No Up and Down.

Freaks to feature, Working Acts and Blow-Off that can satisfy without strip. Those interested in closing a season with a bank roll, write, stating salary and what you do. Advance ticket if I know you. No boozers or agitators tolerated. Johnny Foreman, write.

JOE GLACY

BLACKSTONE HOTEL

LONG BEACH, CAL.

GROVES GREATER SHOWS

HOUMA, LA., JANUARY 7-12

WANT Foremen for Little Beauty Merry-Go-Round and Big Eli Wheel.

Cood salaries. Join at once. Wire

ED GROVES, Houma, La., until January 12

WANTED TO BUY FOR CASH

- 1—NO. 5 BIG ELI WHEEL
- 1—32 FT. MERRY-GO-ROUND
- 1—10 CAR KID AUTO RIDE

All the Above Must Have Transportation, A-1 Shape. Will Consider Partnership in a Small Show Playing Ohio and Indiana. References Exchanged.

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Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
1 ROLL.....@.....75c
5 ROLLS.....@.....60c
10 ROLLS.....@.....50c

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS
Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

3000 KENO

Made in 80 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Large Numbers Board, 6 in. type, 4 ft. by 15 ft., in 3 collapsible sections, non-electrical, \$75.00
 3,000 Jack Pot Slips (strips of 7 numbers) per 1,000 1.25
 M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00
 3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000 1.25
 3,000 Featherweight Bingo Sheets, 5 1/2 x 8, loose, per M 1.40
 Round Gray Cardboard Markers, 1800 for Thin Plastic Markers, brown color, M 2.00
 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
 19 W. JACKSON Blvd., Chicago 4, Illinois

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Jan. 5.—President C. F. (Doc) Zeiger presided at the regular meeting, assisted by Secretary G. C. McGinnis and Treasurer Harry Altshuler.

Elected to membership were Bedford Bruington, Lyle P. Hale, Weldon T. Hale, James Nathan, Leo K. Levin, Joe Chido, R. L. Bushae and E. M. Glenn.

Contributions to the Moving Fund came from F. M. Shortridge, Wayne Hale, Coleman Lee, Doc Reynolds, \$10 each; L. C. (Curly) Reynolds and Manny Gun, \$50 each; Midwest Merchandise Company, \$400, and Charles Nathan, Orin Jones, Jack Meisterman, Art Signor, Al Campbell and Al C. Wilson, \$5 each.

Officers installed for 1946 were Chester L. Levin, president; Al C. Wilson, first vice-president; H. K. Garman, second vice-president; Roger C. Haney, third vice-president; G. C. McGinnis, secretary; Harry Altshuler, treasurer; George Elser, warden; Al C. Wilson, chaplain.

Recent visitors were Theo Forstall, past president, Pacific Coast Showmen's Association; Leo K. Levin, recently discharged from the army; James Nathan, who is stationed at Fort Benning, Ga.; Woodie Gaither, Jimmie Calder, Tex Beesom, Art Signor, Jack Meisterman, Russell Jewett, Coleman Lee; F. M. Shortridge and daughter, Florine; L. C. (Curly) Reynolds and Wayne Hale.

Ladies' Auxiliary

Annual Tacky Party in Aladdin Hotel Roof Garden was a sell-out. Music was furnished by the KMBC Artists' Bureau.

Ellis White and Hattie Houk were in charge of the door; George Carpenter had charge of tickets; W. P. Turner and Georgie Sargent dispensed the beverages and sandwiches, and Loretta Ryan had charge of receipts.

As usual, the kangaroo court was in evidence, and President Zeiger was judge. Chester Levin was prosecuting attorney, and George Houk counsel for defense.

Michigan Showmen's Association

156 Temple Ave., Detroit

DETROIT, Jan. 5.—Sam Gould and his seeing-eye dog, Baron, have returned from Florida and are frequent club visitors.

New Year's ball was the biggest yet. Ballroom at Eastwood Park couldn't accommodate the crowd. Chairman Ed Moss and assistant, Sam Norber, deserve credit for the way in which the event was handled. All who had purchased tickets in advance were admitted, but a large number of people who tried to buy tickets at the door had to be turned away. Music was by the Sophisticates. Seven-act floorshow was put on after midnight. Joe Exler was in charge of the ushers, R. A. Nathansens, Tommy Paddles, "Pork Chops" Ginsberg, Eddie Gold, Harry Levine and Louis Rosenthal. Ben Morrison was in charge of the door, assisted by James Jones and Charles Rafal. Reservations were handled by Jack Gallagher, Harry Stanl and Jack Dickstein. Bernhard Robbins impersonated a waiter.

Mrs. Al Wagner flew in to attend the party. She will remain here to help organize the Ladies' Auxiliary. Already 54 ladies have signed up.

Mail is being held at the club for John D. Anderson, Frank J. Barrett, Edward Carton, William L. Cassidy, Edward Cummins, Harry Gert, Arthur Greenwald, Charles A. Griggs, Charles Heim, David Isenberg, J. Norman Long, Eric E. Newman, Nathan Nisky, William A. Stacey, Carl B. Stephens, Max Suval and Arthur M. Winslow.

Miami Showmen's Association

236 W. Flagler St., Miami

Ladies' Auxiliary

Final arrangements for the installation dinner for the incoming president, Leona Parker, January 14 at the Ernie Hotel, were made at the regular meeting. Dinner is scheduled for 8 p.m., preceded by a reception at 7.

Six new members were welcomed. Christmas party was held December 22. Gladys Green played Santa Claus. She had a present for each of the ladies.

A \$300 donation to the Light House, institution for the blind, was voted. Under direction of Ruth Schreiber, Frances Leighton, Kay Weiss and Mary Ellis, bingo is played each Tuesday night at the Savoy Hotel.

ANNOUNCEMENT LAWRENCE GREATER SHOWS, INC.

Will open our season early in the spring as usual with the same policy prevailing and with fair treatment to all our help and everyone connected.

FAIR SECRETARIES AND COMMITTEES

Get in touch with us regarding dates. A square deal for everyone—that's our fixed policy. Will see you at Fair Meetings.

CONCESSIONS

Everything open except percentage and coupon stores and popcorn. Opening for Cookhouse, Custard and Bingo.

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 Chicago's Big Tent House Since 1870

TENTS

Immediate shipment. Concession Tents—8x10, 8x12, 10x12, 10x14, 10x16. Also 20x30 and 20x40. Sidewall, any height.

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 1954 W. Grand Ave. CHICAGO 22

TENTS—BANNERS

Charles Driver—Bernie Mendelson. 70-Ft. Round Top with Five 30-Ft. Middles, Good Condition.

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 4862 North Clark St. CHICAGO 40, ILL.

BABY ELEPHANT WANTED!!

FOR B'WAY STAGE PLAY

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NOW BOOKING

For Season of 1946

HARRY CRAIG SHOWS

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NOW CONTRACTING FOR 1946 SEASON

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Shows and Concessions for 1946 season. Ride Foreman and useful Help, write.

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 Policy of one of the finest truck shows in America

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 RIDES: Want To Book, Lease or Buy Merry-Go-Round, Octopus, Tilt-A-Whirl or Rollo-Plane. Must Be First Class. No Junk Wanted.
 HELP: Must Be Sober and Dependable. POSITIVELY NO Boozers, Chasers, Mitt Camps, Flats or P. C. Wanted.
 SEE US AT SPRINGFIELD, ILL., FAIR MEETING, EMPIRE HOTEL.

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 TATHAM THEATER BLDG., ATLANTA, ILLINOIS.

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WANT FOR 1946

Secretary that can type and take care of office. State salary expected in first letter. ADVANCE MAN that knows southern territory—North Carolina, South Carolina and Virginia. Want Man that can handle Ride Help and can take care of lot, Foreman for Wheel, Foreman for Spillman Merry-Go-Round, Foreman for Swings; must drive semis. Want Minstrel Show, 5-in-1 or 10-in-1 or any Grind Show. Penny Arcade, Cookhouse, Bingo open. Will book any Concession that works for stock and not over 10¢. Want Agents for Percentage and Slum Stores. Will book Flat Ride, also Kiddie Ride. Contact at once. Show opens early in March. WILL BOOK AERIAL ACT, NO RACKET WANTED. Fair Secretaries, if you want a clean show contact winter quarters. Roy Bailey, Jessie Way, Bobbie Sprouse, write.

418 ARCADIA AVE., WINSTON-SALEM, N. C.

MIDWAY CONFAB

MAKING surveys?

CAPT. J. G. IRWIN, who for years exhibited his unridable mule, known to showfolk as Sis and Firecracker, advises that the mule died December 25.

HERMAN (SLIM) WALTERS visited his friends on the Pete Kortez World's Fair Museum over the holidays. The museum is now in El Paso, Tex.

MICHIGAN SHOWMEN'S ASSOCIATION landed a four-column picture spread on Page One of *The Detroit Free Press* as a result of its annual Christmas Party for children.

UNTIL he left the door open, an agent didn't realize how much opposition could rush in.

MRS. TERRY McCARTER, press agent on Cetlin & Wilson Shows, has closed her Christmas Gift Shop in Chester, S. C., and is en route to New York to visit her brother and sister-in-law.

BERNARD HERMAN, son of Mr. and Mrs. Ben Herman, is out of the army after four and a half years in service. Young Herman is resuming his medical studies at Franklin Marshall School, Lancaster, Pa.

DENNY AND MARGARET PUGH and Mr. and Mrs. Riley Hickman held open house at their respective Dallas homes Christmas day for all showfolk in the vicinity, and all hands turned out, according to Eddie Vaughn.

WHAT EVERY MIDWAY needs is one good 10-cent show—and showmen are ready to charge a quarter for one.

OTTO T. HEINKE observes: "Now is the time for unfortunate troupers to practice loyalty while in thin ice, and hopscotching ride men who spent the season on this ice have fallen thru."

ABRAHAM LINCOLN MORRIS, Frank B. Joerling's aid in *The Billboard's* St. Louis office, was the subject of a two-column feature by Jack Balch in the December 30 edition of *The St. Louis Post-Dispatch*, Abe's views on matrimony and show business getting the big play.

MRS. IZZY CETLIN, co-owner-operator of *Paradise Revue* on Cetlin & Wilson Shows, left winter quarters in Petersburg, Va., January 29 for Miami, where she plans to vacation two months. Mr. and Mrs. John W. (Jack) Wilson will join her there later.

NO FRONT TALKER should be afraid to face a tip that is afraid he might talk them into going in.

ART CRANER, West Coast showman, is in Sacramento, Calif., attending the special session of the California State Legislature. Craner, former State senate

official, states that he will be active in political affairs during the 1946 State elections.

CHRISTMAS BONUSES were distributed to members of the Bruce Heaton Shows in quarters at Greenville, S. C. . . . JOHN GECOMA reports his Bright Lights Exposition Shows have been contracted to play the Cherry Tree (Pa.) Fire Department's Home-Coming Celebration June 12-17.

MIKE KREKOS and Mr. and Mrs. Harry Myers, West Coast Victory Shows, spent New Year's week in Siskiyou County, California, visiting friends in Yreka, Weed and Mount Shasta. Following the Western Fairs' Association meeting at Santa Cruz, they will go to Southern California resorts for a vacation.

TO SOME NATIVES it's how the talker's opening sounds, and not how the gals on the bally look, that brings them in.

EIGHT showmen made the Shrine recently at Muskogee, Okla. They were Izzy Wells, Art Signor, Foots Reeves and Benny Himon, of World of Today Shows; Coleman and S. O. Lee, International Shows, and H. N. (Doc) Capell, manager of Capell Bros. . . . SMOKEY DeCAPIO and Ray McGovern lost their trailers and contents in the James E. Strates Shows fire at Mullins, S. C., Robert Straws reports.

JOHN R. CASTLE reports that Andy H. Carson is improving rapidly and expects to be released from the Acton (Calif.) hospital in March. . . . MR. AND MRS. A. J. SPRUILL and Ben and Mickey Holliday plan to report at Biloxi, Miss., January 15 to repaint their rides and concessions for Children's Playground Beach Park. J. A. Wilson has contracted his rides and Funhouse for the same spot.

MANAGER WHO USED to pay \$15 per week to a good workingman, can now add \$35 to that amount and get one almost as good.

TAXIE AND AGNES (TROUT) BEQUETTE spent their honeymoon and holidays with relatives in Michigan. They will visit Bequette's folks in St. Louis for 10 days before heading for their Miami home. . . . COL. JOHN F. (WHITEY) DENERT, operator of the Victory Club, Newport, Ky., plans to hit the road next season with a carnival, with Joe V. Palmer, recently discharged from the service, as his legal adjuster.

MR. AND MRS. FLOYD R. HETH and son, Dennis, were Christmas guests of Mr. and Mrs. Ted Dedrick and L. E. (Butch) Heth at Biloxi, Miss., and have left to complete their vacation at Tarpon Springs, Fla., with H. Berry at Linger Longer Camp. Floyd booked his new ride at Children's Playground Beach

JOHN MCKEE says:

"Looks like we will be bigger and better than ever for next year. Of course the show is all built around our BIG ELI WHEEL."



Many owners of Amusement Companies give credit to a BIG ELI WHEEL for the beginning of their success—and that is not fiction.

While we can promise no more positive shipments for 1946, why not consider a BIG ELI WHEEL for 1947?

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Builders of Dependable Products
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10 Oz. Cellophane Package . . . \$1.05 Per Doz. (Packed 2 Dozen to a Case)
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Not less than 10 Cases shipped at one time.
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Lower Prices on Larger Quantities.
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If not rated send 25% cash deposit, balance C. O. D.

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WANT TO BOOK

Two Side Shows, Fun House, Diggers, Bumper, Hoop-La, Penny Pitch or what have you, not conflicting. Opening early in May.

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OPENING APRIL, ELMIRA, N. Y.

Now contracting Rides, Shows, Concessions, Sound Car, Billposter, Free Acts, Ride Help.
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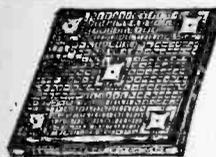
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Size 46x46", Price \$30.00,
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PARK SPECIAL WHEELS

30' in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price \$15.00

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120 Pages, 2 Sets Numbers, Clearing and Policy.
1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample, 15¢.
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All Sizes of Bags.

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Native Shrunken Female Heads, like photo, \$8 post paid. Male Heads, \$6 P.P. Also Devil's Child, \$20. Fish Girl, \$15. Wolf Boy, \$15. Ape Boy, \$15. All P.P. Many others. Best mfd. attractions in America.

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OCTOPUS ROLLOPLANE FLY-O-PLANE
World's Most Popular Rides
EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

The TILT-A-WHIRL Ride
On Midways All Over America
Its Grosses Are Getting Better All the Time
—Manufactured by—
SELLNER MFG. CO. Faribault, Minnesota
Can take a few more orders for shipment in late summer, no earlier shipments now possible.

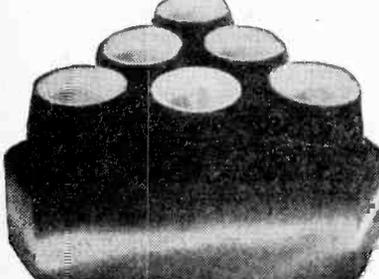
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1314 S. WABASH AVE., CHICAGO, ILL.

WHEELS OF ALL KINDS
 Tickets—Paddles—Laydowns
 Complete KENO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT GAMES, ETC.

ALUMINUM MILK BOTTLES
 Now Available . . . Write

Write for Catalog
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HUCKLEY BUCK KEGS
 STILL A WINNER AS A JOINT THAT GIVES OUT STOCK

A Game of Science and Skill and looks so easy. Only sold in bound case of 6 kegs. Use any style baseball, 3 in. Choice up to \$3.00 in merchandise. **PRICE \$20.00 Per Set.**

Aluminum Milk Bottles, Set of 5, \$7.50.
 Milk Bottle Stands, 17", half round with 3 pipe legs, \$12.00. These are made out of 2" material, bicycle tire padded all around.
 Hoop-La Blocks, a Superior Grind Stone on any midway. Set of 30 (10 #1, 10 #2, 10 #3). **Price \$37.50 Per Set.**

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 BOX 106 BROOKFIELD, ILL.
 HOME OF THE WORLD'S FINEST ZOO

PAGE BROS.' SHOWS
 NOW BOOKING

Rides, Shows and Concessions for 1946 season. Address: Noel Hotel, Nashville, Tenn., until Jan. 11; then 1705 Triplett, Owensboro, Ky.

ELECTRICIAN

A-1 Carnival Electrician who can handle transformers. Top wages and bonus to sober, reliable man.

JOHN QUINN, Mgr.
 World of Pleasure Shows
 100 Davenport St. Detroit 1, Mich.

Frank (Heavy) Morrison
 IMPORTANT!
 Contact
EDDIE STEELE
 Write or Wire c/o General Delivery, Lyons, Ga.

FULLER GREATER SHOWS
 Opening May 18th. Long Line of Firemen's Celebrations in Western Pennsylvania and Western Maryland to Follow.

Good proposition to Shows with own outfits. All Concessions open except Grab, Popcorn, Candy Apples, Guess Age, Photos and Palmistry. Rates reasonable. Write or wire
PAUL E. FULLER, Myersdale, Pa.

WANTED
LONG RANGE SHOOTING GALLERY
 Will Pay Cash for Portable Gallery and Equipment.
WILLIAM H. BROWNELL
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Hutchens Modern Museum
 HAVE FOR SALE
 My used Pit Show Top, two 35 ft. Ends, two 30 ft. Middles, deluxe trimmed, O. Henry make. Six pieces of 8 ft. Side Wall. All in fair shape and looks very good. All in heavy canvas sacks. Price \$200.00. **WANT FREAKS AND ATTRACTIONS** for coming season. Also Ticket Sellers and a good lecturer. All address:
JOHN T. HUTCHENS, Cassville, Mo.

World of Pleasure Shows
 Now Contracting for 1946
 Opening in April—Vicinity of Detroit.
JOHN QUINN, Mgr.
 100 Davenport St. DETROIT 1, MICH.

Park, Biloxi. . . . **HERB AND JOAN ENGLEKING**, of Miami, have booked their lead galley and dart game with **J. R. Edwards Shows**.

IT HAS gotten so that it takes a lifetime of thinking, observing, buying and handshaking before one is in a position to talk to some fair managers.

MADAM BURLESON, closing her show for the holidays, is at her home in Omaha. . . . **GEORGIE SPEARS JR.**, notes from Fort Worth that Joe Searpel's Freak Show closed in that city with the following on hand: Bobbie, slag girl; Sealo, seal boy; Ella, elephant girl; Millie, horse woman; Edna, contortionist; Shorty Stevens, whips; Mable Kennedy, knives; Paul Bejano, mechanical man; Pat Sullivan and Billy Kennedy, inside and annex, and Honor Stevens, picture sales.

EMMA HOLDERNESS was honored on her recent birthday anniversary with a party at the home of Helen Barfield in Miami. Guests included George Holderness, Cecil and Ray Spear, Agnes and Valdosta Ireland, Joe and Mabel Galvin; Diana, Mary and Peggy Nicholas; Mary Mitchell, Lewis Nicholas, L. C. Hardie, Leo Bistany, Viola Radcliff, Dottie and Curley Cowart, David Barfield and Hymie and Billie Cooper. Joe and Jill Kurry sent a gift package from the Panama Canal Zone, where they will be for two months. Buffet lunch was served.

IN JUSTICE to all concerned, it must be said that some of the general agents returning from mid-winter fair meetings were soberer than they looked. When a conductor told one that his mileage was out-dated, he said that he already knew it.

AFTER three years in uniform, 17 months of which was spent overseas, Bob McCarrell, formerly a concessionaire with Sam Housser and Cecil Hendrick, is again referring to himself as mister. . . . **HOWARD AND IDA JARLETT** are spending the winter with Jack and Betty Bell at the latter's home in Sulphur Springs, Fla. Howard and Jack are new owners of a Miniature Railroad, booked for next season on Eddie's Exposition Shows. Howard is also building a new popcorn trailer of stainless steel, with neon lighting.

DETROIT NOTES — **MRS. FRED MILLER**, of the W. G. Wade Shows office, has returned from Florida, where she spent the holidays with her husband. . . . **W. G. WADE** was host to Mr. and Mrs. Roscoe T. Wade, Mr. and Mrs. Joe Bennett, Mr. and Mrs. Cameron D. Murray, Mr. and Mrs. W. G. Wade Jr. and D. Wade at a New Year's Eve party at his home. . . . **MR. AND MRS. C. L. (JACK) RAUM**, of the Baum Rodeo, Circus and Thrill Show, Ozark, Mo., divided the holidays between relatives in Detroit and Elwood, Ind.

CAPT. CHARLES R. HALL and his animal acts have been signed for Lankford's Society Circus and Carnival. Org will open a week's stand February 2 on the Tifton, (Ga.) Highway, according to Walter L. Lankford. . . . **JOE GLACY'S** Freaks on Parade was open all day Christmas at Long Beach, but Manager Charlie Cox reports a gala party after the doors were shut. Gifts were exchanged, refreshments served and a good time was enjoyed by all, Baby Thelma, Mother Dodee, Schlitz, Bessie Bessett, Jimmie Udweh, Bill Hall, Conrad Wayman, Marie LeDoux and Harold S. Dean. . . . **MR. AND MRS. N. L. (WHITEY) DIXON**, Aransas Pass, Tex., have announced the engagement of their son, William, to Mary Jane, daughter of Mr. and Mrs. George Agnew, Birmingham.

HELP WANTED

MAN OR MAN AND WIFE. NO EXPERIENCE. GOOD SALARY AND COMMISSION. For Popcorn, Caramel Corn, Candy Apples, Cotton Candy, Marvel Bars (Ice Cream Dips), Root Beer, Barrel and Snow Ice. Gem City Show opens April 1st. Write
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WANTED
HOUSE TRAILER
 MUST BE IN GOOD CONDITION. WILL PAY CASH. PRIVATE PARTY.
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W. G. WADE SHOWS
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 Opening Wednesday, May 1, Vicinity Detroit

Our Routing Is Scheduled Through Michigan, Ohio and Indiana, Playing the Larger Manufacturing Cities During the Early Still Date Season.

12 WEEKS OF STILL-DATES 12
WEEKS OF FAIRS

Our Fair Dates Are Already Contracted for This 1946 Season.

WANTED

SHOWS: Penny Arcade, large flashy Girl Show, special opportunity for good Animal Show, Wild Life, Funhouse, Mechanical City, Monkey-Circus, and any other worthwhile attraction with neat frame-up. Doc Haagar wants outstanding Side Show Attractions.

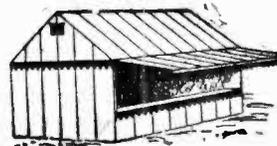
CONCESSIONS: All open with exception of Corn Game, Cook-house and Pop Corn. All those who operated with this show last year, please contact us at once to retain your priority.

RIDES: Can place any Kiddie Ride except Autos. Good opening for reliable Major Ride Operation which does not conflict with what we now operate. Can use Ride Foremen and Helpers who can drive semis.

Contact for Contract
W. G. WADE SHOWS
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POPCORN
 —One Bag or a Carload—
HYBRID S. A. YELLOW—Perfect Popping Condition
 \$9.80 Per Cwt., F. O. B. Dallas
SPECIAL PRICES ON LARGE QUANTITIES
 Complete Line of Bags, Boxes, Seasoning, Salt
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Carnival Tents are now available. Please order now because we can not guarantee delivery on orders placed after January, 1946.
 We will furnish the same good, perfect fitting, full size "ANCHOR" tent to which you have been accustomed.
ANCHOR SUPPLY CO.
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110-Volts A. C. Anytime, Anywhere with Katolight Plants

Furnish same kind of current as is provided by the high-lines which enables one to operate standard A.C. appliances, lights, radios, phonographs for trailers, resorts, roadhouses, summer homes, etc.
 Manufacturers of A.C. and D.C. Power Plants, Rotary Converters, Motor-Generators, High-Frequency Generators, Gas-Engine-Driven Battery Chargers.
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BRAND NEW KIDDIE RIDES LOW PRICED
 10 AND 16 PASSENGER CAPACITY.
 GUARANTEED SPRING DELIVERY—FREE PARTICULARS.
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FOX RIVER GROVE, ILLINOIS
 27 Miles Northwest of Chicago — 40 Acres of Beautiful Grounds — Season Begins Decoration Day and Closes Labor Day — Train and Bus Service.
DANCE HALL — TAPROOM — BEACH — COTTAGES
WANTED
 For 1946 Season, SHOWS—RIDES—CIRCUS—CONCESSIONS—CARNIVAL CROWD-ATTRACTING FEATURES
WRITE, WIRE OR PHONE
LOUIS CERNOCKY, Fox River Grove, Illinois
 Telephone Cary 3621

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OFFERING TO ILLINOIS FAIR ASSOCIATIONS AND COMMITTEES
ILLINOIS' LARGEST AND FINEST EXCLUSIVE MIDWAY
 New Light Towers, 7 Major Office-Owned Rides, Shows of Merit and Legitimate Concessions. WANT legitimate attractive Concessions, Cook House that caters to show people. Shows with own equipment, must be flashy. 10-in-1, Posing, Illusion, Glass or Fun House, Monkey Show. Will book one more major Ride, prefer Flying Scooter.
RIDE HELP—Foremen and Second Men for Ferris Wheel, Merry-Go-Round, Kiddie Auto, Octopus, Tilt-a-Whirl; new M-T Streamliner and new Rollo-Plane, which are to be delivered from factories this spring. SEE US AT THE ILLINOIS FAIR MEETING. Get with a show that's growing.
 Permanent Address: RAY WILSON, Mgr., Astoria, Ill.

NEW **SPITFIRE RIDES** **IMPROVED**
 Available for 1946 Season
FRANK HRUBETZ & CO.
 Front and Shipping Sts. Salem, Oregon

600 Showmen Ring In the New Year at St. Louis Shindig

(Continued from page 44)
 Sweeney, Tillie Gerlach, Mr. and Mrs. Euby Cobb, Mr. and Mrs. Peter G. Rust, Walter Payne, Harold Barlow, Mr. and Mrs. John K. Maher, Mr. and Mrs. Roscoe Walkup, Pat Downey, Mr. and Mrs. L. M. Brophy, Mr. and Mrs. Bert Grimm, Mr. and Mrs. Dee Lang, Mr. and Mrs. Leo Lang, Mr. and Mrs. William McCoy, Mr. and Mrs. Rex Howe, Mr. and Mrs. Fred Proper, Mr. and Mrs. Al Prospero, Mr. and Mrs. Art Guigliani, Matt Dawson.
 Mr. and Mrs. Floyd Hesse, Louise Walters, P. E. Vaughn, Green Downing, Meyer Katz, W. L. Bloom, Mr. and Mrs. Frank Grimm, Mrs. Ralph Lipsky, Mr. and Mrs. Sid Belmont, Alice and Lorraine Belmont, William (Bill) Johnston, Francis Fabick, Mr. and Mrs. Robert Mackey, John Roth, Mr. and Mrs. George Reagan, Mrs. Sue Moore, Maurice and Agnes Fabick, L. B. Smutz, George Epps, Mr. and Mrs. Dee Aldrich, Mr. and Mrs. L. Compton, Elma Obermark, George Brunning, Kay Fletcher, Charles F. Stuart Jr., Mr. and Mrs. Don Sherwood, Mr. and Mrs. S. J. Lapp, Mr. and Mrs. Phil McDermott, Mr. and Mrs. G. H. Campbell and James E. Ladislav.

Showfolk Cut It Up Big at K. C. New Year's Frolic

(Continued from page 44)
 White, Mr. and Mrs. Henry Shankland, Mr. and Mrs. Carl Harlan, David S. Reese, Betty Lou McCraw, L. C. (Curly) and Peggy Reynolds, Edith Kelly, M. J. Benning, Anna G. Wilson, A. F. Adams, Mr. and Mrs. Art and Cadet Signor, Eddie and Ollie Meisterman, Mr. and Mrs. E. (Buster) Glenn, Mr. and Mrs. J. J. (Dago) Chiodo, R. L. Bushae, E. Reynolds; Mr. and Mrs. Noble C. Fairly, the World of Today Shows; Coleman, Joyce and Clara Lee, International Shows; Mr. and Mrs. C. F. (Doc) Zeiger, Zeiger Shows; Theo and Peggy Forstall, Ringling Bros. and Barnum & Bailey Circus; Art and Bird Brainerd, Tower Theater; George and Hattie Houk, Fairyland Park; Ruth Ann and Leo L. Levin, Edward (Slim) Johnson, Joanna Williams, William Holston, Helen Wiggins, Midwest Merchandise Company.

Manny Gunn, Edna Marie Pray; Jackie Jackson, Jackie's Studios; Mr. and Mrs. Charles Nathan, Mr. and Mrs. Clay Weber, Mr. and Mrs. Buck Ray, W. P. Turner, Trixie Clark, Mr. and Mrs. James Daleo, H. S. (Curly) Clark, Paul Sebel, Tony and Ruth Martone, Mrs. Blisse Hickman; Mr. and Mrs. Roger Haney, Haney's Rides; Conrad Haney, Meyers Lake Park; Frank M. Shortridge and daughter; Mrs. W. J. Francis, Jariann Jewett, May Wilson, George A. Dean, Mr. and Mrs. R. L. Sinderson; Joe Green, Greater Rainbow Shows; Mr. and Mrs. Russell Jewett, Betty Blakmore, Mrs. Amy Easley; Mr. and Mrs. C. H. Bechtelheimer, Buck Owens Shows; Harold (Whitie) Elliott, Feld Chevrolet Company; Edward Elliott, concessionaire; George Elser, Fairlyland Park; Billie A. Grimes, Tillie Johnson, J. P. Humphreys, Joseph G. Humphreys, W. L. (Mickey) Humphreys, Dailey Bros.' Circus.

William G. Murphy, Henry A. Sullivan, B-L Concessions; Lorelei Hugo, Mr. and Mrs. E. H. Hugo, Buck Keegan, Hugo's Traveling Zoo; Sam Benjamin, Walled Lake (Mich.) Park; Hugh W. and Opal Pyle, Pyle Sales Company; Irene Freeman, Mr. and Mrs. Sam Ansher, Elbert F. and Gladys F. Snider, Mrs. Daisy Hennies, Hennies Bros.' Shows; Mr. and Mrs. Clifford Adams and son; Mr. and Mrs. J. L. Hart, Mrs. Edith Moon, Mr. and Mrs. J. J. McBain, Jimmie Adams, Mr. and Mrs. H. L. Mansell.

F. W. (Boxie) Warfield, Max Amass, Schreiber Merchandise Company; Mr. and Mrs. Frank Wilson, Mr. and Mrs. Al Campbell, Jean Campbell, Mr. and Mrs. Sam G. Cathewood, Cavalcade of Amusements Company; Mr. and Mrs. H. J. Temple, Buckeye State Shows; Boots Cutler, Charlie Ross, Harry Vilet, Wayne Hale, George Carpenter, George Sargent, Wayne Hale Shows; Mrs. Sherman Bolger, Charles Reynolds, Lucille Harden, Mrs. Babe Rogers, Esther Ray, John E. Rogers, Barbara Ray; Minnie Lee Freeman, New York; Mr. and Mrs. Hakan, Charles Coleman, Esta Pearl Miller, Buck Ray, Donald Ray; Mr. and Mrs. L. K. Carter, Carter's Concessions; Ivan Mikasson; J. C. McBride, Arthur Bros.' Circus; James W. Guptill, Hennies Bros.' Shows; Mr. and Mrs. Stanley Carter, Mr. and Mrs. Ray Clayton, Clayton's Concessions; Owen Jones, Gold Medal Shows; Sherman Bolger, and Al C. Wilson.

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TURNER BROS.' SHOWS
 Petersburg, Ill.

FROM THE LOTS

J. A. Gentsch

NATCHEZ, Miss., Jan. 5.—Shows closed their season in Golden Meadow, La., December 26. Shows encountered much mud and rain during the Louisiana tour. Much activity prevails at local quarters. Owners plan to add a number of rides and shows this year. Christmas was celebrated December 23. Sonny and Murna, Mr. and Mrs. Gensch's children, spent the holidays here. Closing with the shows were Mr. and Mrs. Gentsch, Whitle Stewert, Mr. and Mrs. Earl Riecher, Roy and Pearl Hawkins, Mrs. Gordon, Robert Schumyer, Curley Marsh, Ma Dicker, Ann Rogers, Vivian Taichek, Curley Hatfield, Edward Rogers, Mr. Dicker, Johnnie Bryan, Mr. and Mrs. Brewer, Charlie and Mary Boss.—J. A. BRYAN.

Great Southern Exposition

GREEN COVE SPRINGS, Fla., Jan. 5.—Mr. and Mrs. Homer Ayers, owners, were hosts to over 50 showfolks at a Christmas party December 24. A huge decorated tree was an outstanding attraction. After the close of business Christmas Eve, guests placed gifts under the tree for distribution, names having been drawn previously. Doc Goulde, of the Life Show, emceed. Owner Ayers provided mixed fruit, candy and nuts and invited (See GREAT SOUTHERN on page 66)

J. R. Edwards

WOOSTER, O., Jan. 5.—Herb and Joan Engleking booked their lead gallery and dart game. Mr. and Mrs. Roy Saylor signed their photo gallery and candy floss, and Mike Sabbers, of Mount Pleasant, Mich., inked his popcorn trailer. Frank Miller has booked his palmistry booth. Shows are scheduled to open here April 1.—M. J. EDWARDS.

Virginia Greater

SUFFOLK, Va., Jan. 5.—General Manager Rocco Masucci is expected in quarters soon. Quarters crew had an enjoyable Christmas. General Agent William C. (Bill) Murray, before leaving for Greenville, S. C., for the holidays, saw to it that dining hall was decorated and that a Christmas tree was in place. Leo and Ike and Mike of the Midget (See VIRGINIA GREATER on page 66)

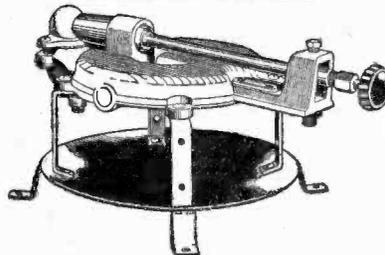
Madison Bros.

CARENCRO, La., Jan. 5.—After a profitable three weeks here, show closed for repairs and will reopen January 25. Meanwhile, a new marquee is to be delivered and a new entrance arch built under supervision of Max Madison. Mrs. Edna Madison, assisted by ladies (See MADISON BROS. on page 66)

Better Cooking — Better Light for Carnivals, Shows, Concessions

* All these Coleman Appliances make and burn their own gas from gasoline.

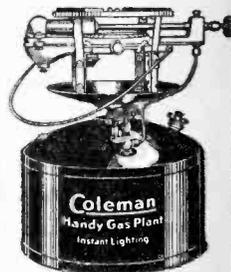
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Dependable gas heating service under all conditions. Ideal for popcorn, hamburger, hot-dog stands, under coffee urns, steam tables, hot plates, water heaters. 5 and 7-inch burner models.

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Portable complete gas plants; use them anywhere. Give clean, odorless, speedy gas heat adjustable to any volume for cooking, heating water, steaming; for repair shops. Costs only a few cents a day to operate. 8½-in. grate. Instant lighting; 5 and 7-inch burner models.



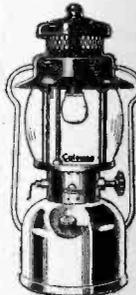
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Ideal for lunch counters, hot-dog and hamburger stands. Cooks just like city gas. Instant lighting. Solodur Metal Fuel Tank, resists rust and corrosion. Hinged top. 2 and 3-burner models.

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Big, powerful, dependable light for every outdoor night job. Floodlights 100-foot area so bright you can read a newspaper 50 feet away. Defies wind, snow, rain, sleet, and keeps on burning. Pyrex globe. Quality-built to take it when the going is rugged. Safe, can't spill fuel even if tipped over. 1 and 2 mantle models.



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THIS IS A 25 TRUCK SHOW—ALL NEW ROLLING STOCK Show will play Missouri, Illinois, Wisconsin, Kansas, Oklahoma and closing in Texas.

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WANTED FOR SEASON 19

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ELLIS AMUSEMENT CO.

We have spacious winter quarters, a nice place to plan, build and paint your equipment. Write us what you have. We have good Sign and Scenic Painter. Want Ferris Wheel and Kiddie Rides. Strictly clean Shows—no grift. We open in April. Will finance any worth-while show.

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NOW CONTRACTING FOR 1946

WANT sober and reliable Ride Help for Merry-Go-Round, Ferris Wheel, Octopus. Will pay top wages. FOR SALE: Eight-car factory-built Kiddie Auto Ride, good condition.

RALPH D. SANDERS, 619 Earl Avenue, Nesquehoning, Pa. Phone: New Kensington 4235.

BEATTY GETS CONCELLO PROPS

Watts Named New Manager

Motorized equipment will be sold, Conaway says—all new canvas ordered

FORT LAUDERDALE, Fla., Jan. 5.—Clyde Beatty, who as early as last summer predicted that he would go on rails in 1946 if he could arrange for equipment, saw his prediction come true here Monday (31) as he concluded negotiations with Art Concello for use of the railroad train and other equipment formerly used by Concello's Russell Bros. Pan-Pacific Circus.

Announcement of the deal, which has been pending for months and which was forecast in *The Billboard* (December 29), was made here by Paul M. Conaway, Beatty's attorney.

Conaway, in announcing the deal, also reported that Beatty had named Ira M. Watts as manager. Watts succeeds Ralph J. Clawson, resigned.

"Beatty's motorized equipment, now stored in Central City Park, Macon, Ga., will be sold," Conaway said, "as the new railroad show will take to the road from the winter quarters in El Paso, Tex., where extensive renovations will be made in the next few weeks."

Thru arrangements already made with the U. S. Tent & Awning Company, Chicago, the new rail show will open with all new canvas, Conaway said.

Winter quarter activities at El Paso, Beatty said, will be supervised by Watts. Watts has held important executive positions on many railroad shows and for several seasons operated his own motorized show. He is en route to El Paso.

Long-rumored deal reached the almost-fact stage at Los Angeles during the Pacific Coast Showmen's Association show of December 18. Attended by an unusually large gathering of circus folk, talk centered on the Beatty-Concello deal. Many were convinced it already had been consummated, but that would be a few weeks before announcement was made.

Louisville Rodeo Drops Around 12C

LOUISVILLE, Jan. 5.—Circle E Ranch rodeo, produced by George Adams and promoted here by G. A. (Jerry) Edwards, was estimated by Irving Wayne, manager of the Armory, to have dropped around \$12,500.

Wayne said he was required to dig into the Armory treasury to make up the deficit, but that all expenses contracted, including a hotel bill for the cowboys, had been paid.

James C. Warren, president of the Junior Board of Trade, sponsors, which had expected to get \$26,760 for its end, said his group had about \$1,700 coming.

"Frankly," he said, "I don't think we should take it. We didn't get out and work selling tickets. If we had done our job the show would have been better."

Hartford Board Passes on Total of 371 Fire Claims

NEW YORK, Jan. 7.—Up to date, 371 claims for damages in the Hartford circus fire of 1944 have been passed upon by the arbitration board in Hartford. Besides 79 cases remaining on the board's docket, there are several other suits pending against the Ringling circus and the city of Hartford, which have not been submitted to the board of arbitration, but must be decided by the courts before it will be possible to pay any of the awards already made.

On December 28, 13 awards totaling \$47,110.48 were made by the arbitration board, bringing the grand total of claims so far awarded to approximately \$1,200,000 in death cases, and \$1,300,000 in injury cases. It is expected final figures will be close to \$3,000,000.



DOWN SAN ANTONIO WAY, it's an old December 18 custom to toss a birthday party for Charles Shubbs. From showfolk friends to the mayor and chief of police of the Texas city, more than 100 turned out to celebrate the fourth annual party at the San Antonio Showmen's Club. Dave Stevens, host at the affair, was also toastmaster. Shown above are a few among those present. Seated, left to right: Ben Gross, mayor of San Antonio; Charles Shubbs, Mrs. Eddie Bales and Clem Dooley. Standing, left to right: Ben (Lefty) Block, Eddie Bales, Hymie Ruback, Harry (Red) Wingfield and Louis (Blackie) Ringol. Other two ladies are unidentified.

Pre-War Acts Flash Programs Of Post-War European Shows

NEW YORK, Jan. 5.—Many pre-war European circus and vaude acts are back in the ring according to circus programs scanned in recent weeks. Unusually large number of the widely known standard pre-war acts have been featured with a French tent circus, the Nouveau Cirque de Paris. Among these acts are Spessardy's (former French carnival showman) tigers; the Alizes, flying trapeze; Mona and Tymga, adagio quartet; Tay and Tys, comedy acrobats; Tassi's elephants, and the Ghezzi's, novelty equilibrists, who some years ago played the vaude circuits in America. Apparently this circus, using the title of one-time famous Paris indoor circus, is operated by the French circus family,

the Amar Brothers, who before the war had one of the biggest tent shows in France and operated the Empire Music Hall in Paris. Madam Emilienne Amar is listed as director. Show has a flashy layout, the big top being surrounded by a white railing with a graveled roadway, flanked by potted trees and flowers, lead to the main entrance.

U. S. Army Special Service has a big circus in Germany run by a former English showman, Harry Williams. Show features Williams and His Horses, pre-war standard circus act thruout Europe, and has a few other pre-war acts, such as the Three Hugonis, tumblers, and the Flying Melvils, trapeze.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold
By Starr De Belle

Moan Low, Tex.
January 6, 1946.

Dear Pat:

After making a one-night stand with our super-production of *Ten Nights in a Barroom*, the road equipment and personnel of the Won, Horse and Upp Circus returned to quarters at Colo-Tex, Tex., to reorganize for a winter tour thru the South. We found our big top, left behind on closing night because it was snow-covered and frozen to the ground, dry and ready for loading. Due to the high cost of transporting and keeping in repair the show's train, the bosses decided to troupe the winter trick overland. When this show switched from highways to rails, no changes were made in the equipment. We have the same wagons and mules. Manager Upp boasts of and sincerely believes that this is the only show that carries 32 wagons, including several cross-cages, on one flatcar.

To protect their big five-car railroad circus, the bosses ordered their title painted out on the wagons, and to keep advance publicity that is sent in by other shows from hurting business, they decided to use other shows' titles, which would be changed at every stand. We figured it a swell angle because when a competitor knocked us they might be tapping their own title.

Sunday, Monday, Tuesday, Wednesday

and Thursday were spent doing nothing but hard driving to get the show out of North Texas. The first stand of the winter tour was made at Fireplace, Tex., last Friday under the Freddie Freeman's Seldom-Scoff Circus title. To hear him tell it, that show had a rep. We learned differently when our banner salesman called a feed store proprietor with: "This is the manager of the big wild animal circus, menagerie, hippodrome, Wild West and annex of strange people talking. Have you enough feed on hand to supply a show of this magnitude?" When the merchant asked what big circus it was, and our banner salesman said, "Freeman's Seldom-Scoff," the feedman answered, "I've got enough feed in my window to take care of that show." That proved to us that we were trouping the show under the wrong moniker.

Yesterday we used the Charlot & Tab-leau Circus title at Misplace, Tex. Can you imagine a circus passing up a town because its buyers and agents had exchanged tax-free passes for food, forage, water, lot and licenses besides those put out by the bill crews. Well, that's what that show did there last fall because it didn't have enough capacity to take care of the comps. Not knowing this, the bosses paid cash for everything. (See *WON, HORSE & UPP* on page 67)

Edgar Ice Show In Debut Mar. 2

SARASOTA, Fla., Jan. 5.—James Edgar, president of Ice Skating Enterprises, Inc., and well known in circus and ice-skating circles will unveil his *Ice Gayety* show here March 2, he announced today.

Show, to be given under canvas made by the U. S. Tent and Awning Company, will be presented on natural ice and will play a minimum stand of two days or three performances. It may play as much as week stands.

Tent, a flame-proof affair, will have a 110-foot round top with one 62-foot middle. It will have blues, grandstand seats with chairs and boxes, and will seat about 3,000.

Skating area will be 30 by 60 feet. Portable rink was designed and constructed by Buildice Company, Inc., Chicago, being completed there December 1, and shipped here. A minimum of six hours is required to freeze the ice. At present, Buildice is assembling a mobile refrigeration plant capable of 40 tons a day. This will be completed, Edgar said, January 14 and will be mounted on a special 20-foot semi-trailer before being brought here.

Skating talent will be booked by Harry Hirsch, New York, ice artists' representative. He will also supervise production.

Anne Haroldson, instructor at the Chicago Figure Skating Club, has taken a leave of absence from the Arena to assume the skating direction and choreography of *Ice Gayety*.

Others on the staff are Vaughn Richardson, general agent; Justus Edwards, public relations; Hack Swain, music; Howard Ingram, general superintendent; Danny Helms, assistant general superintendent; Arnold Maley, treasurer; James J. Murphy, refrigeration engineer, and John White, superintendent of tickets.

W. Versteeg will design the lighting effects and a special wardrobe. Edgar said show represents an investment of about \$100,000.

This is not Edgar's debut in the ice skating business. In 1940 he toured fairs in the United States and Canada with his *Royal Ice Palace Revue*, using Ice-o-Lite. He entered the army in January, 1941, and was medically discharged with the rank of major in November, 1944, after serving 18 months in Europe.

Duttons Lose Camel in Fire

HOUSTON, Tex., Jan. 5.—Fire, believed to have started from defective wiring, destroyed a large stable at winter quarters, owned by Frank Walter, local circus man, and stock owned by Walter and the Riding Duttons. Biggest loss to the Duttons was their trained camel, Bagdad, and three trained rosinback horses. Act will continue, said William Bausman, who has horses to replace the ones lost.

Walter's loss included four midget ponies, three gaited horses and a four-pony drill. The Duttons were able to save two horses, all their harness, equipment and wardrobe. The Walter menagerie animals, including 3 lions, 10 cages of monkeys and some small animals were saved.

Fire, which burned the building to the ground in a half hour, was confined to one stable. Eight other buildings were not damaged.

Hagenbeck Ready For German Show

HAMBURG, Germany, Jan. 5. — If everything goes okay, Lorenz Hagenbeck will have his circus back on the road by April, he announces.

The circus and its 70 trained animals were in Sweden in 1944 filling an engagement when Allied air attacks were striking hard at Germany, thereby missing possible destruction.

Hagenbeck said British authorities borrowed the big circus tent for a welfare center during the war, but returned it.

UNDER THE MARQUEE

MAPPING time.

WARREN H. HENSEN, still in a hospital at Jacksonville, Ill., hopes to get on tickets with a show next season. He is at 1201 South Main Street, Jacksonville.

CHARLES (BOUNDING) JOHNSON, who at 65 boasts that he can still perform every stunt in his bag of wire tricks except the back somersault, will spend the remainder of the winter at Valdosta, Ga.

ANOTHER ODD INSTITUTION is the cookhouse—that never hires cooks.

MRS. BOB TABER, wintering at Riverside, Calif., reports that Station KPRO, of that city, recently broadcast a dramatic version of the 1908 rampage of Snyder and other Sells-Floto elephants in Riverside.

CARL WADDELL, Art LaRue, Charlie Bays, Fay Avalon and Cooksie, clowns, worked five camp dates and an Elks' affair at San Diego, Calif., during the holidays and a party at the Biltmore, Los Angeles, December 26.

IT TAKES a showman a long time to learn that small town dwellers never forget.

"SUGAR-FOOT" WILLIAMS, former blackface ace with the Coburn, John R. Van Arnam and Lassie White minstrels and later with the Ringling show, is currently presenting a burnt-cork turn in Southern niteries.

AMONG circus folk at Wisconsin Association of Fairs' meeting, Milwaukee, last week, were Bill Blomberg, Joe Greer, John Wixom and R. H. Lewis. . . . BURT L. WILSON is circus-fanning at the Atwell Club after a lengthy absence.

AS OLD-TIMERS see it, the first, last and only good circuses tramped during the late '90s and early 1900s.

BACK in Gonzales, Tex., after six weeks in Havana, the Swingcapators are playing theaters and dances. They'll be back with Dailey Bros. next season, with practically the same gang. Manager John B. Williams and wife, Helen, are in New Orleans buying wardrobe. Happy Jack is in charge while they're away.

EMMET SIMS, press representative for Cole Bros.' Circus, has been ill the past six weeks but has recovered sufficiently to be moved to his Chicago home. . . . DICK SCATTERDAY, national advertising director for Cole, has been frequenting night spots around Chicago's Clark and Randolph streets for two weeks.

THINGS are askew in the animal kingdom when an animal show owner has to borrow money to keep the wolf away from his door.

DON DORSEY notes from Portland, Me., that he is set to play indoor shows

for Al Martin at Springfield and Worcester, Mass., in late January and February. . . . RAY BRISON, arriving in Jacksonville, Fla., December 22, found that his friend, Charlie Meyers, had booked him to play a kiddies' party the next night, with several dates to follow.

AFTER TRYING to get seats in an almost filled tent from a reserve ducat seller, a native realizes that prosperity is tough.

CORP. SAMUEL BURNSTEIN, recently discharged from service after serving in the European theater, was a visitor at the quarters of Mills Bros.' Circus in Ashland, O. . . . CORP. HY LANGERMAN, recently returned from overseas, expects to be discharged in about a month. He and his wife recently visited the Mills' quarters. . . . ROY HOWZE is working the dogs and ponies at the circus in the Cleveland Arena. . . . KENNETH WAITE, together with Mel Henry and Bobo, is taking part in the Cleveland event.

REMEMBER the early-day advance cars, usually lettered No. 2, that were decorated with paintings of giraffes, rhinos and chariot races?

MARIA ANTALEK advises that her brother, Frank, has joined her at Sarasota, Fla., for a vacation. He was recently discharged after two years army overseas service. . . . CONVALESCING at Marshall Browning Hospital, Du Quoin, Ill., L. Ray Choisser recalls that Billy Lorette was rushed to the same institution when he collapsed at Du Quoin State Fair 10 years ago. Ray, still 40 pounds underweight, is recovering from a bout with the flu. . . . MR. AND MRS. WILLIAM L. OLIVER, Dailey Bros' Circus, were in New Orleans for the Sugar Bowl grid classic. . . . LUCIEN JOHNS swears that December 28 was a day when he couldn't walk around Sarasota, Fla., in any direction without bumping into a tented organization or its delegates. He noted, among others, Ringling-Barnum, Ingram's Florida Amusement Company, Silas Green Show, Bolt's Royal Amusements, Zacchini Amusements Company; L. Harvey (Doc) Cann, World of Mirth Shows, and James Edgar's Ice Gayeties, now being readied (See UNDER THE MARQUEE on page 67)

With the Circus Fans

By The Ringmaster
CFA
President THOMAS M. GREGORY
12039 Edgewater Drive Lakewood 7, O.
Secretary-Treasurer GIL CONLIN
71 Allendale Road Hartford 6, Conn.
(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

Emmett Kelly had Christmas dinner with Winnie and Tom Gregory and their daughters, Dorothy and Virginia, at the Gregory apartment in Lakewood, O. Kelly has been making the Hotel Auditorium, Cleveland, his headquarters. He opened Christmas Day at the Alpine Village there after playing a number of Ohio engagements.

