

The **Billboard**

OCTOBER 21, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

GENERAL NEWS

RADIO NEWS STARTS IN D. C.



WILLIE HOWARD
Long Time Top Funnyman
(See page 4)

TELEVISION

Pix Want Video To Be Expensive as Hollywood

RADIO

Syndicated Program Segs Up; Disk & Script Market Okay

NIGHT CLUBS-VAUDE

LAWYERS DO OKAY IN SHOWBIZ

BRUUN

over MIAMI
AND MIAMI BEACH



By PAUL M. BRUUN

Did you ever plan mischief and then have a let down feeling when it did not materialize? If you have, then you know my present deflated morale, for ever since Kitty Davis told me that she had booked nan BlaKstone I thought that surely by now I would have had opportunity to have performed my anticipated devilment.

It all started when I read an advertisement in the December 11 issue of the theatrical trade publication, "Billboard." Their advertising rates are \$420 per page, and for two pages, or \$840 worth of space, I read copy that was a radical departure from the conventional.

The last two lines read: "AS FOR ME, I AM NOT AN OGRE AND I DON'T WEAR HORNS. I AM FOR MY ARTIST AND I AM 100% FOR ANYONE WHO PLAYS NAN BLAKSTONE." Signed, Ronald Aaron Gerard.

This followed a plea for a break from those who had been sold off playing nan, for Gerard is her husband and manager.

Now Danny Davis, who conducts the business of the Kitty Davis Club, never leaves a stone unturned, the turning of which will bring customers to 1610 Alton road, and Danny the undaunted has some ideas of his own as to the presenting of his engaged artists to best advantage before the cafe paying public.

Kitty and I laughed together and planned to be present when these two master showmen were scheduled to meet, for this I predicted would be the best show either Kitty or I would ever witness.

Gerard has his own type of contracts and Danny has written some pips himself, and I would like to be able to catch a peek at the one to which they both affixed their signatures. But to date this has not been possible, even though I know the salary thereon.

But their meeting proved a dud. Guess each expected the other to be difficult, and each was on perfect behavior, and to date their harmony is disgusting.

But by now we have had dinner with the Gerards or the BlaKstones, whichever you prefer, and found in each an amazing and interesting character.

Nan is the exact opposite of what she appears on the stage. She is not sophisticated, she is not blase or bored with life as her material might lead you to believe. She has not had to go through bankruptcy since Gerard decided that he should manage her affairs.

Miami is quite close to these two, for it was a lawsuit for \$35,000 filed here that caused him to decide to take over her exclusive management and he also wrote a play while here, now titled, "Some Take It Straight."

New York looks like their next important destination, for they are negotiating for a club to be called, "nan BlaKstone's Party Room," as well as making plans to present the play on Broadway. The play will be directed and produced by Gerard and also will star him and nan.

In Gerard we found many similarities to Orson Welles. Gerard had his A.B. degree at 17. His father is apparently "filthy" with money and, in Gerard's youth, indulged his fancy for a theater of his own. He is now 28, not too proud to admit that he serves as nan's maid whenever occasion demands, and that nan does not object to serving as his butler, as it were, when necessary.

NAN IS OF THE MATERIAL OF WHICH GREAT DRAMATIC ACTRESSES ARE CUT. GERARD EVIDENTLY WAS CAST IN THE MOLD OF GENIUS.

I will forgive him and Danny for denying Kitty and I our anticipated show here if he makes on Broadway one day the success of which I think he is capable. I am sure that both Kitty and I will manage to have orchestra seats during the show's run.

As yet Danny has not succeeded in signing nan for a hoped-for three months' engagement during the peak of next season. For nan's salary is on the upgrade. Her next date is at an all-time high, \$1,500 per week in Nevada. Yes, Gerard is making good at his present assignment.

Nan still has hopes of getting that mink coat which was denied her when Gerard decided that single and double page advertisements in Billboard would be the better investment.

The famous Paul Bruun tells
the BlaKstone-Gerard story so well
that it is finally published here altho written
some months ago . . .

Nan Marches On!

Her entirely new act,
now being created by Stephen Goodman, top
Hollywood writer, and designed to take her away
from her piano entirely, comes next!



OWNED AND CONTROLLED BY

Ronald Aaron Gerard

Represented Thruout the East by

STANFORD ZUCKER

420 MADISON AVENUE

NEW YORK CITY

Now Booking Fall and Winter Season

Radio News Revolves Around D. C.

Miami Dreams Of Post-War

Thirty millions just a piece of what will be spent when it's all over

MIAMI, Oct. 14.—Big things are promised for post-war Miami, which should do much to increase this area as an all-year playground. Edward N. Claughton, who owns the Royal Theater, is in front with announced plans which include immediate erection of houses in Hialeah and Miami, as well as a modern 1,000-room hotel on the Royal Palm site, which he controls. Other buildings will be built on the site as material is available.

A proposed outlay of \$30,000,000 for the rehabilitation of present hostels, and at least another new one, indicates the scope of contemplated improvements.

The City of Miami is having blueprints made for tunnels under the Miami River to handle traffic swiftly and do away with the present draw bridges which are so obnoxious to tourists.

New buildings for the University of Miami at Coral Gables and plans at Miami Beach for new hotels and department stores will add to the post-war boom in which showbiz will naturally share.

Capitol Club Ops Gripe at Stem Acts

WASHINGTON, Oct. 16.—Night spot ops aren't saying much about it but many are building up gripes against New York talent that will have post-war repercussions not only here but elsewhere on the road.

The beef is this: Talent, short because of the wartime situation, is being mighty picky and choosy, turning up its nose at out-of-town bookings. This beef extends to music makers also, and this should be as good a time as any to let the boys know that they are building up plenty of ill-will which will be paid off after the wartime heat is off.

One op here put it this way: What's the point of going to New York to audition a band? You can never get the one you audition anyhow. Same goes for talent. Ops find bookings are canceled and switched to the point where talent problem is on par with rationing, liquor shortages and other current night spot woes.

Dough in the Bank

Top talent that is willing to play out-of-town spots, even for quick bookings, are doing the same as putting dough in the bank. Ops gratitude for those names willing to play west, south and north of the Hudson is almost pathetic, as any name who has been out in the "sticks" can testify.

Joe E. Lewis is as good an illustration as any. Lewis took time to reopen Troika here, even the New York booking was awaiting him. Result is that not only Troika op is grateful but every owner in town has a good word for Lewis and consequently any time he wants to come this way again he can pick and choose the spot.

Ops here make no secret of fact that they are waiting the "day." Once talent becomes plentiful again, and few doubt that but it will once shooting is over, owners will call the turn, and those who are now shunning the out-of-town spots may find the going anything but smooth.

Voices With Curves

NEW YORK, Oct. 14.—Slickest managerial tie-up in a long time is case of Harry Conover, model man, who is now developing a trio of his lovelies as vocal group. If gals can sing, he can't miss, for he starts with a good set of curves, an asset on any stage. Gals, coached by Hal Kanner, arranger for Fred Waring, are Jewel O'Hara, Pat Powers and Mickey Ames.

Conover also has had a television department functioning for a long time now, and he says that if the first trio clicks he has plenty more fems where they come from.

"Skating Vanities" In Detroit Takes 35G in Five Days

DETROIT, Oct. 14.—The 1945 edition of *Skating Vanities*, produced by Harold Steinman, moved into Olympia Stadium Thursday (5) for an 11-day stand, playing to 27,000 people, with a gross of \$35,000 in the first five days.

Show is running nearly one-third ahead of the 1944 edition which played here for nine days in February and turned in a gross of 66G. Total for the present booking is expected to run around 80G by closing time Sunday night.

Discussions were under way this week with Fred Haner, manager of Olympia, for the 1945 engagement of the show, altho dates were not set, pending definite shaping up of next year's schedules.

Commentators Now Figure Capitol Hill's a Must Source

Eighty-four newsmen in Senate radio gallery rep 24 stations and nets and the number set to grow solidly after war—no newscaster hep without Washington background

WASHINGTON, Oct. 16.—There isn't a newscaster in Washington today who would give a plugged nickel for a chance to go to New York, but there are many commentators in New York figuring that it's time they shifted their base of operations to the Nation's Capital. Tradewise commentators here figure that Washington is the news fountain head not only of the nation, but of the world; argue that it is likely to become more so in the post-war era and back up their asser-

tions with plenty of facts, figures and savvy. Here are some of the arguments being advanced to back up the contention that it is becoming increasingly difficult for a commentator to sit in New York and give anything but a pale rehash of the up-to-the-minute news.

All policy makers are in Washington.

The war is being run from here. The peace and the reconstruction will be made in Washington.

Tip-off to the importance of Washington as a news center is seen in the fact that five years ago, when the Senate radio press gallery was organized, there were 32 members representing seven organizations. Now, under a strictest credential policy, there are 84 radio newsmen fronting 24 nets and outlets. D. Harold McGrath, Senate gallery superintendent, predicts the figure will be 200

in the next few years.

Growth in the gallery memberships has been matched by larger net news staffs here. NBC has 10 casters doing a daily job; CBS has eight and the Blue has five, while the Mutual trails with three.

Newscasters here claim they hopelessly outclass the out-of-town talent and for solid reasons.

Off-the-Record Conferences

The War Department, to cite an example, holds two daily background, off-the-record conferences, to familiarize the commentators with the up-to-the-minute front developments. The Navy Deularly.

Here is still another illustration. Immediately after the Dumbarton Oaks conference broke up the State Department held a "seminar" for the Washington newshawks at which all of the radio outlets were well represented. Lasting thru most of an afternoon the State department meeting was aimed at "acquainting" the newsmen with solid background for their reports.

Top Conferences a Must

White House press conferences point up the illustration still further. Washington casters contend that it is impossible to give a complete and accurate picture of White House goings-on without being present. Frequently a short Presidential retort to a query is of vastly more importance than a "hand-out." Likewise the Presidential manner may be of top importance on any of a score of first-run news stories. Was he brisk, indecisive, curt, evasive, angry. Attendance at the conferences, held twice weekly, is the only way to find out.

It is probably revealing no trade secret that net news staffs here are finding out-of-town sugared commentators getting more and more in their hair. It is not unusual for a "big-time" commentator to call up shortly before sbed to go out on the air and reel off a string of 20 or more queries that he wants the answer to but fast. Result is that newsmen here, already up to their ears in their (See NATION'S CAPITOL on page 4)

Boston Using Air To Sell All Forms of Show Business

BOSTON, Oct. 14.—Radio as a promotional medium for show business in Boston is in—but definitely. The major movie companies, finding radio paying off nicely, have upped their budgets 10 per cent to 25 per cent over previous figures. One local ballroom, formerly using spot announcements, have gone a half-hour weekly remote session in place of the spot schedule, on the theory that 30 minutes of good dance music plus plugs pack more wallop than wordage minus music. Two night spots have also gone in for radio time on a cash basis. The Myles Standish Hotel has purchased five 15-minute evening stanzas plugging its new cocktail lounge, and both the Mayfair and Latin Quarter have turned to announcements spotted on popular local programs.

Altho all the major movie companies now have a sizable chunk of cash to spend on radio locally, MGM is the only

company with a heavy time schedule. Currently, that company has two 15-minute evening programs using live talent on WBZ; two 15-minute sessions networked from New York and aired over WNAC, and five 15-minute transcription shows over WEEI. They also have plenty of spot spots slotted with other Boston radio outlets, WHDH and WCOF. Plans already set call for at least three more live talent shows to be aired from WBZ, using studio talent and music.

RKO Starts Parade

Pretty generally known is the fact that RKO was the first to break into the use of radio in Boston via a special picture promotion over WAAB, when that outlet was Boston and Worcester, instead of strictly Worcester as of today. But under the present set-up, RKO is still a heavy time buyer when special productions hit (See HUB USES AIR on page 29)

Portland, Ore., Uses Dances To Get 'Em Off Downtown Sts.

PORTLAND, Ore., Oct. 14.—To meet the downtown youth problem, the recreation bureau of the city park department and the League of Professional Women are co-operating here in arranging a series of dances this fall for the teen-agers.