An item, with mention of CFA, regarding member Ralph Coit's circus interest, appeared in the A. L. C., fortnightly life insurance newsletter of December 1. Ralph, who resides in Greensboro, N. C., is vice-president of the Jefferson Standard Insurance Company, that city, and a charter member of the American Institute of Actuaries. Member W. A. (Bill) Stanton, Adrian, Mich., died December 9. He is survived by his widow. Bill was an ardent fan. He joined our association last August.

Bill Day, New Britain, Conn., and Jim Hoyer, Hartford, Conn., visited with Leonard S. Aylesworth, James A. Haley and George W. Smith at the Osborn Farm, Enfield, Conn., December 14. Bill and Jim showed their colored stiffs, shot on the Big One the past season.

Dana C. Blom, Portland, Me., has received his discharge after about three years of service. He saw action on the Pelae Islands and the Philippines and later was with the occupation forces in Japan.

Wilson Poarch Jr., CFA of Petersburg, Va., received his discharge from service and returned to his home. On his way east from California, he stopped in Chicago. He writes in praise of the warm reception received at Mayor Edward Kelly's Chicago Service Center.



JEFF MURPHREE, veteran whiteface clown, is resting at his home in Birmingham after having completed indoor dates for John Andrew and Ernie Young.

Smith Adds Trucks; Org Will Open in May

ST. JOSEPH, Mich., Jan. 5.—Smith Bros.' Circus recently purchased two Chevrolet trucks, and show now has 10 trucks and three trailers. Org will open in May, travel in Ohio until June and then return to Michigan. Management has signed the Tracys, clown act, and Arzett Ellis, aerial numbers, including swinging ladder.

Beverly and Bill Harnett will have the Wild West concert. Management will have horse and pony acts in program, and Bill Nobles and his comedy mule, Jitter Bug, will feature the concert. Tiny Smith and His Bucking Ford will be in big show program. Harry Robbins will start overhauling the trucks after March 1. Paper has been ordered.

Veronica Kimris Injured In Miami Auto Accident

FORT LAUDERDALE, Fla., Jan. 5.—Veronica Kimris, of Les Kimris, aerialists, is in Broward General Hospital here with serious injuries sustained in an automobile accident near Miami Wednesday (26).

Preliminary reports indicate that she will be unable to fulfill her contracts with Hamid-Morton for the indoor circus season, but hopes are held that she will recover in time for the park and fair appearances scheduled for her by George A. Hamid. Les Kimris has been a featured Hamid act the past 10 years.

Weather Aids Mills Bros.

ASHLAND, O., Jan. 5.—Aided by some springlike weather, work at quarters here of Mills Bros.' Circus is going ahead at top speed. At present, the show's animals are in Cleveland, to take part in the show at the Arena.

ELMER MYERS, superintendent of inside tickets with Austin Bros.' Circus last year, visited his brother and sister in Lancaster, Pa., over the holidays. He arrived in Cincinnati last week for a stay of a week or two, after which he heads for the Lone Star State. He was a visitor at the Cincy office of The Billboard last Friday (4).

PRODUCING CLOWN AT LIBERTY

February 11 to April 15 and Then Again After May 26.

PARKS, FAIRS, INDOOR or OUTDOOR CIRCUS, or Anything Where a Good First Class Clown May Be Needed.

Closed 18 weeks Fairs and Celebrations. Have 13 weeks of Indoor Dates to play. Nothing too small that can pay me. Nothing too large that can use me.

ROY BARRETT
Permanent Address: c/o The Billboard
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WANTED

General Agent

Must be reliable and willing worker that can get auspices. "Hi-Brown Bobby Burns," wire. Also 3 Press Agents. Write stating past experience and salary expected.

JACK MILLS
MILLS BROS.' CIRCUS
2900 Edgell Rd., Cleveland Heights, Ohio

WANT PHONE MEN!

FOR NATIONAL RADIO DEAL

Must be sober and reliable. Continuous work guaranteed. Commissions and bonus. Deal has been in operation three years.

ALLAN MILLER AGENCY
Bell Building Toledo, Ohio

Monroe Bros.' Circus

Want Aerial, Ground and Animal Acts, Electrician, Big Top and Cook House Help, Boss Canvasman to handle all new canvas. Want to buy Camel and Pony Drill.

BOX 283, California, Mo.

WANTED

General Agent with car, Legal Adjuster, Animal Acts, Sideshow People. All useful people answer. Show opens in Arkansas in April.

E. E. COLEMAN
M. L. Clark & Sons Circus
4750 N. Main St. Dayton, Ohio

SMITH BROS.' CIRCUS

WANTS TO BUY

Blues Seats and Stars Backs Rev. Also a 50 Ft. Round Top With 30 Ft. Middles. WANT A 7 K.W. LIGHT PLANT. Also Want To Hear From All Kinds of Acts. Want To Hear From a Good Dog Act.

SMITH BROS.' CIRCUS
P. O. Box 268, St. Joseph, Mich.

WANTED FOR COLE BROTHERS' CIRCUS SIDE SHOW

Novelty Acts, Human Oddities, Giant, Midgets, Fat Girl, Lady Sword Swallower, Fire Eater, Snake Act, Oriental Dancers, Inside Lecturer, Talkers and Ticket Sellers.

Send Late Photo and Full Description of Act. Address

ARTHUR HOFFMAN
333 KANEWAY GREENWOOD, S. C.

WANTED

All kinds of Circus Acts, preferably those who do two acts. Also Clowns and Girls for general useful work. Starting about January 20th until about October. State all in first letter. Write

ARTHUR GROTEFENT-WALLEND
476 ARLINGTON AVENUE SARASOTA, FLA.

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USED BY LEADING OUTDOOR SHOWS
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All Fluorescent and Luminescent Materials, Saitins, Filters.
LARGE STOCKS
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SHOW HORSES FOR SALE

Two Young Teams, Four Horse Hitch Palomino Show and Parade Geldings. Yellow as gold, well matched. Lead team weight, 2,800 lbs; wheel team weight, 3,200 lbs. Highly decorated Show Wagon and Harness complete. This outfit is outstanding thruout. The only one of its kind in the world.

EDW. J. WARD, Owner
CHELSEA, OKLA.

SHOWMEN, TAKE NOTICE

TIM MIX AND ESTRELLA

Open for 1946 season, the act of unique style dramatization, doubling fifteen instruments. A Cowboy and Cowgirl Attraction imitating radio, stage and screen stars. Contact

TIM MIX, General Delivery, Tampa, Fla.

URGE STRONGER 4-H PROGRAM

Annuals Mull Bldg. Program

Wisconsin executives told to exert their strength on legislators to push program

MILWAUKEE, Jan. 5.—“Fair men don't know their own strength—or the political power of their organizations,” said Taylor Brown, secretary of Winnebago County Fair, Oshkosh, himself a State senator, in urging State and county subsidies for the construction of youth dormitories at county fairs of the State. “If you did know your strength,” he told fair men at the annual convention of Wisconsin Association of Fairs here January 2-4 at Hotel Schroeder. “You would contact your assemblymen and senators. Even if the legislators are not interested in fairs—and most of them are—he will give support to the very fair,” Brown said, “should have a 4-H Club dormitory or clubhouse, built, under proper sanitary conditions, where they can eat and sleep and enjoy exercising.”

The work of the 4-H Club is a tremendous force in this country and the fair is the round-up of that effort. It merits subsidy. Perhaps, the State might match county appropriations, or, possibly, make grants on a percentage basis,” he concluded.

Youth Gets Attention

Improved facilities for youth activities at fairs held the greatest attention at the convention. No definite action was taken on Brown's urging that fair men contact State legislators, but his suggestion did not go unheeded, and many fair men are expected to make an appeal before the next meeting of the Legislature in 1947.

A few county fairs, which hold comfortable cash surpluses, are planning to do their own construction, providing (See URGE STRONGER on page 57)

Ravenna Inks Rodeo, Midway Attractions

RAVENNA, O., Jan. 5.—Merle H. Patch, secretary, Portage County Fair and Exhibition, in announcing 1946 plans, said the annual will be held here July 30 thru August 3, with a nightly rodeo, provided by Hickory Ranch Rodeo, and harness racing among the features. Robert J. Harper will be in charge speed racing. Governor Lausche is slated to preside at the running of the Governor's Handicap race.

Mr. Everett will serve as superintendent of cattle; Mrs. Scott Bushey, is in charge of Grange; J. E. Patterson, superintendent of horses. Rides and midway concessions have been contracted by the F. E. Gooding Company. Massillon's Washington High School Band is an added attraction.

Race track has been put in condition by county commissioners and new fencing installed around the track. New steel fencing has been contracted for and will be installed across the front of the grounds.

Army Expects Long Stay at Springfield

SPRINGFIELD, Mass., Jan. 5.—An army spokesman expressed the opinion today that the Eastern States Exposition plant, still occupied as a quartermaster depot, is not likely to be “out of the trenches” before summer.

Capt. Charles Hevner, commanding officer of the depot, said he doubted that the army can wind up its affairs and clear out the buildings, still 90 per cent filled, before summer. His opinion cast further doubt that the exposition can stage its Victory Celebration in 1946.



JOE HUGHES, rotund sales representative for George A. Hamid, Inc., has been skipping merrily over the North country, having contracted for Exposition Provinciale at Quebec City; Eastern Township Agricultural Society, Sherbrooke, Que.; the Skowhegan State Fair, Skowhegan, Me.; Bangor State Fair, Bangor, Me.; Northern Maine Fair, Presque Isle, and the Gorham Fair Association, Gorham, Me.

Ops Make Show Peddlers Happy By Using Ink

MILWAUKEE, Jan. 5.—Annual three-day convention of Wisconsin Association of Fairs here was short on room-crawling, long on attraction buying. Attraction peddlers reported best business in years, practically all fairs being in good cash position and eager to close (See SHOW PEDDLERS on page 67)

Peacetime Expo Planning To Feature Gopher Meetings

ST. PAUL, Jan. 5.—Minnesota State and county fairs will study peacetime exposition planning at the annual three-day sessions of the Minnesota State Agricultural Society and Minnesota Federation of County Fairs scheduled to open at St. Paul Hotel here Wednesday (9).

Diversified convention programs will begin Wednesday morning, with President Robert Freeman, St. Paul, calling the county fair delegates into session at 10:30. First State Agricultural Society meeting will be called to order a half hour later by President W. S. Moscrip. Reports of the credentials and resolutions committees comprise the only

Bulging Barns at 1946 Wis. Annuals May Provoke State Aid Crisis, Kalbus Says

Urges Cut in Premiums for Horse Shows, Contests

MILWAUKEE, Jan. 5.—Skyrocketing entries this year in Wisconsin will not be an unmixed blessing to fair management. The expected sharp rise in the number of exhibitors points to plenty of headaches on the part of fair management. This was clearly indicated here at the annual convention of the Wisconsin Association of Fairs, when fair men were told that they would have to hew to the line and cast out the least meritorious features which offered premiums during war years.

A. W. Kalbus, of the Fair Division of the State Department of Agriculture, sounded the alarm.

“We are coming to a crisis in the matter of State aid,” Kalbus said. “We are going to have more labor, so the people will have time to prepare livestock and agricultural exhibits, and we must demonstrate leadership to meet the situation.”

In 1945, he pointed out, Wisconsin fairs spent \$163,599 for premiums. As the State allocation was \$160,000, each fair was paid on a reduced pro rata basis, with a 2.2 per cent cut.

In 1946, he predicted, premiums may reach \$185,000, which would result in a pro rata deduction of from 10 to 15 per cent. Some fairs, he added, have built up cash surpluses. Others, however, have not.

Increased State aid won't be possible and reduction of premiums is out of the question, so the only possible solution, he said, is to eliminate features of no great value. He cited two features—horse-pulling contests and light horse shows—which might be eliminated.

“Twenty-five years ago horse-pulling

contests were educational features,” Kalbus declared. “Last year I saw two such contests and was unable to see their educational value. They are comparable to thrill shows and I haven't been able to see why they should get State aid as educational features.”

During war years, he said, many fairs, due to the shortage of entertainment attractions, went in for light horse or show-horse competition. There was, he added, a marked rise in the number of these shows and in the amount of premiums paid. Some fairs paid as much as \$2,000 of their total of \$5,000 for these shows.

If these are retained in Wisconsin, Kalbus recommended, the amount available in premiums for State aid for them should be limited, “perhaps on a percentage of the total paid out in premiums.”

Crump Advises To Spend Adv. Cash--But Right

MILWAUKEE, Jan. 5.—“We have done a lousy job of publicizing our fairs, both nationally and locally,” Gordon Crump, publicity director of Wisconsin State Fair, told members at the annual Wisconsin Association of Fairs meeting at Hotel Schroeder here January 2-4. He advocated a three-way selling program, combining publicity, promotion and advertising. He said that few fairs spend enough money in selling their annuals to the public and frequently much of the money allocated is wasted thru bad budgeting.

By way of a cure Crump proposed a four-point program calling for annual advertising clinics, preparation of advertising budgets, analysis to help in spending money more effectively and a publicity campaign covering the nation to tell the job that fairs are doing.

Frank Winkley, thrill show promoter, stated that while there would be a necessary lull in originating new features for public presentation, aviation would soon be incorporated to provide maximum advancement of thrills.

Charles B. Drewry, Marinette, speaking on Post-War Machinery Shows, pointed out they had double advantages in being both a source of revenue and (See CRUMP TALKS ADS on page 67)

Nice Santa Claus, Gives Annual 20G

MILWAUKEE, Jan. 5.—There is a Santa Claus, the Sheboygan County Fair, Plymouth, Wis., directors can well testify. They found it out just before the new year was ushered in, when they received a \$20,000 gift from the Kohler Company, Kohler, Wis., W. H. Eldridge, secretary of the board, told members of the Wisconsin Association of Fairs here this week.

Shortly before Christmas, the directors approached the Kohler Company for a donation, and St. Nick responded. The money, Eldridge said, will be used for the construction of a combination youth dormitory and display building when labor and materials permit.

He suggested to fair men that they, too, might find a Santa Claus in their area, pointing out that gifts to non-profit fairs are income tax exempt.

Golden Yield for Wigglers; \$750,000 in Stakes for '46

CHICAGO, Jan. 5.—New year was ushered in by harness horsemen with the greatest enthusiasm in the history of sulky racing, and with good reason. The year 1946 looms as the golden harvest season. With hiked purses thruout the nation, earnings for practically all horsemen are expected to hit new all-time highs, and a record number of rich stakes are scheduled.

Stake races for the year will aggregate \$750,000, which eclipses the previous high mark by a cool quarter of a million dollars. What's more, the East, heretofore the stronghold for the sport, now

looks to the West Coast, where they appear primed to press the East for racing dominance.

West Coast Offers Big

Western Harness Racing Association, a newcomer to the field, has leased the Santa Anita mile track and offers \$400,000 in purses, with almost half of that total in stakes. Heading the West Coast stakes are a \$50,000 pace and a \$50,000 trot. While no decision has been made as to which class of pacers will go for the big money, it is likely that the race (See \$750,000 IN STAKES on page 67)

Annuals Out To Lift Gate Tax

Wis. Annuals Launch Drive

Urge Senators, Congressmen to bring about pre-war tax exemption on gate tickets

MILWAUKEE, Jan. 5.—A drive to return non-profit fairs to their pre-war front-gate tax exemption status was launched here this week at the annual convention of the Wisconsin Association of Fairs, when that organization passed a resolution directed to the State's representatives in the House and Senate urging the lifting of the present tax.

Similar action is expected from other State organizations of fairs at their respective meetings, most of which will be held before mid-February. The present admission tariff is 20 per cent, and its elimination is seen as a boon to the healthy development of fairs.

Front Gate Only

The tax exemption sought would apply only to front-gate admissions. Grandstand, midway or other fair amusements would continue to carry the tax.

This point was made clear by Clarence H. Harnden, Saginaw, Mich., president of the International Association of Fairs, who suggested and drafted the motion here.

A concerted nationwide drive is seen as necessary to bring about the return (See *Seek Gate Tax Cut on page 57*)



BILL BROWN, sports announcer at KYA, San Francisco, and formerly of WHO, Des Moines, has contracted to handle the announcing next season for the Racing Corporation of America, according to John A. Sloan.

Army's Payoff May Delay Ind.

INDIANAPOLIS, Jan. 5.—State Fair Board here found a new obstacle in its path today in its efforts to prepare its grounds for the 1946 annual.

Orval Pratt, board secretary, said that army payment for damage done to the grounds and buildings during four years of Air Corps occupancy will be held up "for at least 30 days."

As a result, essential repair work which must be started soon in order to have the buildings ready for what officials predict will be "the greatest fair in the State's history" is being delayed.

Meanwhile, the board has made its estimate of the work to be done, which includes reflooring of the cattle and hog barns, resurfacing of the track, re-roofing of some of the buildings and repairing of all others and rebuilding the speed horse barns.

Some of this work can be done by State workmen and some can be let by contract on a promise to pay, but the bulk must await payment by the army.

Mich. Loop Sets Up 11 Weeks of Racing

LANSING, Mich., Jan. 5.—An 11-week schedule of harness horse racing was set up tentatively here Thursday (27) by representatives of 13 fairs comprising the Michigan Fair and Racing Circuit.

Secretary H. B. Kelley, Hillsdale, said the fair race meets will be preceded by a program at Jackson, under Michigan Trotting Club auspices.

At the meeting in Hotel Olds, Charles Figy, State Director of Agriculture; William Dowling, State racing commissioner, and A. C. Carton, chief of fairs, were guests.

Following are the tentative circuit dates: Ithaca, week starting July 22; Hastings, week starting July 28; Ionia, week starting August 5; Mason, week starting August 12; Marshall, week starting August 19; Charlotte, week starting August 26; Fowlerville, week starting September 2; Allegan, week starting September 9; Centerville and Adrian, week starting September 16; Hillsdale and Kalamazoo, week starting September 16; Hillsdale and Kalamazoo, week starting September 23, and Hartford, week starting September 30.

Michigan Will Advertise

GRAND RAPIDS, Mich., Jan. 5.—Shows touting values of outdoor life in the State will be staged in five U. S. cities in 1946 by the Michigan Tourist Council. Exhibitions will be shown in Chicago, Detroit, Cleveland, Milwaukee and Cincinnati.

Critics Tag Equine Tuggers "Racket" at Milwaukee Meet

MILWAUKEE, Jan. 5.—Horse-pulling contests are not always on the up-and-up. What's more, they are fast approaching the racket stage, and sometimes they might be classed with the grunt-a-groaners.

These were some of the charges hurled at the annual convention of the Wisconsin Association of Fairs here this week, and the charges landed in a prominent spot in Milwaukee gazettes, doing neither horse-pulling nor fairs any good.

Charges flew in off-the-floor confabs and in a floor discussion titled, *Sit-Down Strikes at Horse-Pulling Contests*, with Taylor Brown, secretary at Oshkosh, and

Col. W. R. Ingraham, speaking for the horse-pulling association, as principal participants.

Title of the discussion was a direct reference to sit-down strikes of pullers at the De Pere fair last year, when the rein-tusslers asked for more prize money—or else—before the contest started.

"Horse-pulling is approaching the place where it might become a racket," Brown declared. "I don't think it right to ask for money just before the contest. After it gets up in the big money, it ceases to be educational. It is educational only as you make it educational. (See *HORSES GAFFED?* on page 57)

ILLINOIS FAIR SECRETARIES
IN 1946
TURN TO
TURNER
BROS.' SHOWS
Permanent Address: Petersburg, Ill.

Mr. Fair Secretary--- Mr. Showman---
AND ALL ATTENDING THE CONVENTION OF
MICHIGAN ASSOCIATION OF FAIRS
You Are Invited to the
OPEN HOUSE AND HOUSEWARMING PARTY
In the New Home of the
MICHIGAN SHOWMEN'S ASSOCIATION
3153 Cass Ave., Detroit 1, Mich.
SUNDAY, JANUARY 20, 1946, 8 P. M.
MUSIC — DANCING — FLOOR SHOW — REFRESHMENTS
JACK DICKSTEIN, President
P.S.: It's All on the House. Bring Your Family and Friends.

NOTICE
CHANGE IN DATES
IONIA FREE FAIR
IONIA, MICHIGAN
AUGUST 5-10, 1946
Michigan's Greatest Outdoor Event

ATTENTION
Fair Boards and Committeemen of Kansas, Nebraska, Colorado
Meet Us At Your Fair Meeting.
FREAR UNITED SHOW
Box 1277, ROY FREAR, Owner-Manager Wichita, Kansas

FOR YOUR 1946 OUTDOOR EVENT—
the attraction that's an outstanding attendance builder and at the same time provides spine-tingling thrills with each daring performance—
The Sensational
Selden
THE STRATOSPHERE MAN
the only performer doing a 35-foot giant hand-stand sway atop a high pole. This unusual feat has packed the grandstands for years, and continues to roll up record attendances for Fairs, Carnivals and other outdoor events.
BOOK SELDEN NOW — indoors or outdoors—for your most successful event yet!
For Complete Details, Write Today, Care THE BILLBOARD, Cincinnati 1, O.

WILLIAMS & LEE
WANT
High-class ACTS for our 1946 Fairs. Thrill Acts, High Acts, Comedy Acts, Singles, Doubles, Troupes doing two or more first-class Acts. Long season to those that are priced right. Photos—terms. 464 Holly Ave., St. Paul 2, Minn.

ATTENTION, ALL ACTS
Now contracting acts of every description for our 1946 fair season. Preference given acts and troupes doing two or more acts. Our acts get from 6 to 12 weeks with minimum jumps. Photos, terms.
J. C. Michaels Attractions
Suite 213, Reliance Bldg., Kansas City, Mo.

British Firms Eye Export Biz

Trade Skeds London Show

English builders lose no time in getting rides on market

NEW YORK, Jan. 5.—British amusement device builders are losing no time in getting new rides and devices on the market and are bidding strongly for export trade.

Plans for a trade show were snagged for a time because a small group of British amusement device manufacturers had grabbed the only available spot for such an exposition, but recently this group agreed to share their date and space with Amusement Trades Exhibition, Ltd., grouping all interests in outdoor amusements, and England's first post-war trade show, amusement devices and trades exhibition, will be held at the Royal Horticultural Hall, in the Westminster section of London, February 6-8.

Show is sponsored by the following outdoor groups: Amusement Caterers' Association, Association of Circus Proprietors of Great Britain, Amusement Park Proprietors of Great Britain and the Showmen's Guild of Great Britain. While not listed as a sponsor the British Automatic Machine Operators' Society, group of coin machine makers and operators, is a leading participant in the show, with Edward Graves, promoter of pre-war London coin machine shows, holding a key spot in putting on this year's trade show.

Because of lack of information and limited time it is not likely that any American firms will be able to get any of their devices on display at the London show. Primarily it is a British show making a bid for foreign as well as domestic business but thru their English representatives. It is possible, however, that a few American firms may get into the picture. At least one of the big American coin machine manufacturers has a bid in for space and may have a stand, providing this is not exclusively a British show.

Lions Eat Way Out Of Feehley's House And Into Jacobs's

PHILADELPHIA, Jan. 5.—Thomas J. Feehley, of near-by Coatesville, got the help of local newspapers to get rid of three lions which have been eating him out of house and home. Feehley's felines are now in the process of sale to Terrell Jacobs, wild animal trainer of Peru, Ind. Feehley bought the lions from a near-by amusement park after his release from the army. He exhibited them successfully for a time but interest dropped off, along with gate receipts. The lions, however, continued to devour 24 pounds of horse meat daily at 8 cents per pound.

A Baltimore taxidermist offered to buy the beasts, with the provision that they be dead, but Feehley was attached to his lions, despite their appetites, and nixed the offer. Then he appealed to Philadelphia papers for help.

Now they are going for \$100 each—but alive.

JOHN A. WILSON, ride operator in Chattanooga parks the last three years, will operate on the Children's Playground Beach Park in Biloxi, Miss., during 1946 and 1947. He contracted his Funhouse, Ell Wheel and Merry-Go-Round for that spot. Wilson will have his equipment ready for use February 24. Harry and Pearl Harris will operate their new neon-lighted front animal show at the park this season.

Two Utah Funspots, Closed For Three Years, Will Reopen

SALT LAKE CITY, Jan. 5.—Dark for three years because of the war, two of Salt Lake City's resorts, Saltair Beach and Lagoon, will reopen this year. That, coupled with the many improvements and repairs planned at other local parks and beaches, is the big news regarding Utah's parks and beaches.

Thomas M. Wheeler, general manager of Saltair, and Julian M. Bamberger, president of Lagoon, announce improvements in excess of \$100,000 for the two spots. This takes in the necessary improvements and replacement of equipment heretofore unavailable. It does not include the return to the resorts of railroad equipment loaned the government.

Aided by favorable weather, repair crews already have started work at the two resorts but they will not get under full steam until March. Formal opening, as usual, will be Decoration Day, with the season lasting 13 weeks. Pre-season and post-season dancing at the resorts will depend upon weather conditions.

Saltair patronage is based mainly upon the popularity of the midway and dancing. It uses semi-name bands during the season, with occasional one-night stands of top-flight name bands. Lagoon is a picnic spot midway between Salt Lake City and Ogden, the two largest cities in the State and comprising more than 50 per cent of the State's population.

Expansion programs involving approximately \$50,000 are planned for Black Rock Beach and Sunset Beach, both of which remained open during the war at the request of the army. As both are bathing resorts rather than amusement parks, the army requested that they operate during the war to accommodate members of the armed forces.

Because of gas and food rationing and the lack of soft drinks, beer, supplies, etc., and a blackout of tourist trade,

neither spot made money during the three war years. Heavy week-end business of the military was nullified by almost complete lack of business on week-days.

Both Black Rock and Sunset Beach expect a 50 per cent increase during 1946 and a larger increase during the Utah centennial year of 1947.

Munie Luxury Tax Pays A. C. Repair Bill; 653G Allotted

ATLANTIC CITY, Jan. 5. — Buffeted around by the hurricane of September, 1944, to the extent of an estimated \$2,000,000, an extensive program of repairs, to the Municipal Luxury Tax, has been authorized.

Introduced as an emergency measure and in effect on Decoration Day, tax has paid \$1,418,747 into the city treasury. This amount \$653,008 has been allocated for contracts already awarded and bids have been asked on other work estimated to cost about \$450,000.

Included are a series of jetties; bulk-heading of street ends, and repair and construction of Boardwalk sub-structure. All work is in the so-called inlet section or upper end of the city which has always taken the brunt of severe storms paying an almost annual visit to the resort in early September.

Other projects undertaken were the construction of a series of sea walls in the city's lower Chelsea section; a brick sea wall under the Boardwalk as protection for Municipal Park and construction of a number of new entrances from the street to the beach.

American Recreational Equipment Association

By R. S. Uzzell

In Montreal, the weather has practically stopped all outside construction. Because of the long and severe winters, experienced concessionaires do as much outdoor work on rides as they can in the fall and leave the rest until spring.

Long experience and repeated warnings have them always on the alert for fire hazards. The parks are insisting on approved heating appliances, and they keep the fuel outside where there is less danger of fire.

The carelessness of the public in summer with cigar and cigarette butts is the big risk. To deliberately toss a cigarette into an open ride, where it may fall into oil drippings, is unpardonable. The cautious, alert ride manager is a gem. The one who takes time to look everything over well after closing is the one who should get special recognition and reward.

In these repair places, the employees are cautioned to remove all packing cases and padding, particularly excelsior, immediately after opening a case. Cloth or cotton waste when saturated with oil, if left around, only asks for trouble. New manufacturers should learn about our three major headaches—fire, accident and pilfering. One Coaster was ignited by a little steam engine that ran under it for only a short distance.

All old rope should go to the scrap heap. Trusting a rope too long invites trouble. Here the experienced eye pays dividends. It is well to know where and how to look. To find the cause of the break after it happens is easy, but to locate the risk before and prevent an accident is the important job. Some of us have seen the large bent of a Coaster fall the wrong way and damage other bents not yet securely fastened because of a broken rope.

Some new rides well along in production were not mentioned at the Chicago meeting. One man said, "Why spill our

stuff now when we can't get the material to produce our usual line?" One of our well-known manufacturers refused a new job because he can't complete units of his standard rides, several of which he has on his floor waiting for essential materials. Another old-timer said he now has all the work he can do, so why take on more.

The park managers have their 1946 problems. One told us he will not have as many picnics nor will they be as large as in the last three years, yet he will have the same promotion expense. Policing the park this summer will not be child's play. Nevertheless, none despair and they are looking forward to the future with courage.

Va. State Parks See Hefty Year

RICHMOND, Va., Jan. 5.—For the first time since 1942, full recreational facilities of Virginia's State parks will be operated this year, according to Randolph O'Dell, director of State parks. War conditions crippled normal operations in 1943-'44, and they functioned only in part late last summer.

O'Dell said preparations are being made for the park system's biggest season. All signs point to a record outpouring of vacationers in 1946, he said, and attendance at recreational areas and State parks is expected to surpass the peacetime peak of 480,000 visitors in 1941.

Six parks — Westmoreland, Hungry Mother, Douthat, Fairystone, Staunton River and Seashore—have cabins and lodges to care for 300 or more persons at a time, plus extensive trailer and camping areas. Budget requests for the new biennium include a fund for 27 more cabins. This must await action by the 1946 General Assembly. Requests for additional State parks

N. J. Resorts Are Ready for Big Winter Biz

ATLANTIC CITY, Jan. 5.—New Jersey's third largest industry—the resort business—is getting ready for its greatest winter boom in history. Biggest problem is how to cram more guests into the available space.

Christmas and New Year accommodations were sellouts and unprecedented bookings for the months that follow were reported from Atlantic City, Asbury Park and Lakewood—State's main winter vacation playgrounds.

In Ocean City, which is largely a summer spot, Norman Sargeant, director of public relations, reports there is at least three times as much week-ending now as there was during gasoline rationing.

Principal gauge for judging winter business in the State is Atlantic City. Gerald R. Trimble, president Atlantic City Hotel Association, says the outlook presages the greatest winter in the city's history.

"With the greatest number of conventions ever held in one year slated for 1946, we are confident that the year will outdo 1944 and 1945—both of which were banner years," he said.

For those who are planning to shake off the doldrums of war weariness and refresh themselves, winter prospects for Atlantic City are:

Travel — Serviced by Pennsylvania-Reading Seashore Line, bus service from New York and Philadelphia; excellent highways leading to the city.

Accommodations — Room situation, tight during the war years with the army, navy and coast guard utilizing 47 of the largest hotels, has been eased considerably during the last few months. Hotel Dennis has reopened and the Ritz and Ambassador will reopen February 1, with only the Chalfonte-Haddon Hall, Traymore and Colton Manor still in military hands.

In addition, hundreds of avenue hotels, ranging from 50 to 250 rooms are available.

Rates—Same as in 1942, prices having been celled by the OPA. In the side avenue group, rates vary from \$2.50 to \$12 daily, and on the beach front proper, they scale from \$5 to \$30 for double rooms.

Chi Zoo Director Visions Big Year

CHICAGO, Jan. 5.—With negotiations already started to buy the biggest stock of foreign birds, reptiles and mammals the zoo has received since it opened in 1934, Director Robert Bean, of the Brookfield Zoo here, is predicting a big year in 1946 for his establishment.

Bean, who completed his annual inventory Tuesday (1), said 1945 wasn't bad for a war year. The figures showed an increase in visitors, birds and reptiles. Everything, in fact, showed a gain but mammals and the loss there was only 25.

Here is a statistical table for 1944 and 1945:

	1944	1945
Attendance	848,259	985,900
Mammals	601	576
Birds	848	850
Reptiles	452	462

Bean said a search for a female panda will be pressed this year and a particular effort will be made to import birds from Australia and the South Pacific.

Fire Destroys Coney Spot

NEW YORK, Jan. 5.—Fire on December 30 destroyed Neil Sweeney's restaurant and bar located on Coney Island's Boardwalk at West 35th Street. Building was part of the Bell-Buoy Bath Establishment.

already have come from residents of Harrisonburg and Lynchburg. Another park has been proposed for Northern Virginia, east of Blue Ridge.

San Fran Spot Adds Frontage

SAN FRANCISCO, Jan. 5.—George K. Whitney, owner of Playland-at-the-Beach, has purchased additional frontage on the Great Highway. He says plans are underway to greatly expand the present size of the Playland amusement zone.

Simultaneously, Whitney announced that the newly purchased property which is the block bounded by the Great Highway and Balboa Street, for more than \$1,000,000, has been leased in a long-term arrangement to the newly formed Beach Enterprises, Inc., a California corporation headed by Ellis Levy, associated with the Telenews Theater here, who becomes president; George M. Mardikian, restaurant owner; Art Linkletter, well-known radio figure; Ben Levin, president of General Theatrical Corporation; Alfred G. Burger, president of Telenews Theaters, New York, and Herbert Scheffel, also of Telenews Theaters.

New company has awarded a contract for about \$50,000 worth of improvements to the W. C. Tait Company, San Francisco. Plans call for immediate erection of a roller rink to cover 20,000 square feet, a new theater-restaurant with seating capacity of 1,200, and another building which will house a 32-lane bowling alley. In addition, a smaller restaurant is planned, as well as improvements and alterations on the Cliff House.

New and expended Playland-at-the-Beach will comprise an area of five blocks devoted to amusements. Work on the new fun zone will begin Tuesday (15). Whitney's present funspot comprises four blocks, containing 27 concessions and rides.

Zone is open every day of the year, and the season just concluded was the best in Playland's history, according to Whitney, with more than 50 per cent of the patronage military.

Urge Stronger 4-H Programs

(Continued from page 54)

labor and materials are available. Several fair men, during the convention clinic on post-war buildings, dwelt on plans for new 4-H buildings. General belief was that even those fairs which now are financially able would not build until 1947 because of existing labor and material shortages.

Conserve Lumber

Archie L. Putnam, secretary of the Northern Wisconsin District Fair, Chipewewa Falls, pointed out that in the construction of a new exhibit building his fair had succeeded in getting around a shortage by limiting the use of wood to the doors and door casings. This, he added, also served to insure against fire.

H. A. Kiefer, of Wausau, told of the planned construction of a new cattle, sheep and hog building, with a judging pavilion. Cost of \$34,000 is to be borne by a Marathon County appropriation.

Charles A. Jahr, Walworth County Fair, Elkhorn, reported his fair was planning to build a new hog barn, remodeling the present barn for the 4-H clubs and installing a heating system and eating facilities in a livestock building, so that the building might be used in the off-season for other purposes and thus render a service to the community and provide additional income.

Added interest in projected and possible construction programs was given by Max J. La Rock, Madison architect. He presented and discussed a proposed layout for both a county fair plant and a youth dormitory.

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While Strolling Thru the Park

WILLIAM de L'HORBE JR., National Amusement Company, visited Mr. and Mrs. A. M. Brown, of Buckeye Lake Park. L'Horbe says he arrived in time to attend the annual Christmas Party for *The Lancaster* (O.) *Eagle Gazette*, at the park. Also a guest of the Browns was Red Tanner, formerly one of Brownie's concessionaires. Tanner recently was discharged from the service. L'Horbe says the new pier and waterfront cafe and other park improvements are nearing completion.

ROY RICHWINE, owner-operator of Williams Grove Park and Speedway, Mechanicsburg, Pa., plans a number of improvements, including a mirror maze and a new miniature train. Richwine says a new speedway race circuit has been established and a full program is planned.

LAWRENCE KNOEBEL, Knoebel's Grove, Elysburg, Pa., cut thousands of Christmas trees for city markets as usual. Concessionaire Frank Burkholder has invested in a new streamlined train. He'll also operate his music machine business.

BOB HAND, owner of Rock Springs Park, Chester, W. Va., and family are wintering in their cabin at the park. Bob, just out of the army, plans to reopen the park and already has the skating rink in operation.

LOU GREINER, owner, and Louis Bruno, manager, Sandy Beach Park, at Russell's Point, O., are planning new concession fireproof buildings of tile. A new landscaping project is also planned.

TONY POLLICCI, concessionaire at Cedar Point, O., is operating Jefferson Grill, Toledo. . . . BILL MINTON, arcade owner, is operating an arcade and lead gallery on South High Street, Columbus, O.

MANAGER HARRY STALL, Jefferson Beach Park, is busy in Detroit getting things painted. . . . JOE FREDERICK will book rides in the new park venture at Houghton Lake, Mich., which is being engineered by the Orum Brothers. . . . ROBERT REICHARDT, Roller Coaster co-owner at Riverview Park, Des Moines, spent the holidays with his family. Reichardt expects to get a navy discharge in April.

ED CARROLL and family, of Riverside Park, Agawam, Mass., spent the holidays with kin folks in Cambridge and Dorchester. . . . Riverside employees held their annual Santa party. Gifts were exchanged and Manager Carroll distributed bonus money. Sgt. Harry Storin Jr., son of Carroll's press agent, arrived from the Philippines in time for the party. He goes to the State House, Columbus, O., Thursday (10) for a month. He will help write the history of the 37th Division, of which he was a member more than two years. Superintendent Trigger has taken up flying lessons. Carroll and Storin will attend the Massachusetts fairs association meeting in Boston January 23-24.

SEEK GATE TAX CUT

(Continued from page 55)

of fairs to their pre-war tax status in time for the 1946 annuals. A midsummer change would provide complications, due to the tight ticket-printing situation and the early advance ticket sale conducted by some annuals.

Text of the Wisconsin resolution follows:

"Whereas, the fairs of Wisconsin and other States are recognized as non-profit educational institutions and, as such, are exempt from State or municipal tax, and,

"Whereas, patrons coming into the gates and upon the grounds of these fairs are in most cases seeking knowledge thru inspection and comparison of livestock and exhibits, rather than for amusement,

"Therefore, be it resolved that the Wisconsin Association of Fairs, in meeting assembled, urge that the amusement tax on fair gate admission be removed and that copies of this resolution be sent to our senators and Congress."

HORSES GAFFED?

(Continued from page 55)

"In fairness to men who train and truck and pull the living life out of their horses, the men haven't been paid properly," Brown asserted.

Other fair men joined the discussion, both on and off the floor, some saying that horse-pulling smacked of the wrestling racket. Some went so far as to charge that horses, on occasions, had caulked in their shoes and it was even intimated, one of the Milwaukee papers reported, that some dope had been used.

Colonel Ingraham dismissed the suggestion that horse-pulling looked like a racket and pointed out the cost of hauling and handling teams. He advanced the suggestion of the Horse-Pullers' Association of Wisconsin—that instead of three classes of competition, there be two; one for over 3,000 pounds, the other for 3,000 pounds or less, with \$200, broken down into six prizes, offered for each class.

VINTON, Ia.—Murl D. Fry, Vinton, has been elected president of Benton County Fair Association. Other officers are William A. Jahnke, first vice-president; Morris Long, second vice-president, and L. J. McDowell, secretary-treasurer. Dates for the 1946 fair have been set tentatively for August 3-6.

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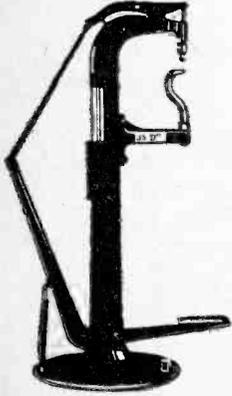
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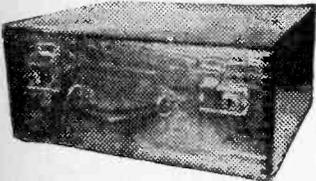
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Bulletin TO-DAY!

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New York Metro Rinks Ready RSROA Polio Carnival for Madison Sq. Garden Feb. 26

More Than 70 Amateurs Set in Many Numbers

By Morris Traub, Chairman,

RSROA New York Metropolitan Infantile Paralysis Benefit Show

NEW YORK, Jan. 5.—Rollerdom's biggest show is well on its way toward the completion of another spectacular and thrilling edition. When the dazzling spotlights, floodlights and borderlights go on again February 26 in New York's Madison Square Garden, they will pick out and display another cast of RSROA amateur skaters, well drilled and brilliantly costumed, ready to exhibit the best in roller skating for the benefit of the National Foundation for Infantile Paralysis.

Show production committee consists of Margaret and Roland Cioni, Park Circle; Millie Ferris, Bay Ridge; Chris Guthy, Wal-Cliffe; William Lenox, Eli; Betty Lytle and Ruth Robinson, New Dreamland; Claire Miller, Empire; Irene Roeder, Sunnyside; Edna Bauer Souce, Eastern Parkway; June Taylor, Patter-

son; Mildred and Clifford Wilkins, Queens, and Herbert Wilson, Gay Blades.

Various duties have been assigned to operators. These include: Publicity and advertising, Joseph Seifert, Bay Ridge; souvenir program, Nat Steinberg, Queens; tickets, Carl Carlson, Bay Ridge; disbursing, Milton Hinchcliffe, Wal-Cliffe, and backstage committee, Jack Adams, Eli, and Vincent Padula, Park Circle. The Metropolitan rink operators are giving over their subway, bus and street-car advertising facilities, as well as newspaper ads. Special posters will be displayed in the various rinks. Skating notables connected with the show will be interviewed over the air. In addition, it is anticipated that a special publicity man will be assigned by the Paralysis Fund to help publicize the show.

More Than 700 in Cast

The show will have cast of over 700 amateur skaters. This year, no central theme is being followed, which leaves each professional free to go the limit in originality and ingenuity. Invitations have been extended to the top RSROA Eastern States Amateur title-holders to exhibit their championship-winning routines in fours, pairs and men's and ladies' free-style skating.

Provencher Elected for 16th Year; Roller Races Planned

MONTREAL, Jan. 5.—Champlain Provencher, well-known authority on athletic games in the Dominion, was re-elected honorary secretary and treasurer of the Amateur Skating Association of Canada for the 16th consecutive year at the 58th annual convention of the organization held recently at the Windsor Hotel.

Col. Sir Montagu Allan, C. V. O., E. D., one of the founders of the Association in 1887, was unanimously elected one of the honorary presidents, the others being Frank White, Saint John, N. B.; Jackson Dodds, C. B. E., of Montreal, and Dr. A. S. Lamb, director of physical education at McGill University. President William E. Roughton, of the Montreal Amateur Athletic Association, was re-elected. Lists of 1945 winners of provincial and national ice and figure skating championships were approved.

The holding of the 1946 Canadian ice figure skating championships at the Porcupine Skating Club, Schumacher, Ont., under the direction of the Canadian Figure Skating Association, was also approved.

The following associations are affiliated: Maritime Provinces A. S. with office at Saint John, N. B.; Province of Quebec A. S. A., Montreal; Manitoba A. S. Speed Ice Skating Association, Winnipeg; Saskatchewan ASSA, Saskatoon, Sask.; Alberta Amateur Skating Association, Edmonton; British Columbia Amateur Skating Association, Vancouver, and the Canadian Figure Skating Association, Montreal, which has been granted control of all ice figure skating in the Dominion under the direction of George M. Patterson, representative of the figure skating department of the Amateur Skating Association of Canada.

Clarence Downey, president of the Saskatchewan ASSA, will make efforts during the coming year to interest roller skaters in his territory to take part in a program composed of several speed roller skating events, exhibitions of figure skating by individuals and pairs, and dancing competitions. If successful in his undertakings he will make a bid for the 1946 Dominion figure and dance championships.

Rollers for Weber City

CAMDEN, N. J., Jan. 5.—Plans and construction are proceeding on schedule for Weber City, new amusement park which will be located on the outskirts of the city. First section of the unique entertainment center scheduled for completion is the roller rink.

CARL J. STOFFERAN, formerly of Chicago, is now assistant manager of Cook's Rink, Spokane.

BETTY MacGRAHAM, formerly of Boston, and Rolly Matson, recently of Strathcona, Toronto, are new pros at Skateland, Denver.

FORTY VETS of World War II have formed a club at Bay Ridge Rink, Brooklyn, operated by Joseph P. Seifert and Carl Carlson. Millie Ferris is the club pro; Frank Scarpinato, president, and U. E. Schade, secretary-treasurer.

THE ARENA, Kentville, N. S., has been purchased from A. F. Hubble by Yvon Cormier, Moncton, N. B. The rink was built 23 years ago and had been owned by Hubble for six years. The new owner recently received his discharge from the Canadian Army.

SERVICEMEN AND VETS will be guests of Mrs. Irma L. Hartman, operator of Moonlight Rink, Troy, Ill., at several special events slated to come off there soon. A group from the St. Louis Arena Club recently put on a revue at Moonlight.

GOVERNMENT RELEASE of Skateland, Columbus, O., made it possible for Walter Cruea who formerly operated Triangle Rink, to open the spot under the name of Triangle Skateland. Rink continues as a RSROA spot, as Cruea kept his membership altho his Triangle was destroyed by fire.

WEBSTER SQUARE ARENA, Worcester, Mass., will be opened soon by Leo Doyle, RSROA member. A "floating" floor, 200 by 88 feet, with lots of off-floor space for spectators, is being constructed. Neon lighting will be used and the rink will be air-conditioned. There also will be a spectators' balcony, Hammond organ and three acres of parking space. Doyle also operates the Crystal Palace Rink, Pittsfield; Rialto Rink, Springfield, and Skaterina Rink, Worcester, all in Massachusetts.

Teen-Trade Upped As Op Starts Bus

MUSKEGON, Mich., Jan. 5.—Curvecrest, located four miles from Muskegon, now operates its own bus, and the increase in business has been worth the added cost, according to the management. Teen-age trade is increasing in leaps and bounds.

Second annual championship was held here recently, with Jean O'Meara and George Petrazewski, of Plymouth, Mich., as judges. They were accompanied to Curvecrest by Clayton La Maye, operator. New champs are Beverly Elwell and Walter West, first place; Margie Le Grady and Carlos Garber, second, and Doris Coffman and Carroll Somers, third.

Thirty members of the Curvecrest Dance and Figure Skating Club recently visited the newly organized club at Ramona Gardens, Grand Rapids, Mich. Both clubs are ARSA affiliates.

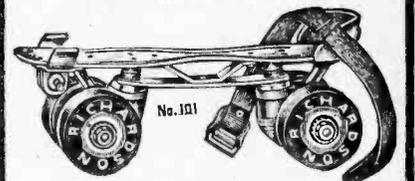
Curvecrest inaugurates a new bronze dance class January 6 and tests will be held for this group sometime in the spring.

32 G.I.'s See Revue At Tampa Coliseum

TAMPA, Jan. 5.—Coliseum Rink here recently played host to 32 convalescent G.I.'s, accompanied by a physician, and other soldiers in a show for the USO clubs of Tampa, which was the opener of a series of RSROA Nights. Other shows will be given for benefits. Harry J. Warner is manager of the spot.

Those in the roller cast were Bona Mae Denison, Elizabeth Bandy, Jane Ross, Arline Taylor, Mary Kay Eagan, Mary Louise Sinclair, Bobby Harris, Doris Harris, Mary Hill, Helen Hill, Orville Taylor, Sally Anderson, Margaret Beck, Mary McKinley, Mary Radcliffe, Katherine Hicks, Gladys Morton, Ruth Mayo, Dora Lee Bowen, Jerry Bruland, Curtis Hamilton, Ray Glasco, Sam Session and Elwood Stratton.

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Because of the serious paper shortage, letters, etc., will be advertised in this list only one time. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

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Davis, G. H.
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Davis, Joe
Davis, Marion M.
Davis, Max
Davis, W. R.
DeKohl Troupe
DeWayne Troupe
Decker, Single
Denton, Henry
Dicento, Nano
Dick, John E.
Dickerson, Joe
Dixon, Dick
Dixon, Dixie
Dixon, Mrs. H. C.
Dockery, E. C.
Dockery, E. F.
Downs, Red
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Dubbin, Mrs. Sara
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Dunnavat, James C.
Dundee, John
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Duren, Leonard E.
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Emrie, Chas. C.
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Exline, Mrs. Eddie
Eysted, Benjamin
Eysted, Tracy
Fairbanks, Wm.
Ferch, Geo. M.
Fetta, Louis
Fisher, Thos. C.
Flynn, Margie
Foley, John
Forsyth, Fred M.
Forsythe, Fred M.
Forsythe, Mrs. Marie
Foster, R. K. Jack
Fowler, Clarence
Frank, Mrs. Edw.
Frank, Geo.
Franz, Otto
Frazier, Earl
Freeman, Mrs. K.
Freeman, Alfred
Freeman, Dee
Fritts, Dorothy
Fritz, Hiney
Garrey, James Wm.
Germann, Mack
Gilliam, Homer
Gingras, Jos.
Glacey, Jos.
Glaze, Crady Lee
Goins, Roy Wm.
Gloden, Chas. L.
Gobbini, Kenneth
Gordon, Don
Graham, Margaret
Graves, W. (Magic Show)
Gross, Vernon E.
Guz, Mike
Hagen, Gladys
Hale, Tige
Hall, J. C.
Hance, Frank
Hangstefer, Allen
Hanson, C. L.
Hanson, Lois T.
Harris, James Otis
Harrison, Frank
Head, Harry
Heady, Abram B.
Helms, Pfc. Chas.
Hendricks, P.
Hendricks, Franklin E.
Henry, Clifford P.
Herd, Walter
Hewitt, Lloyd L.
Hibbert & Byrd
Higgins, Pat
Hinegardner, Ray
Holley, Margaret (Midret)
Holm, Pvt. Chas.
Howard, Johnny (Museum Mgr.)
Howell, June
Hubbard, Paul
Huber, Arthur A.
Hudson, DeWitt D.
Hunt, Bill
Ipes, Gal
Jabe, Graham
Ames
Lawrence Neal

- Jackson, Miss Pat
Jackson, Robt.
James, Everett
Jameson, Wm.
Hayes
Johnson, Chee Chee
Johnson, Roy A. L.
Jones, Mrs. John R.
Jones, Mrs. Marie
Joslin, Claude
Augustus
Kalp, Pearl
Kaplan, Sam
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Kennon, C. W.
King, Benjamin
Klein, John F.
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Klingner, Carlton
KlingingSmith, Robert
Kneisley, Hugh
Kneisley, Paul
Knight, J. T.
Knight, Lottie M.
Knight, Richard
LaFluer, Joe
LaVelle, Ray
Lali, Slayman
Lamon, Harry
Larson, Thomas A.
Lasby, William
Lassby, Alonzo Jr.
Laton, Willie
LePore, Angelo
Leach, James
Lemesh, Mendel
Lemon, Geo. W.
Leto, James
Levine, Benny
Lippincott, Mal
Lish, William
Littlefield, George
Littermott, George
Long, Billy Joe
Long, Leon
Long, Paul
Loomis, Verne
Lottridge, Harry
Lynch, Bernice Lee
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McCall, Glenn J.
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Milanovich, Sam
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Moore, Ray
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Morton, Kokomo
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Muller, Billy
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Parrish, Dale
Parton, Ola
Pashotan, Robert Z.
Payette, Raymond A.
Payton, Blackie
Pearce, James
Pearce, James Caldwell
Pelfer, Melvin
Pelate, J.
Pennington,
Lawrence Neal

- Penny, Pauline
Perry, James G.
Phillips, Edward
Phillips, Loyd Ivan
Phillipson, Dave
Plunket, Thomas
Porter, Glenn
Pruvo, Mrs. Frank
Pringle, John
Pritchard, Alfred
Clifford
Prokop, Edward
Pruett, William
Rabelo, Mabel
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Rauch, William
Raymond, Nick
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Robinson, Henry
Robinson, Mary
Rogers, Jessica
Rollins, Tex
Rossi, Joe
Rucker, Melvin
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Russell, Glenn
Russell, L. G.
Russell, Louis
Ruth, Ted
Ryan, Patrick
Sabot, Charles
Sahlen, Al Wms.
Sammons, Lloyd
Samson, Allen
Samson, Beart
Sanders, Leona
Saulsbury, Mrs.
Mary
Scales, Glen
Scheidley, Samuel
Jessie
Scott, Bud
Scott, J. P.
Sellers, Jackie
Serrian, Mrs. Peter
Shafer, Thomas
Richard
Sharp, Max
Sheesley, John D.
Sheesley, John M.
Sheppard, Frank H.
Sheppard, John
Sherman, J. B.
Sherman, Vi
Shore, Margie
Short, J. E.
Shriner, Al H.
Simon, Detrich
Simpson, Forrest
Polkins
Sims, Carl
Sinclair, E.
Sisco, Harry Shows
Smith, Evelyn
Smith, Herschel
Leo
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Stear, Melvin
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Stiles, Grady
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Sunday, Walter
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Swan, Carl P.
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Thomas, Pete
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Tommy
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Uniques, The Four
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Wright, Hazel
Wright, John
Yarnell, Robert
Young, Max
Byron
Young, J. K.
Zero, Joe

REP RIPPLES

EMMETT PLAYERS are working around Reading, Pa. . . F. F. COSGRAVE has a religious picture show in the Kingston (N. Y.) area. . . CARLE'S SHOW, vaude-pic, is in Northern Alabama. . . THE MUELLERS (Ed and Laurel), formerly in rep. have a picture show in Central Florida. They have been playing auspice dates and used religious films during the holidays. . . YE OLDE TOWN PLAYERS are in the Rutland (Vt.) area. . . TOWNSEND PLAYERS have been active in the Dover-Rochester (N. H.) area. . . W. J. McDONALD recently acquired 16mm. pix, which he will use in his solo school show. . . TURGEON'S SHOW, vaude-film, is around Carson City (Nev.) area. . . MARIAN KINGLAND has a puppet show playing schools in New England. . . ALBERT J. MURCHIE has his religious pic show in the Dover (Del.) area. . . CROWN POINT Players have been in Niagara County, New York, recently. . . WESTON PLAYERS are readying for a stay around Hackensack, N. J. . . BULEMAR PLAYERS are in the Waterville (Me.) sector. . . TIDD'S SHOW, vaude-film, is in Eastern Washington. Tidd has arranged to have a straight tent-pic show in the spring. . . DOMINION PLAYERS are operating around Hamilton, Ont. They have four in the east and work under auspices. . . KENNEBEC PLAYERS have finished two months in New Hampshire and Maine.

into Florida and located in the Lakeland sector to play auspice dates. . . F. F. FRINK will soon have a vaude-pic show around Fort Worth. He recently bought a 16mm. outfit. Frink promoted amateur shows for several years. . . MORTON L. HARRISON, of St. John, N. B., who for more than 40 years was violinist and leader for stock and repertoire at the Opera House, that city, celebrated his 92d birthday recently.

RAMSEY PLAYERS are busy around St. Paul. . . S. R. STOCKWELL has his religious film show in the Canton (N. Y.) area. . . BIRD'S SHOW is around Tallahassee, Fla. . . NORTH-AMPTON PLAYERS, four people, are working again after a holiday layoff. They were recently in Connecticut. . . BILLY McNISH is readying a four-people flesh show to play auspices around Wilmington, Del. He is an old-time repster. . . COLLEGE PLAYERS are busy around Amherst, Mass. . . COSTA SHOW is in the Sherbrooke, Que., area, presenting 16mm. pictures and dramatic sketches. . . ARNELL PLAYERS, four people working auspice dates, will soon operate around Montreal. . . FLOREY PLAYERS are around Wellsville, N. Y.

Old Midwest Rep Gang Cuts It Up on Coast

Editors The Billboard: Since coming to Hollywood, my wife (Hazel McOwen) and I have met many old friends of the trouping days. Visited and chatted over the old days with Griff Barnett, Dick Elliott, Ruth Robinson, Hazel Hillard and many others. Recently we had a re- old-fashioned good time, the occasion being a Christmas celebration at the home of Ted and Marie North. They recently purchased a home in the hills of Hollywood. Others at the party were Virginia Cullen with her son, Paul, and daughter, Patty; Mr. and Mrs. Bert Pick and Ted Green and wife.

Marie was Santa Claus, and gifts were distributed. Not being able to be present, Ted North Jr. and his wife, Mary Beth Hughes, sent a telegram from Boston, where Ted is waiting to be discharged from the navy shortly after the first of the year. We recalled the Christmas spent together 20 years ago, which was the last that Sport North was able to enjoy, as he passed on 20 years ago January 10.

We played gin rummy until the turkey was ready. Ted's mother, Genevieve Russell, could not make it for the celebration because of business tie-ups in Texas, but was represented by her gifts and greetings. RALPH R. MOODY.

School Solo

By E. F. Hannan

CHALK ARTISTS are having success in schools. One I know draws much better than most, and his cartoons are on the historical line, with faces of prominent men featured. Instead of having patter that is thrown together, he has a set spiel that was written to jibe with the character he draws.

This fits well with school heads, and he is bound to get much repeat booking. But no matter how well the chalkster can handle his chalk, he can be only an ordinary entertainer unless the accompanying chatter is more than stale vaude quips.

Clever chalk artists can do well in schools. . . KENNEDY PLAYERS are showing schools in Penobscot County, Maine. . . HARVEY PLAYERS, four people, are operating around Raleigh, N. C. They expect to locate in the Fort Myers (Fla.) sector after middle of January. . . TEMPEST PLAYERS are in the Salt Lake area. . . OLLIE AND MAY SHOW, two-people vaude-pic trick, is in Yellowstone County, Montana. . . LOUIS MIXER is promoting amateur shows around Williamsport, Pa. . . BAKER FAMILY SHOW, colored, is in the Murfreesboro (Tenn.) sector, with flesh and 16mm. pix, under auspices. . . WATCH CITY PLAYERS, four people, are playing auspice dates around Waltham, Mass. . . EVELYN MANSFIELD is promoting auspice shows in the Rio Linda (Calif.) area. . . HOLLIS GALLOT has a religious pic show around Milford, Mass. . . CENTRAL IDAHO PLAYERS, three people, are in the Weiser district of that State. . . VALLEY PLAYERS are around Port Henry, N. Y., presenting E. F. Hannan's Okey From Oklahoma. . . CHURCH PLAYERS, three people, who were in Central Georgia, have moved

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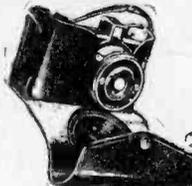
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SUREFIRE PROFIT MAKER — WRITE US TO- day for free information on what sells, who buys and how to reach them. Reanolet B., 1022 9th St., Rock Island, Ill. fe2

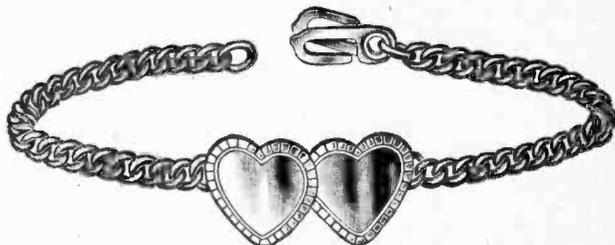
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Double Heart Identification Bracelet ALL STERLING SILVER



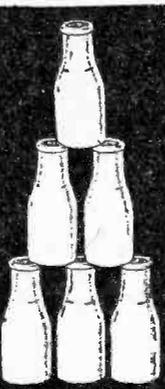
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429—25¢ General, 25 In	3.10
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3 Inch. Per 1000	\$2.00
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8x11 Inch Comic Valentines	\$.80
Plain Shamrocks	1.25
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A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mack Postel, 6750 N. Ashland, Chicago. fe23

AA BUYS! — BRAND NEW POSTAGE STAMP MACHINES, 1¢ LoBoy and Ticket Weighing Scales, 5¢ Selective Candy Vendors. Free list. Adair Company, 6926 Roosevelt Rd., Oak Park, Ill. fe16

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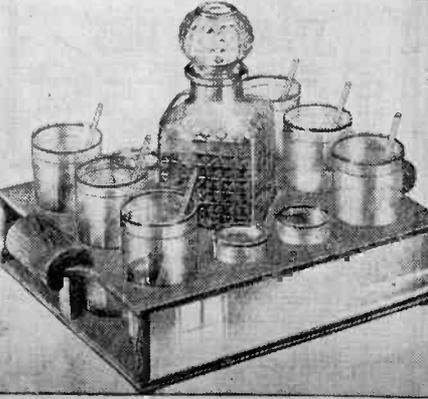
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FINEST PORTABLE POWERS TWINS 35MM. Projectors made, with complete sound system, A.C. plant, 108,000 feet choice 35MM. Films; Westerns, Curwoods, Detective, Jungle Serial, Side Walls, Seats. Sacrifice for cash or trade for 16MM. Sound Projector, Films. No Junk, describe fully. W. Tarkington, Warner, Okla.

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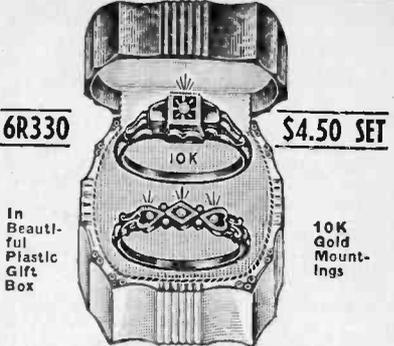
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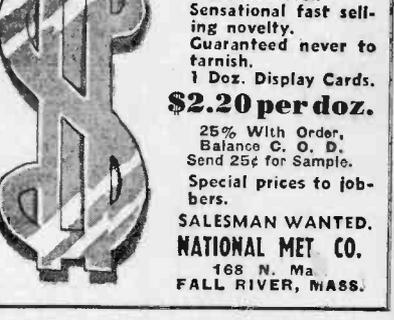
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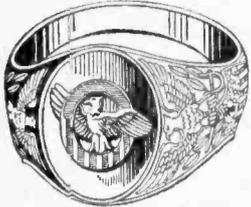
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All types rhythms. Other Musicians write. Lo-
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Steady work, good transportation. Happy Bill,
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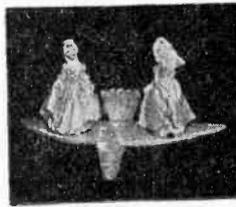
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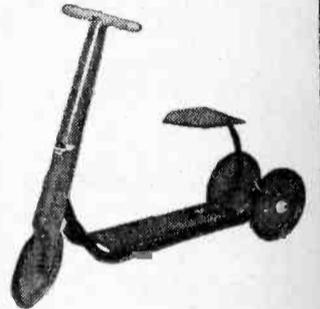
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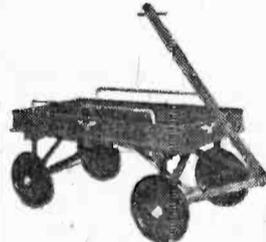
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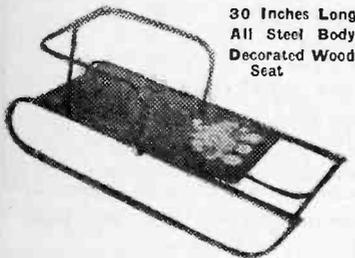
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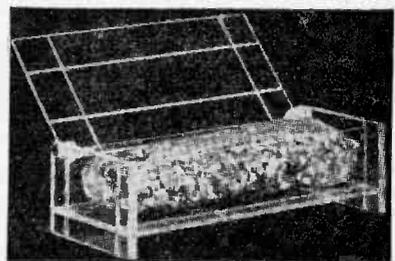
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DRUMMER—VETERAN, EXPERIENCED. Cut or no notice. Available after January 12. Drummer, 723 W. Lovell, Kalamazoo, Mich. Phone 2-9009.

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GUITARIST—MODERN TAKE-OFFS AND rhythm. Name experience, age 28. Locations preferred. Stacy McKee, 52 S. East Ave., Bridgeton, N. J. fe2

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MODERN GUITARIST—NAME BAND EXPERIENCE. Family man desires permanent locality to settle and play, teach, etc. Box C-29, Billboard, Cincinnati 1, O. ja19

PIANIST—READ, FAKE; 10 YEARS' DANCE experience. Write, state all first letter, Eddie Allen, Box 423, Rice Lake, Wis. ja12

PIANIST—AVAILABLE IMMEDIATELY: young, dependable, 4-F, union. All around. Fast, butterfly style. Prefer society or tenor style bands. Experienced. Address Joe DeGregory, 534 Linden Ave., Steubenville, O. ja12

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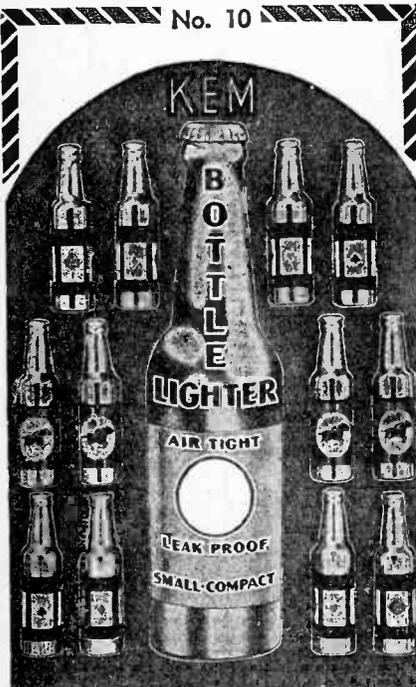
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R. GERALD STEWART is reported to be selling tombstones in Portland, Ore.

ARE YOUR New Year revolutions now stationary?

T. D. (SENATOR) ROCKWELL is back at work on the night shift at Stephens Hotel, Los Angeles, after a quick trip to San Francisco, his first time off in 225 nights. He saw W. H. (Wild Horse) Mesa working in Feely's drugstore on Third Street, San Francisco, where he has been for a long time, following his stint for the government as an interpreter of Jap lingo. T. D. also says there are so many tattoo artists in the Bay City that they have to wear badges to keep from sticking each other. Some of the boys are Chris Nelson, Brooklyn Blackie, Curley Pope, Fred Miley, Charles Rupert and Marshall Steele.

LETTER LIST
 (Continued from page 59)

Marks, Mary	Rice, Artie	Whitmer, Ken	Youngbauer, J.	Lee, Robert E.
Martin, Jack	Roach, George	Wilds, Daisy	Zeebslorf, D.	Levis, Robert
McCarthy, Gene	Rodolfo, Roy	Woods, Bryan	Zerm, Chas. A.	Majors, Abbott
Melan, Lou	Schmidt, Clem	Young, E. S.		Miller, Charles C.
Miller, Charles C.	Scholler, Wm.			Miller, Clifford
Miller, Martha	Shankman, Jules			Mearl
Miller, Patricia	Shipman, Max			Patrick, Jack
Milton, Billy	James			Potter, Myron
Murphy, Francis	Shuster, Julius B.			Cyrus
Murray, Wynn	Singer, Johnnie			Raye, Opal
Nash, Mary	Smith, James			Savilla, Frank
Onofrey, John	Stewart, Florette			Shufelt, Fred
Parker, Jean	Sutton, Vivian			Smith, Henry
Patterson, Patt	Talbot, Eddie			Norman
Patton, Mary E.	Thorpe, Dale			Sorenson, Sigrid
Penman, Jim	Valone, Two			Spain, Lee &
Picchini, Jimmy	Van, Billy			Starr, William B.
Poplin, Chas.	Vestal, James C.			& Marie L.
Raymond, Emma	Wagneman, Jeanne			Thomas, Harry
Requadt, W. A.	Warren, Harry			Thomas, Raymond
Reynolds, Rae	Weeks, Burt			Texas Tommy
				Woodward, Mrs.
				Winnie

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Braunock, John	Gloyd, George W.	George H. Jr.	Ferguson, Danny
Brownlee, Roy	H. (Red)	Gregg, Dallas H.	Kerns, James A.
(Pop)	Carmean, Mrs.	Laug, Flo F.	Larsen, Dewey
Brydon, Ray Marsh			
Campbell, William			
H. (Red)			
Cortez, Madam			

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EXCESS PROFITS TAX elimination should mean cheaper merchandise. But will it?

I. W. (HI) HIGHTOWER comes thru, after a long hiatus, with a prediction from Atlanta: The fountain pen manufacturers are going to find few buyers among pitchmen, demonstrators and coupon workers in 1946 if they do not start catering to this class of trade instead of the drugstores, etc. Second prediction is that transferene is the hottest item since the Chicago fire, with it going at two bits for a single or three for a half. Easy to make and a good flash, he says.

DO WHAT has to be a Don't dodge it.

L. E. (ROBA) COLLINS had Ed Eagle, jewelry worker and Western entertainer, as a guest at his home in Patterson, Mo. Eagle had been working the Ben Franklin stores thru South-eastern Missouri during the holidays. Collins asks for lines from Little Doc Roberts, who is also known as J. Roberts Marlow, mug-joint operator.

ADD A BIT of thinking to your work and you'll be more successful.

CHIEF WHITE HORSE and Princess Yellow Robe will be working around Columbia, S. C., for some time or at least until the insurance company adjusts the loss they sustained in a recent fire that destroyed their car and equipment, including a p.-a. system, stock, wardrobe and snakes.

WITH BALLOONS back, we can reveal how one Columbus, O., smartie used fingers from rubber gloves for his inflated orbs.

W. T. (BILL) HOPKINS, concessionaire, is back at Scott's store, Akron, for the second winter, with punch needles in a big flash. Thru the fall he worked Louisville and Wheeling, W. Va. Hopkins says that "Blsh" Bishop, who was in Cincinnati for a long time, has his rug cleaner in M. O'Neil's store, Akron, to good crowds. Charlie Price had jewelry in Scott's thru the holidays. His wife is still ill at their home in Pennsylvania. Larry and Gladys Shay, Hopkins infos, closed their Lan-o-Lin at Scott's to a good bank roll. Jack and Lee Hendrix are set to open in Scott's with jar wrenches. They parked their trailer in Barberton, O. Their summer was spent in Indiana, Michigan, Ohio and West Virginia. Jimmie Hendrix (no relation to Jack) is pushing uke oil, with the assistance of his wife and daughter, in Neisner's, Akron. Mr. and Mrs. Ray Cumer and son, Ray Jr., have purchased a home and three acres of land in suburban Akron. Jack and

Lee Hendrix have five stores flashed for needles and are using agents. Akron Frank is doing okay on Akron's Main Street with balloons and novelties.

GREATER SOUTHERN
 (Continued from page 51)
 a number of servicemen still on the lot to join the fun. In attendance were Ora Thomas and Walter Post, local Veterans of Foreign Wars committeemen; Mr. and Mrs. H. F. Tindall, Mr. and Mrs. Bob..., Mr. and Mrs. Andrew Smith, Prince..., Mr. and Mrs. Fraker and son, Richard; Mr. and Mrs. Tim O'Connor, Mr. and Mrs. James Gibson, Mr. and Mrs. Fred Gensman, Mr. and Mrs. L. Swartzlander, Mr. and Mrs. Jimmy Diemukes and baby and Mr. and Mrs. Lefty Caldwell.
 Eddie Birely, The Billboard salesman, has opened a Sailors' Snack Shop and reports good business. L. Swartzlander is operating concession on the shows. "Swinging-Ball Smitty" and wife, Helen, were hosts Christmas Day at a turkey dinner to a number of showfolks.—MRS. H. C. AYERS.

VIRGINIA GREATER
 (Continued from page 51)
 Troupe, did a splendid decorating job. They were assisted by Bob Milliken.
 Christmas cards were received from Mr. and Mrs. Bob Coleman, bingo operators; Jack Huffine and family, L. C. (Doc) Holland and Harry Taylor; Mr. and Mrs. Ed Curtain and Mr. and Mrs. Jack Courtney, Johnny J. Jones Exposition; Raleigh and Fletcher Gibson and Mr. and Mrs. Masucci.
 Visitors included Doc Holland, Harry Taylor and Homer Woods, the last named formerly a concessionaire with the shows. Sol Speight has his live band and dancing girls working Negro night clubs and schoolhouses here with his Cotton Club Revue.—BOB MILLIKEN.

MADISON BROS.
 (Continued from page 51)
 on the show, served Christmas dinner to personnel. Those attending were Mr. and Mrs. Harry Madison, Nels P. Madison, Mr. and Mrs. Max Madison, Richard Ortiz, Mr. and Mrs. W. P. Gawle; Mr. and Mrs. Eddie Malbin, of the Moore show; Mr. and Mrs. Bob Lang, Mr. and Mrs. Bill Talley and Pete and Julie Talley, Mr. and Mrs. Cotton Ellis, Mr. and Mrs. Curly Smith and Dorothy, Mr. and Mrs. Russ Lloyd, Mr. and Mrs. Ralph McPherson, Mrs. Margaret Hoffman, Mr. and Mrs. Ernie Woodward, Mr. and Mrs. Andy Rasmussen, Mr. and Mrs. Lucky Smith, Mr. and Mrs. Spooey Brown, Mr. and Mrs. Lish Deggeller and Patty and Sonny Deggeller, Marletta Cooper, Scoops Liger, Stanley Macey, John Morgan, Jimmie Anderson and Eddie Snyder.
 Mr. and Mrs. Claire Winters spent the holidays with friends in Minneapolis. Mrs. Marie Rasmussen is out of the hospital. W. P. Gawle has his new 18-foot fishpond about completed. Ralph Miller has nearly recovered from his accident and has discarded his crutches. Recent visitors were Art Parker and personnel of the Enterprise Shows—KATHLEEN GAWLE.

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 #59 Large Mirror Chest & 1 Lb. Choc. ... \$2.82
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BALLOONS Write for prices. Canos, \$7 to \$14 gr. Crushproof Lels, \$3 per 100. Birds, Bats, Sticks, Slum. Unger Supply, Box 02, Billboard, 155 N. Clark, Chicago.	HORSES On Plastic Wheels, 12"x9", with saddle and bridle, washable coated fabric, asst. colors. \$24.00 doz. Dichter & Nathan, Box 016, Billboard, 155 N. Clark, Chicago 1.
BIBLE COINS Bible Souvenir Coins, silver dollar size. Lord's Prayer & John 3:16. 100, \$6; 1000, \$50; 15, \$1 postpaid. LeVite, Box 06, Billboard, 155 N. Clark, Chicago.	JEWELRY Cedarwood and Luolte Costume Jewelry. Buy from Mfr. 65-piece sample asst., \$10. Free catalog. Allied Art Studios, Box 011, Billboard, 155 N. Clark, Chicago 1.
BIRDS Whistling, asst. colors, \$21 gr. Write for price list Glassware, other items. Quick shipment. Snyder Sales, Box 03, Billboard, 155 N. Clark, Chicago.	LIGHTERS New windproof elegant lighter in colors now available for immediate del. Sample postpaid \$1.00. Sylvan Co., Box 010, Billboard, 155 N. Clark, Chicago 1.
BOARD DEAL Flame Girl Lighter—Compact deal. Gross profit \$30.00. Write for confidential circular and net prices. John Baker Co., Box 09, Billboard, 155 N. Clark St., Chicago 1.	PEARLS For jobbers and distributors, better grade. Sample line, \$25.00 to \$100. Also Pearl Boxes. Costume Jewelry, Box 5013M, Billboard, 1564 B'way, N. Y. 19.
CIGARS 15¢ retailer, beautifully boxed and cellophanned. \$70.00 per M, prepaid. Udln, Box 5067M, Billboard, 1564 B'way, N. Y. 19.	SISTER HOOKS Pear shaped, silver or gold plated, gr. \$5.50; 10 gr. or more, \$5.10; Sterling Silver, gr. \$12.00. Miller Creations, Box 04, Billboard, 155 N. Clark, Chicago 1.
DISCHARGE HOLDERS Best seller of the year. Boys at army camps cleaning up. Made of leatherette, folds like a wallet. Write for particulars. C. Gamsler, Box 5028M, c/o Billboard, 1564 B'way, N. Y. 19.	SLEDS Fun for the kiddies. Steel Back Sleds, 30" over-all. Sturdy wood top. \$4.00 sample, \$42.00 doz. Order now. Alex Stutt, Box 5032M, Billboard, 1564 B'way, N. Y. 19.

NOTE: All box numbers listed above are Billboard box numbers and your orders and inquiries will be delivered promptly to the firm you want to reach. Wire or write today.

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ARNOLD M. GALLUB (Dept. 52-A)
 639 West End Ave. New York 25, N. Y.

\$750,000 in Stakes For Wigglers in '46

(Continued from page 54)

will be for the 2:09 wigglers. Trot will be for 2:13 or 2:14 trotters. Ed Keller, racing secretary for the West Coast org, has indicated.

Tops of all harness horse racing events, the Hambletonian Stake for three-year-old trotters, will go August 7 at Goshen, N. Y., and will assay, roughly, a \$50,000 value, with the exact amount dependent upon the number of owners who file the required \$500 starting fee by August 6.

Roosevelt Execs Enthuse

Little Brown Jug Stake No. 1 for three-year-old pacers, to be raced September 18 at Delaware, O., and the 54th Kentucky Futurity for three-year-old trotters at Lexington, fall in line as the next most important sulky events. Each, according to present indications, will be worth a little under \$40,000.

Roosevelt Raceway, Westbury, L. I., offers the two next most important races, a \$25,000 pace and a \$25,000 trot, both invitation affairs. Notable feature of these two races is that neither requires any entry fee and each offers six moneys in each of the two dashes. These will be worth \$5,000, \$2,500, \$2,000, \$1,200, \$1,000 and \$800.

Invitation affairs, horses must be named June 27 for the race which is scheduled for the night of July 3. Roosevelt Raceway officials radiate confidence about this event which, even at this early date, they figure will lure a crowd which will shatter all attendance records for a sulky race. Date for the \$25,000 pace, not yet set, will be some time in September.

Fairs Have Share

Many of the remaining big stake events will be staged at major fairs. Fox Stake, championship two-year-old pace, worth about \$19,000, and the Horseman Futurity, valued at approximately \$18,000, will be raced at the Indiana State Fair, Indianapolis.

Du Quoin (Ill.) Fair's two-year-old trot stake is expected to be worth \$17,500 and a number of stakes worth between \$10,000 and \$15,000 will be raced at Illinois State Fair, Springfield. Included among the latter are the Greyhound two-year-old trot and Little Pat, two-year-old pace. In the same bracket will be the three-year-old trot at Wisconsin State Fair, Milwaukee.

Reading Fair Returns

Reading Fair, a war casualty, will return with the Reading Futurity for three-year-old trotters, an event worth \$7,500. Wisconsin State Fair will offer the American Trot, another event in the \$7,500 bracket, and the Bloomsburg (Pa.) Fair will present two races in the same group, a two-year-old pace and a two-year-old trot.

Among other events which carry high value are the Coaching Club Stakes for three-year-old trotting fillies at the Goshen historic track, the National three-year-old trot, to be raced at Old Orchard, Me., and the Champion Stallion Stakes at Roosevelt Raceway. These three are in the \$10,000-\$15,000 class.

Scene of one \$7,500 event, the Gage Ellis Village Farm Stake for two-year-old pacers, has not been set as yet.

In addition to the big stake events, there will be a score of stakes worth approximately \$5,000 and a record number worth \$2,500, \$3,500 and \$4,000.

Gophers To Talk On Peace Planning

(Continued from page 54)

the offices of the state auditor and the public examiner will also be present to answer inquiries.

Four outside speakers are listed for the afternoon meeting of the agricultural society, starting at 1:30. Following an address by President Moscrip and the reports of M. O. Grangaard, treasurer, and Raymond A. Lee, secretary, delegates will hear discussed *The State Fair In Our 4-H Club Program*, by Eleanor Renner, of Alexandria; *Co-Operation, a Present-Day Need*, by Norris K. Carnes, general manager of the Central Co-Op Association, and a State fair board member; *The Farmer's Wife Looks Ahead*, by Mrs. Lewis Minion, home director of the Minnesota Farm Bureau Federation; and an address by Dr. Walter C. Coffey, president emeritus of the University of Minnesota.

Annual banquet of the two organizations will be held at the hotel's Continental Room Thursday evening, with Dr. J. O. Christianson, principal of the Minnesota School of Agriculture, the main speaker.

Final business meeting of the society is scheduled Friday (11) at 10:30 a.m. when the election of officers will be held.

UNDER THE MARQUEE

(Continued from page 53)

for its premiere under supervision of Howard Ingram, general superintendent.

"QUIZ," a promotional booklet widely distributed by the Association of American Railroads, takes up the subject of the first American circus to travel by rail, as follows: "In 1860, Lewis B. Lent's New York Circus, featuring bareback riders, trapeze performers and acrobats, commenced touring the country in a 12-car modern railway train. First circus in the modern sense was P. T. Barnum's "Menagerie, Museum and Hippodrome," which was originally moved from town to town by teams drawn by 600 horses. In the 1870's Barnum purchased more than 60 railway cars, painted in the most flamboyant manner, and began touring the country by rail. The circus trains attracted much attention. Railroads frequently ran excursion trains to bring people from outlying communities to the circus. Barnum prospered and in time many additional cars were required to transport the show."

TROUPERS RIDING in berths of circus coaches get an extra ride of four miles thru yard switching. "Bump 'em hard boys, they're circus cars."

CRUMP TALKS ADS

(Continued from page 54)

educational features. Ralph Ammon, State fair secretary, outlined tentative plans for celebrating the State's centennial in 1948.

Directors elected were Oren G. Johnson, Vernon County Agricultural Society, Viroqua, Southwest District; Taylor G. Brown, Winnebago County Fair, Oshkosh, Southeast District; H. C. Seyforth, Pierce County Fair, Ellsworth, Northwest District; Charles B. Drewry, Marinette County Agricultural Society, Wausaukee, Northeast District.

Delegates at large are Douglas Curran, Jackson County Agricultural Society, Black River Falls; W. H. Eldridge, Sheboygan County Agricultural Society, Plymouth, and A. W. Kalbus, Madison. Russell E. Frost, Wisconsin Junior State Fair, entertained at the banquet and at informal get-togethers.

WON, HORSE & UPP

(Continued from page 52)

We opened last night to droves of show-hungry patrons carrying handfuls of passes. The bosses tried to turn 'em down, but a deputy sheriff stood in the marquee and made us take them because we were using the title. We played to a turnaway house, so the deputy made us give another show to take care of the overflow or cash the unused tickets. Due to the lateness of the hour, we had to cancel our big-time vaudeville and Wild West concert to give another for-free performance before Sunday arrived.

Damn a show that would do such a dirty trick. Lucky for us, our side show mentalist and his wife read enough dukes at farm houses in exchange for butter, eggs, smoked meats and potatoes while en route here or we would have had a Sunday dinner.

Show Peddlers See Action in Wisconsin

(Continued from page 54)

for the crowd-pullers. Many fairs, the peddlers reported, opened with budgets upped substantially over war years.

Could it be that wartime prosperity caused them to leave the hotels evenings to seek diversion elsewhere? This was the question that popped into minds of attraction reps, who were plenty happy, tho, because fair men really sat down and did business during daytime.

Attraction firms were well represented. Noted were Barnes-Carruthers, Ernie Young, Gus Sun Booking Agency, Ethel Robinson Attractions, Owens & Elliott, Boyle Woolfolk Agency, Hunters' Artist Bureau, Petey's Entertainment Enterprise, Williams & Lee, B. Ward Beam, WLS Artists' Bureau, and Sunny Bernet.

Carnivals represented were Northwest-ern Amusement Company, Goldbond Shows, John Francis Shows, Gem City Shows, Fidler's United Shows, Dowland Midway Attractions, Weydt Amusement

Company, Sherbeck's Carnival Company, Ellman's United Shows, Bodart Shows, Badger State Shows, World of Today Shows and Dodson's United Shows.

Thrill show field had Frank Winkley, Jimmie Lynch, Lucky Lott and Ace Lillard. Auto race promoters on hand were National Speedways (Al Sweeney and Gaylord White) and John A. Sloan. Fair supply outfits were Regalla Manufacturing Company, Fair Publishing Company, and Globe Poster Printing.

Billy Williams, of Williams & Lee, reported the signing of grandstand revenue and acts for Northern Wisconsin Fair Circuit, which embraces Merrill, Antigo, Mauston, Neillsville, Ladysmith, Mondovi, Washakie, Shawano, Tomah, Phillips, Jefferson and Friendship. Bodart won midway contract for the same circuit.

Hunters' Artist Bureau announced closing for grandstand shows with Elroy, Medford, Janesville, Weyauwega, Richland Center and Union Grove. Ernie Young sold Jefferson, Baraboo, Shawano, Marshfield and Sturgeon Bay.

Sloan reported signing auto race contracts with De Pere and Beaver Dam.

★ STORAGE LOCKERS ★

Available for Immediate Delivery

22 Cubic Feet Capacity—28"x28"x54"

Suitable for Carnivals, Side Shows, etc., for storage, moving of props, costumes, merchandise, equipment, musical instruments and tools.

3/4" 5 ply veneer, steel reinforced, trunk lock and two keys, two additional hasps, six carrying handles, heavy chain lid holder, painted olive drab on outside, natural varnish interior, with or without interior partitions. Price \$15.00.

Terms: 10% with order, balance C. O. D.

★ TOOL CHESTS ★

With two hasps and carrying handle, 1/2" 5 ply construction, outside finish olive drab, interior natural wood, 25"x8 1/2"x16". Removable interior tray with seven partitions. Price \$3.00. Terms: 10% with order, balance C. O. D.

DEARBORN INDUSTRIES 122 WEST HUBBARD ST., CHICAGO 10, ILL.

FAY'S SILVER DERBY SHOWS

WE FEATURE

CAPT. BILLY SELLS AND HIS PERFORMING LIONS FREE ACT NOW BOOKING FOR EARLY FEBRUARY OPENING

Rides and Shows not conflicting. Will buy for spot cash #5 Eli, Tilt-a-Whirl and Octopus.

WANTED—General Agent, Billposter, Sound Truck, Ride Help and Agents.

CONCESSIONS—Will book any legitimate Concession not conflicting.

Forty milers and hopscotchers, don't answer. Winter quarters now open in Valdosta, Ga.

E. J. FAY, Owner, 10600 Biscayne Blvd., Miami, Fla.

BILLPOSTER WANTED

Must be first class and sober. Positively no drunks. One with car given preference. Burge, let me hear from you. All replies

E. L. YOUNG, MGR. BLUE RIBBON SHOWS

Lakeland, Fla., January 11 thru 19.

WANT NEW OR USED ALL ELECTRIC CUSTARD MACHINES

Mounted in Truck or Trailer or Unmounted. What have you?

Communicate with

J. W. BYERS, Care of BYERS BROS.' SHOWS

410 Breckenridge Drive, or Phone No. 23885, Corpus Christi, Texas

L. B. LAMB SHOWS

WANT FOR 1946

Side Show, Girl Show, Snake Show or any Show that can get money. Will furnish all to right parties. Ride Men, either salary or percentage. Concessions that work for stock. Can guarantee 40-week season with not less than 12 fairs. Open Feb. 22. Can use Agents for few office-owned joints. Write

L. B. LAMB, Andalusia, Alabama

SPECIAL CLOSEOUT
60 PONSER POKER TABLES
 Used Very Little.
 Highest Offer Takes All or Part.
PALISADE SPECIALTIES COMPANY
 498 Anderson Avenue, Cliffside Park, N. J.
 Cliffside 6-2892

FOR SALE
 One thirty-two foot Little Beauty Merry-Go-Round Top and Side Wall, used one season, in good condition, no holes. Price \$75.00. One Green 14x24 Concession Top with 8 foot wall, 7 foot awnings (ideal for double Ball Game), in good condition. Price \$75.00.
J. S. BULLOCK
 R. R. 1, Box 144 CHARLOTTE, N. C.

Gulf Coast Exposition Shows
WANT—WANT
 Opening February 1st, South Alabama
 Two more Rides not conflicting. Concessions—Stock, P.C., Grind Stores, Grab. Answer: Plateau, Ala.

Drewry To Head Wisconsin Assn. RMSC

(Continued from page 46)

MILWAUKEE, Jan. 5. — Charles B. Drewry, secretary of the Marinette County Fair, Wausaukee, was named president of the Wisconsin Association of Fairs for 1946 at the annual election here Friday (4), succeeding W. H. Eldridge, of Plymouth.

H. C. Seyforth, Pierce County Fair, Ellsworth, was elected vice-president, and Doug Curran, Jackson County Fair, Black River Falls, secretary.

and Gep Banks, assisted by Custodian Orville Rose, is doing a good job. On the sick list are Mrs. Stewart Craig, Harry Levitt and Mrs. George Banks. Mrs. Alva Gifford, who suffered a broken leg and other injuries in an auto accident, is reported improving. Members were grieved at the news of the death of Art Sneider, killed in a truck accident.

Open house was held December 30, when club was host to the cast of *Skating Vanities*. Cowboy King and wife are in town and they plan to work the stock show before heading South for an early opening. Recent visitors included Mr.

and Mrs. M. H. Barackman, Texas carnival owner, and daughter. Howard Seifer, owner Utah Exposition, is a nightly visitor.

Other members in steady attendance include Messrs. and Mmes. Ralph Smith, Larry Nolan, Orville Mettinger, Harry Seifer, Jack Williams, Tom Beary, Max Levine, Ted Lucky, Jim Williams, George Banks, Dan Contreaux, Art Kaufman, Stewart Craig, Frank Swartz, John Ox-ford, Floyd Bayles, R. K. Arbogast, Fred Haliburton, Carl Hall, Bryan Hendrix, Orville Rose, Gene Thompson, Ben Walker, L. W. White, Ben Roweth, Lillian Romero, Charlie Brock, Jean Rupp, Gertrude Harmer and Mr. and Mrs. George Woods. Woods, a former showman, is chief of the Englewood Fire Department.

Whitey Johnson, agent and banner man, is a clerk in the federal court. Alex Risoli plans to work the stock show. Correspondence was received from Moxie Hanley, Frank Shortridge, Francis Murphy and Garth Henry.

Troupers Install, Then Go Frolicking

(Continued from page 45)

Helen O'Brien, T. J. O'Brien, B. Carsey, Coleman Antalak, Dwright Pepple and Roy Jones.

The event Monday night was a combined business meeting and New Year's Eve party. Joe Krug, retiring president, conducted the meeting, turning it over to Gladys Patrick, who ushered the old officials out and the new ones in. Those retiring included Martha Levine, first vice-president; San Dolan, second vice-president; Jennie Reigal, third vice-president; Eddie Harris, fourth vice-president, with Dick Keathe acting as proxy; Walter De Pellaton, secretary; Harry Levine, treasurer, who was named to succeed himself in 1946. New officers inducted were Lucille Dolman, president; Clarence Allton, first vice-president; Nancy Meyer, second vice-president, with Cecelia Kanthe acting as proxy; Claude Barie, third vice-president; Lillabelle Williams, fourth vice-president; Marie Bailey, secretary.

Lucille King, founder of the organization, presented Krug with a gold card.

Serving on the committee for the party were Gladys Patrick and Cecelia Kanthe, hostesses; Claude Barie, emcee; Bill Meyer, floor manager; Anna Benson, buffet chairman, assisted by Mary Seagers and Lillabelle Williams; Jimmy Dunn, bar manager, assisted by Lloyd Lasby and Harry Suker; Mate Haifley, checkroom, and Jerome Haifley, doorman, assisted by Nell Robideaux. A show, featuring Virginia Rose, dancer, drew much praise. Music for dancing was by Bill Cooper and His Rhythm Makers. Publicity was handled by De Pellaton, with photographs by Harry Quillen.

Mrs. Dolman told *The Billboard* that many new plans are being drafted for the coming year. She will soon announce her committees.

RAT

(Continued from page 46)

and Cecelia Kanthe. Claude Barie was emcee.

At the Polack party, the following joined the club: I. J. Polack, Roy B. Jones, A. F. (Jack) Klein, Thomas Jay and Helen Fay O'Brien and T. Dwight Pepple. Nineteen new members were accepted, including Jack Brick, recently discharged from the navy and former owner of High Jacks act; John H. Hobday, discharged from the army after 19 months in the South Pacific and former secretary of West Coast Shows; Elizabeth Berry, F. H. Bahr, Goldie and Irwin McCoy; Joseph Park, recent army dischargee; George Rosen, Louis Stern, Eva and Alfred Scott and William and Marie Thompson. This brings the new membership for 1945 to 148.

Neiberle Dies in Tampa

TAMPA, Fla., Jan. 7.—Louis J. Neiberle, former ride owner and carnival manager, died at Municipal Hospital here December 31, John B. Davis, owner Southern States Shows, said this week. Burial was in Myrtle Hill Cemetery here. Further details in Final Curtain next issue.

MONTGOMERY, Ala., Jan. 5.—Capitol City Shows, with headquarters here, will open with four rides, concessions and a free gate in a tour of Alabama, Tennessee and Kentucky next season, according to Owner Bill Keef. Bill Sterling will be general agent.

MAGNOLIA EXPO SHOWS

WANT

Concessions of all kinds, Agents for office joints, Advance Man, Millsay, contact me.
C. W. HENDRIX, Mgr.
Flomaton, Ala., Jan. 7th to 12th.

"START THE 1946 SEASON WITH A BANG" HENNIES BROS.' SHOWS WANT CAPABLE CONCESSION PEOPLE

Can place Agents for Cigarette Shooting Gallery, Center Hoop-La, Penny Pitch; good proposition for Man and Wife to take charge of Ball Games; experienced Mouse Game Operator; experienced Man for Fish or Duck Pond.

Herman Weiner, Sammy Ancher, Leo Lussen, Leo Bergman and Chuck Newman want to hear from capable Agents. Whitey Miller can place Counter Men for Bingo.

Joe Kane and Whitey Hinkley, get in touch with me. Have good propositions for you. All address

FITZIE BROWN, Concession Mgr., P. O. Box 1045, Birmingham, Ala.

GEM CITY SHOWS

Playing Only Proven Territory

RIDES: Will buy, book or lease the following: Spiltire, Ride-o, Caterpillar, Octopus, Roll-o-Plane or any ride not conflicting.

SHOWS: Will finance capable Showmen with new and novel ideas.

RIDE MEN: Foremen for Tilt-a-Whirl, Loop-o-Plane, Merry-Go-Round (Allan 3-Abreast). Must be good. Salary and percentage for good Foremen. Also **SECOND MEN** for all Rides who can drive Semis.

Can place capable Concession Agents, Arcade Manager, **CONCESSIONS** and other useful Concession and Show People. Concession and Show People, contact:

MAXIE HERMAN, Concession Mgr.

759 N. E. 76TH STREET, MIAMI, FLA.
All Others Address:

JACK DOWNS, Mgr.

807-809 JEFFERSON ST., QUINCY, ILL.

WILL BE AT MINNESOTA FAIR MEETING, JANUARY 9, 10, 11

FOR SALE

Merry-Go-Round, Ferris Wheel, Mix-Up, 22 Concessions, plenty of Merchandise on hand, Transformer Truck 125 K. W., plenty of good Cable. Nothing to be sold separate. This equipment all in first-class condition.

P. O. BOX 675, LAKE CHARLES, LA.

P.S.—Extra Merry-Go-Round, two-abreast; just spent \$500 on horses fixing them up.

CAVALCADE OF AMUSEMENTS

HAVE FOR SALE

2 SEMI STEEL FLAT CARS (reason for selling is because we will make the 1946 tour in an all-steel train). SHOW FRONTS AND CANVAS (all sizes). We may have what you want. THE MARINELAND EXHIBIT OF THE LATE CAPT. BRUCE CHESTER. Here is a wonderful opportunity for an independent showman. This is a marvelous exhibit and a good money maker for a live-wire, wide-awake showman. Will sell cheap.

WILL BUY: TWO #12 ELI FERRIS WHEELS AND KIDDIE MERRY-GO-ROUND

All Address: AL WAGNER, Mgr., Box 243, Pascagoula, Miss. Phone: Pascagoula 1145.

WILD LIFE EXHIBIT FOR SALE COMPLETE

30x60 Tent, 1940 International Truck, 30 Cages Animals, Birds, 3 Neon signs. Best equipment on road. Now operating Key West, Florida. Wire quick.

RAEMOND WALTON

Tropical Park, Key West, Florida

WANT FOR WINTER GARDEN, FLA., WEEK JAN. 14th

Octopus, Fly-o-Plane, Tilt or Spit fire. Also Concessions and Shows of merit. Week Jan. 21st, Legion Midwinter Fair, Kissimmee.

Can place good Sound Truck. Wire, write this week: Zephyr Hills, Fla.

BARNEY TASSELL UNIT SHOW

Carnival Routes

Send to 25 Opera Place, Cincinnati 1, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Bill's Rides: Gilbertown, Ala.
Bistany Greater: Miami, Fla.
Blue Ribbon: Lakeland, Fla., 11-19.
Dixieland: Kentwood, La.
Groves Greater: Houma, La.
Lone Star: Gonzales, La., 7-15.
Madison Bros.: Carencro, La.
Magic Empire: Port Sulphur, La.
Magnolia Expo: Flomaton, Ala.
Majestic Greater: Sanford, Fla.
Playland: St. Petersburg, Fla., 7-19.
Shipley's Am.: Patterson, La.
Tassell, Barney: Zephyrhills, Fla.; Winter Garden 14-19.
Victory Shows of America: Magnolia, Miss.
Wonder City: Canton, Miss.; Pickens 14-19.

Circus Routes

Send to 25 Opera Place, Cincinnati 1, O.

Clyde Bros.: Ardmore, Okla., 14-15; Gainesville, Tex., 16-17.
Polack Bros.: (I. M. A. Auditorium) Flint, Mich., 13-17; (City Auditorium) Saginaw 18-22.
Wirth, Frank: (Arena) Cleveland, O., 7-13.

Misc. Routes

Send to 25 Opera Place, Cincinnati 1, O.

Barrett, Roy (Wirth's Circus at Arena) Cleveland, O., 7-13.
Barton's, Lewis, Smart Set (Cotton Club) Dothan, Ala., 10-19.
Basile, Joe, Band: Miami, Fla., 14-26.
Birch: (City Aud.) Gadsden, Ala., 9; Amstion 10; Opelika 11; (Langdon Hall) Auburn 14; Tuskegee 15; (City Aud.) Montgomery 16.
Brison, Ray & Claire, School Show: Jacksonville, Fla., 7-19.
Campbell, Loring: Minneapolis, Minn., 7-12; Morgan 14; Winthrop 15; St. Paul 16; White Bear Lake 17; Minneapolis 18.
Darrell, Great (Carolina) Columbia, S. C., 9; (Imperial) Augusta, Ga., 10-12; (State) Spartanburg, S. C., 13-14; (Criterion) Anderson 15-16.
Fayssoux: Weldon, N. C., 9; Littleton 10; Louisville 11; Franklinton 14; Clayton 15.
Hardini: Dayton, O., 7-17.
Hubbard, Paul & Betty: Playing schools, Akron, O., 7-25.
Jodar: Playing schools, Pomona, Calif., 9; Santa Ana 10; Pomona 11.
Johnson, Judith, Show (Panama) Panama City, Fla., 13-17.
Lewis, Players: Troy, Ill., 11; Mt. Olive 15; Centralia, Mo., 18.
Long, Leon: Dothan, Ala., 9-19.
McIntosh Monkey Circus: Dayton, O., 7-12.
Virgil, Great: Beaumont, Calif., 9; Coachella 10; Blythe 11; Prescott, Ariz., 14; Wickenburg 15; Phoenix 16; Mesa 17.

THE REGAL EXPOSITION SHOWS, INC., WANTS

For Winter Quarters, Carpenters, Cooks, General Workingmen. E. E. Baker, communicate with me.

Want for 1946 season, Ride Help that can drive semis. Want Second Man with car to hang paper, Stock Concession Agents, Side-Show People and Talker, Girl Show Operator and Dancers with wardrobe, Man to take Fun Show and Animal Show; Larry, answer; good propositions to above.

Open last week in March. Address

B. M. SCOTT
Union City, Georgia

U.S. RELEASES EXPORT FIGURES

January Busy Tax Time for Coin Industry

Many Returns Required

CHICAGO, Jan. 5.—January will be a busy tax month for coin machine operators as well as other business men across the country.

Five federal tax returns or payments are due on or before January 31, and in many States operators will be required to make one or more State returns during the month.

First federal report is due January 10. On that date employers who withheld more than \$100 on the federal withholding tax during December, 1945, must make a report of the amount withheld.

January 15 is the deadline for final payment of 1945 estimated federal income tax by individuals who made declarations of expected earnings for the year. It also is the last day for the filing of an amended declaration if earnings differed from the estimate made last year.

January Busiest Day

Big tax day, however, is January 31. Under federal law the following reports, returns and payments must have been completed on or before the last day of the month:

Return and payment of federal insurance contributions (Social Security old-age benefits) for quarter ended December 31.

Quarterly return and payment of federal withholding tax withheld by employers for last quarter of 1945. Form W-3 and copies of Form W-2a (receipts for employees) must also be filed. All employees must be furnished with an original and duplicate of Form W-2.

Return and payment of the federal excise tax for December, 1945.

In Illinois, as in many other States, business men both large and small have several State tax returns to make. The Illinois list includes:

January 1—State motor vehicle license tax.

January 15—Retailers occupation or sales tax return and payment for month of December.

January 31—State unemployment compensation contribution report and payment for last quarter of 1945. It also is the last day for employers of less than six workers in 1945 and who are not covered by the federal act to file application for termination of coverage. Return and payment of federal unemployment compensation tax also is due.

In addition, city and county taxes come due during the month in many localities. The Chicago Association of Commerce has figured out that business men in that city must meet 75 State, federal, city and county tax dates during 1946. Only comfort the association could find in their figure is that it is two less than last year as a result of the repeal of the federal capital stock tax and the federal use tax on motor vehicles and boats.

Forty-eight of the 75 dates on the association's calendar are with the federal collectors of internal revenue. It does not include special taxes or licenses applicable to particular types of business.

Automatic Machine Vends Rail Tickets

GREENSBORO, N. C., Jan. 5.—New automatic "vending" machine went into operation recently at the Southern Railway station here that not only furnishes the ticket but throws in a little book-keeping.

The machine, manufactured by the National Cash Register Company, while not coin-operated, could be adapted to coin insertion for short suburban tickets, according to one passenger agent.