The first was held Saturday night (7) at Masonic Temple in recognition of the need for downtown entertainment under adult supervision, an activity that tends normally to center in the residential districts. Bill Fischer's orchestra played the date.

Co-operation of high-school principals has been obtained in this program, undertaken at the behest of the Inter-Teen Age Council.

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BBC THINKING TELE AGAIN

Old Standards Plague "Brains"

Thirty thousand set owners can't be wronged by government-operated web

LONDON, Oct. 14.—With the threat of further German bombings of the British Isles becoming more and more remote, the resumption of BBC video transmission within the next two months is "a strong possibility," according to sources close to corporation big-wigs here. It is said that there has been heavy thinking along tele lines and the BBC is set to open its video services shortly.

Two factors, however, stand in the way of active video, provided the government does not deem it dangerous to home security. Those factors are: (1) Difficulty of gathering together the former staff, and, (2) the possibility that there will be an intra-corporation battle along the lines of the higher-lower frequency fight in the United States.

There is a great deal of feeling here that recent developments in the use of higher frequencies would make resumption of tele activities with the old equipment a waste of time and money. It is further said that getting back into harness on the old standards may put Britain on a subsidiary level with U. S. telecasters, thus eliminating that lead which BBC had over the States in past years.

However, the discussions of future policies, still not in the open, are being conducted on a little less abstract plane than the American battle, as there are an estimated 30,000 sets in good condition in the London area. These sets cost between 35 and 75 pounds (about \$140 to \$335), and it is felt that the public would be after the directors with cricket bats if new frequencies made that comparatively large number of sets obsolete.

BBC Video Staff Scattered

The BBC video staff was dispersed on the day that the war broke out and put into other positions. Many of them are now key men in the greatly expanded overseas operations. And those operations won't be cut until the war in Europe is won, if then. Others are in the armed forces and certainly cannot be recalled. Gathering together a staff is considered to be the major problem, as it will mean a choice between one essential activity and a not-so-essential one.

On the other hand, there are those,

Palisades Terp Spot Doesn't Open; Has AFM, Check Aches

SANTA MONICA, Calif., Oct. 14.—Lew Gray and his orchestra, along with Ray Whitley and his Western band, failed to open here Thursday night at Palisades Ballroom, originally the LaMonica, when James C. Petrillo, American Federation of Musicians head, ordered the spot to remain closed until Tommy Reynolds had received payment on a \$3,850 check he was holding for an engagement last March. Reynolds' check is co-signed by Al Yohe, who managed the spot at that time, and Walter D. Newcomb Jr., owner of the Santa Monica Pleasure Pier and the ballroom.

Opening March 25, Reynolds was brought out from Roseland, New York, to play the date. Hitting cold weather, the spot folded. However, during the ill-fated run, Wingy Manone and Pinky Tomlin, who played swing-shift sessions, were paid. Reynolds was given a check, which he still holds. While the check is signed by Yohe and Newcomb, the latter is the one to whom Reynolds, the plaintiff, in a civil suit for his money, is looking for payment. Newcomb has claimed that Yohe alone is responsible.

Newcomb recently leased the ballroom to Mrs. Gertrude Brooks and Lew Gray and things were set for a big opening. More than 2,000 invitations and passes were issued. At 4:40 p.m. Thursday the management was notified it could not open that night unless the Reynolds claim was paid. As the lease had been executed in good faith the lessors sat by waiting for Newcomb to settle. When no settlement came the people were turned away.

\$3,500 for Advertising

Jack Daly, who was to manage the spot for Mrs. Brooks and Gray, said that approximately \$3,500 had been spent in advertising. Of this, \$2,000 went for radio announcements. Only money still due advertising media, Daly said, was about \$100 or so for lobby displays. While Daly would make no comment on whether a suit for damages would be filed in the case, he said he felt that some one had slipped up. Opinion is that Newcomb

pointing to the relative success of American broadcasters with comparatively untrained technical staffs, who say that there would be little difficulty in assembling an intelligent group of technical men and training them to teletechniques under the eyes of a few top execs.

The danger from bomb attacks, of course, still exists, but it is felt that there is little to worry about. When the war started, tele was immediately taken off the air because the beam offered an effective guide for the Luftwaffe. Ordinary radio transmitters can and were synchronized so that they presented a confusing pattern to Herr Goering's boys. With video, however, synchronization was not possible. All equipment was immediately stored underground, where it remains safe.

Londoners Start Writing

Today there is a great public and trade demand for video. After being used to a daily diet of five hours of telecasting—the BBC sated for almost three years—the viewers find themselves missing it. Until the landing in Normandy, most people kept silent, because they realized that security reasons made it necessary. However, the immediate dangers removed, Londoners have started to write the corporation asking for resumption of activity.

Former technical staffers, too, have been writing in asking that they be returned to their former posts.

It is understood that one of the foremost advocates of resumption of activity is Gerald Cock, BBC director of television. Cock, in a recent broadcast, told of his desire, and the desire of his former colleagues, to pick up where video was left off in 1939.

At this junction it seems a safe wager to say that BBC video, still claiming credit as the first regular tele service in history, will soon be back on the air.

should have cleared way before leasing. Another angle is that Local 47, AFM, cleared the bands for the engagement. However, AFM business representatives have commented only to say that it was the international acting and not the local.

In addition to having the approval of Local 47 on the date, the management had posted bond for the musicians' salaries as well as purchased necessary licenses to operate.

Spike Jones a Little Involved

Spike Jones and His City Slickers are slightly involved in the deal, as a contract had been signed for the group, billed as "Spike Jones and His G.I. Minstrels," to appear October 27 thru 29 for nights and a swingshift. Jones was to draw \$1,000 more for the engagement than he did for the same run at the Aragon in near-by Ocean Park some months ago. The \$2,750 was to have been paid on the strength of Jones's overseas engagement.

Newcomb could not be reached for a statement. The Palisades was so named by Yohe and was to open last March after being dark 12 years. Approximately \$20,000 was spent redecorating. Following the closing then, Tommy Dorsey, thru his representative, Arthur Michaud, attempted to buy the spot. After some dickering the deal was called off.

No future date for the Gray opening has been assigned. Daly said he hoped some agreement would be reached between Newcomb and the international so that the spot could be opened soon, getting some return on the money already expended.

Each Terperly Indie Case in Des Moines

DES MOINES, Oct. 14.—Internal Revenue Department did a complete turnabout on Danceland, Cedar Rapids, Ia., and has now classified the spot a ballroom and not a cabaret.

Danceland was reclassified last spring as a cabaret and after a rehearing was designated a ballroom and subjected to 20 per cent tax on admissions only. Under the cabaret tax it meant taxing drinks, refreshments and checkroom.

Several other Iowa ballrooms are also under the cabaret classification and rehearings have been asked. Each location must be passed upon individually by the department.

WSB Steps In On Carle's RKO Deal

NEW YORK, Oct. 14.—Frankie Carle's deal with RKO for a pic is currently being held up by a query from the Wage Stabilization Board in Washington demanding an accounting of the pianist-leader's salary from October 1, 1942, on. Question came up over matter of how much dough Carle can get on his contract with RKO. WSB is usually adamant that salary not be too much greater than previous years.

Funny part about the whole situation is that Carle has only had his band a little more than a year, whereas the inquiry runs back into '43 when he was pianoing for Horace Heidt. It's expected that Carle, currently at Hotel Pennsylvania, New York, for nine weeks, will make pic for RKO as soon as the matter is cleared up.

Reverse Promotion

ERIE, Pa., Oct. 14.—The college women of Erie sponsored a single performance concert here by Alex Templeton. The tickets were scaled to \$3.30 and the sales campaign was opened. A week later a new advertising campaign was opened thru the press and radio to buy tickets back.

The public demand for ducats became so great that the sponsoring officials advertised for two weeks in the hope of picking up tickets held by friends of the organization who might not particularly be interested in the performance.

Nation's Capitol A Must Source For Radio News

(Continued from page 3)

own casts, have to drop everything and give info that the out-of-towner would customarily know if he were on hand to get the "feel" of the news pulse here.

Typical of the new regard among net execs for the Capital as a news center is the smartly run CBS staff here under veteran Bill Wood. A European veteran of the Old World, Wood insists that his men go out and cover the news themselves and then put it together and air it personally. CBS, to illustrate, had three men on hand at the recent State Department "seminar." They, along with their net rivals, are familiar figures at the White House also.

Swing Operating Out of D. C.

Raymond Graham Swing has set the pattern to come, many here contend. Swing, bag and baggage, is now operating out of Washington and reportedly finds life less complex than in the days when he was trying to handle someone else's copy out of New York.

Radio newsmen here are learning all of the tricks of the trade and a scoop is as sweet to them as it ever was to the old Park Row set. John Charles Daly, CBS, proved the point at the Democratic Convention at Chicago when he whipped out a mike as Senator Jackson (Ind.) was about to reveal the President's letter on the "vice-presidency" and won himself and his net a nice beat.

While not deprecating New York, Washington newsmen contend that the big town is becoming just a transmission head for clearance of news. To keep abreast of the news, they argue, there is only one place to be and that's Washington.

In tune with this new attitude all of the nets have gathered staffs here that rank with the best in the biz.

Washington Staffs

CBS has Bill Wood, Joe Harsch, Bill Henry, Bill Costello, Tris Coffin, Bob Evans, Joe McCaffrey and John Charles Daly.

NBC has 10 in their staff, with Bill McAndrew, Morgan Beatty, Richard Harkness and Leif Eld carrying the ball.

Blue has Earl Godwin, Hilmer Baukhage, Martin Agronsky, William Hillman and David Wills.

Mutual has Bill Compton, Fulton Lewis Jr. and Billy Repald.

All are rated top-flight newsmen, able to cover any assignment and put it down in short, terse language for rapid-fire delivery as the news breaks. Results is that Washington today stands atop the news pic with sharp hustlers carrying the ball all too frequently for the high-priced commentators voicing from other points, altho relying heavily on Washington for the news score. Eventually the dough, like the news, will be here, the boys argue as their final reason for sitting tight.

WILLIE HOWARD

Long Time Top Funnyman

WILLIE HOWARD continues day after day, week after week, month after month and year after year gathering his bows in his own inimitable fashion. The act's the same. On the other hand it's really never the same. Every few days Howard

gets a fresh notion on how to standardize those routines so that they can become as standard as Willie himself. In night spots, on the air or in vaude, Howard is the same sock stuff. It doesn't seem possible that he was in the *Passing Show of 1912* and in every *Passing Show* for 15 years. But he was. Nor does it seem possible that there hasn't been a name night club to which the name of Howard has not added luster, but it is.

Count any year lost that Howard hasn't been discovered by a "new" critic. The odds are 100 to 1 that they'll be discovering Willie Howard again in Chi when he gets mixed up in Mike Todd's *Star and Garter* opening November 15.

Howard is that showbiz anachronism, a streamlined tradition that's box office in name and performance.

They remember him long after the shows in which he was starred can only be found in press books.

Salute the permanent star—Willie Howard.



| | | |
|---|--|--|
| STOCK TICKETS One Roll \$.75 Five Rolls 3.00 Ten Rolls 6.00 Fifty Rolls 17.00 100 Rolls 30.00 ROLLS 2,000 EACH: Double Coupons. Double Prices. No O. D. Orders. Size: Single Tkt., 1x2". | "HITLER, you are too vile to come in at others do."—The Devil. TICKETS from THE TOLEDO TICKET CO. Toledo (Ticket City) 2, Ohio are correct | SPECIAL PRINTED Cash with Order, Prices 2,000 \$4.29 4,000 4.88 6,000 5.87 8,000 6.81 10,000 7.15 30,000 10.45 50,000 13.75 100,000 22.00 500,000 88.00 1,000,000 170.50 Double coupons, Double prices. |
|---|--|--|

NETWORK INDIES ORGANIZING

CBS Against Field as FCC Hears Claims

Net Still Fights for 'Quality'

WASHINGTON, Oct. 16.—Tele chips were down with CBS lined up on one side and RTPB-NBC on other as FCC post-war allocations hearings headed toward a wind-up this week.