Editorial

Recruits

By Walter W. Hurd

AT TWO previous periods in its history the coin machine industry has had a heavier than usual influx of new men into its fold. These two increases came in the early '20s, after World War I, and during the big depression of 1930. The recruits coming into the industry during both of these periods proved to be valuable additions and many of them remain as leaders today in the various branches of the industry.

Now the trade can look forward to another period of big increase in its membership, following the end of another war.

Many veterans from World War I came into the coin machine trade during the early '20s and helped to write the first big chapters in trade history during its modern development.

An interesting example of this happened in Chicago where a number of young men entered the vending machine field and later formed a trade association which has continued thru the years as the oldest coin machine organization in the country. Many of its members started in the penny gum and peanut, or in the penny scale business. Some of them became leaders in this branch of the industry. It was during that period also when many of the young men who are now prominent manufacturers or distributors entered the business.

The increase in new members during and shortly after the big depression was of a somewhat different nature. The young men who started in the trade after the first big war were looking for a business career, for a chance to make a future for themselves. The new coin machine industry appealed to them for its independence and its apparent future prospects.

The men who came into the

trade in 1930 and later were in many cases small business men, in some cases, owners or managers of retail stores, or professional men. The depression hit many retail stores and small business enterprises hard, but here was the coin machine industry which, by 1932, was already heralding itself as a depression proof industry. Most of the recruits who came into the trade during this period had good business experience and have continued to this day as well established operators, distributors and manufacturers.

Many of the major manufacturers entered the field at this time as very small shops, in comparison with their plants today.

Today conditions appear to be favorable for an even greater influx of new people into the industry. The marvelous mechanical training and experience which young men gained during the recent war is recognized as ideal background for coming into the trade. Young men coming into the operating field, however, will find a large army of men of long experience, and well established in their locations, already in the operating field. Young men coming into the trade today will also find that it requires a lot more money than in the years gone by.

Since many of the leaders today started with penny machines, that might be a good field for beginning. Or, young men coming into the trade will need the guidance, financing and general experience which established distributors can offer.

For the small operator or the big industrial corporations which come into the trade as new members, the industry during the next decade can offer impressive opportunities as well as a fraternal welcome.

Canada Still Leads Volume

First eight months' charts show Mexico spent more for her mchs. than others

CHICAGO, Jan. 5.—Coin machine traders exported a total of 5,273 machines of all types during the first eight months of 1945. Official figures from the U. S. Department of Commerce show that those machines were valued at \$407,378. Estimates for the remaining months—from August thru December, 1945—indicate that the total number of all type machines exported during 1945 may be greater than the number shipped out in 1944. But the dollar value will probably be less for 1945 than for 1944.

This week, the Department of Commerce released complete and official figures on coin machine exports for August, 1945. During that month, 415 machines, valued at \$35,681, were shipped to foreign buyers—most of them in North or Latin America. Biggest buyers of U. S.-made coin machines were Canada and Mexico.

August export figures represent a drop of 100 machines when compared with July, 1945. Dollar value of the exports for August also showed a decline. July, 1945, coin machine exports were valued at \$42,776, while August exports were valued at \$35,681.

Average Value

During 1944 the average monthly dollar value of coin machine exports was \$63,890. For the first eight months of 1945, the average dollar value was \$50,922.

Since the number of machines exported during the first eight months of 1945 nearly matches the number exported in the 12 months of 1944, it is interesting to note reasons for the decline of the dollar value.

Immediately apparent reason is the drop in number of juke boxes—always valued higher than either vending machines or amusement devices. During 1944, 2,544 juke boxes, valued at \$560,346, were sold abroad. During the first eight months of the year just past, only 1,132 juke boxes, with a value of \$253,948, were sent out of this country.

As a matter of fact, there was not a great difference in number of juke boxes, venders and amusement machines during the first eight months of 1945, as Commerce Department figures illustrate. Vending machines made the greatest increase, in fact, the only increase, over 1944 figures.

Vender Gain

A total of 1,607 venders, valued at \$28,392, were exported during the first eight months of 1945. In all of 1944, only 678 vending machines, valued at \$23,961, were sold to foreign buyers.

With the British market closed to coin machine traders for the moment, Canada and Mexico buyers have consistently lead the field. A tabulation of the machines sold these two countries gives some idea of their importance to the coin machine trader.

Canada bought more vending machines and amusement devices than any other country during the first part of 1945. Mexico lead in the number of juke box purchases. The Canadian government, as the trade knows, has taken a vigorous attitude to encourage the importation of parts for juke boxes, so that the parts can be assembled into finished juke in Canadian plants. (See U. S. RELEASES on page 71)

ing high mortality rates on retail and service establishments newly started by inexperienced management.

JUICE—A Florida concern, with the aid of citrus fruit growers there, is making plans to produce 5,500 pounds of powdered orange which can be used for vending machines of the mixer type.

News Digest

VENDERS—First of four regional conventions of the National Association of Tobacco Distributors will be held in Chicago next week. Vending machine men will gather there, too, and there will be some exhibits. Convention will hear the prospects for increased sales thru venders.

DISKS—As new year gets under way, juke box operators still face one big problem: How to get a sufficient supply of good, pop records to keep their machines full and their customers happy. Three largest diskeries have announced their plans for upped production schedules during 1946.

RECORDER—Licenses of the Illinois Institute of Technology's Wire Recorder Foundation will get a prelude of two new wire recorders January 11. One of the new units, says the foundation, is slated for use in home juke boxes. Two juke manufacturers hold licenses to manufacture wire recorders.

CANDY—Latest figures from the Department of Commerce indicate the increasingly important role vending machines are playing in the sales of candy bars. Rate of sales has been on the increase all thru the war, despite the fact that sugar held production of the bars down to a minimum, and demand continues to exceed supply.

FOOD—Research carried on by the federal government confirms trade opin-

ion that the frozen food industry will become one of America's largest. Same research gives added emphasis to coin machines as sales media for the frozen food. Full details of this research will be found elsewhere in this issue.

EXPORT—Official figures on the coin machine export business for the first eight months of 1945 have been made public. Complete table appears elsewhere in these columns. The year 1945 saw more machines exported than 1944, but dollar value of the export trade declined somewhat.

TAXES—Year-end tax reports indicate a banner year for revenue collections from taxes of all kinds. Cigarette taxes showed the greatest over-all jump, tho the increase came late in the year after standard brand cigarettes returned in good supply.

NUTS—Easing up as the new year gets into its second week is the nut shortage which plagued makers of candy and candy bars. Southern State growers reported the largest crops of many a year.

TREND—The Census Bureau is making a survey of 1945 business to determine significant trends in the business outlook. As soon as full details are available they will be released in this section.

LOCATIONS—Veterans' Administration officials, giving a breakdown of all loans guaranteed under the G.I. Bill, reveal that restaurants and filling stations—both choice locations for coin machines—have a tendency to lead the field. Some States, however, are report-

Trade Escapes Newcomer Plague

Novices Look Before Jump

Many industries have rash of quick failures as vets, others set up own shops

CHICAGO, Jan. 5.—Thousands of enterprising individuals are setting up businesses of their own in a post-war rush which has never been equaled, according to competent observers. Coin machine firms and locations for coin machines are among the businesses, but expansion in the coin trade has not yet reached a dangerous peak.

Small retail outlets—like gasoline stations and restaurants—are leading the field of new businesses. While the coin machine trade has noted some new firms entering the field, the flood has been nowhere as great as in the two fields previously mentioned.

Coinmen seeing the large number of small businesses—newly opened—which are already closing their doors for one reason or another, have cause to breathe easier and to hope that there is no hurried rush of inexperienced men who want to set themselves up in the coin machine business.

Leaders in the trade, in speeches and in pamphlets, have pointed out that the coin machine business is a specialized one which requires training for successful operation. Experience has demonstrated that any industry, flooded with inexperienced people, will suffer.

There They Go

A recent survey shows that 7,528 new retail and service businesses were opened in California during October, 1945. Figures also show that 5,125 California retail establishments closed their doors during the same month. Definite information is not available on the subject, but observers express the opinion that many of the 5,125 business failures had only opened their doors a short time before they closed.

Despite the prospect for failure, business experts say that there was never a more opportune time for starting a business, even tho they urge cautious action.

Many of the new establishments are being started by ex-servicemen with money guaranteed under G.I. loans. Generally speaking, however, a proportionately small number of G.I. loans have been made since the machinery for the loans was first set in motion.

Caution on G.I. Loans

More petitions for loans have been denied than have been granted. Bankers and others who underwrite the loans for the government are granting approval with caution. Considerable criticism of this caution has been forthcoming from

Expect 1946 To Be Best Year in Glass Industry

CHICAGO, Jan. 5.—Using present demand as a yardstick, 1946 will be the greatest of all years for the flat glass industry from the standpoint of production and high employment, according to John D. Biggers, president of Libbey-Owens-Ford Glass Company, Toledo.

In October, 1945, the coin machine industry was faced with a sharp shortage of flat glass due to unprecedented demand, a strike of 15,800 workers in major cities and the government's trust suit against the three largest concerns. The situation is still "tight," according to coin machine manufacturers, but—if the prediction of Biggers is correct—there should be relief by spring.

"This achievement will depend," Biggers adds, "primarily upon a stable labor situation. Such stability depends upon steady and efficient production and should be compensated by adequate wages. In addition, careful consideration must be given to price structures, application of sound economics and wise business statesmanship should aim to achieve a price level which will induce mass production commensurate with the large-scale operations for which American industry is now tuned.

Reconversion Simple

"Libbey-Owens-Ford plans to take back into employment all of the more than 2,000 employees who served in the armed forces as they return to their homes, and in addition we have places for about 1,000 additional veterans or others who may desire to enter the flat glass industry."

It was pointed out that reconversion to peace-time production by leading manufacturers of flat glass was simple and—in most cases—has already been done. Production peaks have not, as yet, been reached, however, by leading firms in the field.

New coin machines, like new cars and modern furniture, will use more glass than those manufactured before the war because it is necessary to "dress the machines up more than before" to stimulate added business, according to an executive of a large coin machine firm in Chicago. Curved glass is coming into its own in new machines, it was pointed out.

Indications are pointed at the same price level as in 1941, with the possible exception of window glass. There was a slight rise in the price level at the end

veterans and from veterans' organizations, and there have been many pleas for liberalizing requirements.

The Wall Street Journal, New York financial paper, recently conducted a survey of new businesses, highlights of which are condensed here with a report (See *Biz Evades Newcomer* opposite page)

of 1945 and it will continue to rise slowly until spring of this year. Costlier types of glass, it is pointed out, will be in larger demand as soon as new coin machines hit the market in force this summer. New types of glass and glass-type products are also slated to hit the market and are at present being studied in the laboratories of larger flat glass manufacturers centered in Ohio.

Study Glass Fiber

One new product that has interested coin machine manufacturers is a new glass fiber product that was produced (See 1946 BEST YEAR on page 76)

Vender Patent Up for License

WASHINGTON, Jan. 5.—Patent on a coin-controlled vending machine is offered for licensing in *The Official Gazette* of the U. S. Patent Office.

Machine is described as "single article dispensing type," and the patent—No. 2,082,402—is held by William J. Christmas, 327 Bryant Road, Warrington, Fla. It is listed as in Groups 35—42—51—73. Reg. No. 776. It was patented April 7, 1936.

Full description of the device as published in *The Patent Register* follows:

"Single article-dispensing type with a merchandise ejector slide, a coin slide in alignment with ejector slide; coin slide assembly arranged for manual manipulation and slidably coupled to ejector slide in such a manner that when assembly is moved rearwardly engagement with ejector slide permits a single article to be ejected from storage into delivery chute."

Cold Weather Drops Gas Biz

WASHINGTON, Jan. 5.—Onset of winter apparently froze the United States gasoline buying spree in its tracks.

Collection of federal gasoline tax of 1.5 cents per gallon dropped in November to \$38,887,065, a slip of \$4,726,293 from the record October collections of \$43,613,358. In normal times the coming of colder weather results in a reduction of driving, and November this year was marked by severe cold spells in some parts of the nation.

November collections in 1945 still were \$5,773,000 above those of November, 1944, and \$15,311,000 above those of the same month in 1943.

The six cents per gallon federal levy on lubricating oils produced \$6,020,000 this November compared with \$8,750,243 in the same month a year ago, and \$3,292,418 in November, 1943.

Musical Sales Opens Branch in Richmond

BALTIMORE, Jan. 5.—Mack Lesnick, head of Musical Sales Company, exclusive Seeburg distributor in Maryland, Washington and Virginia, announces opening of a branch at 415 West Broad Street, Richmond, Va.

"Our new building contains 35,000 square feet of space in four stories, housing complete service, showroom and warehousing facilities," stated Lesnick. "This branch will be headed by Dick Lawrence, who was just discharged from the navy after serving as a lieutenant. Edgar Thorn will be in charge of the service department."

Musical Sales Company will hold a

Mississippi Tax Take Hits New Record in 1945

JACKSON, Miss., Jan. 5.—Mississippi's tax commission, in a year-end report last week, announced that the State's revenues from over-all tax collections surpassed the previous 1944 high by \$393,598. This leaves Mississippi with a large surplus.

Revenue from taxes on coin machines, income and chain stores showed a slight decrease for 1945. Revenue from the tax on coin machines declined from \$82,165 in 1944 to \$80,586 in 1945.

Coin Revenues

This report includes taxes on all kinds of coin-operated equipment, including gaming devices. Mississippi's legislation makes gaming devices illegal, but if the devices are in operation they must pay the tax. Existing situation on Mississippi coin machine taxes is comparable to the federal government's attitude on federal gaming device taxes.

Where local officials allow gaming devices to operate, the State does not raise the question of legality, but merely collects the tax. Legislation regarding gaming devices is of a general nature.

Most observers are of the opinion that the State takes the view that gaming devices are vending machines in the sense that they "vend" amusement.

Since the Legislature in 1944 was faced with a large surplus in the treasury, income taxes were reduced effective in 1945. Latest tax report shows a decline in income tax revenue of \$2,713,843 under 1944.

Income Tax Off

Tax commission revealed that 35,124 individuals and firms paid \$8,460,982 in income taxes in 1945, compared with \$11,174,825 in 1944 by 36,150 individuals and firms.

The 2 per cent State sales tax brought in about 50 per cent of all 1945 tax collections made by the commission, which collects 85 per cent of the State's taxes. Sales tax revenue showed an increase of \$1,489,638 over 1944.

Newton James, State treasurer, said that 1945 ended with a balance of \$23,160,121, compared with \$22,975,126 just before the Legislature convened in January, 1944. The 1946 biennial legislative session convenes January 8.

Arkansas Shows Small Tax Drop

LITTLE ROCK, Jan. 5.—Arkansas's State license fee on coin machines showed a slight drop in 1945, report of Revenue Commissioner Otho A. Cook disclosed.

Collections of the levies on coin devices during the past year totalled \$33,385, compared with a yield of \$33,769 from the fees in 1944.

State's total revenue, however, jumped to \$41,413,026, an increase of more than \$5,000,000 over the State's tax income in 1944 when it totalled \$36,330,369. It set a new all-time record. Most of the increase came from the swift upturn of gasoline tax yields after lifting of rationing in August. By the year's end, the gasoline levy had hit \$12,587,146, a rise of more than \$2,000,000.

The sales tax was the next biggest gainer. Collections of the levy on retail sales totalled \$11,763,000, an increase of more than \$1,600,000.

Levy on cigarettes produced \$3,301,079, approximately \$500,000 more than in the preceding years. An increase of nearly \$10,000 in the State's revenue from license fees from cigarette dealers indicated that more firms had taken to handling cigarettes again. Total revenue from the fees was \$105,206.

showing of new Seeburg equipment at its Baltimore office, 140 West Mount Royal Avenue, January 18 and 19, and at Richmond, January 21 and 22.

Look To The **GENERAL** For LEADERSHIP

Aireon - A MAGNETIC NAME IN MUSIC!

There's a new day coming in the history of music equipment—the day the new Aireon automatic phonograph makes its appearance! Revolutionary in design and mechanism, Aireon is years ahead of anything that was expected in the post-war era! Don't invest in music equipment until you see Aireon.

WE'RE EXCLUSIVE FACTORY DISTRIBUTORS FOR MARYLAND, DISTRICT OF COLUMBIA, NORTHERN VIRGINIA, SOUTHERN PENNSYLVANIA
Where Will You Be on "A-Day"?

Established 1925

Growing Steadily Ever Since!

The **GENERAL** Vending Service Co.
306 N. GAY ST. ★ BALTIMORE, 2, MD.

COIN MACHINE EXPORTS

August, 1945

COUNTRY	TOTAL		AUTOMATIC PHONOGRAPHS		VENDERS		AMUSEMENT MACHINES	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	300	\$14,126	52	\$ 4,497	130	\$2,266	118	\$ 7,363
Mexico	98	16,857	49	12,013	5	1,000	44	3,844
Cuba	5	1,060	2	725	3	335
Canal Zone...	1	250	1	250
Colombia	9	3,238	9	3,238
Panama	2	150	2	150
TOTALS.....	415	\$35,681	113	\$20,723	135	\$3,266	167	\$11,692

U. S. Releases Export Figures; Canada Still Leads in Volume

(Continued from page 69)

land, too, is expected to take this stand, when trading with that country reopens.

Because Canada has taken this stand—to encourage home industry as well as the import-export business—there are no accurate figures on the number of juke boxes which Canadian operators may have purchased during 1945. Only figures available disclose that Canada bought 290 finished, U. S.-built jukeboxes, valued at \$23,301, during the first eight months of 1945.

During the same eight months, Mexico imported 681 U. S.-built jukeboxes, which were valued at \$157,813.

War Effect

It must be kept in mind, however, that all figures for the first eight months of 1945 were directly affected by the war. Not until October figures are compiled by the Commerce Department can an accurate gauge of the year's business be forecast.

A comparison of the 1945 incomplete figures, with complete, official figures for the years before Pearl Harbor, gives some idea of how much decline tightened shipping space and export regulations caused. Prior to the spring of 1945, coin machines could not be sent out of this country without a special permit from the federal government.

In the spring, the government took coin machines and many other commodities off the list requiring special permits for exportation. There still remained, however, the shortage of shipping space. Little or no large shipments of coin-operated equipment, which required space in trans-ocean cargo ships, were made prior to the autumn of 1945.

In 1939, the last complete year before World War II broke out, 22,281 coin machines, valued at \$1,375,253, were shipped to foreign buyers. In 1940, when war tension began to grip all the world, coin machine exports declined slightly. A total of 15,668 machines, valued at \$1,248,692, were exported during 1940.

Prior to the war, as many as 75 coun-

tries bought coin machines from the United States. During 1939 alone, 60 foreign nations made purchases of U. S. coin-operated equipment.

When the war cut off many of those former markets, however, coin traders—like all other business men—began to concentrate their efforts on the Latin Americas. Those countries, with Canada and Mexico, eventually took over the leading roles as coin machine importers.

The Latin American market has always been steady, tho it is naturally more limited in buying power than some of the European nations. Markets like the British Isles and Australia, cut off by the war, will produce many more sizable orders than the Latin Americas.

But coin machine traders will not forget the Latin countries in developing post-war trade, because conditions—particularly with reference to financial conditions—are vastly improved in Latin America compared to conditions there before 1940. Lend-Lease, money given to the Southern Hemisphere governments for industrial, agricultural and general economic development, will tend to increase the Latin American trade.

Standards of living have been raised tremendously in the South American nations; the people there have more money to spend, and the war educated them to new ways of entertainment. Juke boxes, amusement devices and perhaps vending machines should enjoy a boom in Latin trade just as soon as the machines are available for shipping.

New Possibilities

There is also a strong possibility that countries, like Russia, which have never been opened to a large coin machine business, will now offer ready markets. Principal difficulty with the European and the Russian market at least for the next several years will be the effects of war on those countries' economic life. Governments in Europe and in Russia want first of all to bring their nations back to pre-war industrial and social standards before opening trade doors for commodities other than those of an industrial nature.

This is particularly true of Great Britain. England has shown a reluctance to permit the importation of any material—finished or otherwise—which does not contribute materially to the restoration of British industry and British world trade.

At the moment, speculation is rife concerning the probable effects of a large U. S. loan to Great Britain. Cautious observers feel, that if the loan is granted, it will not act as too great a stimulant on British export-import business. Only time will tell.

Laymon Distrib Co. Outlines Plans for New L. A. Building

LOS ANGELES, Jan. 5.—The Paul Laymon Distributing Company has announced plans for a new modern 7,000 square feet structure at Berendo and Pico Streets. Construction will begin as soon as a city permit is obtained, which ought to be in about two or three weeks, Lucille Laymon revealed.

The new quarters, she said, will include a paved parking lot, paved loading court and platform, paint room, large repair shop, private lounges for men and women, three offices and a large display room.

This is the first move for the firm which has been at present address since 1934.

Biz Evades Newcomer Plague; Novices Look Before Leaping

(Continued from opposite page)

Massachusetts indicates a huge number of new incorporation papers are being filed in Boston—more incorporations than at any time since the early 1930's when repeal of the prohibition amendment caused thousands of incorporations for liquor establishments.

October, 1945, saw 323 firms incorporated, three times the normal number for any average month. Business spokesmen predict that the incorporation number will continue to rise as 1946 moves along, and none would say when the climax will occur.

Ohio State University's Bureau of Business Research says that Ohio corporations have increased some 100 per cent. Bureau adds, however, that this does not give an accurate idea of the new businesses being launched, since most of them are small, unincorporated organizations on which no statistics are available.

California Leads

California seemingly continues to lead in number of new businesses started. October saw 1,577 gasoline stations started, 1,497 restaurants, 265 appliance stores, 263 industrial construction supply companies and 230 radio shops. State authorities say that California's population increased during the war and the State should be able to absorb many new businesses. But retail and service establishments continue to close their doors in alarming numbers daily.

California business men say that the luxury type store is likely to have a short life. They also say that home furnishing, radio and music outlet stores have reached the point where that business is almost saturated.

Reflecting the tightened attitude on G.I. loans is the report that only 194

veterans in California have had them granted for the purpose of establishing a business of their own. Restaurants and service stations lead in types of locations for which veteran loans have been approved—both, of course, good locations for coin-operated equipment.

One Out of Six Fails

A Department of Commerce study, just released in a "Survey of Current Business," indicates that about one out of every six businesses started in 1944 failed to last thru the year. The Commerce Department's survey showed that the small business still suffers from a higher mortality rate than the larger one.

Failures were highest in the retail and service trade, the survey shows, where 15.9 per cent and 21.7 per cent respectively of that type business started and failed during 1944.

Commerce officials explained the high percentage of failures in the retail and service trades by revealing the small amounts of capital usually invested in such.

In 1940 11.2 per cent of all firms with no employees and 17.8 per cent of all firms with from one to three employees went out of business. On the other hand only 3.6 per cent of firms with more than 50 employees were forced to close their doors during the same period. Contrast in percentages, showing failures of small and large businesses, is still apparent during 1944, as the latest survey shows.

Commerce Department spokesmen were optimistic about future prospects for small business, however. Said a spokesman at the conclusion of the survey: "There is a strong presumption that when conditions return to normal, small firms will compare less favorably with their large competitors in respect to survival chances than is now the case."

THROUGH ALL THE YEAR IT'S MONARCH

WRITE—WIRE—PHONE YOUR ORDERS TODAY	"LAURA" \$249.50	"HOLLYWOOD" \$249.50	IMMEDIATE SHIPMENT
	"GOALEE" \$525.00	"STAGE DOOR CANTEEN" \$249.50	
"TOTAL ROLL" \$425.00			

Thoroughly Reconditioned I-Ball Multiple Payout Tables

Fairmont	\$495.00	Kentucky	\$275.00	Santa Anita	\$165.00
Turf King	375.00	Long Sht	275.00	Spinning Reels	110.00
Jockey Club	375.00	War Admiral	265.00	Gott. Multiple Races	95.00
Sport King	275.00	Keeney Fortune	200.00	Mills 1-2-3	69.50

Ready for Location I-Ball Multiple Free Play Tables

'41 Derby	\$350.00	Sportsman	\$295.00	Dark Horse	\$195.00
Club Trophy	325.00	Blue Grass	195.00	Sport Special	175.00
		Mills '40 1-2-3	99.50		

Brand New Mills 5¢ Vest Pockets	Price \$74.50
Mills Reconditioned 5¢ Blue & Gold Vest Pockets	52.50

ON HAND FOR IMMEDIATE SHIPMENT

Idaho—Arizona—Grand Canyon—Santa Fe—Oklahoma—Trade Winds	\$249.50
WHILE THEY LAST!!!	
New Pin Game Cartons. Ea.	2.00
New Mills 4 Bell Cabinets. Ea.	22.50

ATTENTION, WE WANT!!! Sport Parades, HI Dives, Attention, Mascots, Silver Skates, Flickers, Crosslines, Broadcasts, Trailways, Pan American, Speedballs, Monickers, Mystics, Crystals, Playballs, Pursuits, Air Force, Ex. Double Plays, Duplex, Do-Re-Mi, Knockouts, Leaders, Stars, Sky Blazers, Sunbeams, West Winds, Zombles, Argentines, Four Roses. ARCADE: Chicago Coin Hockeys & Batting Practice.

EXPORT TRADE!!!

With the lifting of export restrictions, we have opened our Foreign Sales Department. Send for information about all coin operated equipment.

WRITE FOR LISTS: Special Slot Machine Values, Arcade Equipment, Automatic P.O. Consoles, 1 and 5 Ball Pin Games and 1 Ball Multiple P.O. Tables.

TERMS: 1/3 Deposit, Balance C. O. D. or Sight Draft.

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

ROUTE FOR SALE—MUST SELL BY MARCH 1st

On location—26 Pin Balls, 2 Phonographs, 3 Ray Guns and 24 Merchandise Venders. In shop—6 Pin Balls, 3 Ray Guns, 35 Peanut Venders and lots of par... Also established on Salesboards and Ticket Deals. Excellent earnings. All equipment in A-1 condition. Route complete—\$4,450 cash.

HOOVER AUTOMATIC SALES, Cambridge City, Ind.

BEST BUYS

- PIN GAMES**
- Big Three (1-Ball F.P.)
- Big Town
- Scoop
- GUNS**
- Sky Fighter
- Seeburg Ray-o-Lite (Newly Painted, Equipped with Convert. Target, Thoroughly Re-Checked)
- PHONOGRAPHS**
- Wurlitzer Twin Twelve
- PARTS**
- Genuine 1489 Gun Lamps
- 6 L.E. Tubes
- 50 Ft. Main Gun Cable for Seeburg Ray-o-Lite (Rubber Covered)
- 30 Wire Cable. Per Foot

W. B. NOVELTY CO., INC.

1903 Washington Blvd. ST. LOUIS, MO.

WANT TO BUY

Complete Arcade Equipment for Park. About 100 to 150 Machines.

Write to

BEACH AMUSEMENT PARK, INC.
P. O. Box 329
Galveston, Texas

Tip to Vets on Coin Operation

Arcade Op in Chi Finds Key

Scores success in year by careful choice of location outside city's busy area

CHICAGO, Jan. 5.—With thousands of veterans seriously considering investing that mustering-out pay and accumulated war savings in the coin machine business, they might well use the business procedure of Harry Voronoff, Windy City arcade operator, as a model of enterprise.

Voronoff has proved that arcades started under present conditions in neighborhood business localities which cater principally to a neighborhood residential trade can be successful if ingenuity and fortitude are displayed. He is making a success of his operation, the Midwest Arcade, opened here December, 1944.

The Midwest Arcade, one of the most successful arcade locations outside of the Loop area, is situated just off the intersection of Madison Street and Cicero Avenue in what is known as the Austin district on the west side of the city. It is in the center of a thriving neighborhood shopping section.

Draw From Neighbors

Patronage comes from residents in the neighborhood; from transients transferring from one streetcar to another at the intersection; from theatergoers who attend a movie directly across the street from the arcade; from two bowling alley emporiums located within two (See TIP TO VETS on page 81)

COINMEN YOU KNOW

Chicago:

HARRY VORONOFF, operator of the Midwest Arcade, is a brother-in-law of AL STERN, owner of World-Wide Distributors on N. Ashland Avenue, and is considering teaming up with Al as soon as World-Wide gets its distribution set-up perfected. . . . The Los Angeles Chamber of Commerce must be spreading some more of that "sunshine propaganda," as HAROLD PINCUS, of the Coin Machine Company; his wife, MARIAN, and their two sons chose sunny California as their vacation spot. They are there now.

New Location Possibility

SOL GOLDSTEIN, vending machine operator, is getting good results with his latest venture in establishing a new type location. Sol has placed a candy vender and two nut venders in the Mar-Cel Beauty Shop, at Sheridan and Montrose on the North Side, a thriving business and residential section. It seems that the gals seeking beauty consider the vending op an important assistant on the road to charm.

R. E. (SMITTY) SMITH, capable parts manager for the Buckley Manufacturing Company, is anxiously waiting for the service discharge of his third son, GERRY, who is a member of the coast guard in Washington. Smitty has an outstanding record as a coin industry father. His three sons, TED, TOM and GERRY each served thruout the war. Ted was a swimming star at the U. of Illinois prior to going into the army

signal corps. He served in South America and Central America. Tom served as a chief petty officer on a sub-chaser in the South Pacific for three years. These two have been discharged.

LORRAINE HARRIS, charming photo concessionaire in HARRY VORONOFF'S Midwest Arcade, one night last week was telling everyone how much she was looking forward to seeing her young brother, GEORGE, a navy boy stationed in San Francisco, and waxing extremely enthusiastic in saying so. You could tell she certainly thought plenty of that boy. In the midst of all this, who walks in the door but none other than GEORGE. Talk about long lost relatives—brother, there's no comparison.

MONTE WEST, former Decatur operator, who was recently discharged from the army after three years of service, and his wife, ELVA, who was a member of the Canadian Woman's Auxiliary Corps, are in Canada on a pleasure tour prior to Monte's return to the coin business. . . . AL STERN, who is getting a reputation as the busiest distrib in Chi, is putting out the welcome mat for IRVING BROMBERG and son, MARTY, who are due in town to sell the services of their company. Irving Bromberg & Company, Distributors, Los Angeles. Marty made a name for himself during the war by operating coin machines in Hawaii and going all out for the entertainment of G.I.'s. . . . Also expected in town soon is ED HEATH, head of his own distributing firm in Macon, Ga. . . . Passing thru during the holidays were: L. W. BEARD, operator from Des Moines; SI CASE, Kankakee (Ill.) op, and HAROLD KLEIN, Milwaukee distributor for Alreond.

Los Angeles:

LEN MICON, of Pacific Coast distributors, is too busy making additions to talk of his plans. . . . SGT. ADOLPH D'ESTE, USMC, at Irving Bromberg's talking over the business. An overseas veteran, he hopes to get back into operating. . . . STANLEY TURNER, of Clark Distributing Company, has just returned from the Wurlitzer service school in Chicago. . . . FRED GAUNT, of General Music, reports that he and the family enjoyed Christmas at 29 Palms. . . . CHARLIE ROBINSON went to Las Vegas, N. M., accompanied by BUD PARR, of General Music.

BILL HAPPEL, of Badger Sales, relates that a good time was had by all at their Christmas party. Bonds and other gifts were given employees. . . . WILLIAM LEUENHAGEN has hired ex-servicemen JOHN HALL and GENE CROWLEY. They are servicing machines for him. . . . LUCILLE LAYMON reports that the following operators have been in shopping around: J. C. BEAMAN, of Superior, Ariz.; IVAN WILCOX, of Visalia, BILL MCGOWAN, also of Visalia; J. W. DESON, of San Pedro; LEO VAUGHN, of El Centro; GLENN McCARTER, of Calimesa; HOWARD PEARSALL, of Kingman, Ariz., and RAY SMITH, of Barstow.

In and around at Badger Sales Company, in the last few days, have been SAMUEL BROWN, CLEM KORTE, DOUGLAS SHANNON and TONY THOMAS, of L. A.; WENDELL M. BROWN, of Santa Ana; ROSS FULTON, of Reno, Nev.; C. E. COLLARD, of San Bernardino; JOHN PATRICK, of Santa Maria; MRS. P. A. BARNES, of Hawthorne; ED PENN, of San Pedro, and LOWELL AYERS, of Inglewood.

JEAN MINTHORNE, of Minthorne Music, has returned from the Seeburg convention in Chicago. JACK GUTSHALL, of Jack Gutshall Distributing Company, is suffering from the flu.

Detroit:

LOU SALESIN and MAX LIPIN, of Allied Music & Sales Company, are spending six days in Chicago attending both the housewares and furniture shows there. . . . EDWARD A. GORNEY, veteran coin machine manufacturer, has organized the A. B. C. Machining Company as a new manufacturing outlet.

ELIZABETH LUND, of the office of Michigan Automatic Phonograph Owners' Association, is back on the job after a week's illness from flu. . . . President JOSEPH BRILLIANT, of the MAPOA, reports plans for the annual banquet to be held around the end of next month. . . . HENRY C. LEMKE, of the Lemke Coin Machine Company, after closing out his year's business by taking inventory over the week-end, held open house at his home on New Year's Eve for all his friends.

HARRY WEINBERGER, of Rellance Merchandise Company, made a flying trip to Chicago over the holidays. . . . S/SGT. MICHAEL BENSON, who used to run the Oakland Coin Machine Company before the war, when he sold out to the S. & W. organization, is back with his discharge and anxious to get back in the business.

Minneapolis:

BOB WESTRUM, serviceman for Van Middlemas, Bismarck, N. D., recently lost his father, delaying Westrum's trip to the Twin Cities for 10 days. When he finally came, accompanied by GORDON OTTESON, another Middlemas employee, he made the trip "rush," driving down at night and returning the following noon.

SAMMY NILVA is one of the new salesmen at Paster Distributing Company who recently returned from service. Other vet salesmen at Paster include ELI ROSOWSKY, ED EATON, VERNON JAMES, BOB BENJAMIN and AL MEIROVITZ. SHERMAN KARON, LAURENCE FITZGERALD and MANNY KARON are also new salesmen at the firm. LEO STERN is back as shipping clerk following a hitch in the services.

NORMAN HANSON, of Osakis, Minn., was among coinmen visiting the Twin Cities. Other Minnesota coinmen here included Milo Whisman, Hibbing; Gordon Wornson, Mankato; Lou Granite, Chippewa Falls, Wis., and Ralph Meyers, Mitchell, S. D.

Indianapolis:

SAM WEINBERGER has moved his display rooms for Seeburg music machines from 531 North Capitol Avenue to 325 North Illinois Street. Showing of the new Seeburg line will be held January 14. . . . TEX HOLLEY made a flying trip to Atlanta, where he spent Christmas with his mother. Two pinball machines of Holley's were robbed of \$50 Sunday night (30) after the tavern in which they were located had closed.

Houston:

JAMES H. HART, returned naval officer and once wounded in combat, has assumed his former position as manager of the Houston branch, Decca Distributing Corporation. Houston office personnel also includes two other ex-servicemen: Alvin Crosson, office manager, and C. L. Horseman, salesman.

New York Coin Firm Buys New Building For Laundry Equip.

NEW YORK, Jan. 5.—Automatic Households, Inc., has purchased a one-story building at 2637-45 Webster Avenue, the Bronx, which will be equipped to serve as office, warehouse and service station for the firm, which deals in coin-metered machines, notably coin-operated laundry equipment for apartment houses. New plant will have approximately 8,000 square feet of floor space.

Firms Spend Record Sum for New Plants

PHILADELPHIA, Jan. 5.—More dollars than in any year since 1942 was spent by American industry for new plants and equipments during 1945—a total of \$5,690,000,000, according to the Securities and Exchange Commission and the U. S. Department of Commerce.

Another \$600,000,000 has also been estimated spent by industry on old or used plants and equipment, with a much higher all-over figure expected after final results of the survey are counted.

ARE YOU INTERESTED IN BUYING A GOING BUSINESS?

Have route of 15 Panorams, 14 of which are on location. Twelve of these equipped with factory-made stands. All machines located in a midwest city. Serial numbers from 3,000 to 5,500. All machines equipped with wipers—this equipment is exceptionally clean and mechanically perfect. Several rolls of film, splicers, extra parts, etc., for

\$5,950.00

Will finance to reliable party.

Reply to

**BOX D-98, CARE THE BILLBOARD,
CINCINNATI 1, OHIO**

Mint Lack of Space Acute As Coins Roll

Doubling Asked at Philly

PHILADELPHIA, Jan. 5.—Edwin H. Dressel, superintendent of the U. S. Mint here since 1935, has announced that the space shortage at the Mint building is getting desperate. He believes a plant double the present size would be adequate to handle the demands in coins which the Mint supplies.

In the years prior to 1935, the Mint turned out a little under nine billion coins. Since 1935 it has turned out over 10 billion. The Philadelphia Mint is older than either the Denver or San Francisco and is also larger than the other two.

Production capacity has been doubled under Dressel's administration thru the installation of new machinery. For three shifts a day, six days a week, the ma-

chines rumble and stamp out coins; the fires make molten metal for ingots, the rollers flatten the ingots into sheets. In addition, the Philadelphia Mint makes the dies for all the mints, and the designs for all new coins are worked out in detail here. It takes 2,200 employees, in addition to Dressel, to do all this. In the past, the Mint used to get along with 800 or 900 employees.

Medals for Army

Not only coins are produced. In the first 11 months of 1945, the Mint made 264,609 medals for all the armed forces. And of all the coins it produces, only a little more than half are for the American public. The others range from centimos and centavos for half a dozen South American countries; shillings for Australia and the rial, something like a silver dollar, for Saudi Arabia. The Mint also produces a hexagonal coin for the Belgian Congo. Some Dutch islands use coins with a hole in the middle.

These things present a problem to die-makers but the big problem—and a very urgent one—is more room.

"We have our machines so jammed together, the front walls are practically bulging out," Dressel says, "and we have to use all the corridors for storage. And, of course, a new building would cut our cost of production by permitting more orderly arrangement of machines and departments, so work would flow from one to another on a production-line basis. Right now, we have a machine jammed in wherever we can find a few feet of space."

Plans for a new Philadelphia mint have been drawn and meet the approval of Treasury Department officials. The plans will be submitted to Congress, with land and building costs, within a month.

Why More Coins?

Dressel gives the following reasons for the increased demand of coins in recent years:

1. The rise of coin machines and vending machines as an industry with the full support of the public.
2. The rise of cash and carry stores, supplanting the old corner grocery where people ran up a weekly bill.
3. Wage increases and higher national income during the war years meant that people had more money to spend and they spent it.

Dressel said that during the war the demand for small coins such as pennies was so great that they were hardly rushed off the stamping machines before they were rushed to distribution. Dressel was forced to go on the air with plea to people who hoarded pennies to turn them into business channels.

At the present time, he has a million dollars in reserve to meet demands for any coins. All he wants now is the new building.

P. Wolk Starts Group To Watch Business Ethics

NEW YORK, Jan. 5.—Establishment of a committee to combat unethical wholesaling was announced by Paul Wolk, president of Bickford Bros.' Company, distributor of radios and electrical appliances at Rochester and Buffalo.

Wolk said the group will seek to stem what he termed "back-door selling." Committee was an outgrowth of Bickford's recently published code of ethics which called for distribution only thru authorized franchised dealers, the referring of all individuals or firms who wish to purchase products distributed to the list of authorized dealers, and abolition of gifts or sales of products to employees or persons associated with the firm. The Buffalo firm offered \$1,000 to guarantee its adherence to the code.

Committee's full program will be formulated at a meeting in Chicago in January, Wolk said. At that time legal, advertising and public relations counselors will be present to advise the group, which Wolk said includes representatives of manufacturers, retailers and distributors throughout the country.



YANKEE
—
1 or 5c
Play
—
Double Value for your Money!

Two Complete Games for the price of one. Has Cigarette Reels and Fruit Reels. To change from Cigarette to Fruit Reels merely press button. Equipped with 75%-25% Coin Divider. Price: \$18.75 Ea. In Lots of 3, \$15.75 Ea. Lots of 10, \$12.75 Ea.

SPARK — CHAMPION
Takes 5c—Pays Out Quarters, Plus Special Jackpot Award.
\$42.50 Ea. Lots of 3, \$40.00 Ea.

LIBERTY FRUIT BELL
Takes Nickels—Pays Quarters.
\$34.50 Ea. In Lots of 3, \$32.00 Ea.

AMERICAN EAGLE — Fruit Reel
Takes Nickels—Pays Out Quarters.
\$26.50 Ea. In Lots of 3, \$21.00 Ea.

CIGARETTE REELS—
\$19.00 Ea. In Lots of 3, \$18.00 Ea.

MILLS VEST POCKETS
\$59.50 Ea. In Lots of 3, \$56.00 Ea.

Many other Counter Games, all factory reconditioned, guaranteed.

1/3 Deposit With Order—F. O. B. Chicago.

ABCO NOVELTY COMPANY

Headquarters for Counter Games—We Repair All Makes

809 W. Madison St. CHICAGO 7, ILLINOIS

FOR SALE

\$3,000.00 takes all; going out of business: Five Commandos, all A-1; one Tone Column, two Bally Alleys, one Jackpot Dice, one Mills One-Cent Slot, three Counter Cigarette Machines, two Five-Cent Fruit Reel Imps.

ABC NOVELTY CO.
2509 So. Presa St.
San Antonio, Texas
K-1152

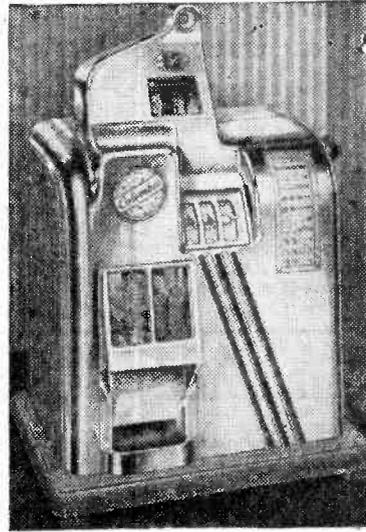
WE WANT TO BUY YOUR MUSIC ROUTE!

COMPLETE WITH ALL EQUIPMENT ON AND OFF LOCATION, INCLUDING SERVICE TRUCKS, ETC., ETC.

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WEST SIDE DISTRIBUTING CO. 612 10TH AVE., N. Y. 18, N. Y. PHONE: CIRCLE 6-7533

BRAND NEW COLUMBIA CHROME JACKPOT BELL—25c PLAY



CONVERTIBLE TO 5c - 10c OR 1c
LIMITED SUPPLY!
ORDERS WILL BE FILLED IN ROTATION AS RECEIVED
WIRE ORDER AND DEPOSIT NOW!

\$159.50 LOTS OF 10

\$164.50 LOTS OF 5

\$169.50 SINGLE

REBUILT 5c - 10c - 25c
BLUE FRONTS
5c - 10c - 25c
GOLD CHROMES
Write for Special Low Prices

CONSOLES

- 4-Way Super, 3/5-1/25 \$595.00
- Jumbo Parade, P.O., Late Head. 124.50
- 5c Mills Club Console 225.00
- 10c Mills Club Console 250.00
- Groetchen Columbia, Conv. 5c, 10c, 25c (Fact. Reb.) 107.50
- Twin Super Bell, 5 & 25c 450.00

ATLAS NOVELTY COMPANY

2200 N. WESTERN AVE. PHONE ARmitage 5005 · CHICAGO 47

Assoc. (ATLAS AUTOMATIC MUSIC CO., 4704 CASS AVE., DETROIT 1) Offices (ATLAS NOVELTY CO., 2219 FIFTH AVE., PITTSBURG 19)



FINEST BUYS THIS SIDE OF COIN ROW!

PHONOGRAPHS

- | | |
|---|--|
| Wurlitzer 61 Counter Model \$139.50 | Seeburg Regal, Cellar Job, Remote ... \$300.00 |
| Wurlitzer 24 289.50 | Seeburg Plaza 325.00 |
| Wurlitzer 600 Rotary 409.50 | Seeburg Vogue 399.50 |
| Wurlitzer 600R, Leather Rebuilt 439.50 | Rock-Ola Super '41 489.50 |
| Wurlitzer 600K 469.50 | Rock-Ola DeLuxe 379.50 |
| Wurlitzer 42/24 Victory 469.50 | Rock-Ola Standard 369.50 |
| Wurlitzer 500K 469.50 | Rock-Ola Commando 525.00 |
| Seeburg Regal 359.50 | Mills Throne 289.50 |
| | Mills Empress 325.00 |

PARTS AND ACCESSORIES

- | | |
|--|--|
| Wurlitzer #125 Boxes, 5-10-25¢, Cracked Covers \$14.50 | Seeburg 5-10-25 Wall-o-Matic, RC ... \$45.00 |
| Wurlitzer 332 & 111 Bar Boxes 12.50 | Keeney Boxes 1.50 |
| Seeburg 24 Wall-o-Matic RC Boxes 27.00 | SD241Z Adapter, Seeburg 15.00 |
| Wurlitzer 412 Amplifier, Less Tubes 29.50 | Wurlitzer Main Gears 4.00 |
| Rock-Ola Amplifier 29.50 | Buckley Lite-Up Chrome 32 12.50 |

1/3 Deposit, Balance C. O. D., F. O. B. New York
WRITE—WIRE—PHONE!

HUB DISTRIBUTING COMPANY

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CIRCLE 6-9570

WIRED MUSIC ROUTE IN FLORIDA FOR SALE

Consisting of 60 pieces of A.M.I. Automatic Hostesses on locations. Net take over \$1,000 weekly for my part. Located in one of Florida's leading cities.

This is really a fine, clean business and must be seen to be appreciated.

Price for complete business, \$50,000 cash.

BOX D-100, Care The Billboard, Cincinnati 1, Ohio

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For Sale!
only \$1065.00 EA.

Latest models, inside lighting, completely factory reconditioned. Look and operate like NEW. Now on display. Send substantial deposit with order. Order TODAY!

Ken Wilson

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Distributors for International Mutoscope Corporation

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(one block from the Sherman)

RECORD PROBLEM STILL HERE

Jukes To Get More in '46

Indie diskeries grab good share of phono biz—ops demand quality records

CHICAGO, Jan. 5.—Juke box operators throught the nation took stock of their business as the new year bowed in and came to the conclusion that their most important, immediate problem—excepting the problem of getting new jukes—was the current lack of platters for their machines.

War-born shortage of materials vital to the manufacture of records put most operators in the position of being unable to keep their juke listings up to date. Operators have complained of discrimination in distribution, claiming that distributors have not been giving the operator his full share of records being produced.

Manufacturers of the disks, of course, are anxious to see operators receive all the platters he needs and can use. The proved fact that juke box play helps sell any record is too strong to be ignored but manufacturers, up to now, have been unable to manufacture in such quantity as to satisfy all demands.

Make More Disks

At the turn of the year, however, the three major record companies are reported to have upped production schedules. Increases range from 30 per cent more disks by one company to a planned increase of more than 50 per cent over last year's production by another.

Independent diskeries have been getting their share of juke business, as disks of the larger pressers were unavailable. Los Angeles area is reported to have issued licenses for approximately 79 record firms, but observers point out that little more than half of these are actively engaged in the business, while others are unable to maintain constant production.

Next to quantity, of course, the juke operator is most interested in quality. He wants records to stand up under the constant playing they receive. Initial reports from manufacturers on improved quality of records is heartening news to operators.

Until disk makers are able to hit high-gear production, however, and satisfy demand for both retailer and juke operator, problems will exist for route owners.

Inevitable difficulty, operators point out, is competition between retailers who want records for home juke distribution and operators who need platters to satisfy their customers and keep their routes active.

Once production is smoothed out—as it appears likely to be within a short time—the only remaining operator problems will be distribution and quality.

Tightening Routes

Meantime, as the new year gets under way and operators are launching efforts to expand and tighten their routes, the operators are concerned only with getting enough disks to keep their machines busy.

Notable example of how difficult it is for some operators to get disks is a practice which gained some popularity during the war among operators whose locations complained of the choice of platters. After endeavoring to explain the tight disk situation, some operators gave location owners money with which to buy records at retail stores. Theory of the practice was to show location owners how hard it was to get records.

Report New England States Order Jukes

EAST ORANGE, N. J., Jan. 5.—New England and East Coast juke box distributors are reported to have placed what they consider to be one of the

Un-Merry Xmas

CINCINNATI, Jan. 5.—Police-man Robert C. Wood here became so angry when he discovered that *White Christmas* was not in the juke box selection in a Cincinnati cafe recently, he got out his service revolver and took one shot at the machine. He received a 30-day suspension from Cincinnati Safety Director Hamilton and a bill for \$8.50 to pay for repairs to the *White Christmas*-less juke.

Bus Music Seen Closer; Charter System Returns

DETROIT, Jan. 5.—Discussion of music for patrons of streetcars and busses here moved out of the academic field into actuality over New Year's Eve, when the city-owned Department of Street Railways announced that for the first time since before the war, busses—and even to some extent streetcars—would be available for private charter for the evening.

In the official comment surrounding the move, it was envisioned that parties would welcome the return of a pre-war service that was once popular here, and take advantage of it to make the rounds of the city without danger to private automobiles—and at the same time allow an entire party to be together. Charter rates were established for the busses, and it was announced that anyone chartering them would be welcome to bring a radio or small phonograph aboard to provide their own private music of their choice.

Statistics on actual numbers of lessees are not available, but the idea received some nice newspaper publicity over the year's end. It is likely to bear more fruit in the future, as the weather warms up enough to make group bus riding seem more attractive.

New OPA Radio Parts Ruling

WASHINGTON, Jan. 5.—In a move to speed up delivery of radio parts to domestic radio set makers, the Office of Price Administration has ruled that manufacturers of radio parts or electronic circuit parts can deliver old orders until January 15 at the ceiling prices that they had in effect before December 3, 1945. By old orders, it is ruled that "it is one that was placed with the manufacturer before December 3, 1945."

Until January 15, under the ruling, parts manufacturers will be able to deliver orders at the price prevailing prior to December 3, even tho in most cases these prices may be somewhat higher than those that will be approved by OPA under the new price method.

Most prices calculated under the new method have to be submitted to OPA for final approval. Because of the time involved in the filing and final approval of prices under the method, officials decided that the parts manufacturer should be given the extra time to make deliveries on their old orders and speed radio sets to the customers.

largest and first major orders for new model juke box equipment since the end of the war and resumption of production.

Order, reportedly totaling approximately 10,000 instruments and other equipment items valued at approximately \$4,500,000, was placed with Homer Capehart, and the Packard Manufacturing Corporation.

PASC Starts Campaign for New Members

Urges Music Ops Join

LOS ANGELES, Jan. 5.—Newly formed Phonograph Association of Southern California will soon begin a drive to enroll all music machine operators in the area with the turn of the year, Richard Gallagher, president, announces. Association president has a membership of 130 operators out of 250 in the area, he said.

"Present organization differs from those of the past in that we will make no restrictions on the business activities of members.

"Our aims are to create better understanding, promote fair trade practices, lessen cut-throat competition and fight unfair and confiscatory taxes by municipality and the State—not to hamper the individual," he declared.

At the association's recent meeting plans for fair distribution of new machines were discussed. William R. Hoppel, of Badger Sales Company, representing the Rockola Company here, explained his company policy thus: "1. To sell only to recognized music merchants. 2. Not to operate the machines themselves."