It was still anybody's guess where tele and FM will eventually find spectrum place, but FCC questions as well as those of counsel, Charles R. Denny, indicated that higher frequencies for both services are not to be discarded lightly.

RTPB chips on present tele allocations were placed by D. B. Smith (Philco), panel 6 chairman, who was asked by Denny after entering testimony if he had whole spectrum to pick from and knew that choice would mean "forever and ever" where he would place service. His reply: Between 60 and 108 mc. with six mc. width.

Joe Ream Fights for IIF

CBS's Joseph Ream, pinch-hitting for Paul Kesten, following Smith on stand Saturday (14), gave tip-off that CBS will not quit super high frequencies without a last-ditch stand. Mincing no words, Ream said that CBS "took it for granted" that other makers were as familiar with technical advances due to war as CBS, and urged that for 12 months after war manufacturers concentrate on producing receivers for "vastly improved television pictures."

Enigmatic FCC Chairman Fly continued to vie with hearings as talk topic (See CBS AGAINST FIELD on page 11)

JWT Looking for New Waring Slot

NEW YORK, Oct. 14.—With Fred Waring's Hooper doing a drooper at the 3 1/2 mark, J. Walter Thompson Agency is shopping around for a different time on the Blue. Show is currently on at 7 p.m. Thursdays and JWT wants it to go later.

It is understood that the squawk is legit, as the show has received critical raves. In most cases where an agency starts to holler about a time or a web, it's usually the show that is at fault, but the truism doesn't hold up here, according to reviewers.

Reliable sources say that JWT may be shopping around for more than a better time on the Blue. It's said that they'd be very happy if they could get onto NBC or CBS.

Louella Parsons For Five Minutes Following Winchell

HOLLYWOOD, Oct. 14.—The long-anticipated Louella Parsons air show has been signed this week. She will tee off December 3 over the Blue under the Andrew Jergens banner, hitting the ether Sundays 6:15 to 6:20 PWT. She will follow Walter Winchell and precede the new Hollywood Mystery Time. Berth on the Jergens pay roll was garnered by Miss Parsons after her work this summer as one of the three subs during Walter Winchell's hiatus.

In her new show Miss Parsons will give listeners the "inside" picture of Hollywood, including her capsule reviews of top films. Parsons show will move the Hollywood Mystery Time back five minutes, hitting the air from 6:15 to 6:45 PWT up thru November 26. It will go from 6:20 to 6:45 PWT when the chatter show jumps off. Deal was handled by Lennen & Mitchell.

Small Station Protagonist?

Chicago.

"For a long time I have admired your radio coverage in *The Billboard* and for a long time I have found your department's coverage of the broadcasting field of value. You usually do a good job.

"But in common with most trade mags, your understanding and reporting of the trade in the sticks is woefully inadequate. Point of my point is your interesting story about WNEW in the September 23 issue, closing with: 'And what WNEW does here, local stations all over the country can do.'

"That's easy to say, but I defend the small stations. I recently spent some eight years on local stations in the Midwest. I know something about their problems and their failures. I can't condone many of their operations or mistakes, but you are again unfairly taking the slant that what can be done in New York can automatically be done in Battle Creek. Your statements along this line are typical of most trade paper writers who work out of the network centers and eye the local stations from the heights of Gotham. Frankly, I don't think you know what you're talking about.

"In the interests of accuracy and fair play why don't you either put a couple of men from the sticks on your staff or else desist from these 'friendly' statements that the locals can always take a tip from the networks or the big-city independents. Remember that one month's income on WNEW would make many a small city station owner affluent for six months. What the small boys would and could do if they had an adequate financial reserve and what they actually must do are two very different things."

Note: Let's get several things straight. The *Billboard* doesn't pretend, intend or contend that the local stations are to be indicted because they don't do everything someone as lush, lavish and lusty as WNEW. The *Billboard* does claim that local stations can do, and have done, things just as good even if only by comparison. For evidence thereof, see our stories on WHP, Harrisburg, Pa.; WMBD, Peoria, Ill.; WEBC, Duluth, Minn.; and WVCU, Ithaca, N. Y.

This type of story is written to encourage, not discourage, local stations. The reasoning here is simply this: More stations will do more good things if they know there is opportunity for recognition.

We feel, and our experience has thus far only strengthened this feeling, that size and income are no absolute criteria when it comes to good programming; that what is important is the will to do and the guts and ingenuity required to go out and try.

Let's have less evasion and more decision.

RADIO EDITOR.

Roy Rogers Gets MBS Goodyear Commercial Seg

NEW YORK, Oct. 14.—Roy Rogers, hoss-opry star currently appearing in the rodeo here, has been signed to do a show over Mutual for the Goodyear Rubber Company. Package, which includes the Sons of the Pioneers, has been sold to Young & Rubicam on the Coast for an estimated \$80. Asking price was \$20.

Show will fill in the best Tuesday night time Mutual has available, probably the 8:30-9 spot.

Less Talk and More Crosby Groaning On KMH This Fall

NEW YORK, Oct. 14.—Bing Crosby's *Kraft Musto Hall* is set for a thoro going over when the groaner, just returned from a USO-CSI tour of the French front, gets back to Hollywood. Plan is to have the emphasis placed on music, rather than the Crosby-guest chatter and eags.

It is understood that Crosby, along with J. Walter Thompson, agency on the account, feel that there are too many comedy shows on the air and that the best way to compete is to capitalize on *Music Hall's* biggest asset—the groaner's pipes.

Policy will be revised to the extent that guestar will have to have a music tie-up. Emphasis will be on top band leaders. Baton wavers will play solos with ork and do some music chatter with Crosby. Fem singers will be called in from time to time to duet it. More groans for Crosby and less for the audience is the idea.

Solomon, Woods for Durante

HOLLYWOOD, Oct. 14.—Leo Solomon and Alan Woods have been set by Phil Cohan, producer for the William Esty Agency, in the top writing spot for the Gary Moore-Jimmy Durante alrer. Scripting team formerly worked for Red Skelton, Abbott and Costello and Sammy Kaye.

'Blind Date' Idea Legal Battle Goes On in Sioux Falls

CHICAGO, Oct. 14.—Lawsuit over the ownership of the idea for *Blind Date* show, broadcast by Blue Network Monday at 7:30 p.m. (CWT), had another inning this week in the Circuit Court in Sioux Falls, S. D. This lawsuit has been going on for over a year. During hearings in the past, Harold Gingrich, independent Chicago producer, has claimed property rights, as has Vera Thomson, program director for the Sioux Falls Broadcast Association (KSOO-KELO). In a suit brought by Thomson against Joe Floyd, manager of the Hollywood Theater in Sioux Falls and Cliff Gill, now with the publicity department of 20th Century-Fox, Gingrich is intervenor in the case.

Blind Date was first produced as a radio show from the stage of the Hollywood Theater and broadcast over KELO in January, 1943.

Floyd testified that the idea of a broadcast in which soldiers and telephones were used was developed by him and Gill in December, 1942. He said that Thomson was called for technical advice only.

Both Thomson and Gingrich contend that the show was worked out gradually, with the final plan of having girls and soldiers making phone calls to each other on a stage while they were separated only by partitions (the idea now used on Blue), partly their idea.

All Claim Ideas

Floyd contended, however, that the idea for partitions, etc., was his and Gill's. Gingrich specifically claimed, nevertheless, to have originated the idea of competition whereby two soldiers compete for a date with one girl. This part of the format also is used on Blue now.

When Floyd was called to give an accounting of receipts for the Blue show, he stated that gross royalties for the period from July 8, 1943, thru June 30, 1944, amounted to more than \$22,000. Since June 30 of this year, he said, their check has amounted to \$640 per week.

At the conclusion of testimony late Friday (13) Judge Lucius J. Wall set October 23 as the date on which he would hear argument on a motion by defense counsel, John Murphy, that the complaints of both plaintiff and intervenor be dismissed.

It's New Type Web Pressure

Post-war aches make 'em feel that group action is only way to safety

By Lou Frankel

NEW YORK, Oct. 14.—Network affiliates are once again heating the cauldron of "nuts to the network nectar." Most of the fuel for the fire is coming from the smaller markets, and stations albeit with the aid and assistance of a number of station operators in major markets.

This time tho it's not just blind revolt and a yen to organize, in the hope that organization will deliver the panacea. This time the mavericks have a new idea.

They want to organize a separate "independent radio network affiliate" group within each web. Thus there would be a Mutual IRNA and the same for Blue, CBS and NBC. The idea is a lift from the present web practice of setting up affiliates' advisory groups.

Nor do the mavericks mind admitting that the idea is based on a network formula. Where it differs, so they say, is in their idea of rank and file membership and leadership as compared to the webs' handpicked membership.

The idea is to organize as pressure groups with the respective chains and so push for varied and sundry reforms.

Thinking behind the revival of this rump feeling stems from post-war worrying of present web affiliates. Many feel they're now getting a short deal and anticipate an even closer shave come victory.

"Now," they reason, "we fight about AM but then we're going to be fighting about FM and television, too. All this is mighty expensive to us as well as the network, except we can less afford to gamble."

"In AM we learned how to operate before the networks stepped in and took over the play. Now we know little, if anything, about FM and television, while the networks know plenty. Imagine what'll happen to us in the post-war world in those fields."

"We've got to rely on the networks, which is okay, but we want to feel that we've got some method for being heard instead of just doing the hearing. We may be forced to but we'd rather not sign any blank checks where the chains are concerned."

All of which boils down to where it seems the smaller operators realize they cannot match financial nor technical savvy with the big guns in the business. However, if they can but keep within mental range then, or so it seems, they think they can hold their own.

And, of course, many a network affiliate feels he is now getting rooked on his web contract, that his chain programs are not up to par, that his chain promotion is non-existent and that it's again about time for him to light the fire and see what can be done about changing things at least a mite.

Two Appointments in Blue's Central Division Operation

CHICAGO, Oct. 14.—Two new executive appointments were made this week at the Blue Network offices here.

Roy McLaughlin, formerly member of Blue sales here, is now sales manager of WENR, net's Chicago owned and operated station, and national spot sales manager of Blue's Central Division. McLaughlin succeeds Gil Berry, who a few weeks ago was made divisional sales manager.

The other appointment was that of Chris Ford to the position of continuity editor of the Blue Central Division. Ford succeeds Les Edgely, who is now freelancing in Hollywood.

SYNDICATED SEG SALES SOAR

Tight Webs Help E. T. Biz

Open ends only way to crack good time on good stations sans C. to C. Net

NEW YORK, Oct. 14.—Syndicated programs, a branch of the industry which enjoyed a steady but slow growth in pre-war years, is doing boom-time biz today. Execs of the top companies in the field report increases ranging from 150 to 250 per cent, with more on the way. Everybody's using 'em: Retailers, manufacturers, institutional boys, national accounts and firms with small distribution.

The biz has become so big that the open-end waxers, who used to think in terms of 13-week runs, now think the world has fallen about their heads if a show isn't set for at least six months or a year. Orders pour in, staffs are overworked, and the flood seems to have no end.

Reason for the sales bounce, for the most part, is generally accepted to be the decrease in available net time, coupled with the big dough that sponsors are throwing around these days. With the webs tight on time, advertisers are finding in open end e. t.'s a method of getting net quality shows on key stations at taps no greater than the cost of ordinary spot or regional operations. By sharing the cost of a big production with other sponsors, many concerns with a job to do in radio are solving their poor-market-bad-show blues thru use of disks and prepared scripts.

50-Kwers. Want 6,000 Staff

Good stations, the 50,000-watters in hot markets, have been hesitant in the past to sell time to sponsors who could only put on poor quality show because of the prohibitive cost of producing a number of programs in a number of areas. Stations, the best ones, want prestige programs, at least as good as their web shows. When a sponsor has to build a show in each town or area, the cost becomes so great that the program has to take a budget cut. By using syndicated programs, the sponsor is able to put on shows that stations want. E. t.'s naturally mean better programming not only because of the money-saving centralized operation, but because talent in small towns is hard come by. And when there is real talent in the sticks, it heads for New York or Hollywood as soon as it can. That goes for producers and directors as well as actors.