Jean Minthorne, Seeburg distributor, was not present but wrote from Chicago that Seeburg is now formulating a policy. He said he was in favor of the organization and would support it to the best of his ability, Gallagher said.

Other officers are Sam Ricklin, vice-president, and Walter Swartz, secretary-treasurer.

Colyer Music Firm Buys Routes of Two Operators in Calif.

MARYSVILLE, Calif., Jan. 5.—The Colyer Music Company of Marysville, owned and managed by Bob Colyer, has purchased the routes and equipment of two operators here. He also reveals that he is purchasing two more routes within the near future.

The Colyer Company, according to Colyer, also has franchises for music equipment, records, instruments, appliances, radio and will furnish sales and service for those additional lines as well as for the coin-operated equipment.

Dixon Concerns Set Plans for Detroit, Cleveland, Ind'p'l's

CLEVELAND, Jan. 5.—Triangle Music Company, Cleveland; Tri-State Distributing Company, Pittsburgh; Marquette Distributing Company, Detroit, and Miami Distributing Company, Indianapolis, all owned by Leo Dixon, Cleveland, are making plans for peacetime expansion.

Rudy Greenbaum vice-president of the Aireon Manufacturing Corporation, announces that Dixon has been appointed distributor for that corporation's juke boxes and accessories, in line with Dixon's program of expanded activity.

Dixon, who entered the operating business in 1933 and became a juke box distributor in 1936, was one of those instrumental in starting the Ohio Phonograph Operators' Association, and he is at present the president of that organization. He also helped organize other territories, such as Philadelphia, Detroit, Indianapolis and Terre Haute, Ind.



IRVING SANDLER

Sandler Announces Building Plans for Distribution Biz

DES MOINES, Jan. 5.—Irving R. Sandler, well known in Iowa and Midwestern trade circles, announces that he is having a new building constructed at 110 Eleventh Street, Des Moines. Building will house Sandler's new distributing business for the Aireon Manufacturing Corporation. Distribution will include Iowa, Northern Nebraska and Northern Missouri.

Sandler was formerly sales manager for the Mayflower Distributing Company, Des Moines. He announces that Martin Stanton, another former Mayflower man, will be in charge of service for the new concern.

Building now under construction will include all of the latest display, shop and testing equipment, according to Sandler. He added that the firm will start a veterans' program, employing ex-G.I.'s with and without experience in the trade.

Company is temporarily located at 317 Eighth Street, Des Moines.

Minthorne Concern Unveils New Phono For Pacific Coast

LOS ANGELES, Jan. 5.—Preparations at the Minthorne Music Company here for the display of the new model "146" Seeburg phonograph January 13, the first Pacific Coast showing of the machine, are almost completed.

Huddled with Jean and Delores Minthorne have been D. J. Donohue, district manager for Seeburg; Justin Harvey, sales manager, and H. L. Leeson, auditor for Minthorne.

Their renovated showrooms complete with bar and buffet will be open from 10 a.m. to 8 p.m. for the showing.

Minthorne reports receiving many orders for new amusement devices.

Goldberg Named To Direct Mayflower's Des Moines Office

ST. PAUL, Jan. 5.—Irving Goldberg has been named manager of Des Moines offices of the Mayflower Novelty Company by Herman Paster, head of the organization.

Paster, who is also head of the Paster Distributing Company, is now building a new structure to house a business for distributing Wurlitzer equipment. He is preparing a show for the National Exhibit Days on January 6-7.

Goldberg succeeded Irv Sandler, who resigned to start his own distributing company.



FOR EXCELLENCE IN WAR PRODUCTION—A FLAG AND 4 STARS

*And Now
Another Star...*

WITH FIVE SPARKLING, SCINTILLATING
POINTS—FIVE REVOLUTIONARY FEATURES

PACKARD'S SENSATIONAL PLA-MOR PHONOGRAPH

● For continued excellence in war production, the Packard Manufacturing Corporation was cited by the War and Navy departments—and presented with the Army-Navy "E" pennant—and four stars.

Packard engineers, whose vision gave electronic reproduction of recorded music to the entertainment world, turned from music to guns—and kept the faith. And now they, and the production lines at Packard are still keeping faith. They are presenting the entertainment world something entirely new in the way of

automatic phonographs. It's different and revolutionary in five distinct ways. Soon, when you see the Packard Pla-Mor Phonograph, you'll know and profit by these five great features.

Packard is keeping faith also with production of the Pla-Mor Remote Control Wall Box—the slickest sure-fire profit-maker in the music industry. You can place your orders. Pla-Mor Wall Boxes are rolling off the production lines—ready to keep the records playing more hours with less time off—and produce greater profit.

PACKARD MANUFACTURING CORP., INDIANAPOLIS, IND.



PACKARD
(PLA-MOR)
MUSIC SYSTEM

PACKARD MANUFACTURING CORP.

Wire Recorder Firms Schedule January Session for Chicago

CHICAGO, Jan. 5.—Representatives of firms holding licenses to produce wire recording equipment developed by the Armour Research Foundation of Illinois Institute of Technology will meet January 11 in the Stevens Hotel.

Attendance will be limited to licensees, who will be given the first glimpse at two new wire recorder units developed by the institute.

One of the models is designed for installation in home juke boxes. It will be a small, inexpensive recorder known as the Camras Transitional Model.

Recorder is built of standard parts, and research engineers express the opinion that it can be produced in quantity at a low manufacturing cost. Unit occupies only about half the space of a standard disk record changer. Measurements are 6 by 12 inches and the mechanism, according to Armour Research Foundation, features a high-speed rewind.

To Show Demonstrator

"This unit," according to foundation spokesmen, "is so designed that the large take-up spool can be used as a turntable for a disk record if desired in combination with the magnetic recording and reproducing feature. Operating at a wire speed of two feet per second with a high fidelity response of up to about 7,500 c.p.s., this model can provide up to an hour's continuous recording without change of spool."

Second unit to be shown is the so-called Demonstrator A. This unit incorporates high-speed rewind and a fidelity "equalizing that of the finest available electrical transcriptions."

After the showing, licensees will hear a report of the wire recorder standards

committee which will propose wire speed, spool dimensions and magnetic and mechanical properties of the recording wire for adoption by licensees.

As reported in *The Billboard* previously, the Wire Recorder Development Corporation—licensing organization for Armour Research Foundation—has issued licenses to 25 manufacturers who propose to build wire recorder sets. Two of the firms licensed are large juke box manufacturers.

Frankel Purchases Three-Story Brick Building in Omaha

ROCK ISLAND, Ill., Jan. 5.—Frankel Distributing Company, headed by Larry Frankel, with offices here and in Omaha, has purchased a three-story brick building at 1209 Douglas Street, Omaha. Building will be ready for occupancy about January 21, Frankel said.

Extensive remodeling, including new modern front and installation of a freight elevator, is in progress. Frankel, who started as an operator in 1934 and became a distributor in 1943, reports that two of his personnel have been discharged from the service and are back in the trade.

Elmer Morrell, after three years with the navy in the South Pacific, has returned to the company, as has Al Barnes, honorably discharged from the army.

Personnel for the new Omaha office has not been determined, Frankel said, but added that mechanics and experienced salesmen are being interviewed daily.

Headquarters for Frankel here are located in a building with 9,000 feet of floor space. Frankel Distributing Company will distribute the Bally coin machine line in Omaha and Rock Island. Company also is an O. D. Jennings distributor.

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WARREN C. DEATON, ASSOCIATES

ROCK-OLA

Factory Distributor For Ohio

GALION, OHIO **PHONE 2-1991**

ADVANCE RECORD RELEASES

(Continued from page 30)

- SYMPHONY NO. 5, IN C MINOR, OP. 67 (Beethoven) Victor Symphony Ork, Charles O'Connell, ConductorVictor 41-5000
- SYMPHONY NO. 8, IN B MINOR ("Unfinished") (Schubert) Victor Symphony Ork, Charles O'Connell, ConductorVictor 41-5000
- TAKE CARE (WHEN YOU SAY "TE QUIERO") Guy Lombardo (Don Rodney)Decca 18730
- THE BELLS OF ST. MARY'S Ray Bloch OrkSignature 15008
- THE EYES OF MY IRISH COLLEEN Johnny Desmond (Russ Case Ork)Victor 20-1796
- THE GENTLEMAN WOULDN'T SAY GOODNIGHT Monica Lewis (Ray Bloch Ork)Signature 15010
- THE NIGHT BEFORE CHRISTMAS Milton Cross (Victor Salon Ork)Victor 41-0003
- TWILIGHT TIME The Three SunsMajestic 1027
- WAITIN' FOR THE TRAIN TO COME IN Monica Lewis (Ray Bloch Ork)Signature 15010
- WAVE TO ME, MY LADY Elton BrittVictor 20-1789
- WELCOME TO MY DREAM Jack Leonard (Paul Barron Ork)Majestic 7165
- WINTER TIME BLUES Big MaceoBluebird 34-0743

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 28)

Weeks to date	Last Week	This Week	POSITION	Artist	Label
1	—	8.	8.	SYMPHONY Beautiful Love	Bing CrosbyDecca 18735
4	—	9.	9.	DOCTOR, LAWYER, INDIAN CHIEF I'm Just a Square in a Social Circle	Betty HuttonCapitol 220
1	—	10.	10.	SYMPHONY Day by Day	Jo StaffordCapitol 227

PLAY STATUS OF FILMS WITH LEADING SONGS

(Continued from page 26)

- JUST A LITTLE FOND AFFECTION (Shapiro-Bernstein), sung by Connee Boswell in Monogram's "Swing Parade of 1946." National release date—January 12, 1946.
- ON THE ATCHISON, TOPEKA AND SANTA FE (Feist), sung by Judy Garland in MGM's "Harvey Girls."
- SOME SUNDAY MORNING (Harms, Inc.), in Warner Bros.' "San Antonio." National release date—December 29, 1945.
- THAT'S FOR ME (Williamson) in 20th Century-Fox's "State Fair." National release date—October, 1945.
- LOVE LETTERS (Famous) in Paramount's "Love Letters." National release date—October 26, 1945.

Report State Taxes Income

CHICAGO, Jan. 5.—Revenue from State taxes on individual and corporation incomes has been spiraling upward thruout the war and in 1944 it reached \$782,400,000, an increase of 114.3 per cent over 1940 collections, the Federation of Tax Administrators reported. Increase occurred in spite of the fact that three States have repealed their income taxes since 1940, leaving only 31 States collecting such levies.

New York State, of course, got the biggest slice of this revenue in 1944—about \$258,000,000, an increase of 30.4 per cent over the 1943 tax yield. California was second with a take of \$106,300,000, a rise of 13 per cent from 1943. Largest rise for the year occurred in Pennsylvania, which taxes only corporations. There the levy produced \$68,100,000, a rise of 36.9 per cent.

10 Report Drops

Ten States reported decreases. Biggest of the drops was 56.7 per cent in Georgia, and next biggest decline was 55.2 per cent in Oregon. Other States reporting decreases were Idaho, Montana, New Mexico, Alabama, Kentucky, Connecticut, Maine and Minnesota. Mississippi reported a 28 per cent increase, and Arizona had a rise of 26.5 per cent. Federation did not attempt to explain the declines, but they apparently resulted from the fact that the States affected had few war industries.

Report was concluded with the prediction that "the tendency towards decreasing collections may be even more pronounced in 1945 as a result of the cutback in war production."

1946 BEST YEAR

(Continued from page 70)

by the Owens-Corning Fiberglass Corporation, jointly owned by the Owens-Illinois Glass Company and the Corning Glass Works. The fiber product, which is impregnated with plaskon resin—a Libbey-Owens-Ford creation—is 65 per cent stronger in relation to its weight than any metal. It was used in

large aircraft during the last part of the war with success.

As for the use of flat glass in the coin machine field, sources close to the trade claim that many new ideas will be put on the market when new juke boxes, amusement and vending machines appear. It is pointed out, however, that the present shortage has hindered production, and until the glass production situation is eased, it will delay—to some extent—production of new machines.

Biggers states that the war brought technological advances, new techniques and new products which have made practical applications of glass never thought possible and have opened new fields and markets for flat glass.

"I look forward to 1946 as a year," he adds, "in which the flat glass industry, along with the automobile and construction industries, with which it is closely allied, should succeed in placing the greatest number of difficulties behind us, and well may lay the foundation for a period of prosperity and constructive progress in the years ahead."

RECORDS

OPERATORS. ATTENTION!
WE HANDLE ONLY HITS

- Huba Huba—Perry Como53¢
- It Might as Well Be Spring—Sammy Kaye53¢
- Chickory Chick—Sammy Kaye53¢
- Sugar Blues—Clyde McCoy37¢
- Aren't You Glad You're Young—Bing Crosby53¢
- Beulah's Boogie—Lionel Hampton53¢
- I Can't Begin To Tell You—Bing Crosby79¢
- Beer Barrel Polka—Glahe Musette79¢
- Roll Dem Bones—Big Bill53¢
- Don't Live a Lie—Gene Autry53¢
- Send This Purple Heart to My Sweetheart—Denver Darling37¢
- Honey Dripper—Jimmy Lunceford79¢
- You Two-Timed Me One Time Too Often—Tex Ritter53¢
- Too Little, Too Late—Wesley Tuttle53¢
- Waiting for the Trains To Come In—Peggy Lee53¢
- Doctor, Lawyer, Indian Chief—Betty Hutton53¢
- You Will Have To Pay—Tex Ritter53¢
- Boogie Woogie—Tommy Dorsey53¢
- South—Benny Moten53¢
- A Kiss Goodnight—Ella Fitzgerald53¢
- Holiday for Strings—Spike Jones53¢
- Time's A-Wasting—Duke Ellington53¢
- What a Deal—Martha Tilton53¢
- Tampico—Stan Kerton53¢
- Atchison, Topeka and Santa Fe—Johnny Mercer53¢
- No, Baby, Nobody But You—Erskine Hawkins53¢
- Campdown Races—Johnny Mercer53¢
- Sugar Babe Blues—Roosevelt Sykes37¢
- That Drummer's Band—Gene Krupa53¢

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All Communications to 155 N. Clark St., Chicago 1, Ill.

Artists Entertain

THE SLEEPY HOLLOW GANG, stars of *Hayloft Hoedown* WFIL, Philadelphia, network barn dance show, were guests of Comdr. R. E. WINGLER, of the new U. S. S. Mispillion when the ship was launched at the Philadelphia Navy Yard last week. The gang was selected by the personnel of the yard as their favorite entertainers, and Wingler issued the invitation as official host of the launching. The hillbilly combo put on a big show as part of their contribution to the event and were invited to return to the Mispillion whenever it was in port.

Rosedale Beach, famous show spot of Millsboro, Del., has inaugurated Saturday night barn dances for the winter for the first time in its history. Now under the management of FLOYD R. VAUSE, who represents owner JESSIE VAUSE, the spot is located in good hunting territory and is playing up the hillbilly entertainment for visiting hunters as well as people who reside in near-by areas.

A regular gang of entertainers is featured for the weekly events, and special guest stars are on hand for the show which is part of the dance. If the show clicks for the one night a week, the management expects to enlarge the current schedule.

Rosedale Beach plays name bands during the summer. Spot expects to continue during the summer with both barn dances and name-band policy.

Sue Lilly Sue, written by DICK THOMAS, Philadelphia cowboy singer, and MAX FREEDMAN, Philly composer, has been recorded by Thomas Publishing. Firm is negotiating to have Bing Crosby record the tune for Decca. Crosby expressed an interest in the tune when he heard it in New York and called California to talk to his brother-manager about making the record.

Darling Guest

DENVER DARLING, Decca recording star and ABC Network singing star, was the featured guest at the lavish *Hayloft Hoedown* Christmas party at Town Hall, Philadelphia, December 22. Station WFIL issued novel invitations for the party to a special guest list which includes prominent advertising agency officials and network executives.

The party marked the end of one year of very successful broadcasting for the popular barn dance show. Only four weeks after the initial program, which was aired in the hectic pre-Christmas season of 1944, every one of the 1,972 seats in Town Hall was reserved in advance for fans who had heard the first broadcasts. The price of admission was raised, but there were 150 fans who reserved their seats every Saturday night without fail and the house was usually sold out a week in advance.

News of the growing listening audience spread to the towers of Radio City, and ABC officials dispatched scouts to see what all the shouting was about. And so it came about that six months after the first local broadcast of the WFIL Barn Dance it was re-christened *Hayloft Hoedown* and began its network career. Ticket requests come from distant points like Kunnebunkport, Me., and Norfolk. Fan mail pours in from all over the country, and it is estimated that 85,000 barn dance fans have attended the broadcasts in the first year.

The Christmas party features included five huge baskets of provisions as prizes. Winners signed the special gift cards to be enclosed and designated some worthy family they knew to be in need to receive the bountiful basket.

Special songs for the yuletide season, gag stunts suitable for the holiday spirit highlighted the evening. JACK STECK is the show's emcee.

Going Swell

OZIE WATERS, due to lack of rehearsals, got off to a bad start at the Orpheum Theater in Sherman Oaks, Calif., recently, but from all reports has really pulled out of it in fine style. Ozie, singing *Silver Dew on the Grass* and *Navajo Trail*, two of his latest releases waxed for Coast Records, has the Orpheum home folks demanding more. In fact, Ozie had to beg the audience to let the show continue. He records soon again for Coast and has written two tunes in collaboration with SMILEY BURNETTE, *I Told You So* and *Broomstick Buckaroo*.

WESTERNAIR RECORDS has signed up WALT SCHRUM and His Colorado Hillbillies to an exclusive contract. Some of their next waxings are *Be My Sunshine*, *Leave Me Be*, *Do You Miss Me?* and *My Sunbonnet Girl*. Walt and the hillbillies have just finished a Columbia picture, *Phantom of the Desert*, starring CHARLES STARRETT and SMILEY BURNETTE. Westernair headed by Walt's brother, CAL, has also signed RUSTY CLINE and JEANNE AKERS, who will do a session some time this month.

IRVING SIEGEL, songwriter and accordionist, is currently featured with the HIGHWAY RAMBLERS band. Other folk artists in the group include BLACKIE POULTEN, guitar and vocals; GENE ALDERMAN, electric steel guitar. Blackie was formerly with the DUDE RANCH WRANGLERS, of KGFJ, Los Angeles. Alderman was formerly with ANDY BOYETTE, of WLS, Chicago.

Moon Music

MOON MULLICAN, former pianist with such folk song notables as CLIF BRUNER, JIMMIE DAVIS, BOB and JOE SHELTON and others, has for the last eight months had his own band, the Showboys, on KPAC, Port Arthur, Tex. Moon is renowned in the Western music field for his two-finger right hand style.

Moon is usually billed as King of the Hillbilly Piano Players and is proud of the fact that he is considered commercial. During the last 12 years he has cut hundreds of disks and is always in demand when recording time rolls around. His piano is heard on many past releases waxed by the top-flight boys. On (See *American Folk Tunes* on opp. page)



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Aireon Reveals Role in Making Radar Jammers

KANSAS CITY, Mo., Jan. 5.—As the first full year of peace gets under way, information on coin machine manufacturers' part in the war effort—which had to be kept secret for reasons of security—is gradually being divulged. Some of the war stories will have to wait perhaps for years before they can be told. But this week the Aireon Manufacturing Corporation revealed more details of its wartime activities.

Firm was instrumental, according to a statement issued by Rudy Greenbaum at a distributors' gathering, in making thousands of airborne and shipborne radar jamming devices.

During the war the jamming devices flew with the Liberators, the Forts and Superforts and rode the oceans with naval ships and invasion craft. Company likewise made more than 1,000 transmitters for the army airways communication system and more thousands for the Signal Corps.

Improved Model

The jamming devices, said Greenbaum, were more properly called counter-measures, because they were used to distort the enemy's radar scope so that he couldn't see and be warned before he was attacked.

Corporation made counter-measure equipment from breadboard or prototype models which were supplied by Radio Research Laboratories and Aircraft Radio Laboratories, both governmental agencies. Devices proved so successful that similar

equipment was shortly being supplied to the Bureau of Ships, U. S. Navy.

The firm received its first prototype model for an airborne counter-measure from Radio Research Laboratory in October, 1943. This was a low-frequency device of which an improved model was developed for production by the corporation's engineering staff. Several thousand of these were made shortly after the delivery of the first production model in February of 1944. First contract was followed by subsequent orders for other equipment designed to operate on a higher frequency.

1,000 Per Month

A typical story surrounds one particular radar jamming transmitter, power supply and modulator, which was designed to radiate in the 350-1,400 megacycle region. Prototype for the model was delivered in January, 1944, and the firm immediately set to work with Aircraft Radio Laboratories to develop an improved model for production.

A "crash" order for 100 of the units was placed in February and was completed before the end of June. Final approval of the design was followed by a contract order for 4,000 of the units. Deliveries on this model alone reached 1,000 a month—this being done concurrently with production of a dozen other electronic devices.

All counter-measure equipment also called for various special types of antennae. These, too, were developed and produced by the corporation.

Packard Names Five Regional Managers To Handle Juke Biz

INDIANAPOLIS, Jan. 5.—Five new regional managers have been appointed for Packard Manufacturing Corporation, W. F. Struby, president, announces.

Struby said that Harry I. Drollinger, veteran music machine operator and long associated with juke box manufac-

Crowe Martin Set Up Distrib in Texas

HOUSTON Distributing recently with the holding Music Distr

Crowe-Ma liabilities a name and juke boxes,

H. M. Cro by Standard permanent vert Street

Standard sic, owned and operated as moved into new quar-eeland Avenue, Houston, ntinue to distribute juke

Also add the Houstc operating Company fore the e the owner

turing fir for Texas Before th manager.

Missour be covere been in ti of the Ho

Robert nois and to his for of Wiscon

Harry I gional m in the h road call with deta in produ

n. 5.—The Crowe-Martin npany was formed here S. W. Martin purchased Sam Ayo in the Standard rs Company of Houston.

assumed all assets and ndard Music except the istributorship of Aireon rding to the principals. co-owner, was half owner sic. The firm has set up quarters at 1201 Chene-iston.

to the list of openings in in machine trade is a new n, the Schultze Vending was organized just be- f 1945. Dick Schultze is

will be regional manager l surrounding territories. r, Drollinger was service

insas and Oklahoma will Roger Q. Kramer, who has ke box field since the days ib and Hoke Electramuse. leekman will handle Illi-nsin, marking his return territory plus the addition

e, Newark, O., will be re- for Ohio. An old-timer ss, Payne is now on the n Buckeye State operators n firm's new models, now

AMERICAN FOLK TUNES

(Continued from opposite page)

many of these records Moon has also handled the vocals, and his sell-out manner of singing has won for him almost as much recognition as his fine keyboard work.

Moon and the Showboys recently recorded 10 sides for Gulf Label, using everything from the blues to the sentimental heart ballad, and have been assured of an immediate release. All of these tunes were written by Moon in collaboration with Lou Wayne.

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MILLS MUSIC

Record Reviews

(Continued from page 31)

COUNT BASIE (Columbia)

Jivin' Joe Jackson—FT; VC.
Queer Street—FT.

Count Basie introduces an effective piper in Ann Moore with *Jivin' Joe Jackson*. While it's a trite Harlemese ditty, the solid riff backing as Miss Moore sings it sultry and shouts it bluesy, makes the spinning worth the listening effort. *Queer Street* is an easy jump rider which Basie fashioned with Jim Mundy. In addition to the Count's own piano noodling, the tenor sax and trumpet ride out handsomely. These sides are the first of a new batch Basie cut on the West Coast.

On the strength of Ann Moore's singing, some phone attention might be directed to "Jivin' Joe Jackson."

THE FOUR BLUES (DeLuxe)

Study War No Mo—FT; V.
Noah and the Ark—FT; V.

With an infectious rhythmic beat to their spiritual singing, the Four Blues impress on *Study War No Mo* and *Noah and the Ark*, giving both a bright and modern rhythm setting.

"Study War No Mo" is an attractive entry for the selector.

JOHNNIE JOHNSTON (Capitol)

As Long As I Live—FT; V.
One More Dream—FT; V.

Sugar-coated baritone of Johnnie Johnston rings out romantically for *As Long As I Live*, a lush ballad from the movie *Saratoga Trunk*. It's made more so by the assisting vocal gloss of the

Satisfiers and the silky musical setting by Lloyd Shaffer's studio band. Flip-over finds a light 16-bar rhythm ditty, *One More Dream*, which gets strong song selling from Johnston and the Satisfiers.

Johnnie Johnston should win the nickels—and fans—with "As Long As I Live."

DON BYAS QUARTET (Super Discs)

Three o'Clock In the Morning—FT.
One o'Clock Jump—FT.

Melody In Swing—FT.
Super Session—FT.

Jam juice flows freely for the four sides, sparked by Don Byas, who uses different foursomes for the pairings. Adding Slam Stewart's bass, Erroll Garner's piano and Harold West's drum beating to his tenor sax sorcery, it's free and easy improvisations for *Three o'Clock In the Morning* and *One o'Clock Jump*, taken at traffic-stopping speed. Even more invigorating are the ridings for *Melody In Swing* and *Super Session*, which is shared by Byas's tenor and Johnny Guarneri's piano flourishes. Al Hall, bass, and Sid Catlett, drums, provide plenty of spark.

Spinning is solely for hot jazz diskophiles.

PERRY COMO (Victor)

You Won't Be Satisfied—FT; V.
I'm Always Chasing Rainbows—FT.

With plenty of song contagion in *You Won't Be Satisfied*, and Perry Como making it ring true lyrically, this spinning is on the strong side. Particularly with the added vocal color of the Satisfiers. Como forgets tempo on the flip-over and while in good voice, and assisted by Russ Case's musical colorings, it's a dragged out spinning for *I'm Always Chasing Rainbows*. Como sets a good stage in singing the verse ad lib, which would make it natural to provide

a beat for the chorus. Instead, it disks as a dirge.

"You Won't Be Satisfied," holds hit parade promise.

BILLIE ROGERS (Musicraft)

How Deep Is the Ocean—FT; VC.
Rogers Corner—FT.

An indigo setting, blending with Billie Rogers's sultry style of singing, is on *How Deep Is the Ocean*, the I. Berlin classic. Miss Rogers's trumpeting is heard on *Rogers Corner*, instrumental riff opus. Large band behind her has little on the ball.

Neither of the sides stack up as phono fodder.

EDDIE VINSON (Mercury)

Juice Head Baby—FT; VC.
Mr. Cleanhead Steps Out—FT.

Eddie Vinson's earthy blues shouting evokes major interest with his version of a *Juice Head Baby*, a slow race blues about a gal who is drunk all the time. Vinson's band blows it bluesy at a faster clip for *Mr. Cleanhead Steps Out*.

Plenty of coin juke should flow for "Juice Head Baby."

CAB CALLOWAY (Columbia)

The Honeydripper—FT; VC.
If This Isn't Love—FT; VC.

If you've never heard Joe Liggins do it, you'll still wonder about all the steam whipped up by *The Honeydripper*. Calloway works hard to make it mean something, but no soap. And there's even less soap as Cab, joined by the Caballers, turns on the dramatics which feebly passes off as the romantics in the singing of *If This Isn't Love*. However, for those who dote on a weepy style of word-singing, here it is.

Curiosity will create coins for "The Honeydripper."

JOE LIGGENS (Exclusive)

The Honeydripper—Part I & II

It took a long time coming and now that it's here, it explains a lot of things. Joe Liggins at the piano, with two saxes and a string bass, packs more contagious jump rhythm on a platter than most of

the swing kings. It's simple and unaffected, but the beat is terrific, as Liggins and the boys sing out the saga of *The Honeydripper*—a mellow hip cat who just riffs and rides. That's all there is to it, but like the whirling trumpet flourishes in *One o'Clock Jump*, it gets you.

If ops don't know about this one, they've been missing something for some time.

TED MARTIN (DeLuxe)

Honey—FT; V.
I'm Always Chasing Rainbows—FT; V.

A pleasant singer, Ted Martin turns in a conventional and commercial impression for both of these standards. While not pulsating, the spinning is made all the more pleasant by the assisting close harmonies of the Mack Triplets, fem team. Smooth fiddle-paced music of Emil Coleman provides adequate accompaniment.

Coin catching with these will be largely on the strength of the song titles since the musical body is thin.

THE 5 RED CAPS (Joe Davis)

You Thrill Me—FT; V.
The Boogie Beat'll Getcha If You Don't Watch Out—FT; V.

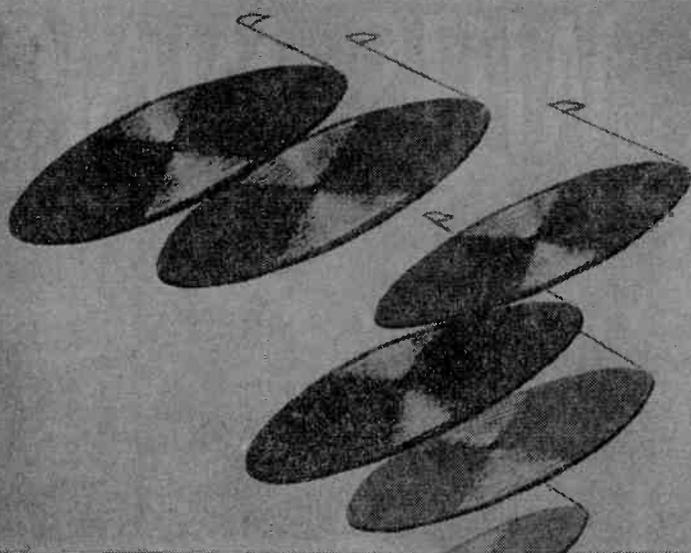
Five Red Caps bring out their rich harmony blend with the singing of Joe Davis's *You Thrill Me*. Singing and talking formula of song selling, enhances its commercial appeal. Contrasting, the Red Caps give out with the rhythm harmonies for a light novelty, *The Boogie Beat'll Getcha If You Don't Watch Out*, with a piano boogie chorus cutting in between vocal stanzas.

Phono fans will find great delight in "Thrill Me."

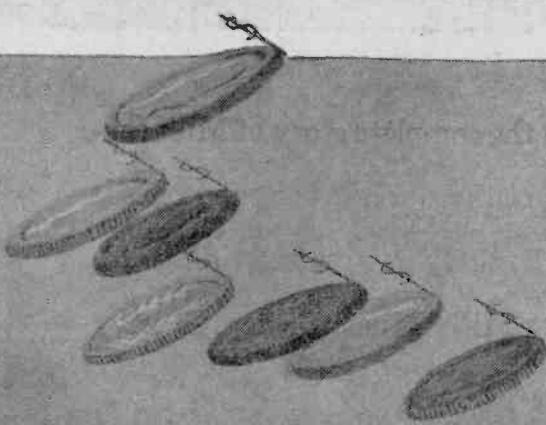
Pittsburgh Distribbs Move to New Bldg.

PITTSBURGH, Jan. 5.—Smith and Fields, Wurlitzer distributors, have moved into their new building at 420 North Craig Street. Rustie Smith and Jackie Fields will be in charge of operations at the new address.

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Chi Op Has Unique Idea In Recording

Gimmick Draws Patrons

CHICAGO, Jan. 5.—A good merchandising idea for the sale of disks personally recorded by patrons of arcade recording booths was revealed here this week in a visit by *The Billboard* to the Midwest Arcade owned by Harry Voronoff.

Voronoff, who has been operating his arcade on the west side of the city in a thriving neighborhood business community, has proved that an arcade to be successful need not necessarily be located in the downtown district and doesn't necessarily have to be jammed full of various machines. His business was founded on a minimum of equipment and what he lacks in machines to attract customers he uses ingenuity of operation.

Most unique method of attracting customers is Voronoff's idea of recording for patrons. (In an adjoining column a more detailed account of Voronoff's arcade operation other than this method of recording is given.)

In most arcade recording booths the patron sings a song or records a personal message in rhyme or by merely speaking. Voronoff, thru a simple but very unique method, has enhanced the sales potentialities of such recordings.

Two Record Tables

By using two record turntables, one placed inside the insulated sound-proof booth in which the recording is done and one in an adjoining booth, the patron is able to sing a popular song with piano accompaniment.

This has been made possible by Voronoff having recordings made by a pianist of currently popular tunes. These tunes are recorded in two keys to enable the patron to choose the key he might best be suited for.

Patron after choosing the song, out of a choice of about 10 or more Voronoff has on hand, then picks the key in which he or she wishes to sing. The recorded piano accompaniment is then placed on the turntable in the recording booth which in turn is hooked up with the microphone thru which the patron sings.

Blank disks are put on the turntable outside of the sound-proof booth and then the recorded piano accompaniment is turned on and the customer is given the signal to sing. As he sings, the record plays and the cutting needle cuts the singer's voice and the piano accompaniment as well on the blank disk.

Some Sing, Too

Effect is pleasing to the customer and the same effect is rendered to whom-ever receives the disk, according to patrons who come back time and again to make additional records.

Thruout the recording of the blank disk from the ready-cut musical accompaniment and the patrons microphone rendition, it is necessary for the customer to follow the music, and it is also necessary for the turntable on which the blank is being cut to be attended.

Voronoff reports that, "It is not unusual for groups to sing to the record accompaniment, and often each patron in a group will make a single recording, too."

He charges 75 cents per side and usually the customer prefers to cut two sides. Records in this manner can be cut on eight and 10-inch records with Voronoff's equipment.

To assist patrons in their singing a cardboard sheet is pasted with the words to each song which Voronoff has available on the ready-made musical disks. Thus, as customers sing, they can easily follow the musical accompaniment without stumbling over words as many might otherwise do.



GET-TOGETHER for the David Rosen-De Luxe Record Company party brought out (left to right) Sam Sachs, Dorothy Levine, David Rosen and Mac Levin.

Tip to Vets on Coin Operation; Arcade Op in Chi Finds Key

(Continued from page 72)

blocks of the establishment; from two dance halls in the same block, and from innumerable taverns within a radius of three blocks.

Thus, it is evident that success of arcade operation must certainly stem from the ingenuity of the operator in picking his location. Voronoff, before choosing his present arcade headquarters surveyed the neighborhood completely. He analyzed every potentiality before investing in equipment for the location.

Returning veterans contemplating entering the coin machine industry as operators of coin machine routes from jukes to vendors to operation of an arcade might well follow the steps taken by Voronoff in establishing their business. First, complete survey of the potential location should be made. Second, final choice of location should assure them that they will have a variance of patronage such as achieved by Voronoff.

Can't Sit Back

"After the location has been chosen he can't then just sit back and count the nickels as they pour into his machines," said Voronoff. "It's necessary to keep your establishment in a clean, presentable condition so that the proper impression is made to passers-by whether they be customers or not," he added. "Reputation is important."

Early in his experience Voronoff learned that the arcade business has its ups and downs. Five weeks after starting the Midwest Arcade, the building in which he located was razed by fire. Reluctant to give up his choice of a location on which he had spent much valuable time, Voronoff decided to await remodeling and repair of the building. This took six months.

Naturally, Voronoff couldn't wait for his business to start again. Due to his fortitude in establishing his arcade when new machines were unavailable and working full time in a Chicago war plant, he was able to give additional time to his war work while the building in which the arcade was located was rebuilt and repaired. Incidentally, the war plant in which he worked thruout the war was Genco, Inc., one of the long established and well-known amusement game manufacturers of the coin machine industry which turned to war work as soon as the war broke out.

Voronoff continued his war work until the end of the Japanese war, in addition to resuming operation of his arcade April 17, 1945.

Altho the store location in which Voronoff has his Midwest Arcade is

small in comparison to some of Loop arcades considered ideal establishments by many authorities in the trade he has used ingenuity in choosing equipment, making sure not to tax his limited space. From the beginning of his operation Voronoff relied to no little extent on the advice of leading distributors here in Chicago on what machines to buy and readily accepted advice on proper operation. Naturally, in considering machines for location, the establishment in which they were to be operated was considered as well as the patrons likely to be customers. It is likely that the same machines chosen by Voronoff as being good paying devices for his spot might be duds in others, while other machines not chosen by him might go like wild fire in another spot.

Plenty of Work

Another obstacle which beset Voronoff during his early operation was the scarcity of manpower. Thus, during his first months of operation he did practically all the work—operational, janitorial and mechanical himself. His hours for arcade operation had to jibe with his war work.

Being limited in space, Voronoff has no two machines the same. His choice

is varied enough, however, to interest the old and young alike. Much of the arcade space is taken up by a six-gun rifle range which extends from the rear of the location to a point about 20 feet from the front of the store. There is left an L shaped space from the rear and side of the rifle range to the front of the store allowing for amusement machines and other pieces.

In addition to the rifle range which takes up 35 per cent of the space, Voronoff has two photo booths, one an automatically operated machine and the other manually operated. The latter is a concession, owned and operated in the arcade on a percentage basis by young Lorraine Harris, who is awaiting the discharge of her brother, George, from the navy in April, at which time they intend taking their photo concession on a tour with circuses and carnivals.

Arcade's Layout

Amusement machines and arcade pieces on location include a wide variety. In addition, Voronoff has a juke box which is on location merely to furnish music and atmosphere for customers. He says that he doesn't bank too much on the juke as a money-maker.

According to Voronoff, he has found that profitable operation of an arcade depends greatly on the appearance of the outside as well as the inside of the establishment. There isn't a day goes by that he doesn't wash the front window. Machines are continually cleaned to present a good appearance. Equipment is continually checked to assure proper operation and a minimum of complaints from patrons.

The genial proprietor advocates a ready smile for customers, young and old, and he also stresses the importance of having adequate change on hand at all times for patrons.

Lorraine Harris's photo concession which is located near the front of the arcade which is in full view of passers-by draws many customers into the arcade, and while waiting development of pictures, is a natural stimulant for machine and rifle range play.

Most unusual of Voronoff's arcade amusements and services is the unique recording set-up available for customers.

Vet Advice

Voronoff thruout his operation of the Midwest Arcade from the start has displayed ingenuity which might well be the model for veterans entering coin machine business thruout the country.

Modestly claiming no outstanding achievement for his successful operation in the arcade business, Voronoff did unhesitatingly state that, "Operators, whether they are new in the coin machine business or not, should rely to a good extent on the advice they can get from distributors of coin machines. Usually without exception distributors are men who have been operators themselves or men who have been associated with the industry for many years and surely should know what it is all about."

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CANDY VENDING SALES GAIN

Chicago Tobacco Distrib Changes Name of Concern

CHICAGO, Jan. 5.—M. Udelowish & Company here, tobacco distributors, announced that the firm's name has been changed to Consolidated Tobacco Company.

Release 1944 U. S. Survey

Over \$23,000,000 reported gross sales thru candy vending machines in year

WASHINGTON, Jan. 5.—Vending machines are selling an ever larger share of 1, 5 and 10-cent candies, latest survey of confectionery sales by the United States Department of Commerce reveals.

Survey disclosed that 78 major candy makers sold confections worth \$11,766,000 at wholesale prices thru venders in 1944. That would figure out to more than \$23,000,000 worth of candy bars, penny bits and 10-cent boxes.

"This was 9 per cent of the value of their goods especially added to vending machine distribution (1 and 10-cent items) or about 7 per cent of their total sales of all types of confectionery," the report said. "The 100 companies reporting machine distribution in 1943 showed less than 6 per cent of their 1, 5 and 10-cent goods and just over 4 per cent of their entire lines of goods sold thru machines."

Voluntary Reports

Since the department's study was based upon voluntary reports from manufacturers, it would suggest that at least one out of every ten of these items produced by United States candy factories was sold by vender.

Most illuminating comparison, however, appeared in reports from 66 companies which also gave full reports in 1943. These firms alone wholesaled \$11,599,000 worth of candies for coin vending in 1944 compared with \$9,879,000 sold by coin machine in the previous year. That was an increase of 17 per cent in vender sales.

But while their sales by vender jumped nearly one-fifth, their total sales rose only 14 per cent, indicating plainly that the vender is selling a steadily larger portion of confections. Industry's output in pounds rose only 9.3 per cent.

For the group of 66 companies, venders accounted for 9 per cent of their sales in 1944 compared with 8.8 per cent the previous year.

Most alert to the value of the vender market was the medium-sized candy maker, whose output ranges from \$100,000 to \$500,000 worth a year. The 18 companies in this reporting group sold \$611,000 worth by vender in 1944 compared with \$331,000 the preceding year, or an increase of 84 per cent.

Right behind them were the big companies with total sales averaging \$5,000,000 or more per year. In 1943, six of these firms merchandised \$2,865,000 worth candy by coin machine, but the next year they jumped their vender sales to \$3,812,000, a rise of one-third.

Pattern Clear

Pattern seems clear from these figures that the biggest and medium-sized candy firms are making the strongest bid for the vending machine market that promises such vast development in coming years. Both the small firms, with total sales under \$100,000 a year, and those in the next-to-top bracket (See Sweets Vending Sales on page 86)

Following are the official figures on vending machine sales from the U. S. Department of Commerce report on the confectionery industry in 1944:

Sales Group	No. of Firms	Vending Machine Sales		Total Sales		Per Cent Vender Sales to Total	
		1943	1944	1943	1944	1943	1944
\$5,000,000 and up....	6	\$2,865,000	\$3,812,000	\$59,118,000	\$67,287,000	4.8	5.7
\$2,000,000 to \$5,000,000..	9	2,601,000	2,883,000	24,478,000	30,208,000	10.6	9.5
\$1,000,000 to \$2,000,000..	10	2,641,000	2,524,000	14,965,000	14,977,000	17.6	16.9
\$500,000 to \$1,000,000..	16	1,336,000	1,691,000	8,945,000	11,249,000	14.9	15.0
\$250,000 to \$500,000....	8	169,000	314,000	2,615,000	3,101,000	6.4	10.1
\$100,000 to \$250,000....	10	162,000	307,000	1,138,000	1,568,000	14.2	19.6
Less than \$100,000.....	7	105,000	68,000	410,000	333,000	25.6	20.4
	66	\$9,879,000	\$11,599,000	\$111,669,000	\$123,723,000	8.8	9.0

Newspaper Writer Sets New Goal for Vending Industry

CHARLOTTE, N. C., Jan. 5.—An appeal for new inventions that would produce, with a coin insertion, nylons, five pounds of sugar, or? was carried in an editorial in the December 31 issue of *The Charlotte Observer* which is reprinted below: Slot machine inventors are wonderful —now they have contrived a gadget that delivers hot dogs, in mustard, neatly sandwiched and wrapped in paper.

All one will need is a dime! But somehow a machine often has just what you don't want and lacks your most ardent longings.

What is needed is one that would for a dime and a quarter throw out five pounds of sugar or a couple of nylons. Come on inventors!

What about a nice nickel-plated robot that would for a couple of dollars with maybe a 50-cent piece added, give out with a nice white garment for men about 16-inch in neck and 34-inch sleeve or a 15-33? Or a pair of shorts or some other scarce piece of clothing?

Here is a big market waiting for some resourceful person now wasting his energies on six peanuts for a penny.

Dried Milk Makers Launch Ad Campaign

DALLAS, Jan. 5.—An advertising campaign to increase public acceptance of dried milk is being tried out here in the daily newspapers by leading makers of the powdered product. If successful it will be extended to include other areas.

War-built plants have a tremendous capacity and, if the market can be developed, dried milk can become an important retail item, according to leaders in the field. With the adaptation of coffee vending machines by the use of powdered coffee, it is not too farsighted to suppose that milk, in a dried form, could be used in coin-operated machines.

Match Firm Plans U. S. Sales Territory

CHICAGO, Jan. 5.—Diamond Match Company announced that it has divided its national sales territory into 17 regions in place of the six it formerly used.

Victor R. Kendell, company official who announced the change, said it was made necessary by increased volume of business. Plan calls for maintaining the present six branch offices and establishment of 11 new ones.

Georgia Announces Record Pecan Crop

ALBANY, Ga., Jan. 5.—Georgia pecan growers have harvested the biggest crop in the State's history—about 38,500,000 pounds. This is an increase of 5,000,000 pounds over 1944's harvest, and it will be about 40 per cent of the current national crop of 141,533,000 pounds. Twelve States grow most of the country's pecan crop.

Detroit Firm Has New Soft Drink Vender

DETROIT, Jan. 5.—The F. L. Jacobs Company has been licensed to manufacture a new bottle vending machine approved by the Coca-Cola Bottling Company, Indianapolis. The machine reportedly combines a coin changer and a larger storage capacity than most vending machines and is substantially lower in price.

Orders for several thousand machines were received immediately upon its introduction. They will be assembled at the Indianapolis plant from parts made at the Jacobs' Detroit plants.

Since 1911 F. L. Jacobs Company has supplied automobile makers with a wide variety of parts and accessories. The three giants—General Motors, Chrysler and Ford—have been customers for years.

Most of the company's plants are in Michigan, at Detroit, Grand Rapids, Traverse City, Holly and Mancelona. They are also constructing a new plant at Danville, Ill., making a total of 11 plants. The main plant in Detroit makes automotive parts and also parts for the Coca-Cola machines.

Officers of F. L. Jacobs Company are: President, Rex C. Jacobs; vice-presidents, Clare F. Jacobs, R. Wallace Hook, F. L. Jacobs, Clifford Sorensen and C. B. Eisenhauer; secretary, C. C. Winningham; treasurer, E. C. Brendtke.

VICTOR MODEL V

FIRST SHIPMENT SINCE PREWAR

The most famous merchandising vendor for peanuts, ball gum or pistachio nuts without change.



PRICE \$10.50 ea.

USED MACHINES

50 U-Chu Chrome Base Ball Gum .. \$ 6.50
Hot Peanut Machines, Chrome
Finish, 5¢ Slot .. 25.00
Master Peanut Machines, 1" .. 8.00
Columbus Trl-Mor .. 27.50
Columbus Bl-Mor, Floor Model .. 25.00

CIGARETTE MACHINES

Stewart-McGulres, B Column, 15¢ or 20¢ Slot, Model W .. \$69.50

FAST SELLING SALESBOARDS

BEST SELLERS
WRITE FOR LIST

5 BALL F. P.—NEW IN ORIGINAL CARTONS

Yankee Doodle .. \$199.50
Laura .. 249.50
Oklahoma .. 249.50
Wagon Wheels .. 249.50

PIN BALLS—USED CLEAN AND READY FOR LOCATION

Click .. \$89.50	Alr Circus \$120.00
ABC Bowler 57.50	Alr Force .. 70.00
Ten Spot .. 49.50	Towers .. 40.00
Spot-a-Card .. 74.50	Majorette .. 59.50
Play Ball .. 44.50	Invasion .. 99.50
Clover .. 69.50	Hit the Japs 45.00
Knock-Out .. 89.50	Moniker .. 39.50
Japs .. 105.00	Big Time .. 40.00
Metro .. 44.50	Dixie .. 40.00
Dude Ranch 40.00	Target Skill. 40.00

SLOTS

25¢ Gold Chrome .. \$350.00
10¢ Gold Chrome .. 300.00
5¢ Gold Chrome .. 275.00
10¢ Blue Front .. 199.50
5¢ Blue Front .. 169.50
5¢ Glitter Gold .. 100.00
10¢ Comet, D.P. .. 79.50
5¢ Comet, D.P. .. 75.00
1¢ Jack Pot .. 45.00
5¢ Silver Chief .. 149.50
5¢ Chief .. 125.00

MUSIC

Mills Throne, crated, in good working order, excellent appearance .. \$299.50
Wurlitzer 616 Lite-Up with Dome .. 250.00
Rock-Ola 12 Record, good working condition, refinished wood .. 115.00

1/3 Certified Deposit Required With All Orders. Balance C. O. D. Full Payment Must Accompany All Orders Under \$20.00.

WE WILL BUY THE FOLLOWING MCHS. AT THE PRICES LISTED

IMPS } \$2.00 EA.
CUBS }
ACES }
DAVAL 21 }

VEST POCKETS

Green .. \$22.50
Blue & Gold .. 32.50
Chrome .. 40.00

AMERICAN EAGLE } \$5.00 EA.
MARVELS }
LIBERTY }

ABT Targets, Model "F" (Blue Cab.); Challengers (Metal Top)—\$15.00 Ea.
HI HANDS .. \$110.00

WANT PEANUT MACHINES

COLUMBUS, NORTHWESTERN, VICTOR, SILVER KING.

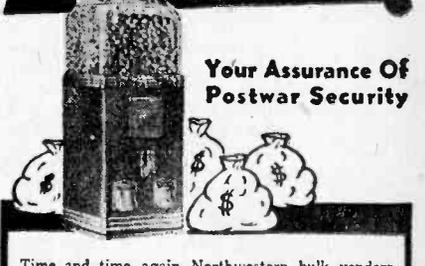
Send List and Price First Letter!

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET
PHILADELPHIA 23, PA.

Northwestern

Your Assurance Of Postwar Security



Time and time again Northwestern bulk venders have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns—venders built for operating. In the meantime, keep in touch with activities through our free monthly paper *The Northwesterner*.

THE NORTHWESTERN CORPORATION
5 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

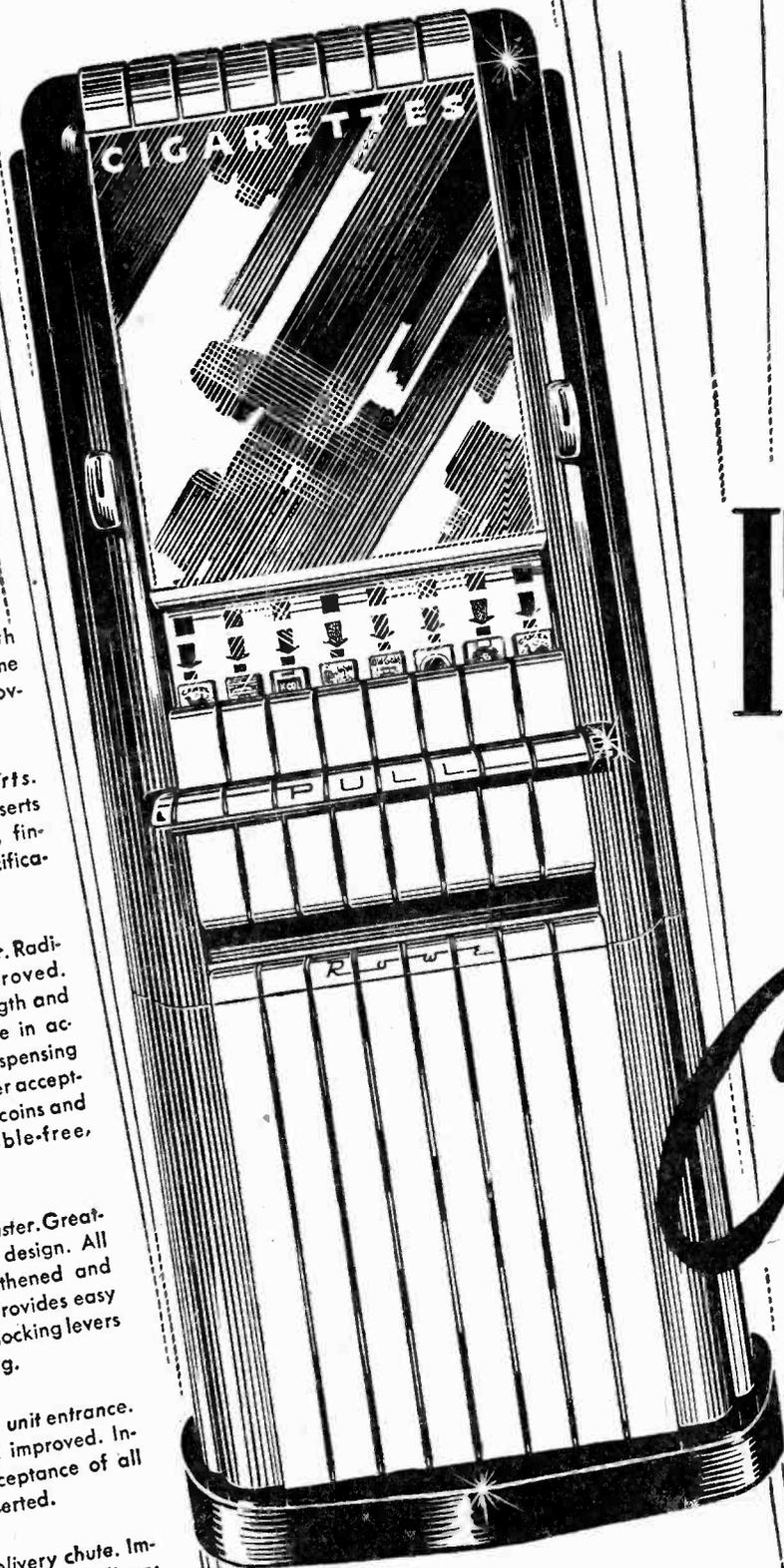
Be Smart--Be Advanced!

THE NEW "ADVANCE"
BULK VENDOR AND STAMP MACHINES OF TOMORROW ARE ON THE WAY!

It will pay to wait!
WRITE FOR INFORMATION
J. SCHOENBACH
1647 Bedford Ave., Brooklyn 25, N. Y.

BISCUIT VENDING MACHINES

6 columns, capacity 94 packages
Refinished like new. Perfect working condition. Ready for location.
\$32.50 EA.
5 OR MORE, \$27.00 EA.
1/3 dep., bal. C. O. D., F. O. B. N. Y.
Uneda Vending Service
100-102 SCHOLLS STREET
BROOKLYN 6, N. Y.



- 1 Exterior. Built with mirror and satin chrome front—both easily removable.
- 2 Functional parts. Plungers and coin inserts of polished chrome, finished to Navy specifications.
- 3 Operating bar. Radically new. Test-proved. Has greater strength and simplicity. Positive in action. Controls dispensing of cigarettes after acceptance of proper coins and insures a trouble-free, lifetime use.
- 4 Coin register. Greatly improved design. All parts strengthened and simplified. Provides easy removal of locking levers for cleaning.
- 5 Coin unit entrance. New and improved. Insures acceptance of all coins inserted.
- 6 Delivery chute. Improved. Insures delivery of every pack to front of delivery tray

IT'S HERE!

THE ROWE Crusader

Worth waiting for... Ready to make money for you... ROWE'S latest and greatest cigarette vending machine... THE CRUSADER!

The machine built by an operator for operators. The machine that has been "torture"-tested in the toughest locations. The *only* machine that incorporates *all* of eighteen important features.

In design, beauty, engineering efficiency and performance THE CRUSADER is the greatest achievement of the world's leading manufacturer of Automatic merchandising equipment. Order now for earliest possible delivery.

THE CRUSADER
is available in 8 and 10 col. models, each in 4 new, beautiful finishes—Blue, Gray, Maroon and White. (Wood grain and special finishes furnished at extra cost)

Rowe

MANUFACTURING CO., INC., BELLEVILLE, N. J.

World's Leading Manufacturer of Automatic Merchandising Equipment

BALL GUM
is still scarce and will be for the coming year; better order Marbles now, the best substitute!

CAN STILL SUPPLY
Glass, Agate, Assorted Color Marbles.
Barrel of 50,000\$54.50
Keg of 21,000 23.80

NUTS-4-U
PEANUTS
90 Pound Carton, Blanched\$24.30

CHARMS
Fine Selection, 15 Cr.\$13.25
Penny or Nickel Counter, 1c or 5c. Ea. 1.25
Parcel Post Paid

Full Cash With Order,
F. O. B. Factory

ROY TORR LANSDOWNE
PENNA.

REGAL
KING OF THEM ALL
8 OF THE 20 REASONS WHY OUR BULK
MERCHANTISERS ARE THE BEST

1. **DISTINCTIVE COLORS**—with modernistic chromium trimmings.
2. **WILL NOT CORRODE**—insures 100% sanitation.
3. **EXTRA HEAVY GLASS**—does away with breakage.
4. **AUTOMATIC AGITATOR**—insures positive delivery.
5. **SPECIAL PICK-PROOF LOCK.**
6. **BUILT TO LAST INDEFINITELY.**
7. **NO REPAIR BILLS.**
8. **VENDS ALL TYPES OF SMALL MERCHANDISE.**



REGAL PRODUCTS CO.
GAYS MILLS, WISCONSIN

NOW AVAILABLE GET STARTED

Be independent. Steady income. Write for prices. Liberal allowance for old machines.

"Advance with Advance."

THOMAS NOVELTY CO.
1572 Jefferson Paducah, Ky.



VICTOR'S MODEL "V"
Famous Pre-War Vendor

Model V capacity: 5 to 6 lbs. of bulk merchandise or 1,000 to 1,200 balls of gum. Vends 1/2", 3/8" and 3/4" ball-gum.

Model V Standard Finish, \$10.50 Ea.
Model V Wall Bracket, 65c Ea.
Combination 1c and 5c Coin Counter, Plus Postage, \$1.25 Ea.

Orders Filled In Rotation

Reconditioned Toppers, Ball Gum or Mose., \$6.95 Each.
1/3 Deposit, Balance C. O. D.
PIONEER VENDING SERVICE
461 Sackman St., Brooklyn 12, N. Y.



NATD WILL DISCUSS VENDING

1,000 Expected To Attend Meet

J. Renz Edwards slated as speaker at Palmer House tobacco convention

CHICAGO, Jan. 5.—Prospects for the cigarette vending trade with the return of peace will be a featured topic at the first of four regional conventions of the National Association of Tobacco Distributors, which opens in the Palmer House Monday (14).

Subject will be authoritatively discussed by J. Renz Edwards, Kansas City, Kan., whose cigarette service company is reputed to be one of the largest operators of cigarette machines in the nation. Edwards also is president of the P. S. Edwards Tobacco Company in Kansas City.

Long active in the wholesale tobacco industry, he is a past president of the NATD and at present treasurer of the organization. Also, Edwards is a director of the National Automatic Merchandising Association, trade organization of the vending industry.

700 Members Expected

He will speak at the 2 p.m. session of the convention Tuesday, according to S. N. Grossman, of the Chicago Tobacco Company, who has been handling Chicago arrangements for the convention. Grossman is chairman of the NATD board of directors and president of the Chicago Association of Tobacco Distributors.

Meeting is expected to attract at least 700 Midwestern tobacco distributors, and Grossman said that 200 manufacturers of tobacco products and related equipment, including vending machines, have arranged for display rooms at the convention. About 130 rooms on the sixth (See NATD GATHERING on page 86)

Detroit Columnist Sees Gum Increase

DETROIT, Jan. 5.—"Gum's coming back with a fanfare," according to Vera Brown in her December 27 column "Our Times" in *The Detroit Times*.

"One nationally known company," she adds, "is going to put two free sticks into each one of America's 15,000,000 homes after the first of the year in an all-out advertising campaign."

Frosted Case Set for Candy

BLOOMFIELD, N. J., Jan. 5.—General Electric Company announced that it has contracted to build a new line of refrigerated candy display cases for Stephen F. Whitman & Sons, Inc., Philadelphia candy makers.

GE officials said that the new cases would feature modern cabinets and new designs in refrigeration and cooling systems. They will be constructed in the GE air-conditioning department here.

Announcement renewed speculation on reports that some coin machine vendors of candy have been studying the possibility of refrigerated vendors. Candy trade observers have long been convinced that refrigeration of candy would go far to eliminate the usual summer dip in sales. In Denver experiments with refrigerated candy cases produced results that were described at the time as "extremely satisfying," and one Denver candy concern was reported pushing plans to build refrigerated candy dispensers.

Years back at least one large candy maker installed ice-cooled candy displays in many Midwestern drugstores, but the idea apparently was dropped because of the poor display which the box made and the druggists' unwillingness to keep the boxes properly iced.

Postal Dept. Installs New Meter Machine

CHICAGO, Jan. 5.—The important role played by coin-operated stamp and mailing machines in speeding the 1945 Christmas rush was highlighted again this week with the announcement that the U. S. Post Office Department has contracted for 250 automatic parcel post machines.

The machines are to be supplied by Pitney-Bowes, Inc., and 28 already have been installed in Chicago post offices and another in the post office at West Allis, Wis.

Also the new devices are not yet coin-operated, trade observers were inclined to believe that this development probably will come later since the company already has developed its coin-controlled Mail-o-Mat extensively. The rise to stamp vending machines in the war years also lends credence to this prediction since the growth of stamp vendors revealed existence of even wider mailing public than was previously suspected. It disclosed that many more letters and packages go into the mail chutes when stamps are convenient, and that mailers were willing to pay extra for the convenience.

Announcing its new machine, Pitney-Bowes emphasized that with it an armload of packages can be "dispatched for you without so much as the lick of a stamp."

How It Works

Here is how it works, according to a news release from the company:

The window clerk at the parcel post window weighs your package, computes the fee, takes your money and touches levers on the electrically operated postage meter machine.

Out pops a small printed label, automatically gummed and even moistened, complete with postage of the exact total value, plus city post mark and date of mailing. It's slapped on your package and the transaction's over. Time spent waiting in line is halved, and stamp licking is abolished.

The machine will supply proper postage in any amount from 1 cent to \$10 by simply setting the dial. In a test at an Eastern post office, a queue of 60 parcel-laden people was served in exactly 10 minutes, the company said.

In West Allis, Wis., installation of the machine was premiered with the mayor and several business men present, according to *The Milwaukee Sentinel*.

Florida Foods, Inc., Plans 5,500-lb. Powdered Orange Juice Production Per Day

New Product Ideal for Vending Machine Operators

PLYMOUTH, Fla., Jan. 5.—With cancellation this fall of a contract under which Florida Foods, Inc. would supply the Army Quartermaster Corps 100,000 pounds of orange juice a month beginning April 1, 1946, the firm has announced plans for marketing the new product. Because of demand, the firm claims that they will have to build another plant—even before the present one is completed.

Starting last March, the National Research Corporation, Boston, built the Plymouth pilot plant for dehydrating experimental runs of fresh orange juice. Raw material was obtained from the near-by Plymouth Citrus Growers' Association juicing plant and turned into a golden powder.

Early in the summer the operation had progressed to a point where the Florida Foods firm was established to process all kinds of citrus fruit juices under vacuum, and the army contract was secured along with future orders from large companies.

Complete Soon

Now a full-scale plant, with a stainless steel pipeline connecting it with the association's juicing plant, is being completed, it is hoped, in time for the February or March runs of high-grade juicing Valencia oranges. A capacity of 5,500 pounds of finished powder a day is planned for the first full-scale plant. Plans have already been started for further expansion.

Hotels, hospitals, railroads, airlines,

along with foreign countries where oranges fail to thrive, have already made bids for the production of the new firm, officials state.

With coffee vending machines already reported in production, it is not too farsighted to predict interest in coin-operated vending machines that would vend orange juice from powdered products. Tests have indicated that an instant form of coffee (powder form) is easiest to vend. By the same principle powdered form of juices would be served best from vending machines.

While full details of National's vacuum-dehydrating process are not being disclosed, it is understood that fresh juice is strained and sprayed into a tall vacuum tube at something less than room temperatures to concentrate it to the consistency of marmalade or jam. After being pumped into a high-vacuum drying chamber, the cool concentrate is subjected to a vacuum so nearly absolute that its pressure is somewhere between 1/100,000 and 1/1,000,000 of the atmosphere that the normal person breathes.

Development of the vacuum method by National was assured after it had experimented with ultra-high vacuum equipment in the production of magnesium and the drying of penicillin for the armed forces.

No Heat

Important operation feature is that neither the juice nor the concentrate is heated. Because of that feature, the (See **POWDERED ORANGE** on page 89)

... think of all the features you would like in a perfect merchandise vending machine ... then look for them in **STANDARD** ... in the making NOW, by men who know HOW!

STANDARD VENDORS DIVISION
LEHIGH FOUNDRIES, Inc.
Factories at
EASTON & LANCASTER, PA.

Need for Coin Operation Seen Growing as Sales of Frosted Foods Skyrocket

Government Survey Reveals Swift Growth of Industry

WASHINGTON, Jan. 5.—Researchers in the foodstuffs unit, Bureau of Foreign and Domestic Commerce, have just completed a survey of the newest food industry—frozen foods. Coinmen, anticipating eventual sales of frozen foods thru coin-operated equipment, have expressed great interest in the results of the study.

The bureau gives some interesting historical data concerning the origin and first developments of frozen foods.

"Frozen fruits were first packaged commercially in the 1920's," says the research report, "but frozen vegetables did not appear in any quantity until the 1930's. A rapid growth in packaged frozen foods—both fruits and vegetables—took place during the past decade. Frozen fruit production, which totaled 77,000,000 pounds in 1935, increased to 422,000,000 pounds in 1944. Frozen vegetable production in 1937—first year that data was available—was 73,000,000 pounds, reaching 258,000,000 pounds in 1944."

Newcomers in Field

The researchers then explored the kinds of manufacturers who are entering the commercial preparation of frozen foods. Conclusion reached by the bureau is that present manufacturers will more than likely to continue to lead the field.

Says the report: "Some fruit is frozen by ice cream manufacturers. Formerly ice cream flavors were limited to vanilla and chocolate and whatever fresh fruits were in season. Generally the packaging of frozen fruit and poultry will be done by the big packers, for they can manufacture such products more cheaply inasmuch as they utilize the whole carcass or fowl in one way or another. In other words, they can more economically and thus more profitably dispose of the by-products—fat, hide, hair, feathers and bone."

Job opportunities, too, are going to present themselves when the frozen food industry gets moving in peace-year business. The prospects for increasing use of frozen foods and large sales are also good, according to the report.

"Food expenditures," the survey continues, "follow very closely the ups and downs in national disposable income. However, compared with other cost-of-living expenditures, they are less affected by sharp changes in income. Consumer demand for packaged frozen foods today is far greater than it is believed the existing production and distribution channels can fulfill during the next few years if national income levels are at anywhere near present estimates."

Need More Facilities

"Furthermore, production capacity and distribution facilities (including warehousing, transportation, cabinets and refrigerators) must expand at relatively even rates before this demand can be satisfied and maintained."

This, of course, is one of the best arguments in favor of the coin-operated frozen food stores, similar to the one which plans opening soon in Ardmore, Philadelphia suburb. The quickest, most efficient and least expensive form of distribution for frozen food is the refrigerated coin-in-the-slot vending machine. Candy, cigarette, gum and soft drink manufacturers have discovered the vender an ideal merchandising unit.

The bureau report points out certain disadvantages for the small retailer in setting up a separate cabinet—not a coin-operated cabinet—in his store.

"Small frozen food cabinets for retail stores may prove somewhat of a bottleneck after the next year or two—a drag is bound to occur somewhere along the line during the period of most rapid growth. Many stores will purchase fairly small cabinets at first. The principal reason will be the limited volume and variety of frozen products available for sale in the very near future." Coin-operated units, of course, which could be added to as sales demanded expansion would solve this problem.

The study reports that retail grocery stores of the future are likely to be divided into three separate parts:

Divisions of Store

"The all-purpose grocery store of tomorrow will consist essentially of three divisions or groups: (1) Canned and bottled merchandise; (2) goods not requiring special preserving aside from being paper-wrapped or cellophane-wrapped, and (3) products requiring refrigeration. Facilities for the latter group may be one unit having three compartments of different cold controls or three separate units.

"Probably the more perishable fresh fruits and vegetables will be in one refrigerated display section, packaged frozen foods in another and dairy products and eggs in the last. Some advocate that fresh meat be marketed in retail stores like the packaged frozen food items. They suggest that the meat be cut daily into convenient weights either by the individual stores or a wholesale company in the city, wrapped in waxed paper or cellophane, marked as to weight and value, and placed in refrigerated cabinets for self-service."

Research on the types of cabinets, mainly in design principle, also discloses some interesting information.

Must Be Self-Service

"The cabinets must be of self-service and display types generally. The housewife doesn't like to bend over and paw around for X-brand peas under a stack of several other commodities or brands. Furthermore, by having a large door or open top, such as is now used, much cold air is lost, often with result that the packages left on top are partially thawed and then refrozen at night. Many people are hesitant to buy frozen foods because of the inconvenience involved in such cabinets and because the foods have not been adequately advertised by the store owner."

Coin machine men point out that tentative designs for coin-operated frozen food vending machines would eliminate the problem of the large door standing open, since each item will be sold thru a separate compartment. Vending machines, with attractive designs, which are well-placed in store locations, have always served to advertise the products contained in them.

Summing up, the report adds:

"An entire nation's food habits cannot be changed over night in peacetime. It all adds up to the fact that the average person can consume but so much food during the year, whether that food be fresh, canned, frozen, dried or otherwise preserved. They all have their place in the American diet. The optimum per capita food consumption possible under high income levels has not been reached, and total consumption is, of course, increasing because of population gains. Changes are occurring with education as to the advantages of better diets and with higher incomes to provide them. Frozen food packers are expected to obtain a full share of this increasing demand."

And, the study might have added, so are coin machine men expecting to find their share of this increased business.

West Co. Registers With U. S. Exchange

CHICAGO, Jan. 5.—West Disinfecting Company, manufacturers of coin-operated vending devices, registered last week with the Securities and Exchange Commission \$1,500,000 in sinking fund debentures, due January 1, 1961. Underwriters, headed by Coffin & Burr, Inc., will offer the debentures publicly.

Concern will use part of the net proceeds to pay a \$49,587 mortgage on its property, another \$800,000 to pay off bank notes and \$33,500 for other outstanding notes.

"Pronto Pups," New Hot Dog Idea, Paying Off to Inventor

CHICAGO, Jan. 5.—Newest addition to the hot-dog family are Pronto Pups which, at the last check-up, are bringing George M. Boyington and his associates in Portland, Ore., a return in the form of thousands of dollars for franchises. Because of the compact form in which the frankfurters are sold, it is claimed by leaders in the field that this type of hot dog could be vended easily thru coin-operated machines.

All that is necessary is to take a hot dog, dip it into a secret flour mix, then fry in deep fat for two and a half minutes and serve. A stick is inserted into the dog for easy handling by the purchaser.

One thing certain about the new version of the hot-dog sandwich is that the dog won't slip out of the bun because the bun is "baked" around the weiner as a part of Pronto Pup.

Pronto Pups are known in every State west of the Mississippi and as far north as Kodiak Island and Anchorage, Alaska, and Boyington says they will soon make a bow in the Hawaiian Islands. Eastern markets are to be contacted soon.

Profits Said High

Even during the meat shortage, hot dogs have drawn huge profits to franchise holders. Gross at Bremerton (Wash.) Navy Yard for a five and one-half month period was \$38,000. Demand at four Oregon outlets has been so great that in 10½ months Boyington has delivered over 20 tons of his secret flour mix.

To date Pronto Pups, Oregon, Ltd., sells only the secret flour mix and a territorial franchise. The holder of the franchise does the rest—he charges 15

or 20 cents for each hot dog, depending upon location conditions and the OPA price ceiling.

With a paper napkin around its handle, the Pronto Pup is ready to be served after lifting from the deep fat fry—either plain or covered with mustard. Only problem to be solved yet by the inventor is the way to please a patron who wishes onion, pickle or relish.

Venders Eye Pups

Novel weiner made a huge success in the beach towns of Southern California this fall. A stand on the amusement pier at Balboa Beach did such a rushing business that lines formed on both sides of the operator's stand—one for those who wanted mustard and the other for those who preferred them plain.

Vending machine operators are said to be looking into the possible vending of the dogs as, according to one operator, "it would provide fewer problems of manufacturing than the recently announced hot-dog vending model."

D. of A. Supports '46 Peanut Prices

WASHINGTON, Jan. 5.—Support of the farmers' stock peanut prices from the 1946 crop at 90 per cent of the July 1946 parity price was promised last week by the U. S. Department of Agriculture. Markets, it was announced, will be supported by means of government purchases and loans.

Purchases, under the program, will be made until July 30, 1947, and loans will be available until January 31, 1947. Such purchases, officials state, will be made thru peanut grower co-operatives at Franklin, Va.; Camilla, Ga., and Gorman, Tex.

National Candy Co. To Merge Concerns Under Delaware Law

ST. LOUIS, Jan. 5.—National Candy Company here is reported to have taken a recent vote on a plan to merge National Candy of New Jersey with National Candy of Delaware, a newly formed corporation.

Purpose of the move, it is reported, is to increase efficiency and lower operating costs. No details were available on the outcome of the vote as this was written.

If the vote is favorable, company would become a corporation of Delaware, and the way would be cleared to merge the candy company with its subsidiary Clinton Company, producing corn products in Clinton, Ia.

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Detroit Cigarette Vending Machine Ops Reorganize To Cover a Greater Scope

Incorporate Under Law as Non-Profit Association

DETROIT, Jan. 5.—Active reorganization of Cigarette Vending Machine Operators' Association is under way here, with the group being formally incorporated for the first time as a non-profit corporation under Michigan law.

New name will be the Greater Detroit Cigarette Vending Machine Operators' Association, chosen, despite its length, to represent fully the scope of activity of the body. It is an outgrowth of the more informal body which was formed before the war and which functioned on call when wartime problems such as cigarette shortages and OPA control policies arose.

Hugh C. Howes, of the Howes-Shoemaker Company and a son of B. L. Howes, founder of the business and one of the oldest operators in the territory, was elected first president of the new association. He held the same post in the earlier association as well.

Samuel Paul, of the Superior Service Company, is vice-president, and Paul Gold, of the Michigan Vending Corporation, secretary-treasurer of the new association. Directors, in addition to the three officers, are Warren Ayres, of Vendo Cigarette Service, and T. J. Polemiadis, who operates a small route independently in his own name.

Objective of the new association will be to promote the good of the cigarette vending field in many ways, and some active campaigns along this line are in the planning stage, Howes said. Details are being worked out and will be available shortly after the formal organization of the new group during the second week of January.

Membership now covers about 40 operators, some 90 per cent of the total cigarette operating field in the Detroit area. Most, if not all, of the operators who have full-time routes are in the association.

Cig Outlook Good

Immediate business prospects in the cigarette field here are good, much more so than for a long time. The industry has been readying itself for reconversion operation since V-E Day and has gradually worked up to the point where normal stocks of cigarettes can be handled in existing machines, giving customers a

fair choice of favorite brands.

There is still one stock shortage problem, with few Camel cigarettes available, but all other popular brands are reported to be on hand in adequate quantities. Situation is definitely more encouraging to the trade from the supply standpoint than it has been since the start of the war. Demand from customers is apparently around "normal," which is a hypothetical pre-war average anyway, and the long period during which no cigarettes were sold in most machines has not permanently affected consumer buying habits—they still come to the machines for them.

Venders Back on Spots

The equipment problem still remains serious, however. By now most operators have got all their machines which are fit for service back on location in view of the heavy popular demand for their product. This has meant a several months' program of fixing machines which had been worn or deteriorated in hard wartime usage or in storage, or thru "cannibalization"—robbing one machine of parts to keep another going. All machines still usable are now out on location, operators report, and the next problem is the advent of new models.

Detroit operators expect their first sizable shipments of new machines about the middle of January and are universally anxious to add to their routes. Present machines are several years old, and replacement or expansion of existing routes is dependent entirely upon the delivery of new machines.

Prospects are that there will be a boom market in new cigarette machines in this territory, extending over a long period, as operators have found this to be a very stable business as proved by the persistence of buying habit during the long cigarette drought.

NATD Gathering To Mull Vending

(Continued from page 84)

and eighth floors of the Palmer House have been reserved for these exhibits. Demand for rooms has been so heavy that the Chicago tobacco men have had to scour the city.

Cigarette industry and its general prospects for the distributor will be discussed Tuesday morning by Henry Gunst, of Richmond, Va. Gunst is chairman of the NATD's committee on ways and means. It is expected that Gunst's talk also will touch upon operation of vending machines, as it is reported that a number of wholesalers have entered the venter trade just as many venter operators have gone into tobacco wholesaling in recent years.

Entire wholesale tobacco trade will be the subject of reports by two representatives of the U. S. Department of Commerce. Department's Bureau of Foreign and Domestic Commerce recently completed a thoro survey of all aspects of the trade. Findings will be presented by Nelson A. Miller, chief of the bureau's distribution division, and W. H. Meserole, who heads the management unit of the division. They also will speak Tuesday afternoon.

Other speakers of the two-day session will include Richard C. Pinney, of Springfield, Mass., president of the NATD; Joseph Kolodny, of New York, executive secretary, and Jerome Kaufman, also of New York, assistant executive secretary.

Pinney will speak immediately after Grossman's address of welcome on behalf of the Chicago association. Kolodny, who will follow Pinney on the rostrum, will discuss industry relations in general, and Kaufman, who formerly was with the Office of Price Administration, will speak on relations of the tobacco distributor with government and governmental agencies.

Allan C. Davis, of Baltimore, will lead a discussion of the NATD's fair trade program after outlining achievements under the program and the problems still confronting it.

Next regional convention on the NATD

Sweets Vending Sales Show Gain

(Continued from page 82)

(sales \$1,000,000 to \$2,000,000 annually) lost ground in venter sales during the last full year of war.

Hardest hit were the little fellows. Not only did their sales to venders slip from \$105,000 in 1943 to \$68,000 in 1944, but their total sales dropped from \$410,000 to \$333,000. Report covered seven of these firms. In the next-to-top bracket, sales of 10 firms to venders dropped from \$2,641,000 to \$2,524,000 while their sales rose sharply. This may be simply a result of the tremendous switch of the industry to fancy packaged goods retailing around \$1 per pound.

Six companies reported that they sold more than 50 per cent of their output of 1, 5 and 10-cent candies by venter. Two were in the \$500,000 to \$1,000,000 production class, one in the \$100,000 to \$250,000 bracket and the remaining three in the under \$100,000-a-year class.

Over \$1,000,000

Eleven firms reported selling 25 to 50 per cent of their production of these items by coin machine. Four were companies with total sales of more than \$1,000,000 a year, and four others in this production bracket reported wholesaling 15 to 25 per cent of their goods to vending machine operators.

Out of the 78 companies reporting venter sales, this would add up to 28 that sold more than 15 per cent of their items retailing at 10 cents or less by vendibar. That is more than one-third of the firms.

Twenty-two other candy makers reported that they sold between 5 and 15 per cent of their 1, 5 and 10-cent items by coin device.

Commenting on results of the survey, the Department of Commerce report observed:

"From reports available for analysis during the two years, it appears that supplying candy for vending-machine distribution is a field of greater interest to a number of medium-sized manufacturers than to the larger firms. While the actual amount of sales for vending-machine distribution was greatest for the largest manufacturers, companies with annual sales of less than \$2,000,000 in 1, 5 and 10-cent items reported a greater proportion of their goods reaching the public thru vending machines.

"Included among the medium sized companies were those concerns reporting all or a major part of their sales were for vending-machine distribution."

The year 1944 also was marked by some other unusual developments. Among those brought out in the Commerce Department report were:

For the first time in confectionery history, bar-type candies constituted a greater portion of the national candy supply than the combined volume of all other candy types. During the year, bar goods accounted for more than 52 per cent of both the poundage and value of all confectionery marketed. Chocolate-covered bars were the largest single item, amounting to nearly one-third of the candy output.

On the short end were penny goods. One-cent items, which in years of bad times amounted to as much as 19 per cent of candy production, dwindled in 1944 to less than 5 per cent of poundage and less than 3 per cent of the year's sales. Bulk candies had shrunk to only 15 per cent of total sales. The same uptrend of candy bars continued in 1945, trade sources reported.

Even with 1944's record candy output of 2,800,000 pounds, compared with an estimated 2,600,000 last year, the department surveyors found a huge unsatisfied candy hunger among the American people.

"On the basis of purchasing power and candy prices, it is estimated that an unfilled demand existed for an additional 700,000,000 or more pounds of candy, the report declared.

Indicative of such demand was the rapidity with which popular domestic brands of confectionery sold while the market also absorbed about 40,000,000 pounds of foreign candy, a new high for imports.

schedule is the Southern meeting in the St. Charles Hotel at New Orleans on February 14-15. Eastern and New England session will be held in the Pennsylvania Hotel, New York, March 18-21, and the Western gathering will be in the St. Francis Hotel, San Francisco, April 18-19.

Philly Trade Interested in Hot Dog Mch.

Coinmen See Big Market

PHILADELPHIA, Jan. 5.—Coin operators have reported a record number of inquiries for the hot-dog machine which received a big picture display in a recent issue of *The Evening Bulletin*. It roasts the dogs and toasts the rolls.

Machine has four coin slots, and patrons can indicate whether they prefer mustard, catsup or trimmings by pressing buttons which indicate their choice.

Machine works automatically and shuts off the heat at a pre-arranged temperature. It does not release the dogs until they are completely finished. Heat control also keeps them from getting overdone. The dog in the roll drops into a groove complete with napkin.

Sport Centers Query

Machines can also turn out hamburgers or grilled cheese sandwiches under the same method. They operate by electronics. Slots hold dimes and nickels, and operators can set the price of the product according to demand for it.

Most of the inquiries have come from sports centers and amusement locations where hot-dog venders usually canvass. They have come in such numbers that operators are beginning to line up prospects for the machines. A few calls have come from schools, which expressed interest in the machine because it dispenses food in a sanitary manner.

"This is business we did not foresee," said Sam Lerner, local coinman. "It seems to be coming to us and we are investigating the machine to find out if it is practical and when it will be available in quantity. The market for hot dogs seems to be unlimited. Machines may be installed in factories, office buildings, theaters and wherever crowds gather.

"The way we see it, hot-dog machines can be placed beside soda machines and the two can be worked as a unit. In fact, it might even be feasible to combine both machines and dispense soda and hot dogs or hamburgers.

"Such combinations would do land-office business in factories and office buildings, and they can be serviced by the same man each day. The service would be easy and the profit seems to be great.

"If schools are willing to install machines, prospects for them would be terrific. The interest is there already. It will just be a matter of clinching the deal with a slight sales program.

"We will certainly welcome the opportunity to enter this new field," Lerner concluded.

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AUTOMATIC OPERATION: Fully automatic, it feeds the corn, pops it, seasons it and delivers it to your customers hot and fresh. Continuous operation for 10-hour period costs less than 10¢ for power.

STURDY CONSTRUCTION: Sturdy construction of the best materials available. The Popmatic is built to endure and to give many years of trouble-free dependable service.

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EXTRA HEATING ELEMENTS. Ea. . . . \$ 5.00
 POPCORN. Per Lb. 14½¢
 GLASSINE BAGS. Per 1,000. 2.50
 POPPING OIL (Packed 6 Gal. Per Case). Per Gal. 2.50

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 9 Col. \$89.50
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 Above machines complete with floor base.

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 Wanted—5¢ Nut-Candy Machines.

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Byram Offers Trade Copies Of New Bill

Eye Buckley Measure

WASHINGTON, Jan. 5.—Maj. Ira T. Byram, who recently returned from overseas and has resumed active management of his firm, Silent Sales System, 635 D Street, Northwest, says his firm will offer a special service to members of the juke box trade for the next few months.

Due to concern of the juke box trade over a bill in Congress generally known as the Buckley Bill (HR-3190), the firm will send a copy of this bill to any member of the trade who writes for it.

In general, the Buckley Bill would amend the copyright law in such a way as to make it possible for owners of copyrights to demand special fees for use of records in juke boxes. Present copyright law passed in 1909 protects the juke box trade from undue pressure from various groups and organizations who would like to collect special fees from the trade.

Similar move has been under way in Canada for some years whereby an organization representing copyright owners demanded a fee of \$10 per year upon each juke box. Collection of this special fee was finally held unwarranted by the London Privy Council in an unusual case which was reported in *The Billboard* some time ago.

Need Action Now

While there has been much discussion in the trade in recent months about dangers of amending the present copyright law, especially by the passage of the Buckley Bill, yet in commenting on the present situation, Byram made the following statement:

"As a matter of information, we have contacted a reliable source in close touch with the House Patent Committee and have been advised that the bill in its present form has received no action or reading as yet by the committee. In view of other important legislation which is before the committee, it is not believed that the bill will receive action until approximately 30 days after Congress reconvenes."

Byram states as his personal opinion that if the trade is going to do anything about the bill, it had better be done now while the bill is still subject to revision and prior to action by the committee, or then it may be too late.

After the bill was introduced the motion picture industry put heavy pressure upon the committee so that the bill was recalled and rewritten to omit provision relating to the motion picture trade. Other industries may not be able to bring such heavy pressure to bear upon the committee when it takes up the bill for action.

In Patent Committee

A recent reliable report says that as the bill is in the hands of the House Patent Committee, "it is not so likely of passage as might be otherwise since the Patent Committee is inclined to feel that the present law gives adequate legal protection to all concerned."

At the present time the situation would seem to merit the careful attention of members of the trade so that they could be in readiness to contact members of Congress and especially members of the House Patent Committee when there is possibility of action on the bill.

Reports on possible action will be given in *The Billboard* from time to time when there is definite news to report.

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Late Models, A-1 Condition, Fruit or Cigarette Symbols, Gold Awards. Immediate shipment. \$54.50 while they last. (10% discount to jobbers or distributors.)

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Battle on Pins Marks Florida's '45 Law Making

TALLAHASSEE, Fla., Jan. 5.—"Political squabbles, higher taxes, violent death, a hurricane and a general rush toward reconversion made the biggest Florida news headlines during the State's 100th year," according to a year-end survey by the Associated Press.

Coin machine trade observed that Florida's biggest legislative battle in 1945 was over a proposal to ban pinball games, which are at present licensed under a reasonable State system.

At least five bills were introduced in the Legislature, proposing changes in the license system. One of the bills again raised the old question of legality of ball machines. Florida's Legislature passed such a law, making bells legal, in 1935, but it was repealed in 1937 after a crusade by racing interests.

"For the first six months," says the Associated Press, "State politics—centering around the longest and one of the stormiest legislative sessions in history—was about the only front-page competition for war news as allied troops made their final pushes to victory."

Cig, Drink Levy Up

Two other taxes of concern to the trade were the cigarette tax renewal and proposals to tax soft drinks.

Legislature at first turned down proposed increases in the State's cigarette tax, but the State administration was finally able to secure the passage.

With business in general better than at any time since before the war, revenues from taxes were high. State reported an increase in the number of retail establishments.

Collections from the cigarette tax were approximately 60 per cent above 1944, part of the increase being accounted for by the one-third raise in the tax rate and part by the increased supply of cigarettes after V-J Day.

Tourists flocked to Florida in large numbers this fall, and the winter season gave indications of being one of the busiest in history. Coinmen report play increased and now only await new machines to reopen locations and expand routes.

Fort Worth Votes To Buy 1,100 New Parking Meters

FORT WORTH, Jan. 5.—City council here voted to buy 1,100 new parking meters for \$43,747. New meters will replace 1,100 units now in operation.

Contract for the meters was awarded to the low bidder, Dual Parking Meter Company, Canton, O.

POWDERED ORANGE

(Continued from page 84) barest minimum of flavor and vitamin C is lost, but the moisture passes off easily under the high vacuum.

Packed in vacuum cans, a seven-pound shipment of powder is the juice equivalent of an average 90-pound crate of oranges. It is only necessary to stir the powder into ice water at the rate of one ounce of powder to a six-ounce glass of juice to reconstitute the crate's four and a half gallons of juice.

It is expected that many companies are planning entry into the powdered juice business, making available plenty of sources of supply for the operator of juice vending machines.

FIVE BALL PIN GAMES

Table listing pin games: Battle, Marines at Play, Torpedo Patrol, Captain Kidd, Invasion, Air Circus, Repeater with prices.

FREE PLAY ONE BALL

Table listing free play one ball games: 3 Fortunes, 1 Big Three, 1 Big Three, New with prices.

Write for circular on our BLACK FRONT SPECIAL Slot Machine. Phone—During Noon Hour—4-1109

AUTOMATIC COIN MACHINE CORP. 338 Chestnut St. Springfield, Mass.

OUR LOSS—YOUR GAIN

REGARDLESS OF THE RIDICULOUSLY LOW PRICES—EVERY MACHINE GUARANTEED IN GOOD CONDITION AND CLEAN

WE SIMPLY NEED THE ROOM AND THE CASH

Table listing various slot machines and prices under categories: FREE PLAYS, MULTIPLES AND CONSOLES, ARCADE AND COUNTER MACHINES, PHONOGRAPHS AND ACCESSORIES.

Table listing various slot machines and prices under categories: MULTIPLES AND CONSOLES, ARCADE AND COUNTER MACHINES, PHONOGRAPHS AND ACCESSORIES.

Table listing various slot machines and prices under categories: ARCADE AND COUNTER MACHINES, PHONOGRAPHS AND ACCESSORIES.

Table listing various slot machines and prices under categories: PHONOGRAPHS AND ACCESSORIES.

1/3 DEPOSIT. BALANCE C. O. D. SILENT SALES 635 "D" ST., N. W., WASHINGTON, D. C. ACT FAST OR GIVE SECOND CHOICE

FOR SALE—READY FOR LOCATION

Table listing various slot machines for sale under categories: UNITED'S CONVERSIONS—NEW—\$249.50, SPECIAL—Ticket Deals—1836 Blue—Stapled In Flies—ONLY \$2.25.

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READY FOR LOCATION!

Complex block containing pin games list, image of a coin counter, and text: ORDER—NOW! MILLS NEW VEST POCKETS \$74.50

ROY MCGINNIS CO. 2011 Maryland Avenue BALTIMORE 18, MD.

COIN COUNTING MACHINES

NEW AND REBUILT—BOUGHT AND SOLD

Your Broken and Worn Coin Counters Repaired by Experts. Write for List of Coin Counters Now on Hand.

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Complete for 412, 616, 24, 600 and 500, each \$9.95. Brand new Single 5-cent Coin Chute Assembly to replace original 3-Chute Assembly on Wurlitzer 412's and 500's, each \$11.95. This will eliminate your coin chute troubles.

- Casters, standard size. Set of 4.....\$1.35
- Large size; will fit any phonograph.
- Set of 4.....\$1.65
- Main Fiber Gears. Each.....\$3.95
- Star Wheels......35
- Star Wheel Pins......35
- Trip Down Wires......40
- Case hardened polished Needle Screws, perfect, per dozen, \$1.50. Each......15
- Brand new Record Disc. Each......70

Parts and Supplies for all types of machines.

MASSENGILL POOL TABLES

We have several 7x3 1/2 Massengill Pool Tables; new covers, new pockets and thoroughly rebuilt and refinished throughout. We can supply these with brand new 10¢ or 5¢ play coin chutes.

We also have new Rubberback Covers for Pool Tables and new 5¢ and 10¢ coin chutes exactly like ones that came on tables originally.

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UNDERSEA RAIDER . . . HOLLYWOOD
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- Love Meter, Counter Model..... 29.50
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- Shoot the Jap..... 114.50
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- Jolly..... 39.50

- Eureka, One..... 55.00
- Ball, F.P. \$59.50
- ABC Bowler . 64.50
- Wildfire..... 49.50
- Lead-Off..... 49.50
- Power House..... 49.50
- Marvel Baseball 99.50

For Complete List of Five Ball, Free Play Games—Write.

Want All Types Phonographs. Give Serial and Makes.

Terms: 1/2 Dep. With All Orders, Bal. C.O.D.

International Coin Machine Distributors

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Aviation Expected To Lead U. S. Industry in Expansion

CHICAGO, Jan. 5.—Greatest expansion of any industry in the history of the United States is planned for aviation during 1946 and 1947, according to all leading authorities in the field.

Besides the many new types of planes that airlines are now ordering to secure passenger travel in the largest airplane network in the world, air freight is on the boom, with new terminals being built at this writing all over the nation. Coinmen, already receiving many benefits from the huge expansion program, will be in line for thousands of new locations in the airports of the future for which the government is now passing legislation for 6,200 such projects.

Operation of 24 domestic and international airlines of the United States broke all records during 1945. All types of traffic registered unprecedented gains over 1944.

6,600,000 Passengers

Paid passengers totaled 6,600,000 compared with 4,575,716 for 1944, an increase of 44 per cent. A 57 per cent gain was registered in revenue passenger miles and a 39 per cent gain was registered in ton miles of express and freight.

Towards the end of the year, when more planes became available, the increase in the number of passengers was running about 62 per cent above the corresponding period of 1944, according to a year-end survey of the Air Transport Association of America. A survey by the Illinois Aviation Association reports that the figure ran much higher around the Midwest area.

Manufacturers of small planes for personal use state that they already have orders for 40,000 planes as they enter production for 1946 and more are expected as soon as results from the de-

partment store selling, started by major civilian plane manufacturers, is completed. Leaders in the field claim that there will be 400,000 private planes by 1955—and even with the huge government sponsored National Airport Bill, which is just now reaching its final stages in Congress, there will not be enough airports to handle the volume air travel business.

During 1945, as a result of the release of surplus military planes, the number of registered civil aircraft in the United States increased from 22,000 to over 30,000. At the year's end there was a high demand for new private planes—interest was so great that the government had to step in and control the selling prices.

Airline Fleet Bigger

At the start of 1945 the industry had orders for \$16,600,000 in military craft and was turning out over 6,500 planes per month. When on August 14 the army air forces canceled orders for 31,000 planes which would have cost \$9,000,000,000 the industry turned full blast to private and commercial plane production almost overnight.

The Air Transport Association reported the number of planes in the domestic airline fleet reached a total of 402 as of December 15, which compared with the pre-war peak of 359. Many more are now in the process of reconversion from army—or navy—to civilian aircraft and new models are rolling off the lines as fast as material can be obtained. The overseas fleet totaled 100, giving a total of 502 with this reaching rapidly toward the 600 mark in the closing days of 1945.

The huge amount of planes was, however, insufficient to handle the steadily

SAM STERN SAYS . . .



Evans New "TEN STRIKE"

FREE PLAY OR NOVELTY
THE MOST TERRIFIC
MONEY-MAKER EVER MADE!

SEE YOUR LOCAL JOBBER OR
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WRITE FOR
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While Marking Time For New Equipment!

Keep Your Amusement Games, Phonographs, Venders and Other Coin Operated Equipment in GOOD REPAIR With Parts From a Concern of GOOD REPUTE!

"Parts and Supplies for Coin Machine Service"

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NOW MAKING IMMEDIATE DELIVERY

on the famous "BIG TOP"

Converted from Keeney—Twin Six—Sky Ray—Clover

Watch for our brand new game . . . "SMILEY"

Distributors—Write, Wire Phone. Some territories still open.

GET ON OUR MAILING LIST TODAY!!!

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"Pioneer" Will Pioneer

GET YOURS NOW!!!

HAND-PAINTED CONVERSIONS

Original HAND PAINTED Gun Conversions that CAN BE WASHED. Beautiful oil painted woodland scenes in 4 pieces—front glass, background and 2 sides. Also animal—either BEAR or OWL.

- 3 GOALEES (Slightly Used).....\$500.00 Ea.
- 2 KING PINS (A-1 Condition)..... 200.00 Ea.
- 2 SUN RAY CONSOLES..... 135.00 Ea.
- 1 HIGH HAND CONSOLE..... 140.00
- 2 LONGACRES 1 BALL..... 450.00

Shipping and Packing Charges Extra.

MACOMB

MUSIC SERVICE

16700 NINE MILE ROAD
EAST DETROIT, MICH.

WANT TO TRADE

For new Stage Door Canteens, new Slots or other new Machines, One Balls, Consoles, \$2,500.00 worth. Write for list, or list it as wanting to trade \$2,500.00 worth of Consoles and One Ball Tables for new Machines, such as One Balls, Five Balls, Slots or Cigarette Machines. Write for list.

ABC NOVELTY CO.

2508 S. PRESA ST.
SAN ANTONIO 4, TEXAS



1 BALL
FREE PLAYS



- Eureka.....\$ 45.00
- Sports Event..... 135.00
- One-Two-Three, 1940..... 90.00

- CONSOLES—CASH PAYOUT**
- Baker's Paces, D.D., 25¢.....\$375.00
 - Track Time, 1938..... 125.00
 - Liberty Bell (Slant Top)..... 55.00
 - Liberty Bell (Flat Top)..... 40.00
 - Vest Pocket Bell, Bl. and Gold J.P. 55.00
 - Slot Machines..... Write

- MISCELLANEOUS**
- Play Pool.....\$150.00
 - Keeney Submarine Gun..... 150.00
 - O. D. Jennings Scales..... 25.00
 - Seeburg Jap Gun..... 92.50

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Chicago Coin Machine Goalee
Bally Under Sea Raider
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1/3 Deposit, Balance C. O. D.

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Only the Ace ROUND
Key Opens It

Note patented 7-pin
Tumbler construction.
Only the properly notched
"Ace" ROUND Key will
properly engage ALL 7
tumblers to open this
"ACE" of all locks. Can
be keyed alike. Remember—
There's a Chicago
Lock for Every Need—
and ALL insure—"UT-
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CHICAGO LOCK CO.

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12 Record Rock-Ola
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Exhibit Big Parade
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Gottlieb Lite-o-Card
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KRAMER COIN MACHINE CO.

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NEW ORLEANS, LA.

PLAYING TICKETS, JAR TICKETS, TIPS, JAR

It's NEW

Double Protected!!!
Red - White - Blue
JAR DEALS

Has firmly stitched fold and gummed band enclosing the slitch around folded ends of all five tickets.

CHEAT PROOF AND FRAUD PROOF!!
Double protecting slitch makes rebanding by hand impractical once band and tickets are open!!

They're new—hot off the press—surpassing all others in super-sales appeal at **LOWEST ROCK-BOTTOM COST.**

2180—5 to a bundle, 438 bundles in a bag. 25¢ per bdl. Takes in \$109.00, pays out \$72.00. PROFIT \$37.00.

Per Bag	In Dozens	GROSS PRICE
\$1.50	\$1.45 each	\$190.00

DOUBLE PROTECTED!!!

120 tips—folds. Colored paper. Colored pads. Plainly colored bands.

On Pads Envelope Style
\$1.75 Dozen \$1.50 Dozen
Singles—Envelope Style, \$1.50 Dozen.

Save Money—Save Time.

ORDER FROM NEAREST FACTORY REPRESENTATIVE.

25% Deposit—Balance C. O. D.

Almost all sold out—all orders over one dozen accepted for delivery in 30 days.

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"CONTINENTAL"

6L6G TUBES

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66¢ each

(LIST PRICE \$1.95 EACH)

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Cartoned 50 to a Carton

**100% MONEY - BACK
GUARANTEE**

Kenmore Electric Co.

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**WANT TO BUY
CHICAGO COIN GAMES**

Any Kind—Don't Have To
Work—All Parts Must Be
There. Glass Not Necessary.

**F. P. & K.
DISTRIBUTING CO.**

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Longacre 3-6235

WANTED

Mechanic who knows Slots, Pins and Music.
Must be reliable and will stay with job.
Otherwise do not apply. When writing
state salary expected.

HOWARD SALES COMPANY

1206 Farnam St. OMAHA 2, NEBR.

increasing demand for seats, particularly on the eastbound transcontinental trips in December when the army and navy temporarily took over 70 per cent of the space for returning soldiers and sailors from the Pacific theater of operations. In fact, front-page stories appeared in many daily newspapers over the shortage of seats in the U. S. air fleet.

Domestic air routes authorized by the Civil Aeronautics Board reached 66,971, an increase of 4,034 during the year. The board reported it had 582 applications for air service, 50 of them for pick-up service and 71 for helicopter, yet to act on at the year's end. Fares dropped during the year to an average of 4½ cents a mile with a reduction of 13 per cent in express rates effective the first day of the year.

Forecast 1,500 Planes

Employment in the aircraft field rose to more than 50,000, or three times that of 1940. Two years from now, according to aircraft officials, employment is expected to be above the 120,000 mark. During 1945 more than 3,500 veterans found work with the airlines. It is predicted that in the commercial airline field alone there will be over 1,500 planes on runs before the end of 1946.

With the expansion of airlines, private aircraft owners and foreign aviation, plus the huge National Airport Bill that Congress is rushing thru its doors, coinmen can foresee huge profits from juke boxes, vending machines and amusement machines located in waiting rooms, restaurants, grill rooms and arcades in the new, modern airports planned by most cities during the year.

It is now common for a business to have its representatives travel by air all over the United States, while a few years ago they would have demanded that they travel by train or auto. Increased safety, lower fares and favorable publicity are the factors that have brought this change of mind. The family, headed for a vacation, now calls the airports for rates and times of trips when planning the family outing for the year. This would have been unheard of except for a few of the wealthier families a few years back.

6,200 Airports

With federal aid to 6,200 airports throughout the nation—800 large fields and 5,400 smaller ones—cities such as Chicago, New York, Pittsburgh, Milwaukee, St. Louis and Los Angeles have already announced plans for new, larger, more beautiful air fields. The nation only had 1,857 airports in 1940 and reported 3,744 on September 1, 1945, including the army and navy fields built for the war emergency, many of which will not be suitable for the new program.

With that many new fields in the offing, with super de luxe terminal buildings, hangars and lines planned, it is ideal for operators that plan expansion, as well as new men into the coin-operated industry. Many coinmen, it is reported, plan on installing vending, juke and amusement machines in the airports. This new field was first opened widely to operators during the war when all types of coin-operated machines were installed in army and navy air fields in the United States as well as overseas, where conditions permitted.

During 1946 it is estimated that the army will spend around \$400,000,000 for planes, largely experimental. Added to this will be \$130,000,000 for large commercial ships and \$100,000,000 for personal planes. Also added will be billions for airport expansion, with the federal government footing half the bill, which will make the aviation industry one of the largest, if not the largest, expanding industries during this year.

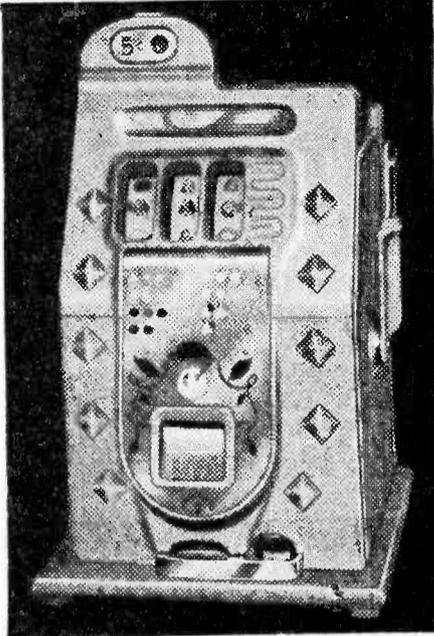
All phases of aviation were booming during 1945, according to T. P. Wright, civil aeronautics administrator, and they will reach new highs—new record goals—during 1946.