Again, many of the program builders have grown smarter. Instead of simply putting a package on wax, many of them now develop their catalogs so that there is a program to suit every different type of product and industry. Specialization has made the sponsors more willing to listen to a sales talk.

E. T.'s No '44 Kiss of Death

The once dial-twisting words, "This is an electrical transcription," do not, as they did a short time ago, mean the kiss of death for a program. Today, mainly because of technical improvements, listeners accept e. t.'s just as readily as live stuff. Also many platters are no longer open-ended in the old sense of the word. A feeling of cohesiveness which impresses the listener with authenticity has been added thru the simple device of putting a standard opening and closing on the disks and allowing the "dead" time to come right after and before them. Musical backgrounds for local commercials (by those outfits not stymied by the record ban) help along the feeling of smooth production.

Still another reason for the boom is the very simple fact that there are more shows being produced today. As the demand for them went up, the production

Own Head Dep't

NEW YORK, Oct. 14.—All staffers of the radio department of General Amusement Corporation enrolled this week for a course at the Dale Carnegie Institute. Doug Storer, v.-p. in charge of radio at the agency, is not included in the instructions on "Public Speaking and Human Relations."

Edna Fogarty, Evelyn Livingston, Danny Hollywood and Bob Dwyer will attend the weekly sessions starting next week.

Campbell New MBS Ch'rman

Chi Tribune ad manager comes from behind-the-scenes operation

CHICAGO, Oct. 14.—C. M. Campbell, advertising manager of *The Chicago Tribune*, according to all indications here, will take over the job of chairman of the executive committee of the Mutual Network, as well as the vice-presidency of WGN, key Mutual outlet here owned by *The Tribune*. These two positions are now open as a result of the death this week of W. E. MacFarlane, former business manager of *The Tribune*, who held the Mutual and WGN jobs.

Altho no official at WGN would confirm Campbell's taking these two jobs, that he will have them is common gossip in Tribune Tower.

Campbell's taking over of the Mutual job undoubtedly will take place in the near future in this manner: A meeting of the executive committee will be held, at which time Campbell will be elected to the body. Then, shortly afterward there will be another meeting of the committee and the *Trib's* advertising manager will get the chairmanship nod.

It is known that Campbell has always been one of the behind-the-scenes powers at WGN, thus his becoming vice-president of the station does not appear to be too unlikely. And since *The Tribune* has always been one of the main stockholders of Mutual (*Trib* execs were greatly responsible for the formation of the net) it also appears likely that with MacFarlane's death the paper's policy makers would be in there pitching to have one of their men take over the important job held by MacFarlane.

went up, and as the production went up, the quality, another product of the demand, also improved. Then the demand went still higher, and so it goes.

Top Firms in Field

The very important fact that most of the firms engaged in syndicate work at this time are reputable with reputations for fair dealing has to be considered. At times promoters have entered the field. They sent their salesmen out with sock audition records, sold them along with say five or six more good ones, and from there on in the shows would be floppers. Concerns like NBC Radio-Recording Division, Ziv, Michaelson, Harry Goodman, Kasper-Gordon; KCMO, Inc.; World and many others provide their clients with businesslike service. Their examples have brought sponsors around to the realization that syndication is legit biz.

The end of the war is not expected to kill off this war-boomed seg of the radio industry. Thinking not in terms of a year or two but of the whole post-war era disk and script men say that the expected increase in AM stations and the certain growth of FM and video will create for them a greater market than they now have.

Meanwhile, the joints are jumpin'.

DC Has Grown To Be Nation's Tough Market

It's All Middle Class

WASHINGTON, Oct. 16.—Contrary to popular belief that Washington is a town filled with sleepy bureaucrats, hungry job seekers and retired admirals, radio men here assert it is nation's most competitive market.

Radio ad men back up their claim with solid facts: Nation's Capital has never known a depression.

Its per capita income is the nation's top.

Its steadily increasing population—up a quarter million in war years—will touch 1,500,000 by 1950, whether Republicans or Democrats are running the show.

Its cost-of-living average is below the nation's.

Its retail sales-per-capita are highest in the nation.

All of these things combined account for the sudden spurt in station buying activity here in a year or less.

The Blue WMAL (formerly a NBC-operated station) returned to *The Evening Star* (its owner) operation; WOL went to Cowles, and WINX went to *The Post*. All sales were at figures that caused raised eyebrows in radio from Coast to Coast.

Execs here feel that all of this is only the beginning for what will follow in post-war era when competition returns to a catch-as-catch-can basis.

Saturation Point

Most stations here are now at the near "saturation" point, according to the dope, but when war ends situation may be different, with outlets boosting rates and using extra fancy tactics to corner what many claim today is world's best market. A few years back the District of Columbia (See DC GETS A REP on page 9)

It's Block on CBS For Chesterfields

NEW YORK, Oct. 14.—Disk jockey Martin Block, as reported in *The Billboard* last week, goes web October 17 for Chesterfield on CBS, replacing John Nesbitt three times a week (Tuesday, Wednesday and Friday, 7:17-7:30 p.m.). Block, who is reported to be getting 13G weekly for his show, will have a musical format, introing a new tune on each show.

Johnnie Johnston, skedded on show, is said to be none too happy with the set-up, feeling that he should have a program of his own, will handle male vocals. Johnston, it is said, has to fill the commitment but is making a pitch for a revocation of his contract. Monica Lewis will do the female end of the chirping chores.

Paul Baron fronts the ork.

Mike Stuart to Coast Blue

HOLLYWOOD, Oct. 14.—Mike Stuart has joined the Blue's production staff, appointment being made by Ted MacMurray, web production manager for this area. Stuart switches over to the Blue from Station KMTR, where he has been writing the *Lampighter* show. He has also been active in production on USO and army camp shows.

Barase on Youngman Staff

NEW YORK, Oct. 14.—Norman Blackburn, chief talent buyer for the J. Walter Thompson Hollywood office, is in New York for conferences with top agency heads preparatory to his appointment as boss of the agency's Hollywood set-up.

No Motor, Either

DETROIT, Oct. 14.—Duncan Moore, WJR newscaster, brought a touch of the Wild West home this week when he aided in the round-up of 10 lost cows out on the prairies of Iowa. Moore passed out the item as a news novelty and handed out the free suggestion to stalk the cattle thief thru the Iowa corn fields—"stalk by stalk."

Evidently the Westerners took him up seriously, with good results, because he got a wire from Sheriff Tim Phelan, of Mason City, Ia., reading: "Thanks for your kind assistance. Cattle located. Cattle rustler in jail. Please notify your radio audience that Annabelle, Maybelle and all the little cowbells are safe."

Maestro Music Gets Lou Bring, Ex-Blue Leader

HOLLYWOOD, Oct. 14.—New musical director for Maestro Music was named this week by Arthur Schwartz and Freddy Martin, who head the company. Lou Bring, former Coast musical director for the Blue Network, starts work within the next two weeks when the next Freddy Martin session will be cut. Martin and crew have already waxed nine numbers, *Just Close Your Eyes, Better Do It Now, Echo of Our Love, My Love, Nola, Someone To Watch Over Me, Rhapsody in Blue and Do It Again*.

Georgia Gibbs, backed up by Martin's crew, but without the maestro's name, has done two numbers, *Wish You Were Waiting for Me* and *The Trolley Song*. Schwartz said that the maestro has enough material to press over half a million records. First release will be next week when the Georgia Gibbs disk is put on the market. Schwartz says that company will hit 12,000 the first week, 14,000 next week; hitting 25,000 per week after a six-week interval. Martin has been given a deferment by his San Francisco draft board until March, but it is not expected that any action will be taken at that time as he will be over 38. He goes back into the Grove, replacing Harry Owens December 4.

P&G Drops Mystery Series on Coast To Try Kirkwood Seg

HOLLYWOOD, Oct. 14.—At the conclusion of the new Carlton E. Morse *I Love a Mystery* series over CBS, shows will be dropped from West Coast network. New series, entitled *The Monster in the Mansion*, tees off October 15 and will be the last full-net seg bowing off November 13.

Show will remain off the air on the Coast for an indefinite period, while Procter & Gamble try out a new airer featuring Jack Kirkwood in the 8 p.m. spot. *I Love a Mystery* will still be heard east of Denver. New idea is in the nature of the trout to see what will go best in the evening spot here on the Coast.

Aldrich Map Starts Tour

NEW YORK, Oct. 14.—Young & Rubicam's promotion using the map of Centerville, scene of the *Henry Aldrich* show, gets its first pay-off in department stores (tabbed in *The Billboard* for September 23) when Macy's, New York biggie, unveils the gimmick in its boy's department October 21. Plan is to tour the map, first dreamed by Jim O'Byron when he ran the Y&R slack office, in leading department stores thruout the country.

we're in cahoots with the stork

If you think this war has raised the industrial-production birthrate, wait'll you see what happens when peace comes! Countless new products and services, conceived in wartime for delivery after the armistice, will need more than a deckle-edged announcement card to herald their arrival.

And that's where MUTUAL fits in. This is the youngest of networks. It is also the largest. During the decade since it was first born, MUTUAL has rendered obstetrical aid to more infant industries than any other network. And how our babies have grown!

In case you are planning a postwar baby, lend an ear to some of the reasons why you should consult us at once:

The best time periods in radio are now available on this network—even at peak listening hours like 8:30 or 9:30 p.m.

We get closest to the most people with the most stations—242 all told, over half of them in markets where no other network has an outlet.

The best time buys on the air are now available on MUTUAL—less than \$7,550 a week, for example, for an evening half-hour on the full network.

And even if you haven't a postwar infant on the way, it'll pay you well to investigate our services. We take excellent care of the adolescent and the middle-aged, too.

this... is MUTUAL



WLW-MGM Tie-Up Promotes 'Romance' On 130-City Hook-Up

CINCINNATI, Oct. 14.—The climax of another radio-movie industry joint promotion, that of the 130-city WLW-MGM build-up for the world premiere of *An American Romance*, was marked here Wednesday night (11) by a special preview showing at the Albee Theater attended by more than 3,000 servicemen and special guests, MGM and WLW executives, civic leaders, and newspaper and trade paper representatives. A dinner at Hotel Netherland Plaza preceded the showing.

An American Romance opened Thursday (12) at the Albee and 129 other theaters in Ohio, Indiana, Kentucky and West Virginia. Highlight of the WLW-MGM promotion was "The American Romance Caravan," a group of seven MGM stars headed by Brian Donlevy and Ann Richards, and King Vidor, producer-director, which toured the Midwest prior to the premiere. Others making the trip were Walter Abel, Nancy Walker and Jean Porter.

During a 10-day tour the caravan visited six major cities in the Midwest, making appearances at army camps and hospitals. Bill McCluskey, WLW talent director, emceed the personal appearance tour.

The promotion of *An American Romance* marks the sixth such joint effort in which WLW has taken part with the movie industry. During 1943 the station co-operated with RKO in promoting *Hitler's Children*, *This Land Is Mine*, and *Behind the Rising Sun*. Previous pictures this year were RKO's *Snow White* and Universal's *Ladies Courageous*.

As in earlier WLW-movie tie-ups, *An American Romance* was promoted thru car cards, taxi tire covers, dash cards and school posters. WLW radio time included several shows featuring the stars of the picture and interest-building spot announcements several weeks in advance of the premiere.

Dick Osgood Gets WXYZ P. D. Slot

DETROIT, Oct. 14.—Dick Osgood, special writer and feature broadcaster of WXYZ, has been named program director at WXYZ, where he will also handle the same duties for the Michigan Radio Network. Post has been vacant about a year. Osgood, who has handled civic duties as official emcee for Hollywood premieres in theater, war-effort rallies and the like for several years, is also well known as emcee of the station's *Children's Theater of the Air*.

Schneider Insurance Flack

NEW YORK, Oct. 14.—Walt Schneider checks out of NBC press today to head flackery at Institute of Life Insurance. He will be in charge of press relations and advertising, in his new slot. He has been with NBC since August, '43, handling magazine contacts. Before that he was news and associate editor of *Editor and Publisher*. New magazine contract at NBC has not been set as *The Billboard* goes to press.

Raytheon Gets It's Fem Power From Air Help - Wanted Ads

BOSTON, Oct. 14.—The selling and story-telling job that radio can do in competition with other advertising mediums was never better demonstrated than by the airwaves employment recruiting campaign of the Raytheon Manufacturing Company in Waltham, Mass. The firm has been engaged in making hush-hush electrical equipment.

At the beginning of the war the firm's mushroom growth posed a very difficult personnel problem, chiefly because the metropolitan Boston district is one of the tightest of all labor areas. But thru the foresight and imagination of Raytheon's personnel director, John A. Scott, and of Herb Frank, of Hirshon-Garfield, Inc., the agency handling the Raytheon account, most of the personnel problems have been solved.

Until a year ago, Raytheon depended mainly upon large display ads in the classified sections of the Boston papers. Such advertising did not completely solve Raytheon's employment problems. Returns became gradually slimmer as competition for help grew keener. Later the increasing paper shortage forced newspapers to curtail and limit lineage of all advertisers.

About a year ago, when further newspapers cuts were threatened, Scott and Frank tried a few experiments in radio. The immediate response was so encouraging that Raytheon at once enlarged its radio activity. At that time there was no thought of going completely over to radio, but because the newspapers were not bringing in enough help, radio was tried as an adjunct.

100 Per Cent Shift to Air

Within six months the results were great enough to bring about a complete shift to radio, where Raytheon spent the same money formerly placed with the papers. Returns have been higher in the past six months, with Raytheon advertising almost exclusively in radio (some streetcar and other promotion is used) than they were for six months a year ago when the firm placed all its money with the papers.

In the final analysis, this is one of the most successful employment-recruiting programs of any plant in the country. The fact alone that radio is the medium does not fully explain the program's success. It is the intelligent use of radio which counts.

Intelligent Programming

There are two factors to be considered right off the bat. First, nearly 100 per cent of Raytheon's work can be done by fems; hence all copy is slanted toward women. Second, Raytheon does not spread itself indiscriminately over the radio map but concentrates on the stations and times which will be heard by the largest number of predetermined listeners.

Work at Raytheon is confined largely to the assembly of electrical parts, work that is clean and easily done by fems. Special emphasis is given to the fact that women do not have to wear uniforms or special work clothes; that they can appear ready for work in street clothes. Stressed are the recreation facilities, the canteen and the clean atmosphere at Raytheon. A special effort

is made to slant all radio copy directly toward women and the pleasantness of work at Raytheon.

Flag-Waving, Too

The patriotic angles have a place in the copy, too. Material for scripts, written by agency staff scripters under the direct supervision of Scott and Frank, is drawn from every possible source. "Help the war effort," of course, is a paramount theme. Dramatized are army public relations releases, appeals from OPA, Community Fund, blood-donor centers and War Bond drives. Sometimes 15-minute musicals are worked up. Home and war-front episodes, plus music, form some of the programs. Practically every public appeal is covered except recruiting campaigns by the WAC, Spars, WAVES, Women Marines and Red Cross because they compete directly with Raytheon in the search for fem help.

Experience has shown, Herb Frank points out, that spot announcements are not nearly so valuable as block time. Time, then, is concentrated during the soap-opera period in the late morning just before and after news broadcasts, in the late afternoon and at other times when the listening audience is the right one.

Fifteen-minute shows are broadcast in three stations: WEEI (CBS), WBZ (NBC), WORL. Five-minute periods are used on WNAC (Yankee) when short dramas are aired.

In some cases the shows use talent which has made a name on other studio-produced programs. Some of the cast of WEEI's morning *Coffee Club* (CBS feature), including Gene Jones and Gloria Carroll, appear on a late-afternoon Raytheon show.

"High Pressure" Complaints

After a year on the air, everyone connected with Raytheon's airwaves employment recruiting can take a bow. Radio has done a good job but only because the agency and the sponsor have used it intelligently. There have been murmurs of complaint from other firms about Raytheon's "high-pressure" methods. But these methods have brought results and Raytheon has not had to run whining with its employment problems to overworked government agencies.

There is another moral here: Perhaps Raytheon's experience points the way for the more intelligent use of radio for direct-selling a product or telling a story, rather than simply propagandizing a product or an idea, which is not the same thing as selling. This is solely a matter of viewpoint and it makes all the difference.

CBS Fall Promotion Runs Into Big Bad Newsprint Shortage

NEW YORK, Oct. 14.—The CBS fall promotion campaign, which has depended rather heavily on newspaper space, is taking it on the chin in small and medium-sized cities because of the lack of available newsprint, the "trade" says. It is understood that in many cities CBS affiliates have been forced to fall back on the least effective of the ad mediums to get representation at all.

In one case a CBS station, faced with the prospect of being unable to find space in any of the rags in town, bought pages in shopping-news sheets, foreign-language journals, farm papers and weeklies.

Several more stations will be forced into using the expedient, it's said.

KSL and KDYL Exchange Staffers But No Raid

SALT LAKE CITY, Oct. 14.—Tom Greenhow, announcer and continuity writer for Station KSL (Columbia), this week signed as promotion manager and special events director for Station KDYL (NBC), S. S. Fox, general manager of KDYL, announced.

The stations maintained their no-stealing pact, however, for Newscaster John Wolfe, of KDYL, replaced Greenhow on KSL. Greenhow celebrated the occasion by being taken with sinus trouble which will keep him off the mike for two weeks.

No Union Tootlers On G. E.'s WRBG; New \$\$ Problems

SCHENECTADY, N. Y., Oct. 14.—G.E.'s WRBG here has just laid down the rule that no union musketers are to be employed at the video station. Seems that station wanted to have the rate for the fiddlers at the tele outlet which is established for sustaining slots at WGY, which is also owned by General Electric, but union held that regular commercial rate of \$18 an hour and \$6 an hour for rehearsals must be paid, so the AFM tootlers are out.

The regular commercial music rate holds for the DuMont operation in New York, but CBS has been able to use regular housemen at WCBW (its Main Stem video operation). It's understood that agreement was reached, okaying this, via adding some man-hours to the housemen's set-up at the web.

Jurisdiction over television music has been retained by the AFM itself, with no local having authority over the field at the present time.

Salt Lake Sports Editor Joins Station KDYL

SALT LAKE CITY, Oct. 14.—While across the nation sports editors, columnists and, occasionally, city editors, are attempting to flight radio by blasting it, Frank K. Baker, former sports editor of *The Salt Lake Telegram*, and later its city editor, looked the situation over and solved it by joining radio.

He resigned this week from his editorial duties to join Station KDYL (NBC) in its sales department, and in the post-war period is expected to participate in developing its special events, particularly in sports. He has frequently been a sports analyst and commentator for the station's special events programs.

KGER
Long Beach, Calif.

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

Samples free.

1619 Broadway
New York 19

TUNE-DEX

RECORDING MACHINE REPAIR SERVICE

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

STUDIO SERVICE CO.
1564 Bway., N. Y. 19
Bry. 9-9657

TALK ABOUT RADIO WIRES

Spots with radio wires all over the country will be only one of the many important music lists in the 6th Annual Edition of *The Billboard Music Year Book* (to be published as a separate volume for the first time in 1944). And everybody who is anybody in music will be talking about the '44 MYB.

★ MOSS PHOTO REPRODUCTIONS

MADE FROM YOUR PHOTOS OR NEGATIVES
PAVE THE WAY TO SUCCESS

Get Moss faithful reproductions, any size or quantity, to use on your promotion or publicity—as low as 5c each for glossy 8x10's, made from your photos or negatives. Write for pamphlet, *How To Sell Yourself*; free samples, price list B.

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New York Hollywood Chicago Cincinnati

OWI Boss Davis Not Adverse to Shortwave Job

WASHINGTON, Oct. 14.—OWI Chief Davis, admitting that his job will be washed up with the war's end, is being groomed in Congressional circles as post-war boss and voice of America's short-wave radio, altho he professes little taste for the job.

Intending that he has done, and is being groomed for a bang-up job as OWI boss, Rep. Bloom is needling congressmen to set up a co-ordinated post-war short-wave agency with Elmer as head man. Davis fits like hand into glove with the king of some in the industry.

Davis told *The Billboard* that he is "non-committal" on the future but would like to return to radio. "Once I had a taste of radio it's hard to think of going back to newspapers," was his way he put it. At the same time, he admitted that he was giving thought to the Bloom scheme but pointed out that it is pretty much still in a dubious stage.

Some observers here claim that the OWI czar is an outgrown commercial radio and could be drafted to carry on the job of getting America's post-war message over in peace as in war.

It is that if IRAC plans, now being discussed at FCC hearings here, go through, International may be out in post-war tele-communications pix. Most of them say, however, that IRACA scheme is "isolationist" and will be ditched.

Should the industry come forward with a scheme for an independent agency to control and operate nation's short-wave, Davis would unquestionably find support on Capitol Hill as top man. He says he could write his own ticket. Even disgruntled GOP'ers have had cause for complaint with his handling of ticklish war information job.

Nonobtrusive Davis has learned plenty, says propaganda game today from A and has proved more than a match for Goebbels and company. Bloom and others here say job will be doubly important after war when re-educating of Nazi-indoctrinated Europe will pose problems for U. S., England and Russia.

Ranking of 200,000-wattors and other powerful shortwavers is the last thing they want on Capitol Hill. Idea of radio supremacy was gained the hard way to surrender it now would be next day's dross. Hence sentiment for Davis an independent agency, accountable to no one but Congress, seems likely to gain support as war's end approaches.

C Gets a Rep Tough Market

(Continued from page 6)

rated n. g. as a market and as a product producer.

Step-off to the "struggle to survive" is mortality rate among outlet personnel. Turnover here is easily nation's with Bill Murdock, WTOP sales exec, noted out as unique character because he has managed to survive 10 years in market. Others, rated as top-flighters in advance billing, have faded, often after less than a year.

Unique Middle-Class Market
Market is unique because it has virtually no industrial basis, as in Chicago or Detroit, is prominently white-collar, upper-middle class. While this makes for heavy retail sales it also presents special problems of its own. Notably the market is closed to sellers of "fancy peppermints" who go over in restricted labor markets. On the other hand it offers plush incomes for those seeking to reach buyers interested in cars, electrical gadgets, radios and other upper-income-bracket luxuries.

Post-war, when industry will seek markets for now undreamed of new articles, should make Washington No. 1 market for radio time. That stations are aware of coming trends is indicated by behind-the-scenes preparations for things to come, with Merle Jones running WOL, new top faces at practically all key radio outlets. It's going to be a tough battle, but all the generals fight clean.