FOR SALE

- 1 MILLS THRONE OF MUSIC....\$285.00
- 1 MILLS EMPRESS..... 325.00
- 1 WURLITZER TWIN 12 ROLLAWAY 145.00
- 3 RAPID FIRE GUNS.....\$ 99.50
- 1 EVANS TOMMY GUN..... 69.50
- 1 KEENEY AIR RAIDER..... 89.50
- 1 LUCKY LUCRE..... 139.50

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204 Walton Bldg., Esplanade, Lexington, Ky.



*A
Real*

SILVER CHROME CABINET!

Completely Assembled

Also Available in Gold or Copper Chrome
Fit All Mills Escalator Type Machines!

Sold on a Money-Back Guarantee—One Trial Will Convince You!

All of these NEW features included:

- ★ light, durable wood cabinet
- ★ drill proof lining
- ★ chrome castings (gold, silver or copper)
- ★ metal reward plate
- ★ club handle
- ★ denominator
- ★ knee action
- ★ unbreakable jackpot glass

**NOW ONLY
\$39.50**

Completely assembled, drilled and tapped.
Packed in individual cartons. Specify
5c, 10c or 25c play; 2/5 or 3/5 pay.

Manufactured by

American Amusement Co.

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★ RICHMOND, VIRGINIA ★**

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Stockrooms and a Complete Service Department!**

AND

You are cordially invited to attend our showing of

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Showings begin at 2:00 p.m.

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SEEBURG SERVICE—ALL WAYS!

PHONOGRAPHS

COMPLETELY RECONDITIONED IN OUR SHOP!

Seeburg 8200 Hi Tone, RC \$700.00 | Seeburg Envoy, ESRC \$500.00
 Seeburg 9800 Hi Tone, RC 675.00 | Rock-Ola Commando 595.00

1/3 Deposit, Balance C. O. D., F. O. B. Phila.



FRANK ENGEL

DUOTONE COIN MACHINE PHONO NEEDLE

An all OSMIUM tipped needle guaranteed to give 5000 plays. Designed and field tested for Coin Operated Phonographs.

PER 100.....\$35.00; LESS THAN 100 LOTS..40c EACH

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919 NORTH BROAD STREET PHILADELPHIA 23, PA.

3-5—SLOTS—ORIGINAL—SLOTS—3-5 AT 1/2 VALUE PRICE

All machines taken off route and have been in storage a year, will clean, grease and check thoroughly before shipping.

Mills Brown Front, 1 5c, \$95.00; 1 10c, \$110.00; 1 25c, \$135.00; original drill proof; 1 25c, \$100.00; factory rebuilt, used 60 days. Jennings Four Star, 1 5c Silver Chrome, \$85.00; 1 10c Club Bell, \$90.00; 1 25c Bronzehead Chief, \$110.00. Watling Rotatop Diamond Jack Pot, 1 5c, \$65.00; 3 10c, \$75.00 Ea. Pace Club Bell, 1 5c, \$75.00; 1 25c, \$125.00; Blue Fronts, 3 10c, \$50.00 Ea.; Comets, 2 10c, \$60.00 Ea. Perfect Cailles, smooth, fastest money makers ever built. Club Bells, 3 5c, \$65.00 Ea.; 2 10c, \$75.00 Ea.; 1 25c, \$90.00. Commanders, 5 5c, \$35.00 Ea.; 2 10c, \$50.00 Ea.; 2 25c, \$65.00 Ea. \$6.00—Box Stands—\$6.00 Ea. 14 Mills, 42 Chicago. Cash—15 Sales Boards, 15—Cash. Size 12x16. 5c and 25c play. Lot price \$30.00.

TERMS—1/3 DEPOSIT, BALANCE C. O. D.

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PHONE 2091

HORTONVILLE, WIS.

EXCLUSIVE DISTRIBUTORS FOR OKLAHOMA MACHINES NOW on DISPLAY at OUR SHOWROOMS

VICTORY ROLL, 10 1/2 FT.... \$349.50

ROLL-A-BALL, 9 FT..... \$349.50

CHICAGO COIN GOALEE..... \$525.00

NEW EVANS TEN STRIKES... \$299.50

BALLY UNDERSEA RAIDER... \$399.50

NEW BANK BALL, 9 (Can be special ordered in 12 and 14 ft.)... \$375.00

PILOT TRAINER..... \$850.00

★★ WE HAVE OVER 300 PIECES OF ARCADE EQUIPMENT READY FOR ★★
IMMEDIATE SHIPMENT ★★ WRITE US YOUR NEEDS

CLIFF WILSON DISTR. CO.

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TULSA, OKLAHOMA

FOR SALE

- 2 MILLS PANORAMS (VIEWING FRONTS), LATE MODELS. EA. \$279.50
- 2 SCIENTIFIC BASEBALL. EA. 99.50
- 2 KEENEY AIR RAIDERS. EA. 149.50
- 5 SHOOT THE JAPS. EA. 99.50
- 1 K. O. BOXER 149.50
- 1 DRIVEMOBILE 269.50
- 1 MUTOSCOPE SKY FIGHTER 275.00
- 2 EVANS TOMMY GUNS EA. 99.50
- 2 RAPID FIRES EA. 149.50
- 4 A.B.T. TARGET SKILL, 1c (late models) EA. 19.50
- 1 KICKER & CATCHER 17.50
- 1 BALLY ALLEY BOWLER 89.50
- 1 SKEEBALLETTE 79.50

Crating Extra—Guaranteed Working Condition
Send 1/3 Deposit, Balance C. O. D.

RIGER ENTERPRISES, INC.

430 W. WISCONSIN AVE. Ph.: Broadway 8750 MILWAUKEE 3, WIS.

Organize Many New Coin Mch. Corporations in '45

CHICAGO, Jan. 5.—Flurry of organization of new coin machine corporations and firms in closely related industries marked the closing months of 1945, reports in Illinois and elsewhere disclosed.

Four new vending machine companies were among those incorporated in Illinois but probably the largest was the formation of a new corporation to buy out the Ace Music Company's juke box routes in Chicago.

New incorporations included:

South Carolina

Alexander Amusement Company, Greenwood; to own and operate amusement machines and devices and to conduct a general amusement enterprise; capital stock \$25,000; officers, Ralph Alexander, president and treasurer; George A. Byrd, vice-president and secretary.

Illinois

Illinois Vending Company, 2021 West Carroll Avenue, Chicago; 100 shares no-par common stock. Incorporators: Frank R. Brodsky, Marjorie E. Brodsky, Sam Brodsky. The sale or vending for profit by machine or otherwise of confections, sweetmeats, food, beverages. Correspondent: Sorling & Catron, 1020 Illinois Building, Springfield.

Vending Corporation, Inc., 160 North La Salle Street, Chicago; 105 \$10 par value common. Incorporators: Herbert Portes, Joseph Edelman, Bernard B. Greenwald. To buy, sell, deal in and with goods, wares, merchandise and personal property. Correspondent: Abbell, Edelman, Portes & Abbell, 160 North La Salle.

Sell-a-Matic Corporation, 30 West Washington Street, Chicago; 1,000 shares preferred stock par value \$100 per share and 900 shares common stock par value \$100. Incorporators: Carroll E. Vetterick, Edwin E. Pankenon and Hildegard E. Pankenon. To manufacture, deal in, operate coin-operated devices. Correspondent: Robert S. Ganja, 30 West Washington.

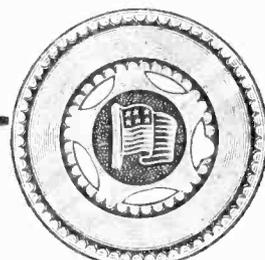
Benson Industries, Inc., 664 North Michigan Avenue, Chicago; 500 shares common par value \$100. Incorporators: Alan R. Johnston, Albert K. Orschel and Joseph G. Owens. To manufacture, purchase, sell or license to be manufactured, automatic selling boxes or machines. Correspondent: Poppenhusen, Johnston, Thompson & Raymond, 11 South La Salle, Chicago.

A B C Music Service Corporation, 3018 East 91st Street, Chicago; 30,000 shares no-par common. Incorporators: Raymond B. Bunliffe, Julius Mohill, Bert Bondioli. To operate automatic phonographs, visual machines, vending machines. Cor-

respondent: R. B. Cunliffe, 3019 East 91st Street.

Mercury Record Company, 134 North La Salle Street, Chicago; 1,000 shares no-par common. Incorporators: Claire Gross, Bernice Glickman, Harry R. Fertig. To manufacture phonograph records. Correspondent: Berke, Goldberg & Levin, 134 North La Salle.

Silver King Corporation, New York Street, Aurora, Ill.; 500 shares no-par common. Incorporators: Adolph Theis, Harold F. Burt, J. B. Pillatsch. To manufacture machines, commodities and merchandise. Correspondent: Matthews, Jordan & Dean, Graham Building, 33 Island Avenue, Aurora.



ALUMINUM DISCS for GROETCHEN TYPERS

Guaranteed Perfect \$7.00 per 1000
IMMEDIATE DELIVERY

WRITE FOR QUANTITY PRICES

10 KEENEY SUBMARINES. EA. \$119.50

Radio Rifle \$ 49.50
Liberator (Floor Sample) 189.50
Air Raider 169.50
Jennings Golf Ball Vendor, 25¢ Play .. 69.50
Rocket Buster (Floor Sample) 175.00

1/3 Deposit With Order.

WANTED

PANORAMS
WILL PAY \$200.00
KNOCKOUT FIGHTERS
WILL PAY \$30.00

MAX GLASS DISTRIBUTING COMPANY

914 DIVERSEY CHICAGO 14, ILL.

FOR SALE

Guaranteed Reconditioned Five Ball F. P.'s, Consoles, Slots, O n e Balls, Plus All the New and Latest Revamped Five Balls, One Balls and Novelty and Arcade Equipment. Also the New BLACK CHERRY BELL. WRITE, WIRE, PHONE for DETAILS. Glasses for Track Times—Dominoes—Etc.

WANT
Anything Coin-Operated—on or off location. Send List, Guaranteed Condition and Lowest Prices.

NOTE
We do NOT Buy or Sell JUNK

PALISADE SPECIALTIES CO.

498 Anderson Ave., Cliffside Park, N. J.
Phone: Cliffside 6-2892

WE TAKE THE GAMBLE WHEN YOU BUY FROM US!

Any machine we sell is guaranteed to satisfy or the shipment can be returned prepaid within ten days after delivery for full cash refund or purchase price.

GET OUR NEW PRICES

- MILLS GOLD CHROME BELLS
- MILLS SILVER CHROME BELLS
- MILLS BROWN FRONT BELLS
- MILLS BLUE FRONT BELLS
- MILLS CHERRY BELLS
- MILLS MELON BELLS
- BAKERS PACERS

ALL MODELS—
ALL COIN PLAYS

WE SPECIALIZE IN REBUILDING
MILLS SLOTS and RACES

WE BUY—SELL—
EXCHANGE

BAKER
NOVELTY CO.

1700 North Dearborn Blvd., Chicago 12, Ill.

WILL SELL....

- 6 616 Wurlitzer Lite-Up
PERFECT CONDITION
- 4 616 Wurlitzer Plain
PERFECT CONDITION
\$225.00 EACH
- 3 Rock-Ola Standards
PERFECT CONDITION
\$365.00 EACH

Will Deliver Any of Above Within
100 Mile Radius.

WE PAY TOP PRICES
FOR YOUR PINS-PHONOGRAPHS
USED RECORDS
Send Us Your List Today
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MILLS ORIGINAL SLOTS RECONDITIONED— Guaranteed

By Our 48 Years of Experience
WRITE FOR PRICES

5c, 10c, 25c GOLD CHROMES
5c, 10c, 25c BROWN FRONTS
5c, 10c, 25c BLUE FRONTS

All above Machines have Knee Action,
Club Handles and Drill Proof.

5c Q. T.'s Original Blue
Made Glitter Gold.....\$ 89.50
10c Q. T.'s, Same as Above.. 99.50
25c Q. T.'s, Same as Above But
With SPECIAL 3/5 PAYOUT 129.50
VEST POCKETS, Blue and Gold. 59.50

Write for Complete Price List of
SLOT Parts... WE HAVE THEM ALL

1/3 Deposit, Balance C. O. D.

SICKING, INC.
1401 Central Parkway, Cincinnati 14, O.

Census Bureau To Hold Trade Outlook Survey

WASHINGTON, Jan. 5.—J. C. Capt, director of the Bureau of Census, says his agency will conduct a survey of 14 lines of retail business in 15 general trade groups.

Breadth of survey, which will cover trends in 1945, was indicated by the announcement that tabulations would extend to restaurants, cafeterias, lunchstands, soft drinks, juice and ice cream stands. Altho no authoritative statement could be obtained, it was expected that the survey also would include various branches of the automatic merchandising and coin machine industry.

Capt said that the survey is intended to provide retailers with a means of taking stock of their position as business moves into the first peace-time year. Returns will be tabulated so that individual business men will be able to make comparisons with their own firms in sales, inventories, sales-to-inventory ratios and similar points. Data also will be broken down for geographic regions, Capt said.

The report form which retailers will be asked to fill out will be brief and it will require only information that a business man normally keeps. It asks information on dollar value of sales in 1945 and 1944 and cost value of his inventories in those years.

Capt emphasized that the survey is authorized by law and added that all returns will be treated as confidential matter as required by the census law. They will be used only for the preparation of statistics that will not reveal financial or other status of any one company.

VICTORY Conversion VALUES

ARTISTS AND MODELS
for Star Attraction

GIRLS AHOY for Sea Hawk FOLLIES OF '45 for Hi-Hat

BASEBALL
for Seven-Up

\$9.50 Each F. O. B. Chicago.

Convert your old Pins now into a
FLASHY—NEW—1945 MODEL. No mechanical changes necessary.

We send you a NEW FLASHY SCORE CLASS, NEW LARGE SIZE BUMPER CAPS, NEW SCORE CARDS, ETC.

RUSH YOUR ORDER TODAY
or write for complete list

VICTORY GAMES

2140 Southport Ave. Chicago 14, Ill.

"America's Pin Game Conversion
Headquarters"



WHILE THEY
LAST

Sample Dozen
\$11.52

A Trial Order
With Full In-
formation Will
Convince You.

Get on our mailing list now. We may have
something good to offer later on.

THE NEW DEAL MFG. CO.

411 North Bishop Dallas 8, Texas

ARCADE EQUIPMENT

Drive Mobile\$245.00
Sky Fighter 175.00
Air Raider 145.00
Shoot Your Way to Tokyo..... 115.00
Sky Battle 175.00
Rapid Fire 145.00
Defender 175.00
Shoot the Chutes 99.50
Chicken Sams, Converted 119.50
Radio Rifle (With Film) 49.50
Kirk Night Bomber 250.00

All Machines Ready for Location.
Now Delivering

UNDERSEA RAIDER
1/3 Deposit, Balance C. O. D.

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COIN
MACHINE
EXCHANGE
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ATTENTION! KENTUCKY OPERATORS

We are Distributors for the
following machines:

We can make delivery on these:
MILLS VEST POCKETS.....\$ 74.50
BALLY UNDERSEA RAIDER.... 399.50
CHICAGO COIN GOALEE..... 525.00

We are taking orders for these:
BLACK CHERRY BELLS, 5c, 10c, 25c
WILLIAMS "SUSPENSE"
BALLY'S VICTORY DERBY
(One Ball Multiple Pay Table)
BALLY'S VICTORY SPECIAL
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"ROLL-A-BALL"
GENCO'S "TOTAL ROLL"

"First Come, First Served"

STERLING NOVELTY CO.

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BIG TOP (New Revamp)...\$199.50
Flat Top \$205.00 Four Aces \$105.00
Liberty ... 155.00 Keep 'Em
5-10-20 .. 100.00 Flying ... 125.00

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Ten Strike (Free Play) \$155.00
Shoot Your Way to Tokyo 159.00
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Keeney Velvet, Four Diamonds, Wildfire
These games do not have to be in
working condition, but must
have all parts.

1/3 Dep., Bal. C.O.D., F.O.B. Phila.

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18 Bally Club Bells, Comb. F.P. & A.P., in perfect
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Wurlitzer 950\$725.00
Wurlitzer 616, Comp. Lite-Up 275.00
Wurlitzer 600K 475.00
Seeburg Royal Wireless, Cellar Job ... 295.00
Rock-Ola Super, Marble, Brain Box,
Like New, Comp. 550.00

WALL BOXES

Packard Boxes, Like New\$32.50
Seeburg Wireless Bar-o-Matics 44.50
Wurlitzer #331 Bar Box 14.00
Wurlitzer #125, Guaranteed 24.50
Seeburg Wireless, 20 Sel. 37.50
Seeburg Wireless, 24 Sel. 27.50
Seeburg 3-Wire, 20 Sel. 35.00
Seeburg 5-10-25c, Wireless 52.50
Seeburg 5-10-25c, 3-Wire 47.50
Buckley Chrome, 24 Sel. 17.50
Buckley Chrome, 32 Sel. 17.50
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Wurlitzer 750 Amplifier\$65.00
#GSR1 Selection Receivers 22.50
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Complete Wireless Set-Up for Wurlitzer. 37.50
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Rock-Ola Motors, Any type 22.50
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Seeburg Trays, New60
Seeburg Bar Brackets 2.50
Wurlitzer #130 Adapter 27.50
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LUMILITES IN ALL SIZES
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We are pleased to announce

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Dates—January 20 and 21 at

SHAFFER MUSIC COMPANY

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1 Seeburg Jap Gun	1 Periscope	1 Three Wheels of Love	1 Pike's Peak
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1 Bally Rapid Fire	2 Super Grips	Machine (Converted	2 Metal Viewing Shows
1 Sky Fighter	1 Gottlieb Skeeball	to Viewing Shows)	2 Grip Tease
(Klip-a-Nip)	1 Rock-Ola 10-Pins	1 May View Viewing	1 Baker Miniature
1 Keeney Anti-Aircraft	1 Bally Alley	Show	Shooting Gallery
1 Ace Bomber	1 Texas Leaguer	3 Shipman Select-a-	1 Jigalo
1 Shoot-to-Tokyo	2 World's Fair 2 1/2	Vue, 5c	1 Hula
4-Panorams (Peek)	Venders	3 ABT Challengers	1 Victory
2 Mills Punching Bags	2 New Microscope 2 for	1 What'sis	1 Bomb Hit
1 Exhibit Chinner	5c Card Venders	1 Kicker & Catcher	1 Hitler Gun
1 Test Pilot	1 Rock-Ola Baseball		

PIN BALLS

5 BALLS—FREE PLAYS

Baker Defense	Big Town	Blondie	Attention
Vacation	Exhibit Wings	Horoscope	Gottlieb Bowler
Paradise	Sea Hawk	Gottlieb ABC Bowler	Stratoliner (Jap Conv.)
Speedway	Cross Line	Dixie	Rotation
Sunbeam	Zombie	Metro	Band Wagon
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Plenty of parts, etc., with about \$250.00 spare parts for Panorams. Neon sign "Penny-
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\$4500.00, F. O. B. Brownwood. Crating extra.

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Anywhere in U. S. A. Music, Slots, Pins, etc.

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BRAND NEW STEEL STOOLS THAT WILL SERVE A THOUSAND USES

PLACE THESE STOOLS AT YOUR PIN GAME LOCATIONS AND WATCH THE INCREASED TAKE.



All welded non-breakable construction. All round edge steel. Unusually large comfortable seat 14" square with rounded corners. Tapered legs insure safety against tipping. Strong channel brace provides a comfortable foot rest. Long life pressed wood seat applied over steel for strength. 18" to 30" high. Please state height desired.

ONLY
\$4.90
EACH

\$4.65 Quantities of 10.
\$4.25 Quantities of 25.
1/2 Deposit, Balance C. O. D.

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SELLING OUT

We are discontinuing our regular line of hand trucks to handle government surplus materials.

500 brand new Hand Trucks, reg. priced at \$9.95.

45 inches high. All welded steel construction. Solid Steel axle. Weight 22 lbs.

Single handle, making other hand available.

Regular equipment on railway express delivery trucks.

Sell Out Price Only

\$7.50

F. O. B. Phila.

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5 Trucks for \$35.00.

Positively our last advertisement on hand trucks. Don't miss this value. Every truck fully guaranteed.



Bills Up for Congress To Ease Lumber

Ban on Exports Sought

CHICAGO, Jan. 5.—There are now 10 identical bills before Congress and one before the Canadian Parliament that will try to ease the present lumber shortage. Production of lumber products, such as pinball and juke box cabinets, and the over-all housing shortage thruout the nation has suffered during 1945 because of the shortage of seasoned lumber.

All the bills before Congress, nine in the House and one in the Senate, would prohibit all export of logs, lumber and lumber products until the housing and other construction requirements in this country have been met. It would be left up to President Truman to decide when housing conditions have been met as to make lumber exports feasible without hurting the United States housing situation.

The House measures have been referred to the Ways and Means Committee for consideration, and the Senate version of the lumber shortage has been sent to the Committee on Commerce. Speedy action is slated for the measures, according to leaders in the House and Senate.

Canada Export Urged

In Ottawa a demand has been made in Parliament by the Hon. James A. Mackinnon that Canada should lift her quota as far as the exportation of hardwood to the United States is concerned. Support from the floor by other members gives rise to the opinion that further action will be made to discontinue the quota.

Mackinnon addressed his request to the Minister of Trade and Commerce, stating: "Throw away your quota as far as exportation of hardwood to the United States is concerned and you will help industry and help trade with the United States. As far as the lumber industry is concerned, we can produce the lumber if the government just gives us a chance."

Lumber conditions were not bright during the end of 1945 in the U. S. Green, unseasoned lumber was about the only type of lumber on the market in any kind of quantity. Better grades of lumber were so scarce that production of new machines was greatly hampered.

We Are Now Delivering Our Proven and Tested

UNIVERSAL AMPLIFIERS

Ask the operator who owns one—that's our best advertisement
ORDERS FILLED IN ROTATION RECEIVED
MODEL A

Fits all WURLITZER Models 412, 24, 616, 500, 600, 700, 750, 780, 800, 850 and 950. All Seeburgs except High-Tones — All Rock-Olas.

COMPLETE WITH TUBES **\$54.50**
F. O. B., N. Y.

MODEL B

FITS ALL WURLITZERS, SEEBURGS, ROCKOLAS, INCLUDING HI-TONES

1. Saves you time, money and expense.
2. Your customer is satisfied.
3. Your Machine keeps working.
4. Built by competent Phonograph sound engineers.
5. We are the originators of the Universal Amplifier Idea.
6. All workmanship guaranteed.
7. Complete with sockets for Speakers and Pick-ups for all Models.
8. All workmanship guaranteed.
10. Money back in 10 days if not completely satisfied.

COMPLETE WITH TUBES **\$74.50**
F. O. B., N. Y.

PHONO OPERATORS

Ship us a coin operated phonograph amplifier (charges prepaid) regardless of make and we will renovate and alter it for Universal use. Complete renovation with sockets, for speakers and pickups for all of the following models, and includes minor repairs. However, if major parts are missing or defective and have to be replaced, an additional nominal charge will be made.

ALL WURLITZER MODELS — 412, 24, 616, 500, 600, 700, 750, 780, 800, 850 and 950. ALL SEEBURGS—EXCEPT HI-TONES. ALL ROCK-OLAS.
COST \$36.50 F. O. B. N. Y.

For OPERATORS WHO OPERATE WURLITZERS EXCLUSIVELY

Ship us your old amplifiers (charges prepaid) and we will renovate same for Universal use for the following Wurlitzer Models, and includes minor repairs. However, if major parts are missing or defective and have to be replaced, an additional nominal charge will be made. 412, 24, 616, 500, 600, 700, 750, 780, 800, 850 and 950.
COST \$18.50 F. O. B. N. Y.

TERMS: Immediate shipment F.O.B. New York. 1/3 Deposit, Balance C. O. D. Shipments made by Railway Express unless otherwise instructed by you.

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FIVE BALLS

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SLOTS and CONSOLES

STATE CONDITION,
PRICE & QUANTITY
IN YOUR FIRST
LETTER.

WRITE TODAY!

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BELL PRODUCTS CO.

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WANT TO BUY!

CONSOLES

SUPER BELLS, COMB.
HI HANDS
THREE BELLS
CLUB BELLS

ONE BALLS, F. P.

'41 DERBY
PIMLICO
CLUB TROPHY
LONGACRES
THOROBREDS, ETC.

WRITE, WIRE, PHONE TODAY! ADVISE CONDITION, QUANTITY & BEST PRICE!

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Part You Need
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Saving List

COIN MACHINE SERVICE CO.

PARTS FOR EVERY OPERATOR'S NEED

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NOW DELIVERING

BRAND NEW DOWNEY-JOHNSON PORTABLE

COIN COUNTING MACHINES

COUNTS ALL SIZE COINS
\$147.50 each

MAX SCHUBB Successor to Schubb & Company
MUSKEGON, MICHIGAN — Direct Factory Distributors

MAIN WORM GEARS

for

WURLITZER \$4.00
STAR WHEELS30
SELECTOR PINS. 1 Doz.. 3.00
For SEEBURG & WURLITZER
NEEDLE SCREWS. 1 Doz. \$2.00
VOLUME CONTROL
KEYS. 100 5.00

Plunger Rods or Ball Shooters for All
Makes Pin Ball Mach., \$5.00 Per Doz.

Distributors and Jobbers, write for
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James Clement Mfg. & Coin Machine Parts

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WANT TO BUY MILLS SLOTS

Escalator Models, in any condition.

Cash or Trade In on Precision
Rebuilds.

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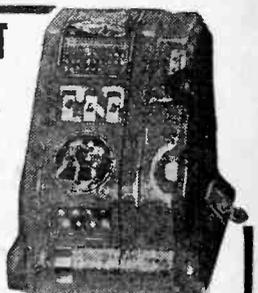
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"JACKPOT

BELL"

\$49.50

Brand
New



TAKES NICKELS—PAYS QUARTERS!!!

A fast little honey of a money maker! Soon pays for itself! Unconditionally guaranteed. Three fruit reels. Costs player 5¢ per play. Pays off one quarter automatically on two cherries, etc. (Retains 60% for house; 40% winnings for player.) Also can be operated to pay off tokens, 25¢ size, bearing odds from 3 to 1 up to 100 to 1. Complete with 121 metal tokens. (Jackpot is 100 to 1 token, which player redeems for \$5.00.) Size 10x10x10 in. All-metal pre-war construction. Wt. 16 lbs. Send \$10.00 deposit, balance C. O. D., F. O. B. Chicago. Immediate delivery. Each \$49.50.

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STAMP FOLDERS

For Shipman, Victory, Schermack and other leading makes.

10M .. \$4.85 | 25M .. \$11.75 | 100M .. \$43.50
All folders have no printing and are guaranteed perfect.

SHIPMAN STAMP MACHINES . \$24.50 EA.

1/3 Deposit on All Orders, Balance C. O. D. We Buy All Types of Vendors. State Price, Make.

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TUBES and NEW ACCESSORIES

Complete Line of Phonographs and Parts

WE HAVE JUST DISMANTLED A SEEBURG 8800 ESRC, A WURLITZER 780E AND 950 AND HAVE EVERY PART IN A-1 CONDITION EXCEPT FOR PLASTICS—WRITE, WIRE, PHONE YOUR NEEDS!

★ ★ ★ PHONOGRAPHS ★ ★ ★

2 WURLITZER 500	\$475.00
3 WURLITZER 24, A-1 CONDITION	305.00
3 WURLITZER 600R, NEWLY REFINISHED	410.00
10 WURLITZER 61 COUNTER MODELS	149.50
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TRAYS FOR ALL WURLITZER COUNTER MODELS (USED), A-1 CONDITION. EA... ..	1.75
SEEBURG, 12 RECORD	110.00
SEEBURG CLASSIC ESRC, NEWLY REFINISHED, NEVER ON LOCATION	515.00

WE HAVE A COMPLETE LINE OF PARTS, TUBES AND ACCESSORIES—WRITE!

Deposit Required With All Orders!

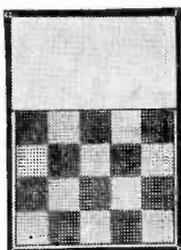
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A New Salesboard Service Is At Your Command!

Operators everywhere will welcome into salesboard manufacture an expert in the field of specialty advertising. For, in addition to requiring quality merchandise, you often have need of competent advice in designing your deals, labels, etc.

"ACE" offers you such an advisory service, without obligation, in connection with a complete "priced right" line of blank heading, cigarette, candy, merchandise and specialty salesboards. Tell us about your needs.



THE ACE MANUFACTURING CO.

12415 Euclid Avenue
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Cardboard Advertising Specialties

OPERATORS: YOU CAN'T DO BETTER YOU MIGHT DO WORSE

WE CAN SUPPLY YOU WITH

- BLACK CHERRY BELLS
- GOLD CHROMES
- BROWN FRONTS
- BLUE FRONTS
- CLUB BELLS
- JEN-KINGS CHIEFS
- FOUR STAR—MODEL M

- PACE, ALL STARS—DELUXE
- JUMBO PARADES
- FOUR BELLS
- KEENEY SUPER BELLS
- THREE BELLS
- GUARANTEED

WRITE—WIRE—PHONE

WE WILL BUY EXTRAORDINARY CASTINGS AND CABINETS.
WE WILL BUY MILLS ESCALATOR TYPE MACHINES.

Twin Ports Sales Co.
Distributors of
AMUSEMENT MACHINES
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MADE RIGHT

With the Original Groetchen Dies

TO WORK RIGHT

In All Groetchen Metal Typers Machines

Write for Quantity Prices



FOR SATISFACTORY PERFORMANCE, IT PAYS TO BUY THE BEST

BEWARE OF INFERIOR QUALITY DISCS
WRITE FOR OUR SAMPLES AND PRICES

First-Class Repair Service on Groetchen Metal Typers

STANDARD SCALE CO. 715 N. KINGSHIGHWAY ST. LOUIS 8, MO.

USED AND RECONDITIONED

1 Wurlitzer 800	\$725.00	2 Wurlitzer Bar Boxes	\$ 10.00
4 Jack In Box Stands, No Locks	30.00	8 24-Record Selectomatic	8.00
2 Chicago Metal Single Slot Machine, Revolver and Safes, Like New	75.00	3 Seeburg Transmitters (New)	35.00
1 Seeburg WLS Baromatic, Less Tube, 5-10-25	35.00	2 Spottem	18.00
4 Wurlitzer 24 Record Adapters and Stepper Units	65.00	1 Sky Fighter	200.00
		1 Super Torpedo	275.00
		1 Liberator	175.00
		1 Supreme Rocket Buster	225.00

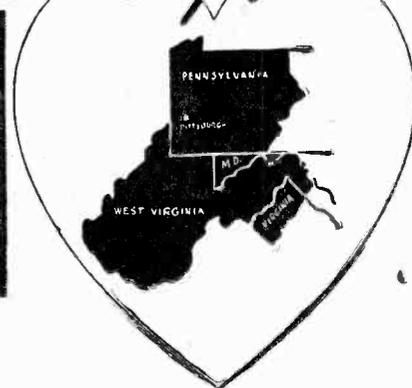
Full Cash Must Accompany Order in Form of Post Office, Express, Telegraph Money Order or Certified Check

MOSELEY VENDING MACHINE EXCHANGE, INC
800 BROAD STREET, RICHMOND, VA. Day Phone 3-4511—Night: 5-582

The Heart of America



B. D. LAZAR



J. D. LAZAR

WE STAND READY TO SERVE THE OPERATORS IN "THE HEART OF AMERICA"

With the

ROCK-OLA "PHONOGRAPH OF TOMORROW"

It will be here almost any day—Be sure you see and hear it before you plan your Post-War Program.

B. D. LAZAR COMPANY

1635 Fifth Ave.,

(All Phones: GRant 7818)

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FOR SALE

One Photomatic, one of the latest made by Mutoscope, in A-1 condition and ready to go on location. Inside lighting. 1,000 frames included. Complete, only \$750.00.

One Smile a Minute Photo Machine, complete with all equipment and quantity of paper, priced at \$650.00; in A-1 shape and ready for operation. Streamlined design.

Terms—1/3 Cash With Order, Balance C. O. D.

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NEVADA COIN MACHINE EXCHANGE

211 North Virginia St.

Reno, Nevada

Bally VICTORY DERBY

ONE BALL AUTOMATIC PAYOUT
NOW
ON DISPLAY
(READY FOR SHIPMENT)

AT
COVEN Distributing Co.
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EXCLUSIVE **Bally** DISTRIBUTOR

WISCONSIN • INDIANA • NORTHERN ILLINOIS

READY FOR IMMEDIATE DELIVERY
NEW EQUIPMENT
MILLS BLACK CHERRY BELL
5c-10c-25c PLAY
VEST POCKET—5c PLAY
ALSO ALL POPULAR
NEW PIN GAME CONVERSIONS

USED EQUIPMENT
OVER 100 ARCADE MACHINES
OVER 200 PIN GAMES
22 PANORAMS | 1 MILLS EMPRESS
2 MILLS THRONES | 2 WURLITZER 61's (Counter Model)

FOR PRICES AND FREE CIRCULAR
GET ON OUR MAILING LISTS TODAY!
ED RAVREBY

ASSOCIATED AMUSEMENTS, INC.

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1849 MAIN STREET
29 NORTH MAIN STREET

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Sales Board Buyers in Canada Only

BUY FROM US AT FACTORY PRICES AND
SAVE DUTY AND SALES TAX

Plain Boards—Trade Boards—Jackpot Boards
Book Cover Boards

ALL SIZES FROM 100 TO 4,000 HOLES

WRITE US FOR SAMPLES AND PRICES

PREMIUM PRODUCTS COMPANY
179 KING STREET WINNIPEG, MANITOBA, CANADA



State Income From Levy on Sales Climbs

CHICAGO, Jan. 5.—Fifteen of the 23 States levying a tax on retail sales reported collections totaling \$36,775,000 during October. This represented an over-all increase of 1.5 per cent from collection in the same month of 1944.

Twelve of the reporting States showed substantial increases in revenue from the levy, reflecting sharp rises in retail sales during September, but one State reported a steep decline and two others had no change.

Loser was South Dakota, where collections totaled only \$781,000 for the three months ended October 31, a decrease of 17.6 per cent from yield in the same quarter of 1944.

Biggest rise occurred in New Mexico, where yield of the levy jumped to \$726,000 in October, a rise of 20 per cent over the same month a year earlier. Second was Arkansas with a 17.7 per cent increase as take from the tax rose to \$1,053,000. Results are even more surprising when it is considered that neither State has the use tax to catch mail-order sales and other out-of-State buying.

Third on the list of increases was Mississippi with a rise of 14.9 per cent. Collections there totaled \$1,214,000 for the month. Next was Arizona with a 13.3 per cent climb as revenue from the tax rose to \$682,000.

Cig Tax Up 49 Per Cent

Twenty-nine of the 35 States collecting taxes on cigarettes reported collections of \$17,522,000 in October, a jump of 49.3 per cent from the yield of the same month of 1944. All but one of these reports showed increases ranging from 146.9 in Connecticut, where the tax was boosted, to a low of 21.8 per cent in Rhode Island. Idaho reported no change from the \$94,000 collected in October, 1944.

Largest increase in straight tax, exclusive of license fees and hikes in the levy, was the 80.5 per cent rise recorded in Vermont. There the levy yielded \$74,000 compared with slightly more than \$40,000 in October of 1944.

In gasoline taxes 41 of the 48 States levying such a tax reported increases. Total collections in the 41 States amounted to \$76,421,000, an increase of 28.6 per cent. Greatest rise registered was 84.7 per cent in Delaware, where collections rose to \$290,000. Next was Iowa with a yield of \$2,098,000, an increase of 77 per cent. Third was Nevada with a 73.4 per cent rise, followed by Wyoming with a 68.3 per cent jump and Tennessee with a 65.4 per cent increase.

NEW MACHINES

Big Top .. \$199.50	Foreign Colors .. \$119.50
Hollywood. 199.50	Big Three. 119.50
Yankee .. 175.00	Invasion .. 119.50
Doodle .. 175.00	Laura .. 239.50
Marines at Play .. 119.50	Sky Raider 139.50

USED 5 BALL F. P. MACHINES

FlyingTigers \$99.50	Horoscope .. \$49.50
Pin-Up Girl. 99.50	4 Diamonds 49.50
Victorious .. 79.50	All American 39.50
Gun Club .. 69.50	Snappy-Glamour Glass .. 39.50
Marines .. 84.50	Major '41 .. 44.50
Alert .. 74.50	Champ .. 49.50
Seven Up .. 59.50	Mills 1-2-3, '39, as is .. 25.00
World Series Glass .. 59.50	

Terms: 1/3 dep., bal. C. O. D.,
F. O. B. Philadelphia.

K. C. NOVELTY CO.
419 Market St. Philadelphia 4, Pa.
Market 4641

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WHOLESALE WANTS MERCHANDISE TO BE USED ON SALESBOARDS
DIEDRICK SUPPLY CO.
123 WALNUT ST.
CHASKA, MINNESOTA



M. S. Gisser

YOU CAN always buy with confidence from Cleveland Coin! This week we offer—

MUSIC

1 A.M.I. 40 Selection High Boy ..	\$425.00
2 A.M.I. Top Flights ..	300.00
2 Singing Towers ..	375.00
1 Streamliner ..	325.00
15 Buckley 20 Selection Wall Boxes, Late 18.50	
2 = 320 Wurlitzer Wall Boxes ..	25.00
8 = 120 Wurlitzer Wall Boxes ..	20.00
NEW PACKARD WALL BOXES ..	36.95
NEW 30 WIRE CABLE, Per Foot ..	.35
NEW KLEER TONE LITEUP SPEAKERS, Complete ..	39.50

ARCADE EQUIPMENT

3 Sky Fighters ..	\$165.00
2 Keeney Submarine Guns ..	135.00
3 Brown Anti-Aircraft Guns ..	65.00
1 Mutoscope Fac. Record, Liftograph ..	225.00
2 Battling Practice ..	110.00
3 Electric Diggers ..	75.00
5 Exhibit Rotaries, Pusher Type ..	225.00
1 Periscope ..	150.00
1 Keep Em Punching ..	110.00

NOW DELIVERING:

NEW UNDERSEA RAIDERS ..	\$399.50
NEW GOALEES ..	525.00
NEW TOTAL ROLL ..	425.00
NEW STAGE DOOR CANTEN ..	249.50

LIBERAL TRADE-IN ALLOWANCES

PIN GAMES	
Spotcha .. \$125.00	Gold Star .. \$49.50
Sara Suzy .. 39.50	Big Chief .. 49.50
Barrage .. 45.00	'42 Home Run 74.50
Roll Call .. 69.50	Repeater .. 39.50
Champs .. 64.50	Sea Hawk .. 54.50
Destroyer .. 94.50	Stratolliner .. 49.50

20 Cabinet Slot Stands with Locks and Keys: Ea. \$15.00

Universal Amplifiers, Complete with Tubes, Perfect for Any Rock-Ola, Seeburg or Wurlitzer .. \$65.00

12 Bally Club Bells, F.P. & P.O. Comb. \$225.00
4 Maybells, 5c, 5c, 5c, 25c .. 385.00

POPCORN MACHINES

2 Bally Popcorn Vendors, Marbleglo'd ..	\$125.00
1 Cretors Popcorn Machine ..	350.00
1 U-Pop-It Popcorn Machine ..	95.00

CIGARETTE MACHINES

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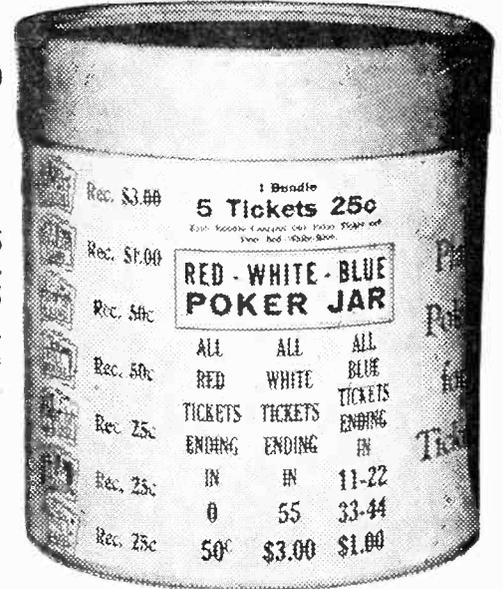
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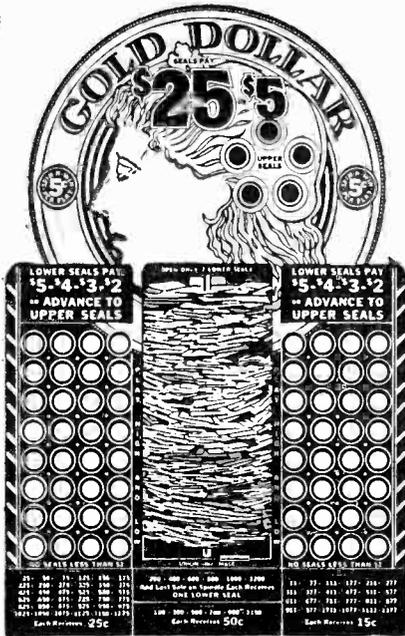
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720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
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1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
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Keeney 4-Way, 5¢-5¢-5¢-25¢, P.O. 595.00	Keeney Twin, 5¢-5¢, F.P. 395.00
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Evans Lucky Lucre, 3-5¢, 2-25¢ 295.00	Mills Late Head 4 Bell, 5¢-5¢-5¢-5¢ 595.00
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Evans Lucky Stars 169.50	Mills Jumbo, Comb. F.P., P.O. 213.75
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Pace Saratoga, Late P.O., 25¢ 195.00	Pace Saratogas, Late, P.O., 10¢ 169.50
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Gold Chrome, 50¢ Write	Jenn. 4-Star, 10¢ Write	Blue Front, 25¢ Write
Gold Chrome, 5¢ Write	Blue Front, 5¢ Write	Bonus Bells, 5¢ Write
Gold Chrome, 10¢ Write	Blue Front, 10¢ Write	Bonus Bells, 10¢ Write
Gold Chrome, 25¢ Write	Pace Deluxe, 10¢ Write	Bonus Bells, 25¢ Write
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Pace All Star, 50¢ Write	Jenn. 4-Star, 5¢ Write	Weighted Metal Stands, Write
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3 CASES	60c Per M
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Order in quantities conforming to packing if possible.

50c PENNIES	19 M to Case
\$2.00 NICKELS	17 M to Case
\$5.00 DIMES	20 M to Case
\$10.00 QUARTERS	15 M to Case
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Mills Blue Front, 5¢ 125.00	Cigarolla, Late, Exc. Cond. 95.00
Turf King, P.O. 325.00	Blue Grass, F.P. 170.00
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1 CASE	65c Per M
3 CASES	60c Per M
6 CASES	53c Per M
15 CASES	50c Per M

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5c Jumbos, cash payout . \$115.00
25c Jumbos, cash payout . 200.00
1c Q. T. 35.00
5c Jennings Chief 100.00
25c Brown Fronts 225.00
Blue & Gold Vest Pockets 49.00

PIN GAMES

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Star Attraction	60.00
Gold Star	40.00
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Velvet	34.00
Twin Six	45.00

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Stock No.	Diameter	Magnet Weight	Voice Coil Ohms	Price
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12P	12 Inch	12 Oz.	8	8.45
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GLASS CARTRIDGE FUSES (AUTO TYPE) No. 3AG

	Per 100	Per 10
1, 1 1/2, 2, 3, 4 Amperes	\$3.00	40c
5, 6, 8 1/2 Amperes	2.00	30c
10, 15, 20, 25 Amperes	1.75	25c

ECONOMY SUPPLY COMPANY

615 TENTH AVE. ★ NEW YORK ★ BRYant 9-3295

MILLS NEW POST-WAR MACHINES

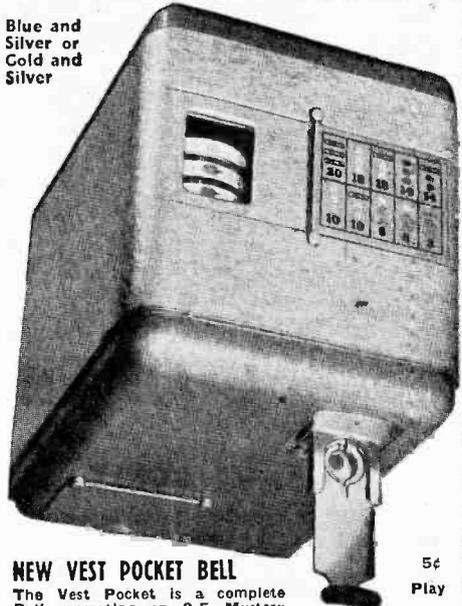


BLACK CHERRY BELL

This wonderful new Bell is now ready for delivery in 5¢, 10¢, 25¢ and 50¢ Play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green.

PLACE YOUR ORDER TODAY FOR PREFERRED SHIPMENT
Send 1/3 Deposit With Order.

Blue and Silver or Gold and Silver



NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. **BLUE & SILVER or GOLD & SILVER.**

5¢ Play

\$74.50

SICKING, INC.

1401 CENTRAL PARKWAY, CINCINNATI 14, O.

IF

If you have the least doubt in your mind that your locations should bring you more revenue, why not consider a trial with Mills Black Cherry Bells? The first reports indicate phenomenal earnings and a tremendous player response. Successful operators have learned through experience that it pays to operate only the best type of coin equipment—machines that require little or no service at all. Machines that are scientifically constructed to bear the brunt of hard play, that never need be turned to face the wall. Your answer to this problem is Mills Black Cherry Bell!

MILLS NOVELTY COMPANY

4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

"DUCKY"
1800 R. M. Holes 5¢ Play
Takes In \$90.00
Pays Out 47.06
PROFIT \$42.94

HARLICH'S
Newest

"IN THE DARK"
960 G. L. Holes 10¢ Play
Takes In \$96.00
Pays Out 46.48
PROFIT \$49.52



\$50 TOPS!
THEY'RE TWO SWEET NUMBERS FOR PROFIT AND ACTION !!!

READY NOW!
OUR NEWEST CATALOG
SEND FOR IT TODAY!

HARLICH MANUFACTURING CO.
1413 W. JACKSON BLVD.
CHICAGO 7, ILLINOIS

READY SOON!
OUR NEW MILLION
DOLLAR PLANT!



PEACHES from GEORGIA

EVERY MACHINE GUARANTEED TO SATISFY

MUSIC

- | | |
|---|--|
| Seeburg Colonel, R.C., Refin. Like New \$575.00 | Wurlitzer 81 \$250.00 |
| 4 Seeburg 8800, Ea. 625.00 | Seeburg Commander. 465.00 |
| 1 Seeburg 8800, R.C. 685.00 | 1 Wurl. Victory 24, Clean 450.00 |
| Wurlitzer 800, Extra Clean 750.00 | Rock-Ola Premier .. 550.00 |
| Wurlitzer 71 225.00 | 2 Rock-Ola Deluxe .. 425.00 |

ARCADE

- | | | |
|---|------------------------------------|--|
| 3 Skyfighters, Ea. ... \$225.00 | Genco Play Ball \$95.00 | Kirk Night Bomber .. \$275.00 |
| Supreme Playball 150.00 | Bally Rapid Fire 90.00 | Seeburg Shoot the Chute \$ 65.00 |
| 3 Watling Guesser Scales, Ea. 115.00 | Chicago Coin Hockey \$100.00 | New Super Skeeroll, Ea. 350.00 |

1 BALL AND CONSOLES

- All Slots thoroughly overhauled. Most have new award cards and reel strips. All beautifully refinished.
- | | |
|---|---|
| Buckley Colors, 7 Coin Late Head \$ 65.00 | Brown Cabinet Domino, J.P., Late Style Mechanism \$165.00 |
| 2 Keeney Past Time, 9 Coin P.O. Each .. 125.00 | Jumbo Parade, F.P., Newly Repainted .. 75.00 |
| Brand New Foreign Colors 90.00 | Jennings Fasttime, F.P. 60.00 |
| 2 Buckley Track Odds, Extra Clean, J.P. 675.00 | 1 Jennings Silver Moon, Fruit Reels, F.P. 125.00 |
| 2 Buckley Track Odds, Latest Model, No J.P. 425.00 | Hi Hand, Combination 175.00 |
| Paces Saratoga, P.O. 75.00 | 2 Super Track Times, Ea. 225.00 |
| 1940 1-2-3's 65.00 | 2 Super Bells, 25¢ & 25¢, P.O. Ea. ... 545.00 |
| | Longacres, Like New 375.00 |

SLOTS

GUARANTEED FACTORY ORIGINALS

Good Working Order — Some Can Use a Paint Job.

- | | |
|--------------------------------------|--|
| MILLS MACHINES | 1 5¢ Cherry Bell \$100.00 |
| 1 25¢ Original Chrome \$225.00 | 1 10¢ Cherry Bell 140.00 |
| 1 25¢ Blue Front 155.00 | JENNINGS MACHINES |
| 2 10¢ Blue Front 120.00 | 4 5¢ 4 Star Chief \$ 75.00 |
| 2 10¢ Brown Front 175.00 | 1 5¢ 1 Star Chief 65.00 |
| 2 10¢ Brown Front 145.00 | 1 Single Slot Safe, Lock and Key 35.00 |
| 1 5¢ Brown Front 120.00 | 1 Double Slot Safe, Lock and Key 75.00 |
- Massigli Pool Tables, Rebuilt Like New WRITE

Remember we stock all new Revamp Pin Tables: Lauras, Idahos, Hollywood, Pioneer Big Top, Casablanca, all at \$249.50 each; 1 Yankee Doodle, brand new floor sample, \$225.00; all in stock. Have in stock over 150 used Tables, consisting of most all makes at popular prices. **WRITE for our LATEST CIRCULARS.** We are now delivering **GOTTLIEB'S NEW STAGE DOOR CANTEN** to all Georgia operators.

ONE-HALF CERTIFIED DEPOSIT MUST ACCOMPANY ALL ORDERS.

HEATH DISTRIBUTING CO.

217 THIRD STREET Phones, 2681 and 1611 MACON, GEORGIA

HOLLYWOOD

Marvel's Latest and Greatest 5 Ball Free Play Game
A Real MONEY MAKER! IMMEDIATE DELIVERY!