The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN" HOOPERATINGS for evening programs

VOL. 1. No. 21E

OCTOBER 15, 1944

| PROGRAM | HOOPERATING | WEEKS TO DATE | NET & NO. STA. | OPPOSITION | AGENCY | SPONSOR & PRODUCT | TALENT COST | COST PER POINT |
|--|-------------|---------------|----------------|---|----------------------|--|-------------|----------------|
| BOB HOPE | 24.6 | 230 | NBC 134 | Service to Front—CBS Gram Swing—Blue Hicks—Blue Amer. Forum—MBS Kuhn Ork—MBS | Foote-Cone & Belding | The Pepsodent Company | \$15,000 | \$ 609.76 |
| EDGAR BERGEN | 22.7 | 287 | NBC 135 | Blondie—CBS A. L. Alexander—MBS G. Field Choir—Blue D. Thompson—Blue | J. Walter Thompson | Standard Brands (Chase & Sanborn Coffee) | \$14,500 | \$ 638.77 |
| WALTER WINCHELL | 22.4 | 574 | Blue 169 | M-Go-Round—NBC R. Digest—CBS Steel Horizons—MBS | Lennen & Mitchell | Jergens (Hand Lotion) | \$ 8,000 | \$ 267.86 |
| JACK BENNY | 21.2 | 461 | NBC 141 | Kate Smith—CBS Drew Pearson—Blue Headlines—Blue Tony Pastor—MBS | Ruthrauff & Ryan | Amer. Tob. Co. (Lucky Strike) | \$22,500 | \$1,061.32 |
| JOAN DAVIS-JACK HALEY | 19.3 | 61 | NBC 73 | Starlight Serenade—MBS Corliss Archer—CBS Spotlight Bands—Blue Coronet Story—Blue | McKee & Albright | Scaltest (Milk & Ice Cream) | \$ 9,500 | \$ 492.23 |
| SCREEN GUILD THEATER | 18.8 | 210 | CBS 123 | Contented Hour—NBC Gram Swing—Blue Ted Malone—Blue Gladstone—MBS Tony Pastor—MBS | Blow | Lady Esther (Face Powder) | \$10,000 | \$ 531.91 |
| LUX RADIO THEATER | 18.5 | 453 | CBS 142 | Various—NBC Various—Blue Various—MBS | J. W. T. | Lever Bros. (Lux) | \$16,000 | \$ 864.86 |
| KOLLEGE OF MUSICAL KNOWLEDGE (First half hour) (Kay Kyser) | 15.6 | 326 | NBC 136 | Great Music—CBS Gram Swing—Blue Ted Malone—Blue Cab Calloway—MBS Tony Pastor—MBS | F-C&B | Amer. Tob. Co. (Lucky Strike) | \$10,500 | \$ 608.97 |
| EDDIE CANTOR | 15.6 | 341 | NBC 130 | Sinatra—CBS Dunninger—Blue G. Heatter—MBS Screen Test—MBS | Y & R | Bristol-Myers (Sal Hepatica) | \$13,500 | \$ 865.38 |
| TAKE IT OR LEAVE IT | 15.3 | 232 | CBS 142 | H. of Charm—NBC Life of Riley—Blue Goodwill Hour—MBS | Blow | Eversharp (Pens, Pencils) | \$ 4,500 | \$ 294.12 |
| YOUR HIT PARADE | 14.8 | 406 | CBS 140 | Barn Dance—NBC Can You Top This—NBC Boston Symphony—Blue Spotlight Bands—Blue Chicago Theater—MBS | F-C&B | Amer. Tob. Co. (Lucky Strike) | \$11,500 | \$ 777.03 |
| FITCH BAND-WAGON | 14.3 | 318 | NBC 135 | Kate Smith—CBS Quiz Kids—Blue Welk Ork—MBS | L. W. Ramsey | F. W. Fitch Co. | \$ 4,500 | \$ 314.69 |
| DR. CHRISTIAN | 13.9 | 310 | CBS 132 | Cartoon of Cheer—NBC My Best Girls—Blue Stop That Villain—MBS | McCann-Erickson | Chesebrough Mfg. Co. | \$ 4,500 | \$ 323.74 |
| MR. & MRS. NORTH | 13.7 | 93 | NBC 129 | Various—CBS Various—Blue Various—MBS | Lennen & Mitchell | Jergens (Woodbury Soap) | \$ 3,000 | \$ 218.98 |
| FRANK MORGAN | 13.7 | 219 | NBC 129 | Suspense—CBS News—Blue Lum 'n' Abner—Blue Sizing News—MBS Sunny Skylar—MBS | Benton & Bowles | General Foods (Maxwell House) | \$12,000 | \$ 875.91 |
| WM. L. SHIRER | 6.1 | 107 | CBS 135 | Symphony of Air—NBC Hot Copy—Blue The Shadow—MBS | J. W. T. | J. B. Williams Shaving Cream | \$ 2,500 | \$ 409.83 |
| JOHN CHARLES THOMAS | 6.0 | 79 | NBC 137 | W. News Today—CBS Sun. Vespers—Blue B. Rogers Ork—MBS | McCann-Erickson | Westinghouse | \$ 8,500 | \$ 416.67 |

The average evening audience rating is 8.4 as against 7.5 from last report, 9.6 a year ago. Average sets-in-use of 27.7 as against 24.9 last report, 27.6 a year ago. Average available audience of 76.9 as against 75.7 last report, 77.7 a year ago. Sponsored network hours reported on number 83 as against 82½ last report and 73¾ a year ago.

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DuMont

Reviewed Wednesday (11) 8:15-9:30 p.m. Style—Drama and film. Sustaining over WABD, New York.

Reducing the running time of an evening's program and using two studios has made for smoother running video shows at DuMont's WABD, even the a motion picture short used seemed to date the entire program. It was a football tale that ran about 15 minutes and it was corn from the word go.

If women's styles didn't change, it would have only been the script that seemed corny. As it was, everything about the pic, from the hats and football rules to the field goal kicked in the last 30 seconds seemed to be yesterday's sweetheart.

The first live show was produced by the Television Workshop, the Irwin Shane outfit. It was a video version of the standard one-acter, *Angels Don't Marry*, by Florence Ryerson.

The set, a hotel bedroom, seemed a little too homelike for a hotel room (with well-filled bookshelves, etc.), but at least it did seem like a room, which was something. What was wrong with the half hour was that sophisticated comedy must be played to the hilt on the visual air medium—or else attention wanders. It did in this case. A tale of a pair of scrapping ex-mates who really love each other, even though they're supposed to be divorced, either moves with the impact of a machine gun or else you hear the sound (as we did) of the cameras moving around the studio—and you look at the artwork on the wall of a girl slipping out of her slip.

Performers must be good, extra good to mold an audience in one small set. Unfortunately Thelton Perry and Ann Lincoln, of *Chicken Every Sunday*, who played the scrappy pair, weren't. They were heavy-handed, and the maid who tried to advise them on the "nuances" of staying married, as played by Bobby Tibbets, didn't lift the performance out of the morass. With present lighting conditions it's not possible to obtain the clarity in all scenes that motion picture produce, so the voice must make up for what can't be seen.

And while on the seeing business, it's questionable video taste to have the scene end with the couple in bed and milady's hand seen in close-up hanging over the side of the bed holding a handkerchief which falls from her hand as her arm relaxes. One little boy asked, with good reason, "Why did the lady drop her handkerchief, mama?"

Camera work was good, lighting fair and the performers did okay job. The only trouble was that good wasn't enough to carry the material on a television set so small that movement on even a normal scale was impossible.

Following *Angels Don't Marry*, a tele-genic fem, Eleanor Dennis, did a sales pitch on Pulitzer ties. She sold herself (lighting was so good it modeled her face) and what she had to sell, ties. They didn't do what they have done in the past, i. e., try to show technical ties in black and white. It doesn't work yet. She proved, however, that a close-up of a natural personality speaking directly to her audience can't be beat for commercial omph. Miss Dennis had what Doty Wootin has shown so often, announcing the DuMont shows—real warmth. Unfortunately Doty didn't have it this night and besides they were so busy producing the Ruthrauff & Ryan Rinso show in the second-floor studio that they didn't light Miss Wootin even passably well.

The R. & B. production, a lift from one of the daytime soaps (*Big Sister*) well produced, proved a whole of a lot of points. First it answered beautifully the question whether or not radio players would bridge the change from sound to sight and sound. All three performers were top radio performers and came thru like a load of bricks. Whereas the legit performers in the Shane opy forced the viewers to concentrate on the pic to get the entire story, the radio actors, trained as they are to make their voices carry the illusion of character, created the parts they are playing without a wringing concentration. They made you look, but it wasn't necessary to watch every facial movement to get the story.

After the usual turntable display of Rinso boxes, Pat Murray, Lever Bros.' announcer who came thru okay, although not as well as Eleanor Dennis, due to lighting, told how much the audience, in the past, had enjoyed meeting the radio personalities they had been hearing. She told her audience they'd meet,

(See DuMONT on page 12)

REVIEWS

CBS

Reviewed Friday (13), 8-10 p.m. Style—Variety. Sustaining on WCBW, New York.

Gilbert Selde's adoption of William Faulkner's short story, *Two Soldiers*, the CBS magnum opus for the evening, was distinguished by two factors—fine acting and an encouraging feeling of uninhibited experimentation. As a production, it lacked that sense of cohesiveness and action required to hold an audience, but it was certainly the best of the few dramas CBS has attempted since its resumption of active broadcasting some months ago.

There is one over-all criticism of the production—a criticism holds the clue as to why it was not the smash success that the story's inherent dramatic qualities should have made it. Throughout the entire half hour there was not one single continuous sequence to give the viewer the feeling that here was a related dramatic presentation rather than a series of more or less unrelated events tied together with a slender thread of narrative. Brief scenes, indoor and out, interspersed with still photos and narration by the central character were, in all probability, a result of difficult studio conditions, but the total result left this reviewer with a feeling that many things had happened but none of them was clearly explained. The total impression was one of jumpiness.

Further, the presentation suffered from a static production. Action, which would have greatly enhanced the visual impact was at a minimum. In Faulkner's story, the portion dealing with the boy's trip to Memphis was a fine piece of writing. In video it became a bore. The group of scenic photos accompanied by the boy's narrative fell as flat as a flounder. The time could have been much better occupied with the development of the boy's feeling that he must join his brother in the army or by emphasizing the wastrel character of his father.

And another sequence, the one in which he is taken to dinner by his brother's lieutenant and his wife, was still another unnecessary gesture that had little bearing on the development of the plot. There are times when it is more than permissible to take liberties with the work of even so accomplished an author as Faulkner.

The opening shot, a still of the mountain home where the early scenes take place, accompanied by harmonica music, was impressive for its simplicity and effectiveness in establishing the mood. Sets were excellent, particularly the cabin interior, but the lighting was spotty. Direction rated fair with only one fluff, scanning of a size-up shot by a moving unfocused camera.

Certrude Onnen, as the mother, turned in an accomplished job, even though she was sometimes thrown by the Deep-South high-mountain accent. Ronnie Liss, well-known child actor, carried his role with elan, and Bill Thomas, as the brother, Pete, was excellent. Credit also goes to Robert Simon for his performance in the small but important role as the father. And it should be noted that adapter-director-producer Selde was assisted by Frances Buss.

At Home was about the same as usual, which isn't bad. This department was pleased to note that one of its oft-repeated suggestions to use Bibi Osterwald, of the CBS video show, *Hearts of Gold*, in some pop numbers was finally acted upon, or perhaps too much credit is being taken. And this department is also very pleased to be able to say that Miss Osterwald acquitted herself well, indeed. She can sing in a Betty Huttonesque manner and if she will only learn that her hands can be a valuable part of her vocal equipment she'll get along. Youle Bryner, the gypsy Frank Sinatra, is back and still does a good job. Paquita Anderson once again demonstrated her excellence at rolling the boogie, proving that she should keep away from the arty stuff she has been dishing out. Patricia Bright did a broken-down set of alleged satires, and Don Weismuller danced well enough. Ben Felner handled his cameras unobtrusively, which is the way they should be. He seemed to be enamored

(See CBS on opposite page)

NBC

Reviewed Thursday (12) 8-9 p.m. Style—Interview, longhair music and barn dance. Sustaining over WNBT (NBC), New York.

If a program manager started out to try to mix the incongruous he couldn't have done a better job than NBC did video-wise this evening. They took an interview, a longhair piano recital and a barn dance and tied them all together—or rather they had one follow another, realizing perhaps that any attempt to tie up this trio was impossible.

The interview (opening offering) with Ens. Theodore P. Wallower was typical of those kind of shows that television will bring its audience off the cuff. It obviously wasn't rehearsed and the cameras kept shopping around for interesting shots, finding some, but most of the time getting run-of-the-mill pix. Interesting was the idea of having a noted sculptor do a head of the interview subject at the same time he was being given the conversational works. The two-ing attraction saved the interview from being a washout visually, but at the same time it frequently slowed down the verbal stuff to a walk. Eventually, it should be possible to combine two things like this, but it didn't quite come off this time. The fact that power failure threw the station off the air for some nine minutes might have cut the portion of interview that was really sock. Your reviewer was in no position to judge this with a dead-end tube.