BANK BALL • PILOT TRAINER • STAGEDOOR CANTEN

WRITE FOR DETAILS

**RECONDITIONED EQUIPMENT
READY FOR IMMEDIATE OPERATION**

- | | | |
|----------------------------|---------------------------|-----------------------------|
| Girls Ahoy \$ 59.50 | Yanks \$ 85.00 | Liberty (Gott.) .. \$149.50 |
| ABC Bowler 49.50 | Hi Hat 65.00 | C.I. Joe (Jungle) .. 79.50 |
| Capt. Kidd 69.50 | Evans Lucky Lucre. 240.00 | Four Aces 119.50 |
| Keeney's Contest .. 115.00 | Evans Galloping | Big Parade 115.00 |
| Record Time 149.50 | Dominos, Two | Venus 69.50 |
| Owl 82.50 | Tone, D.J. 310.00 | Hi Hat 64.50 |
| Star Attraction .. 64.50 | Evans Galloping | Home Run, '42 ... 72.00 |
| Venus 69.50 | Dominos, 2-Tone 275.00 | Belle Hop 64.50 |
| Towers 69.50 | Marvel Baseball .. 114.50 | Cobs 85.00 |
| Spot a Card 64.50 | Midway 114.50 | Monicker 74.50 |
| Legionnaire 69.50 | Keep 'Em Flying .. 144.50 | Paradise 49.50 |
| Victory 79.50 | Sky Chief 157.50 | Gold Star 39.50 |
| 1-2-3, F.P. (Animal) 39.50 | | |

EXPORT TRADE!
We invite correspondence regarding coin operated equipment.

1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

MID-STATE CO.

EXPORT TRADE!
We invite correspondence regarding coin operated equipment.

2848 ROOSEVELT ROAD SACRAMENTO 2691 CHICAGO 12, ILL.

NOW DELIVERING! NEW EQUIPMENT LISTED

HOLLYWOOD, 5-BALL	\$249.50	GOALEE	\$525.00
UNDERSEA RAIDER, GUN	399.50	STAGE DOOR CANTEN	249.50
EVANS BANGTAILS, 5c COMBINATION FREE PLAY & PAY OUT, 7-COIN	674.50		
EVANS BANGTAILS, 25c COMBINATION FREE PLAY & PAY OUT, 7-COIN	764.50		
EVANS TEN STRIKE, \$299.50; WITH FREE PLAY	359.50		
KLEER-FLO PARTS CLEANER AND 30 GALLON DRUM OF FLUID	129.50		

CONSOLES—ONE BALLS—ARCADE EQUIPMENT—SLOTS

CONSOLES		ARCADE EQUIPMENT	
PACE 5c & 10c TWIN CONSOLE	\$319.50	RAPID FIRE, A-1	\$165.00
BALLY CLUB BELLS, COMB.	229.50	JAP GUNS, SEEBURG	119.50
WATLING BIG GAME, F.P., 5c	79.50	RAPID FIRE GUN CASTINGS, NEW	19.50
WATLING BIG GAME, P.O., 5c	89.50	CHICAGO COIN HOCKEY	219.50
WATLING BIG GAME, P.O., 10c	149.50	EXH. MERCHANTMAN DIGGER	79.50
WATLING BIG GAME, P.O., 25c	189.50	TOMMY GUN, LATE MODEL	149.50
BALLY HI HAND COMB.	189.50		
JENN. SILVER MOON, F.P.	109.50	SLOTS	
SUPER BELL, 3-5c, 1-25c	495.00	COLUMBIA, G.A., CIG. REELS	\$ 69.50
SUPER BELL, 25c COMB.	365.00	CHROME COLUMBIA, FRUIT, J.P.	125.00
SUPER BELL, 5c & 5c P.O.	319.50	5c WATL. ROLATOP, REBUILT	119.50
SUPER BELL, 5c COMB.	294.50	10c BLUE FRONT, C.H., S.J.	159.50
'38 TRACK TIMES	89.50	10c JENN. CLUB CHIEF, SPECIAL	189.50
		5c MILLS CHERRY BELL, 3-5	179.50
ONE BALLS		1c MILLS O.T.	49.50
BLUE GRASS	\$189.50	5c BLUE FRONT, 3-5	129.50
PIMLICO	369.50	5c CHERRY BELL, 3-10 P.O.	189.50
RECORD TIME	179.50	5c BLUE FRONT, 2-5, Reb.	169.50
'40 1-2-3, F.P.	89.50	10c MILLS CHROME	295.00
KENTUCKY	299.50	5c Q.T., LATE MODEL	79.50
CLUB TROPHY	315.00	5c VEST POCKETS, Refinished	49.50
TURF KING	395.00	5c MILLS SILVER CHROME	265.00
LONG SHOT	269.50		

MUSIO: 9800

WANTED!

50 LONGACRES & THOROBREDS—WILL PAY \$315.00 EACH. HI DIVE, LEADER, ZOMBIE, STARS, DO-RE-MI, DOUBLE PLAY, SUN BEAM, DUPLEX, SKY BLAZER & WEST WIND @ \$45.00. ALSO ALL MUSIO!!

USED PIN GAMES		NEW REVAMPS		USED PIN GAMES	
SHANGRI-LA, P&S \$ 99.50		STRIP TEASE	\$209.50	GOTT. LIBERTY	\$169.50
SPOT-A-CARD	79.50	HOLLYWOOD	249.50	'41 MAJORS	67.50
ACTION	129.50	YANKEE DOODLE	249.50	VICTORY	94.50
CAPT. KIDD	79.50	BIG TOP	249.50	KEEP 'EM FLYING	149.50
BIG PARADE	129.50	STREAMLINER	249.50	LANDSLIDE	49.50
ZIG ZAG	69.50	LAURA	249.50	SPOT POOL	74.50
BANDWAGON	47.50	MARINES	109.50	GUN CLUB	74.50
TEXAS MUSTANG	74.50	FOREIGN COLORS	109.50	SOUTHPAW	74.50
DIXIE	44.50	BIG THREE	109.50	REPEATER	49.50
BOLOWAY	74.50	HI HAT	\$ 72.50	NEW CHAMPS	69.50
SEVEN UP	57.50	STAR ATTRACTION	69.50	METRO	49.50
BIG TIME	47.50	TARGET SKILL	49.50	DUDE RANCH	44.50
BIG CHIEF	49.50	ROLLER DERBY	44.50	SEA HAWK	59.50
JUNGLE	72.50	BELLE HOP	69.50		
		CLICK	74.50		

ONE-HALF DEPOSIT WITH ORDERS, BALANCE C. O. D. OR SIGHT DRAFT.

Empire Coin

MACHINE EXCHANGE

2812 WEST NORTH AVENUE · PHONE: HUMBOLDT 6288 · CHICAGO 47, ILLINOIS

MULLINIX SPECIALS

to begin the NEW YEAR RIGHT

—All thoroughly reconditioned and unconditionally guaranteed, regardless of price.

MUSIC!		MUSIC!	
2 Wurlitzer 850	\$795.00	1 Seeburg 8800 ESRC	\$650.00
2 Wurlitzer 950	745.00	1 Seeburg 8800 ES	625.00
1 Wurlitzer 750-E	745.00	1 Seeburg 9800 ESRC	675.00
1 Wurlitzer 750-M	725.00	1 Seeburg 9800 ES	650.00
1 Wurlitzer 700	675.00	1 Seeburg 8200 type cabinet with Gem mechanism	425.00
1 Wurlitzer 500	445.00	1 Seeburg Casino	395.00
1 Wurlitzer 42-600K	490.00	1 Seeburg Gem	325.00
1 Wurlitzer 600-K, Slugproof	475.00	1 Rock-Ola Commando	615.00
1 Wurlitzer 600-K	450.00	1 Rock-Ola 1940 Super Marble	475.00
		1 Rock-Ola 1939 Deluxe	445.00

ONE BALLS!		ONE BALLS!	
1 Fairmont	\$395.00	10 Santa Anita	\$ 95.00
2 Turf King	295.00	1 American Derby (Revamp)	65.00
2 Jockey Club	295.00	8 Grand National	45.00
12 Kentucky	195.00	1 Sport Page	35.00
10 Long Shot	165.00	1 Pacemaker	35.00
		— ALSO — 1 5-Ball Free Play MONICKER	95.00

SLOTS!		SLOTS!	
1 1c Pace Deluxe, DJ, Red	\$ 55.00		
4 5c Mills Original Silver Chrome—2/5 PO, Serials 445944-467230-445555-447425	195.00		
1 5c Mills Original Gold Chrome—2/5 PO, Serial 465820	195.00		
1 5c Mills Rebuilt Gold Chrome—3/5 PO, No Serial, CH, DP, SJ.	160.00		
1 5c Mills Original Blue Front—3/5 PO, Just Refinished	109.50		
3 5c Mills Original Cherry Bells—Serials 437716 3/5 PO, 413998 3/5 PO, 425292 3/10 PO	119.50		
1 5c Mills Original Melon Bell—Serial 436453	109.50		
1 5c Mills Original Roman Head—3/5 PO, Serial 293954, Very Clean	95.00		
2 10c Mills Original Brown Front—CH, DP, SJ, KA—Just Refinished—Perfect, Serials 438653-448256	179.50		
1 10c Mills Original War Eagle—3/5, Recently Refinished, Clean	119.50		

PHONE—WIRE—Or Write Your Order

1/2 Certified Deposit, Balance Sight Draft or C. O. D.

MULLINIX AMUSEMENT CO.

1514-16 BULL STREET All Phones 3-6601 SAVANNAH, GEORGIA

ALL MILLS ESCALATOR TYPE MACHINES CONVERTED TO LOOK LIKE THE

BLACK CHERRY BELL!

Made from all Mills Escalator Type Machines. Look and operate like NEW! You'll be amazed at our workmanship. One trial order will convince you. All parts completely disassembled, cadmium plated and reassembled (all worn parts are replaced) to look like



BLACK CHERRY BELLS!
ONLY \$99.50

"CENTRAL" is noted to have the most complete stock of coin machine parts and supplies. 24-hour delivery on all parts.

BLACK CHERRY BELLS FOR SALE

5c	\$260.00
10c	275.00
25c	285.00

IMMEDIATE DELIVERY!

CENTRAL MANUFACTURING CO.

652 W. Walnut · Tel. DEArborn 2034 · Chicago 6, Ill.

Immediate Delivery!
PACES RACES

Rebuilt with genuine pre-war parts. Cabinets new or like new. Trim and cabinet hardware refinished like new. 5c and 25c play.

Write for Prices

NOW AVAILABLE—QUANTITIES LIMITED

BRAND NEW

TEN STRIKES

BANG TAILS · LUCKY LUCRE
GALLOPING DOMINOS · LUCKY STARS

H. C. EVANS & CO.

1520-1530 W. ADAMS STREET

CHICAGO 7, ILLINOIS

ANOTHER SENSATIONAL GARDNER - GIRL - BOARD

TOPSY TURVY 5c JACKPOT PAYS \$10 OR \$5.1

GARDNER GIRL BOARD 25c

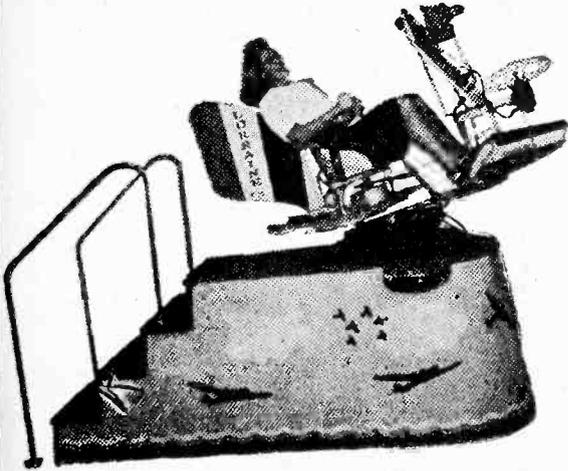
Write for Circular 4512

1000 NEW JUMBO HOLES 5c Play \$31.00 PROFIT ORDER AS No. 1000 TOPSY TURVY

GARDNER & CO.
2222 S. MICHIGAN
CHICAGO, 16

UP AND UP AND UP!
GO THE PROFITS BEING MADE WITH
"PILOT TRAINER"

THE GREATEST MONEY-MAKER EVER MADE!



There isn't a single "Pilot Trainer" location that isn't increasing its profits week by week. The action "Pilot Trainer" gives takes three forms—it thrills the rider—it makes the operator smile—it keeps that cash register humming!

DON'T MISS THIS TERRIFIC MONEY-MAKER THAT'S BREAKING RECORDS ALL OVER THE COUNTRY!

IMMEDIATE DELIVERY ASSURED! \$850.00

DISTRIBUTORS, WRITE! 25% Deposit, Balance C.O.D., F.O.B. N. Y.

"PILOT TRAINER" IS NOW ON DISPLAY AT THESE DISTRIBUTORS:

Clark County Amusement Co. 321 Main St. Vancouver, Wash. State of Oregon

David Rosen 855 N. Broad St. Philadelphia, Pa. Eastern Penn. and South Jersey

Walbox Sales Co. 1503 Young St. Dallas, Texas Texas, Oklahoma & New Mexico

Bell Products Co. 2000 N. Oakley Chicago, Illinois Indiana, Iowa, Wisconsin

Pilot TRAINER SALES Co. 2 COLUMBUS CIRCLE NEW YORK 19, N. Y. Circle 6-6651



Gather 'round boys, and make a circle while we discuss the merits of Mills New Black Cherry Bell. Eighteen improved points of operation: Clock Assembly, Payout Slides, Stop Levers, Escalator, Reel Operating Arm, Main Operating Lever, Jackpot Assembly, Main Lever. **MAKE A CIRCLE!** Spring, Reel Discs, Fifth Click Lever, Reel Timing Lever, Coin Tube Shut-off, Upper Payout Levers, Handle Action Pump, Clock Stop Lever, Reel Timing Device, and Special Spring No. 2860B. Write us for the details!

MILLS NOVELTY COMPANY

4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

WANTED

SEEBURG CHICKEN SAM AND JAILBIRDS Must Be Complete With All Parts—Not Necessarily In Good Working Order.

WILL PAY \$50.00

WANTED AT ONCE — Phonographs and All Types of Coin Machines. Send List. All Replies Answered Within 24 Hours.

Coinex Rifle Range CONVERSION

Can be installed on location in twenty minutes. Pays for itself and allows a profit in one week's time. Colorful, with top player appeal, it makes a new piece of equipment out of your old Seeburg Chicken Sams, Convicts or Japs. Complete conversion ready for installation.

Sample \$17.50 \$14.75 Lots of 3

Send For Descriptive Circular

SEEBURG RAY GUN AMPLIFIERS, RIFLES AND MOTORS REPAIRED—24 hour service.

MAZDA No. 1489 GUN LAMPS

for All Seeburg and Bally Guns Shipped Immediately From Stock. No Waiting. **49c ea.**

Coinex
 COIN MACHINE EQUIPMENT CO., INC.

Telephone GRAceland 0317 • 1348 Newport Ave., Chicago 13, Ill.



BRAND NEW MILLS VEST POCKET BELL



ONLY **\$74.50**
 LIMITED QUANTITY

WIRE—WRITE—PHONE YOUR ORDER



NOW YOU CAN HAVE DELIVERY ON THE ORIGINAL, GENUINE



MILLS BLACK CHERRY BELL

A BRAND NEW POST-WAR MONEY-MAKER . . .

RUSH YOUR ORDER AT ONCE



Authorized Distributors in Illinois and adjacent territories for Mills Novelty Company and Mills Industries—

SEND FOR NEW PRICE LIST—JUST OFF THE PRESS
 Be sure to mail orders to our new address

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CENTRAL OHIO QUALITY BUYS

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Woolf Solomon

PIN BALLS

LIBERTY	\$159.50	DIXIE	\$ 49.50
KEEP EM FLYING	149.50	MILLS OWL	49.50
FOUR DIAMONDS	69.50	DEFENSE, Genco	89.50
BIG TOP	195.00	VICTORY, Genco	85.00
STRIP TEASE	195.00	HI HAT	69.50
TOPIC	89.50	BOSCO	79.50
MARVEL BASEBALL	129.50	INVASION	129.50
FOREIGN COLORS	169.50	ACTION	129.50
GLAMOUR	49.50	KEENEY TOWERS	89.50
RECORD TIME, 1 Ball	169.50	TEN SPOT	69.50
'41 DERBY, 1 Ball	349.50	BOLOWAY	79.50
VENUS	89.50	BROADCAST	69.50

CONSOLES

5c Superbells, Comb. F. P., C. P. \$245.00	Jumbo Parades, C. P., Late Heads. \$109.50
25c Superbells, Comb. F. P., C. P. 305.00	Jumbo Parades, F. P. 79.50
2 Way Superbells, C. P., 5c-5c. 315.00	Bally Club Bells, Comb. F. P., C. P. 219.50
2 Way Superbells, C. P., 5c-25c. 369.50	High Hands, Comb. F. P., C. P. 169.50
4 Bells, over 1,000 serial. 429.50	Waffling Big Games, F. P. 79.50
3 Bells, like new. 775.00	25c Bobtails Totalizer, F. P. 159.50
Super Track Times, 9 Coin. 249.50	5c Bobtail Totalizer, F. P. 99.50
Keeney Pastimes, 9 Coin. 219.50	Waffling Big Games, F. P., Late. 99.50
Track Times, '38, 7 Coin. 109.50	5c Silver Moon Totalizer, F. P. ... 99.50
Baker's Pacer, D. D., J. P., A-1. 289.50	Saratogas, C. P., with Rails. 119.50
Keeney Kentucky Club, A-1. 89.50	Jennings Fast Times, F. P. 69.50

ARCADE

Rapid Fires.	\$169.50
Air Raiders.	169.50
Sky Fighters.	269.50
Panoram, Late.	379.50
Photomatic, Late.	795.00
Undersea Raider.	399.50
Roll in Barrel.	145.00
9' Skee Rolls.	179.50
Scientific Clock.	89.50
Voice Recorders.	199.50
Periscope.	149.50
See-A-Freak.	89.50

NEW MACHINES

Immediate Delivery

Chicago Coin Goalee
Genco Total Roll
Bally Undersea Raider
Stage Door Canteen
Radiotone Voice Recorder
Victory Skee Roll
Mills Black Cherrys (Genuine)
Mills New Vest Pockets

NEW REVAMPS

Arizona	\$249.50
Idaho	249.50
Marines at Play ..	209.50
Big Top	225.00
Strip Tease	225.00
Foreign Colors ...	199.50

SLOT SALE

5c Blue Fronts ...	\$145.00
10c Blue Fronts ..	169.50
5-10-25c Copper Chromes	
5-10-25c Silver Chromes	
5-10-25c Gold Chromes	
50 Box Stands.	\$15.00 Ea.

ONE-HALF CERTIFIED DEPOSIT WITH ORDERS.

CENTRAL OHIO COIN MACHINE EXCHANGE

514 S. HIGH ST., COLUMBUS 15, O. Phones ADams 7949, ADams 7993.



Smart Operators are Bustin' Out All Over With

HOLLYWOOD

Exciting Action!
Player Appeal Plus!
Plenty of Zing!
★ A Great MONEY MAKER by ACTUAL Test!

See YOUR Distributor or Write To Us Direct for DESCRIPTIVE CIRCULAR

★ When We Tested HOLLYWOOD—

Two months before we announced HOLLYWOOD we selected successful Operators to test this game on location. Total receipts at the end of the test period showed an increase in TOP locations and greater player activity in Average locations!

IMMEDIATE DELIVERY!

ORDER TODAY!

Marvel Manufacturing Co.

2124 MILWAUKEE AVENUE CHICAGO 47, ILLINOIS
PHONE ARMITAGE 1240

IMMEDIATE DELIVERY!

OF **"SUPER SKEEROLL"**



\$349.50

F. O. B. N. Y.

The sensational, proven, location-tested money maker! Features the most colorful lite-up backboard on any skeeball—larger playing field—steel runners to avoid ball jams—mechanical ball release—9 ft. long, 26" wide—simple mechanism—all natural wood—hard oak top—you must see it to compare!

DISTRIBUTORS — GET IN TOUCH WITH US IMMEDIATELY FOR A REAL MONEY-MAKING DEAL.

MIKE MUNVES

510 W. 34th ST., N. Y. C. 1
PHONE: BRYANT 9-6677

Simple Mechanism—All Natural Wood, Hard Oak Top. You Must See It To Compare.
ORDER FROM YOUR NEAREST DISTRIBUTOR!

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AMERICAN COIN-A-MATIC MACH. CO.
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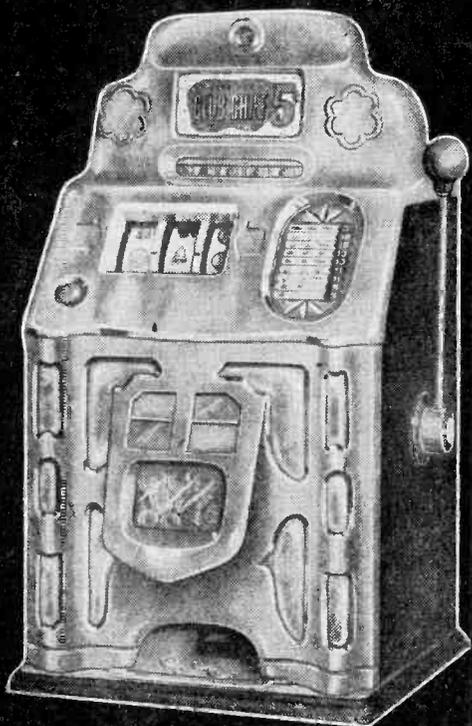
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GOTTLIEB
GAMES
IN '46

IN POPULAR APPEAL . . .
IN PERFORMANCE . . .
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Proudly Presenting

The New Cushion Action *Super De Luxe* "CLUB CHIEF" soon ready for our production line. Here's real quality—quieter action—many improvements that mean long life and assured revenue.

The *Super De Luxe* "CLUB CHIEF" is custom-built with all new parts by Jennings' Master Craftsmen—winners of the Army-Navy "E" for precision work on Radar. The *Super De Luxe* "CLUB CHIEF" has beauty too! Its sparkling, illuminated front out-classes them all.

Super De Luxe "CLUB CHIEF"

ANOTHER JENNINGS
POST-WAR ACHIEVEMENT



CUSTOM-BUILT BY
RADAR CRAFTSMEN



BRONZE CHIEF

NOW on the assembly line with its everlasting beauty, sparkling chrome finish, burnished bronze, hand-rubbed walnut case with artistic trim.

Quantities are limited—Demand is overwhelming—Order immediately for earliest possible delivery.

O. D. JENNINGS & COMPANY

4307-39 WEST LAKE STREET CHICAGO 24, ILL.

ATTENTION, OPERATORS



in
Western
PENNSYLVANIA
•
Northern
WEST VIRGINIA
•
South Eastern
OHIO

The New MILLS BLACK CHERRY BELL

Now Available 5c-10c-25c

IMMEDIATE DELIVERY

Mills Brand New Vest Pockets Fruit Reels — 5c Play

\$74.50

WIRE—PHONE—WRITE NOW

COIN MACHINE DISTRIBUTING CO.

500 N. CRAIG ST. Museum 0303-04 PITTSBURGH 13, PA.

America's Finest...

SELL US YOUR MUSIC MACHINES

TAKE ADVANTAGE OF TODAY'S HIGH PRICES!

Want any quantity, on or off location, or complete routes anywhere in the United States! WILL PAY HIGHEST CASH PRICES!

WE WANT AMI TELEPHONE
STUDIOS AND EQUIPMENT!

5 AMI Telephone Studios; Complete, Slightly
Used. WRITE—PHONE—WIRE FOR DETAILS

AMI 40 RECORD HI-BOYS (FACTORY CRATED)..... \$649.00
50 NEW 20 RECORD AMI BAR BOXES..... 23.50

BRAND NEW "SUPER SKEEROLLS," 9 FT.....\$349.50
SUPREME SKEEROLLS, 7½ FT. OR 9 FT., USED..... 225.00

MUSIC MACHINES—READY FOR LOCATION

5 Wurlitzer 412	\$179.00	1 Rock-Ola Commando	\$625.00
5 Wurlitzer 616, Plain	259.00	1 Rock-Ola Spectravox & Play-	
5 Wurlitzer 616, Lite-Up	279.00	master	425.00
2 Wurlitzer 950	735.00	5 Seeburg Hi Tones, ES	625.00
3 Wurlitzer 750E	749.00	5 Seeburg Hi Tones, ESRC	675.00
1 Wurlitzer 780E Colonial	649.00	5 Mills Thrones	325.00
2 Wurlitzer 61 Counter Models	159.00	6 Mills Empress	375.00
3 Rock-Ola 20	239.00		

We can deliver all makes and models
of Phonographs—write your needs!

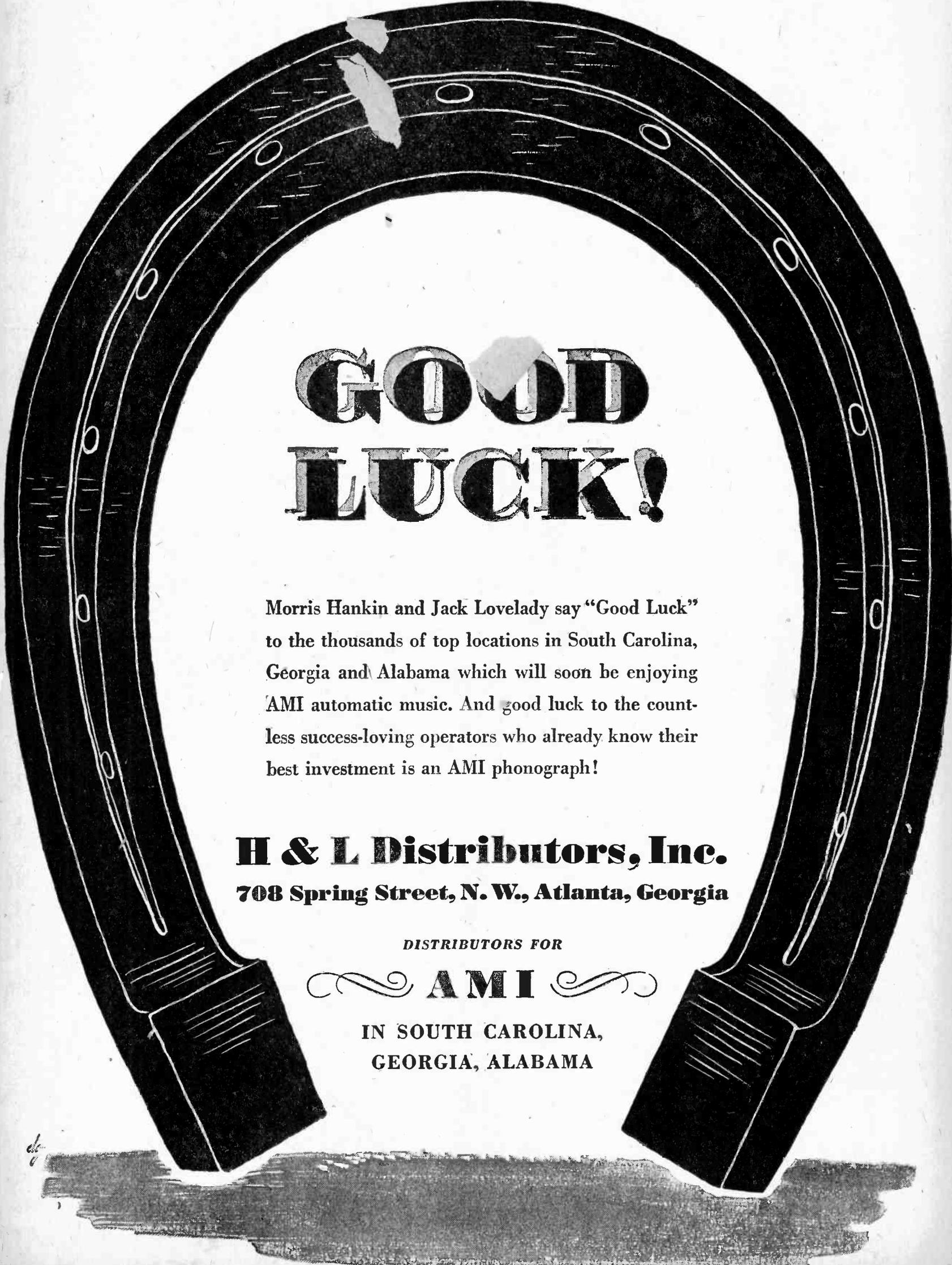
NEW WURL. RECORD TRAYS, From Model 412 to 950. No Counter
Models. In Lots of 100, 65c Each. In Lots of 300 or More, 50c Each.

½ Deposit, Balance C. O. D., F. O. B. Newark.

RUNYON SALES COMPANY

123 WEST RUNYON STREET, NEWARK 8, NEW JERSEY

All Phones: Bigelow 3-3777



GOOD LUCK!

Morris Hankin and Jack Lovelady say "Good Luck" to the thousands of top locations in South Carolina, Georgia and Alabama which will soon be enjoying AMI automatic music. And good luck to the countless success-loving operators who already know their best investment is an AMI phonograph!

H & L Distributors, Inc.
708 Spring Street, N. W., Atlanta, Georgia

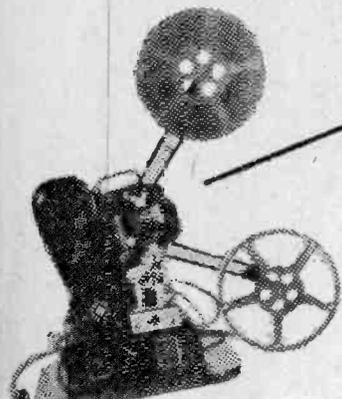
DISTRIBUTORS FOR

AM I

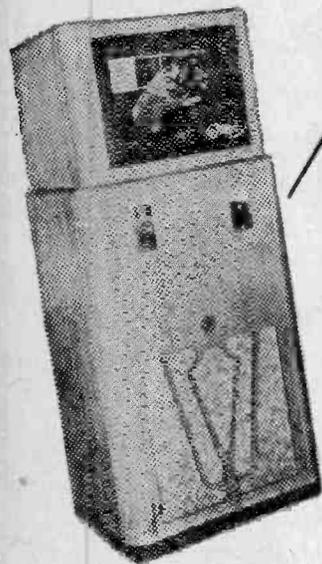
IN SOUTH CAROLINA,
GEORGIA, ALABAMA



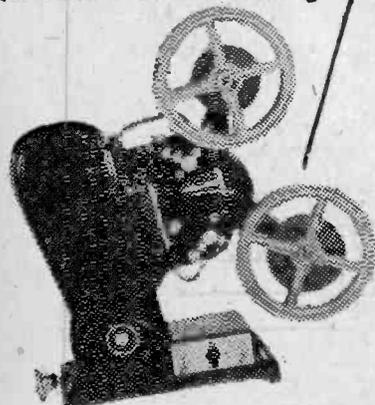
Speaker Mounted with Carrying Case which fits over Projector making One Complete Unit



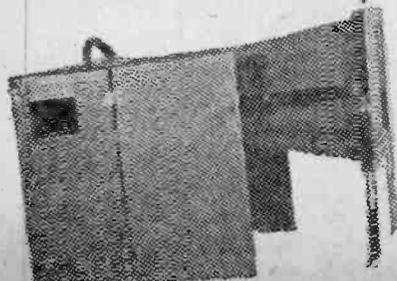
"Standard" Sound



DeLuxe Cabinet Sound Unit for Sales and Visual Training



"Standard" Silent—Convertible to Sound



Portable Model for Advertising Uses

Aircraft Engineering Co.

ANNOUNCES THE APPOINTMENT OF

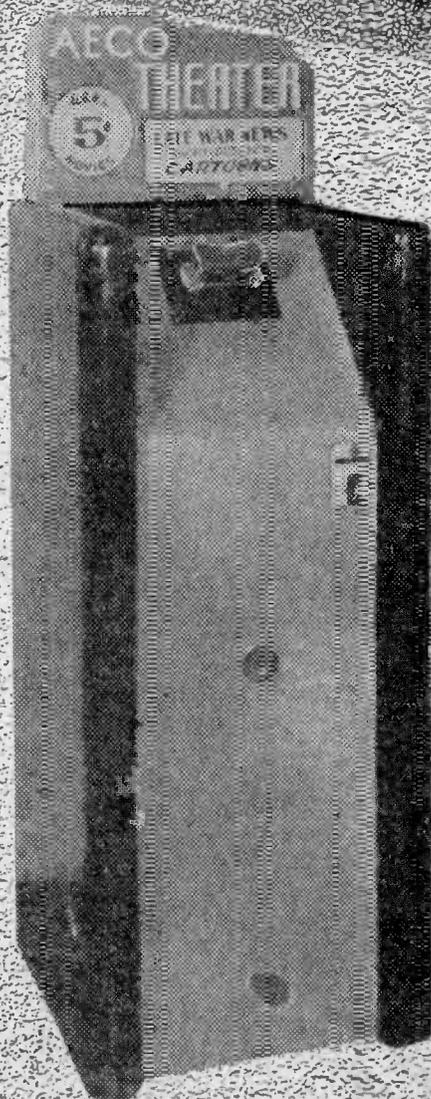
CAPITOL PROJECTOR CORP.

814 TENTH AVENUE

NEW YORK 19, N. Y.

Circle 5-8792

**As Distributors for its 16 MM
Silent and Sound New Improved
Standard and Automotion Projectors**



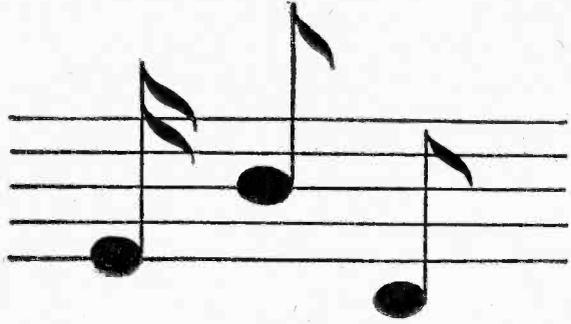
Silent Coin-Operated Model for Arcades and Operators

AIRCRAFT ENGINEERING CO.

22 RAYDOL AVENUE

SECAUCUS, N. J.

Manufacturers of "Standard" and "Automotion" 16 MM Projectors



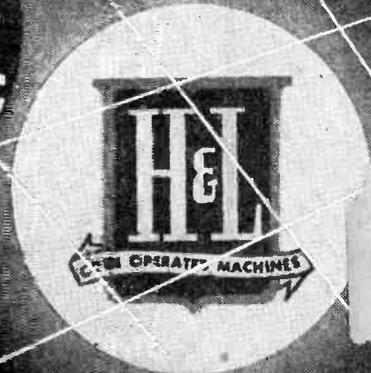
AMJ automatic music,
introducing a brilliant new world of
musical splendor and money-making
prowess will be handled in Eastern
Pennsylvania and Delaware by..
David Rosen, 855 North Broad St.
Philadelphia 23, Pa.



Phone: Stevenson 2258-2259

NEW HORIZONS ***

H & L INTERNATIONAL



INTERNATIONAL MUTOSCOPE CORPORATION

LONG ISLAND CITY 1, NEW YORK

Takes Pride in Announcing the Appointment of

Morris Hankin **H & L DISTRIBUTORS, Inc.** Jack Lovelady

708 SPRING ST., N. W., ATLANTA, GEORGIA

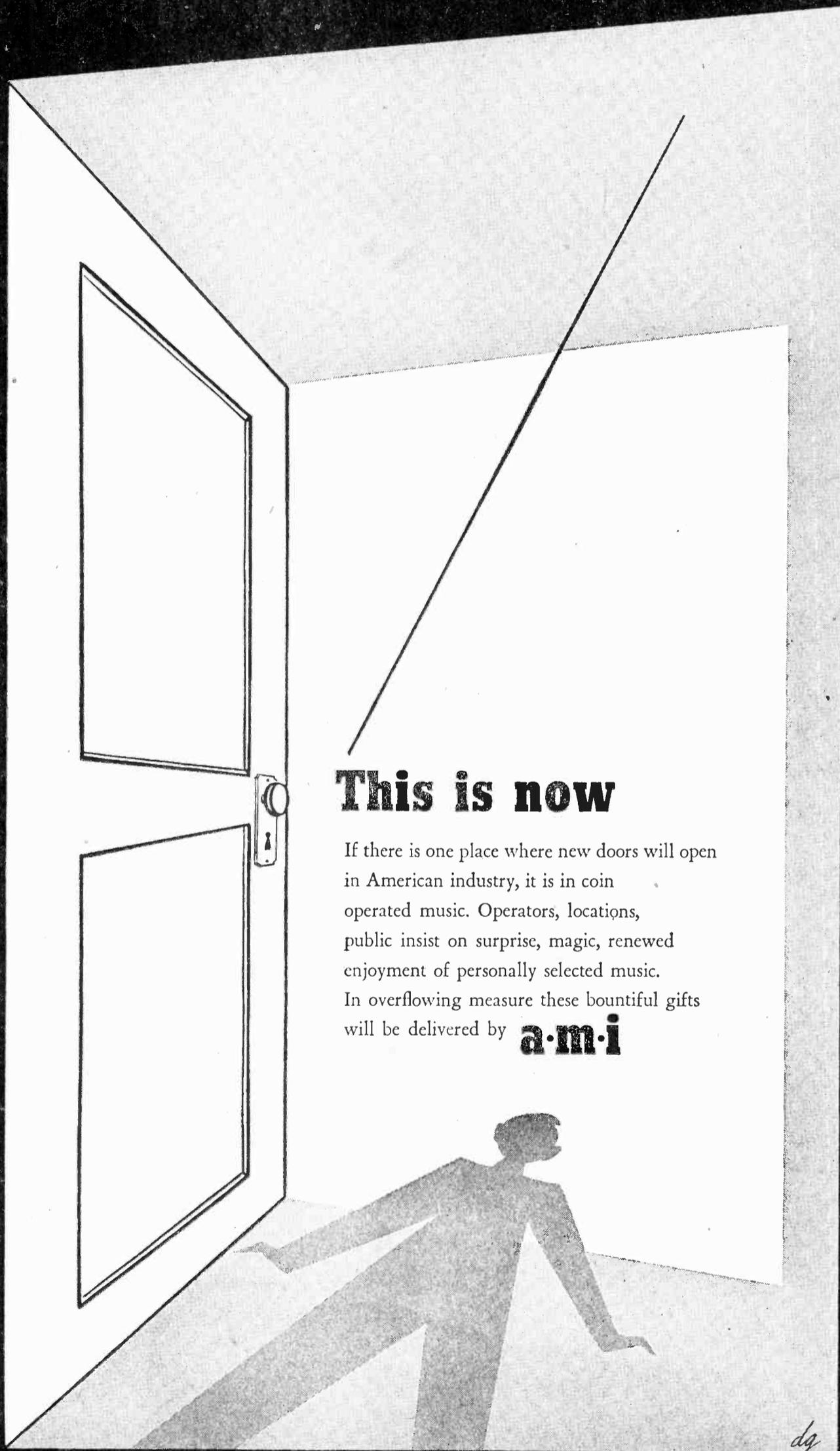
Phone: VERNON 3567

As Exclusive Distributors for Alabama, Florida and Georgia

FOR — PHOTOMATIC* — VOICE-O-GRAPH* — ATOMIC BOMBER*

PHOTOMATIC AND VOICE-O-GRAPH SUPPLIES AND OTHER MUTOSCOPE MACHINES AS RELEASED

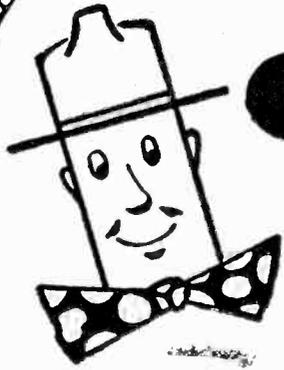
TRADE MARK



This is now

If there is one place where new doors will open in American industry, it is in coin operated music. Operators, locations, public insist on surprise, magic, renewed enjoyment of personally selected music. In overflowing measure these bountiful gifts will be delivered by **a·m·i**

da



AN ANNOUNCEMENT OF POLICY

BY THE

S. H. LYNCH CO.

DALLAS, TEXAS

Exclusive Southwest Distributors

**FOR
SEEBURG MUSIC SYSTEMS**

● The new Seeburg Music Systems will be available to all bonafide music operators, and a policy has been adopted wherein all of our customers will be treated fairly in regard to deliveries.

The new Seeburg Music Systems will be the best that over forty years of engineering skill and design technique can produce.

The S. H. Lynch Co. will notify all music operators as to the date when the great new Seeburg line will be on display. Before you buy, be sure . . . Buy Seeburg.

OFFICES TO BE OPENED IN

- Houston
- San Antonio
- Oklahoma City
- New Orleans
- Memphis

WE ARE PROUD TO ANNOUNCE
THE FIRST SHOWING OF THE

Seeburg "146"

IT IS EXACTLY WHAT THE NAME IMPLIES . . .

THE NO. 1 PHONOGRAPH OF 1946

We invite the operators in our territory to a preview of this phonograph, three-wired, and wireless Wallomatics and a demonstration of scientific sound distribution.

The New Seeburg Music Systems will be on display at our various convenient offices beginning Monday, January 21st.

Visit office closest to you and, if possible, bring your service man along to inspect the many new features embodied in this new product.

Five convenient SOUTHERN AUTOMATIC MUSIC COMPANY offices now open. Others to open in the near future.

NEW
FROM THE GROUND UP
THE POST WAR LINE
OF THE FUTURE

Don't be a "Wish I Had." Don't make any commitments until you have seen this line. You owe it to yourselves and locations to operate the newest and finest coin operated music equipment ever produced.



SOUTHERN AUTOMATIC MUSIC COMPANY

542 SOUTH SECOND STREET,
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228 W. SEVENTH STREET,
CINCINNATI 2, OHIO

425 BROAD STREET,
NASHVILLE 3, TENNESSEE

325 N. ILLINOIS,
INDIANAPOLIS 4, INDIANA

211 E. 10TH STREET,
CHATTANOOGA 3, TENNESSEE



The Parade is Already Lining Up for "A Day"

Now's your chance to join the throng that's going to shout a glad "HELLO" when Opportunity knocks.

The wise operator already knows that there's a great day in the offing—a great "A DAY" that will bring him the phonograph sensation of our time.

It's newer than news is AIREON that everyone's talking about THROUGH AND

THROUGH. It's NEW in design, NEW in tone quality, NEW in engineering excellence, and THE NEWEST IN TROUBLE-FREE OPERATION.

Here's today's top tip for profitable operation: If you want sky-high play appeal, unsurpassable tone quality and the assurance of continued high profit performance levels with a new low minimum of service and upkeep, BE ON THE LOOKOUT FOR A-DAY...you too will say—

... NOW ON...

Aireon

MANUFACTURING CORPORATION

WHERE

COMING NOW ON...
CHICAGO

ON "A-DAY"?

Radio & Phonograph Division
1233 Grand Avenue, Kansas City 6, Mo.

VICTORY DERBY

(One-Ball Multiple Free Play)

(One-Ball Multiple Pay Table)

NEW CONSOLES VICTORY SPECIAL

(For Every Type of Location)

WATCH FOR THESE NEW

Bally

PROFIT-PRODUCERS

NEW 5-BALL PHOTO-NOVELTY

SENSATIONS

ELECTRIC TARGET GAMES

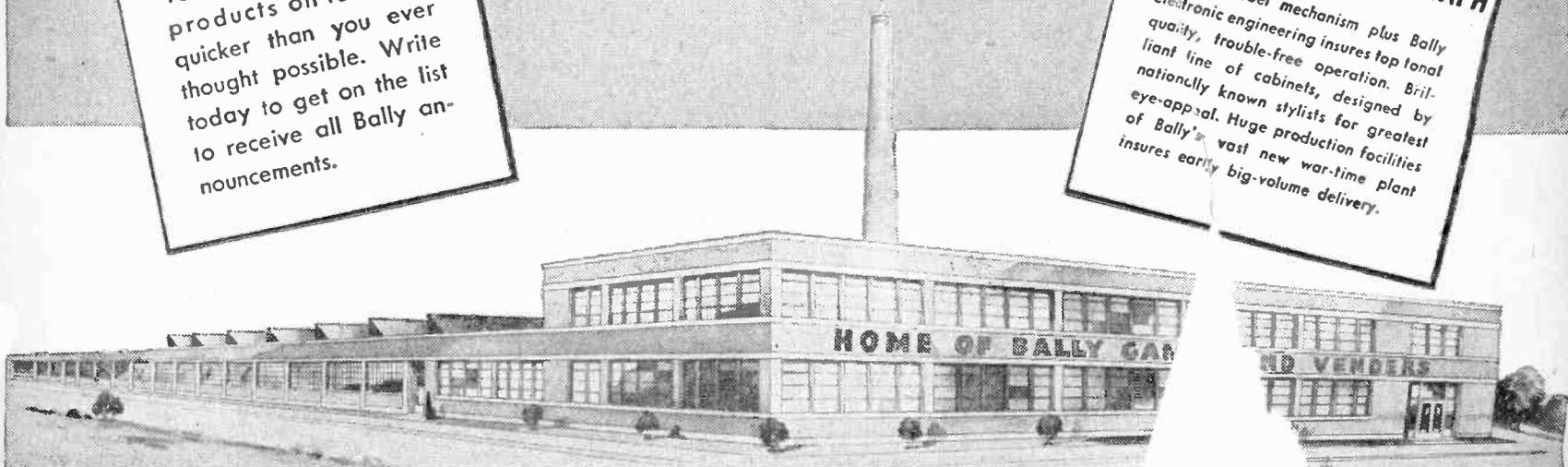
AND OTHER ARCADE TYPE GAMES

NEW BEVERAGE VENDERS

NEW IMPROVED MECHANISM . . . NEW BEAUTIFUL DESIGNS

RE-CONVERSION of Bally's big new plant from war production is progressing at top speed. Day and night shifts are already producing game parts. You'll see new Bally products on location quicker than you ever thought possible. Write today to get on the list to receive all Bally announcements.

THE Bally PHONOGRAPH
Famous Gabel mechanism plus Bally electronic engineering insures top tonal quality, trouble-free operation. Brilliant line of cabinets, designed by nationally known stylists for greatest eye-appeal. Huge production facilities of Bally's vast new war-time plant insures early big-volume delivery.



Bally MANUFACTURING

PANY
ION
ILLINOI

SEEBURG NATIONAL DEMONSTRATION WEEKS

Jan. 14th to Feb. 1st

**At Your Local Seeburg
Distributor's Show Rooms**

See and Hear for Yourself!

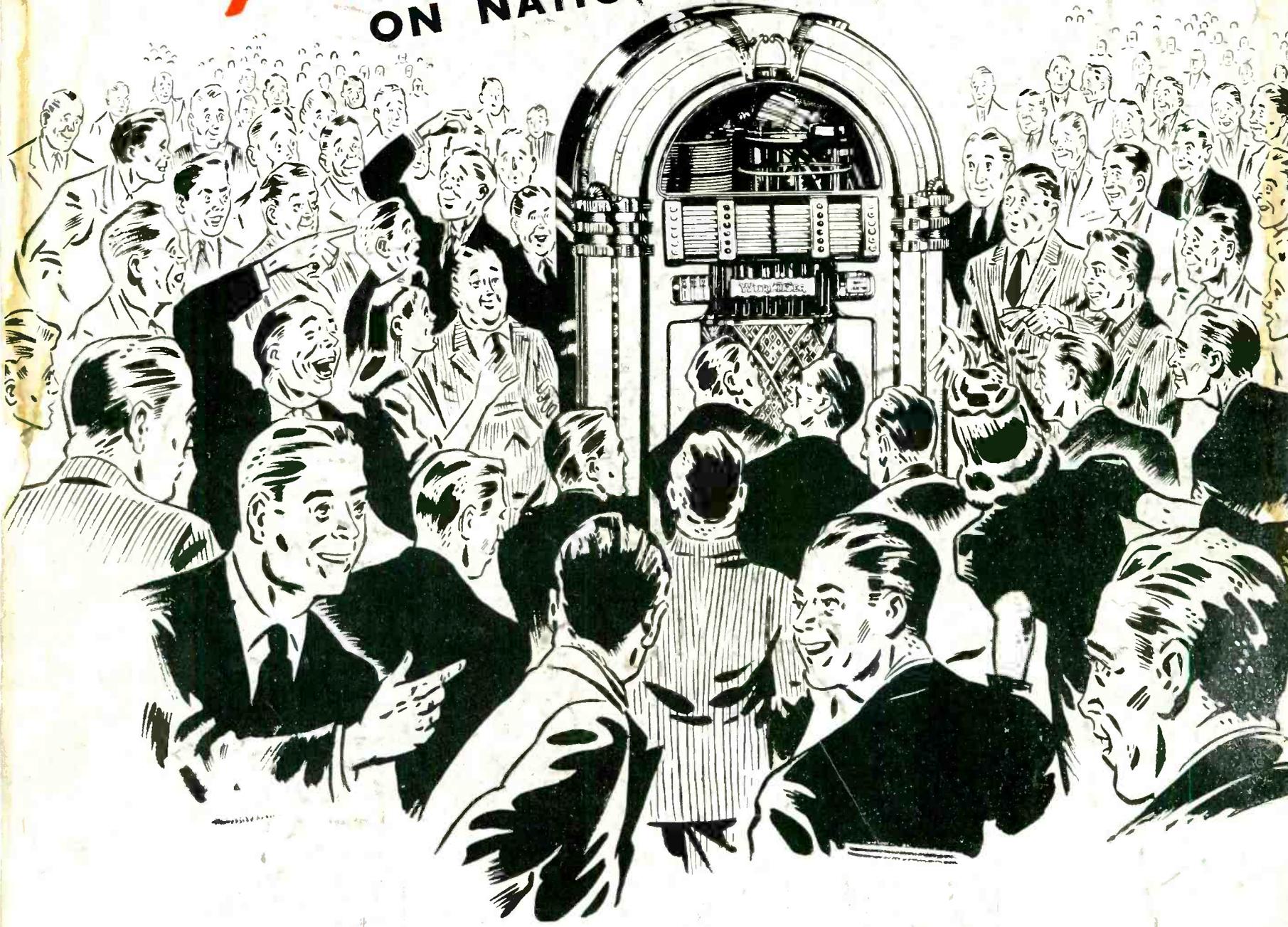
SEEBURG SCIENTIFIC SOUND DISTRIBUTION

We Want You To See The
New Seeburg Music Systems
Before You Invest One
Dime!

Seeburg

J. P. SEEBURG CORPORATION * CHICAGO

NEW WURLITZER MODELS GET
Rousing Reception
ON NATIONAL WURLITZER DAYS



**HIGHLY ENTHUSIASTIC MUSIC
MERCHANTS UNANIMOUSLY AGREE**

"Wurlitzer has done it again! Not only maintained but extended its leadership!" That was the verdict of every Wurlitzer Music Merchant from Maine to California after giving the new Wurlitzer models a look and a listen on National Wurlitzer Days.

If you haven't seen or heard the new Wurlitzers, head for your Wurlitzer Distributor's now. Remember—Wurlitzer Factory-Approved Music Merchants will get their share of the benefits in more and better locations and even greater profits as Wurlitzer Extends Its Leadership. The Rudolph Wurlitzer* Company, N. Tonawanda, N. Y.

*The Name That Means Music To Millions

*WURLITZER
EXTENDS ITS
Leadership*