Second feature was the piano playing of William Kappell, who knows how to make with the longhair keyboard. His playing was really something to listen to, but the camera work was pretty terrible. There must be some video producer who

(See NBC on opposite page)

Balaban & Katz

Reviewed Thursday (12), 7:30 to 8:30 p.m. Style—Fashion show, singing, news. Sustaining on WBKB, Chicago.

Television will still have to be technically improved a great deal before it will be a sound commercial medium for the selling of women's clothes, especially furs. That was the most important thing developed by this program at WBKB. Station put on one of its elaborate attempts, a fur fashion show arranged by June Merrill for the Evans Fur Company. Although the station's production staff and Miss Merrill did a good job, we just could not see how the program would have sold many coats. Technical limitations of the medium today are such that texture of fur, its luxury and richness are just not video noticeable. Papa would never buy a mink coat after watching tonight's WBKB fashion frolic.

The way one of the experts at the station explained, the technical limitations went something like this:

There is a lot of color in fur that has to be shown in all its many varied shades before the depth of the fur (one of its earmarks of luxury) is apparent. Today's black and white video misses these colors and thus fur depth is not discernible. What could have been a joy to behold to the feminine eye, is nothing but flat whites, greys and blacks without color perception.

When, however, pieces with predominant stripes or checks of black and white were used, the fur did show up a little better, although still not to advantage. That is something for video boys and girls to remember. If they have to put on a fashion show before the days of color tele, they should use clothes that are contrasting in color and texture.

Lighting, the work of the models and backgrounds which made the girls appear as if they were coming out of a mirror, left nothing to be desired.

We did, however, find fault in the musical background used. This consisted of the piano playing of Johnny Bettis. It was just too much for the human senses to grasp—the looking at the models, the listening to Miss Merrill's well written commentary and the sharp notes of the Bett's piano. It would have been much better if the station had used soft string music which would

(See B&K on page 12)

General Electric

Reviewed Thursday (12), 8:10 p.m. Style—Variety. Sustaining on WRGB, Schenectady, N. Y.

As a full evening's entertainment, this show wasn't too good. Of course, if you're a Roy Rogers fan then the first hour, a Western movie, was okay, but the live portion of the show wasn't up to snuff. At least not for the first half hour.

Where this show really showed was in the last 32 minutes, with the standard one-acter out of the Sam French library. It was a farce, titled *A Wedding*, by John Kirkpatrick. Using a cast recruited from GE employees, obviously some of them not amateurs, WRGB presented a farce that clicked.

The play is simple and familiar to anyone who ever participated in little theaters as a performer or as part of an audience. Its one set and parts that show everyone off to advantage is a video plus. Where it was outstanding was in the staging.

The players were never cramped. Movement and motion was honest, and the cameras were always on the beam. These GE cameras take pictures that are no wider than those of other video studios, but they certainly seem wider. Even with four people on stage there was never a feeling of crowding or squeezing.

The story, a natural for laughs, takes place in the groom's bedroom. He loses his collar button, is afflicted with a nervous best man, a cynical friend, a weeping mother, a jittery aunt and a temperamental bride. Before it's over the groom is so punchy that he gets into an argument with his bride-to-be and the wedding is off. Of course, at final curtain the wedding is on again.

There's slapstick, as when the friend gets hit in the kisser with a towel. There's more when the same friend throws the groom on the bed and tries to stick his own collar button into the groom's collar. There are good performances by George Lascelles as the best man, and Don Putman as the friend. The rest of the cast, Loren Jennie, groom; Jane Garrett, bride; Myra Ripley, mother; Dave Kroman, pop, and Florence Sanford, aunt, were close behind.

Charles Wilder directed and Bob Stone produced and both did a good job. Good trick was the way they introduced the cast, with the familiar lap dissolve technique of films. With the name of each performer on a page, the performer fades in over his name, does a bit of business that identifies him and then fades out. Very effective.

Where the show was ineffective was in its special Columbus Day sequence and the Moylan Sisters. Former was a fast run-thru of the story of Christopher Columbus, with a narrator and couple of actors. It started with a kid day-dreaming in school, moved to Chris trying to get backing, his selling the queen on financing him, etc. Idea was good and the use of vignettes as a technique was also effective, but the entire presentation was a quickie and pointless and should never have been done unless it was going to be done well.

Worst bit, and this was a hunk not of a bit, was the Moylan Sisters. They did five numbers in their familiar sing-song voices, as the Thrivo Kids. They had no appeal as video vocalists. Their voices and drab faces and personalities just didn't belong.

Lou Frankel

General Electric

Reviewed Friday (13), 8-10 p.m. Style—Variety. Sustaining on WRGB, Schenectady, N. Y.

The movie end of this show was not important. There were a number of shorts and an episode of *Custer's Last Stand* and a film cliffhanger. They, like most other films on video, were adequate filler and nothing more.

On the plus side were the live talent parts of the program. There was a good telenewscast, a good concert by a couple of high-brow vocalists and a good play.

Irma Hamilton, mezzo soprano, and Duke Marston, baritone, were the singers. As voices they were swell but the camera emphasizes the obvious routine bits of business used by this type of performer. It's not long before you're wondering how adults can bring themselves to goof-off so in public. Camera work and lighting here was good. There was depth to the picture and none of the feeling that the performer had been warned to stand

(See GENERAL ELECTRIC on page 12)

Pix Want Television Expensive

Coast Execs Talk Unions

Scales in pic industry and "rules" will up costs plenty for video ops

HOLLYWOOD, Oct. 16.—Motion picture brass hats who publicly state that television is no threat to screen biz are nevertheless doing their best to make certain that video production eventually will cost about the same as motion pix.

Meetings have been held during the past week with several of the union heads in the scenic and camera fields to establish the fact that IA should be thinking seriously of getting into the video picture before the NABET, ACA or IBEW, three other unions in field, become so well established that it may be impossible to uproot them.

IA scales in most cases are far higher than the radio unions' and there are restrictions which force the employment of two and sometimes three men where one is now employed under the present television studio operations. Video men contend that the increased number of men may be okay in pic studios but they're not needed in the air-pic operation. Besides, they're not worried about the extra man power that the pic and legit unions might force on them. What does throw them is the possibility that process shots and miniatures might be classed as "unfair" to scenic unions. If this were done, and the video producers were forced to use "full-sized" flats and regular setting in all productions the costs would skyrocket so fast that, say the television policymakers, the new entertainment field would be held back years—if not entirely washed out. They point out that most of the sets, during these experimental days, are designed and painted by the same people, that they're made and painted by artists interested in learning what the iconoscope can and cannot pick up. They cost about 1/10th of what they'd cost if they were constructed and painted in a union scenic shop. And since they're used just once they don't justify the higher dough, say television ops.

"Equal Costs a Must," Say Pix

The pic boys on the other hand feel that anything that competes with pix should be forced to operate under the same standards that they do—and they're going to do everything to see that television entertainment is going to cost plenty.

As a matter of self-protection all the major pic outfits want in on the operating of a station but thus far only Paramount here and in New York (DuMont) has edged in. RKO pix now has a piece of DuMont, too, and several RKO execs are quoted as saying, "We expect to find out what can be done to make television an expensive operation while we own a little piece of a station."

Still Tougher on Set Boys

Even with the expense thing worrying the boys who are now skidding around corners in station and program operation, there are still other aches for the boys who are building and painting sets now. If the unions move in, and there's almost a 10 to 1 bet that television won't be able to avoid having them build and handle scenery, what's going to happen to the set builders of today? The scenic unions in New York and other spots are closed to new members, and have been for some time. It means that the boys and girls who are doing 18 hours a day helping the tele medium grow will be out in the cold . . . without a leg to stand on. "Didn't they operate in a unionized field without being union

Peace Plus 18 Months for Public Tele Sets—Baker

BOSTON, Oct. 14.—Radio industry will be entirely released from government control after the defeat of Germany, predicted Dr. W. R. G. Baker, vice-president of General Electric Company, and chairman of the Radio Technical Planning Board, this week. He went even further, speaking at a meeting of the International Municipal Signal Association. He said that the radio industry would be able to supply the public with television sets within 18 months after the war.

Dr. Baker pointed out that the radio industry employed some 80,000 persons before the war and that it expanded to 320,000 during the war. The number will be cut down, he said, but the industry will probably continue to employ about 150,000.

But the important thing, said Dr. Baker, is the training in electronics which thousands of young men have received and the industry hopes to absorb them because it needs their training.

NTC Gets Interest And New Members

CHICAGO, Oct. 14.—Increased interest in the newly formed National Television Council (*The Billboard*, October 14) is being shown by industry leaders here and in other cities.

Chicago radio leaders who joined the council this week were: Ed Borroff, vice-president of Blue's Central Division; Howard Luttgens, chief engineer for NBO here; E. F. Classen, Zenith tele exec; Dick Graver, vice-president of the Admiral Radio Company; George P. Ulcigan, general manager of Soundies, and Charles W. Payne, district manager of the Austin Company, which has plans to construct television studios.

Membership inquiries were received from New Orleans, Pittsburgh, Cleveland and Detroit.

CBS

(Continued from opposite page) of extremely long shots that detracted a great deal from the show.

A good deal of the slush has been extracted from Vera Massey's *Will You Remember?*, leaving her only with some of the vilest lighting this side of Lum's Gardens to contend with. One shot in particular, which had her placed next to a bright lamp, was bad enough to merit some sort of booby prize. The light took attention right away from the singer. Several other shots put her in a position where the glare was so great as to obliterate her features and in others it was so dark that she couldn't be seen at all.

Some of the best animation that we have ever had the pleasure to see highlighted Allan Jackson's news commentary. Jackson, subbing for Ev Kolles, turned in a fine performance. Sequence of still photos to illustrate some of his talk was also neatly done.

Marty Schrader.

NBC

(Continued from opposite page) will realize that shopping around for camera angles while the pianist is playing Chopin is as wise as a girl using lip stick while kissing. Typical of most off-the-cuff presentations were the missed cues and one or two pauses where the viewer wondered if the pianist was waiting for applause—which said applause wouldn't be a bad idea when a pianist of Kappell's ability is at the ivories. Keep that camera still, boys, it will help viewing nerves.

Piece de resistance of the hour's entertainment was the *Harvest Barn Dance*, as rowdy a half hour as has hit the visual air. Ernest Colling, who produced the seg, deserves a deep bow, or whatever should be done to give due credit in bare feet. Altho there were more than 20 performers, including a real horse on the barn set, it never once seemed crowded, and while a maximum of clarity was achieved only in close-ups it still was a grand shouting time for all tele fans. Some of the make-ups were slightly on the corn side, but despite the fact that this was a city slicker cast (few of whom had ever farmed a half acre) it came thru the likes okay. If it wasn't as smooth as radio barn dances that have top followings that could be traced simply to the fact that Colling tried to crowd a great deal into a short time. He was tops at grouping singers and dancers, and wisely cut a square dance routine to a minimum. With present camera limitations, square dances can't be followed and kept in focus too well. Only negative for this session was one that can't be licked at this time. That was the fact that on close-ups the background and atmosphere bits were always out of focus. Naturally, NBC sacrificed atmosphere clarity to obtain good close-ups.

NBC proved in this session that fairly sizable groups can be handled by today's video cameras as long as the producer doesn't stretch the camera's optical limitations too far. More light might have helped the barn dance session, but that's carping. It was okay stuff for all the hillbillies—city and farm.

Joe Koehler.

CBS Against Field as FCC Hears Claims

Net Still Fights for 'Quality'

(Continued from page 5)

among execs. His reported resignation shortly after elections was the main topic of speculation with many now doubting that he has any intention of stepping down until allocations are made.

Decish Six Months Ahead

View of many was that it will be at least a six months' job to finish allocations and that Fly would not bother sitting thru hearings unless he intends to see job out. Hence, he may still be around next June and still may figure in "quitting" talk then. Allocations are believed one of the "jobs" he referred to as being unfinished when he promised to quit. Best info is that comish has not gotten together even once to talk allocations since hearings; probably won't until all data is in, and State Department international policy defined.

How impressed FCC is by evidence on tele thus far is also a matter of speculation today. Members listened carefully, respectfully to both Smith and Ream. Questioned, both made commitments.

Smith held that super high frequencies are best suited for "relay," "net"; predicted that after the war apparatus will be available for these purposes. Philco exec also predicted lower cost sets as result of war research, better reception and went all out for the present tele band, but urged that it be made "continuous."

CBS, far from compromising with RTPB, plunked for withdrawal of lower frequencies as "quickly as possible." Pointed out that U. S. may be "within three to six months of full-fledged consumer production of radio and television sets."

CBS spokesmen, in addition to citing own technical experience in higher frequencies, cited Zenith, G. E., Federal Telephone & Radio Corporation and Western Electric experiments to back up higher frequency claims for best tele reception, and tossed minor bombshell by revealing that its super high-frequency transmitter for commercial use is within eight months of completion.

Theater Tele Not Far Off

Giving tip that theater tele may not be far off, Smith recommended that "experimental" channels be reserved for this service. While pointing out that more data is needed, he nevertheless said facilities now exist for this purpose. Only other big surprise of week was CBS recommendation that 100 frequencies be set aside for FM. RTPB had recommended 75 200 kc. channels between 41 and 56 mc., 10 of which would be for "education," but CBS went step further after educators had asked 15 channels. CBS said proposal would allow 4,000 to 5,000 FM outlets, make new field completely "democratic." IRAB, reported backed by RCA, was urging narrower FM bands but FM associates were pressuring for wider band, using "fidelity" as basis of their argument.

Other highlight of past week was Muzak's request for channel set-aside for "subscription radio." Aim would be to "mark" channels so that listener would have to rent gadget to "eliminate" beep note; in return would get non-commercial music, consumer buying advice, community services.

Vallee Gets MOT NBC Slot

HOLLYWOOD, Oct. 14.—Rudy Vallee show moves to the spot to be vacated by *March of Time*; it was officially announced by NBC this week. Switch will be made Thursday, November 9. Vallee's final show on the Saturday slot will be November 4. *March of Time* goes to the Blue Network.

Roberta Hollywood Begins to Collect

NEW YORK, Oct. 14.—Roberta Hollywood, pianist-singer who has appeared on DuMont's WABD for the past year in *Lever Bros.* weekly shows, has signed with Station WKY, Oklahoma City, for a six weeks' tele tour.

Station will take Miss Hollywood all over the State, beginning November 1, in a special tele jeep. The portable equipment will be exhibited in a tele promotion campaign which will tie in with the station's recently completed 917-foot tele tower and plant.

WKY manager, Gale Grubb, is in charge of the tour which will end in Oklahoma City, where Miss Hollywood will be crowned Television Queen. Radio, theaters and newspapers will be used in the exploitation. The pianist will make appearances at a number of theaters on the route.

General Amusement Corporation has booked Miss Hollywood, who is taking out \$550 a week clear.

members?" That's the way the union scenic men put it.

No Answer Yet

There's no answer to the situation . . . yet, network men are looking the pic union threat right in the eye. They've started calling cameras liks. One studio will shortly put thru an official ruling that video uses no cameras—only iconoscopes. Use of strictly video terms is going to be insisted upon. They're going to talk about mosaics, monitors . . . anything but pic terms. They're even looking for words to replace panning, dissolving, lap-dissolving, two-shots and any other terms "lifted" from the motion picture industry.

And the funny thing is that the pic unions themselves, if left alone, would work out scales and rules that would enable video to grow without being an Atlas and carrying the world. They realize that the air medium means thousands of new members located all over the U. S., that it could build a solid union organization with employment in all different income groups, the scales being based upon the "cost-of-living" locally. They are now, however, making their dough in pictures and the picture boys know how to make the men they work with understand the side on which their bread is buttered. Of course, they do have jurisdictional battles but for the most part the pic industry hasn't had any great union problem, "there's so much dough in the field that no matter how much the union men get—there's plenty more to go around."

More Ulcers

That's not going to be the same in television. It's going to have to pay off—not at the box office but at the sales counter and advertising can carry just so much and no more, to quote ad agency men who are getting ulcers just thinking about pictures that fly thru the air with the greatest of ease.



WMCA 'Matter' To Get Works After Election

WASHINGTON, Oct. 16.—WMCA "deal" will get thro airing by Lea Select Committee when hearings are resumed here November 21 to wind up committee's work, Lea (D., Calif.) informed *The Billboard* today.

Easy-going, affable Lea, remaining in Washington thru elections, said he was determined to air WMCA matter to answer the "slur" that the committee would not act. Once WMCA hearings are ended committee will write report and close books.

No Rampage

Trade worries that the committee will go on a rampage regarding alleged abuses of Hatch Corrupt Practices Act can be dismissed, Lea, willing to give Republicans Miller and Wigglesworth, minority members, plenty of rope, still has no intention of letting them run committee or dictate its report, which, all indications are, will be "mild" as far as majority is concerned. Should Miller and Wigglesworth wish to issue minority report, that will be entirely up to them.

Lea did not object to calling in scripts of WHN and WMCA commentators as desired by Wigglesworth and Miller, but the matter will probably end there. He pointed out that airings are matter of public record and if minority members wanted them it was okay by him, altho he thought subpoenas unnecessary, realizing that outlets would co-operate. The scripts have been checked, it can be stated with authority, but furnished little ammunition, political or otherwise, for headline seekers.

Plenty of Rope

Lea, who believes in giving the "boys" all the rope they want, still believes that the committee does not have authority to delve into censorship—which he feels even FCC does not have power—or political abuses of airways. These are questions for Corrupt Acts Committee or Campaign Expenditures Committee—not for the Lea Committee, is the chairman's sentiments, and, altho he has not cracked down yet, it can be said with certainty that he will if he is pushed too far.

The Lea Committee, named to do a special job of investigating the FCC, comes to an end with Congress January 3. Best guess here is that it will not be continued. Trade knows that original aim was to get Fly. Should he quit, as everyone believes he will, committee will have little reason to go on.

Big-Talk Wigglesworth

Wigglesworth, before leaving here for Massachusetts, gave out with big talk on trade violations of the Hatch Corrupt Practices Act by political matter airings, but there is not one responsible source in the capital or the trade familiar with Capital Hill goings-on who believes that anything will come of it.

Legislation affecting trade will doubtless come next year—NAB committee is already drafting industry viewpoint into bills—but that any radical legislation will be submitted or seriously considered is doubted.

Industry should remember it is election year. Miller, Wigglesworth & Company are firing from one direction. UAW-CIO is shooting from another. So much talk is bound to give industry jitters, but those who know the situation here are completely unconcerned.

Pepsi-Cola Air-Band-Minded With "If"

NEW YORK, Oct. 14.—Newest sponsor for commercial band shows will probably be Pepsi-Cola, which was set to place a half hour show on the air during past month. Deal, however, has been held up. Set-up was for a certain leader to take over the radio show if and when he got a hotel location around New York. Deal didn't jell when hotel spot wasn't forthcoming.

Idea is for band to put on an hour show for audience before going on air. As it stands now, deal is still pending and might give birth at any time. Whole thing, of course, stems from P.-C.'s competitor in the soft drink field using so many bands five nights a week.

AFRS To Cut 4 Major E. T.s In East 12 Weeks

NEW YORK, Oct. 14.—The four top armed forces radio service shows, *Command Performance*, *Mail Call*, *Jubilee* and *G.I. Journal*, will be cut in New York from October 15 until November 13, a total of more than 12 shows. Idea is to give G.I.'s a chance to hear Eastern legit and night club talent.

AFRS feels that a change of pace will give the servicemen an opportunity to get acquainted with talent here that they either haven't heard for over a year or haven't heard at all. It is understood that the move will also give AFRS an opportunity to fill requests from acts for a chance to appear.

GENERAL ELECTRIC

(Continued from page 10)

still and not move on penalty of walking off the screen.

Still a problem, are mezzo sopranos. No matter how good their voice there just doesn't seem to be anything that gives them a dramatic reason for being, at least not in television. The baritone can sing anything from a ballad to a chanty and be accepted but not the soprano.

The play, *Conquest Over Darkness*, was a prime chore. Larry Algeo, staff producer, wrote, cast, directed and produced what was more than just a television skit. *Conquest* is the first of a series about the development and growth of electricity. This chapter was subtitled *The Golden Ox, or The Motor Which Harnesses Electrical Energy*.

Algeo had to do a sizable amount of research, delve into WPA red tape for a permit to use raw film and finally go shoot some original footage to document his drama. He did a good job all the way.

Play is about the hardship of one Tom Davenport, a Vermont blacksmith who had an idea and wouldn't stop until it came thru. His idea was to build a motor to harness electricity. He did, too.

First scene had Tom in workshop ripping up his wife's wedding dress to get silk material to bind his wires. Second had Tom showing a working model to his pastor. High spot was Tom telling off the padre as a shortsighted gent holding back the world by his saying that the Almighty meant human beings to sweat at their work, therefore the electric motor should be destroyed not invented.

Then film took over to show various electric motors at work and to emphasize their connection with Tom Davenport's original model. There were slide pix of his original scale model drawing from the patent office and pix of Tom and Mrs. Tom, too.

As a framework, the author used a storyteller. He took over the mood music and pencil sketches of man looking for light that served as scene setters. The storyteller was also an actor, narrator and commentator, latter when the film slides were on.

It was a good job all the way with Ed Flynn, the manager of WSNY no less, taking the accolades as Tom Davenport. He was really good. George Lascelles as the padre and Tudor Doming as Mrs. Davenport were not far behind. Charles Wilde was a happy choice as the storyteller.

Camera work was swell and thanks to the lighting there was a feeling of depth behind the players. This outfit has the answer to good television. It's quite simple. Plenty of rehearsal and plenty of thought before the show goes on the air.

Lou Frankel.

B&K

(Continued from page 10)

merely have set a mood. Then Miss Merrill's commentary would not have been lost as many times as it was. The combination of listening to the commentary plus looking at the models would not have been too much to require of the human senses of perception.

Another thing not cared for was the type of interlude used between portions of the show. During these interludes the cameras were focused at Betts at the piano, while he went thru the routine of singing and playing. This broke up the show too much. If it had been necessary to have any interlude at all (altho we can't see why it should have been), it would have been much better to have

Butcher & Lewis Upped in Ranks

NEW YORK, Oct. 14.—Promotion rested its wings on two men in uniform, both well known in radio. One is in the army, the other in the navy.

Harry Butcher, ex-CBS exec and now naval aide on Eisenhower's staff, upped from commander to captain.

Tom Lewis, ex-Y&R program exec and now c. o. of the armed forces radio service, from lieutenant colonel to colonel.

DuMONT

(Continued from page 10)

serial characters. The viewers then met *Big Sister* (Marjorie Anderson), who told of her worries about Steve and Rick, and as she spoke of them they faded her out and the couple in. Steve was an army sergeant and Rick a refugee. They were picnicking on a hilltop with a two-inch-thick volume of Shelly. It was schmaltz with a capitol S, but the scene on the hilltop was so real (credit the setting by Bud and Edna Gamble for part of this) that you believed them both in spite of yourself. Lighting could have been better, but it was poor because having the boy and girl on different planes—one slightly higher on the hilltop than the other made one seem in focus and the other out of it. It was only when they both were on the same level and had the same lighting that the same focus handled them with real clarity. Nice touch at the climax was panning the camera to the open copy of Shelly that lay by their hands and having the boy's hand close the book as the announcer was saying: "And so the book is closed," etc.

Not only did this R. & R. Lever Bros' presentation prove that daytime cliffhangers can be good video but, to repeat, it also proved that a radio performer with something on the ball does a better video job under present conditions—and these conditions will continue for a long, long time—than a legit performer or any performer who hasn't had mike experience. Give Joe Julian (Steve) and Ann Shepherd (Rick) a double check on that list of mike people who are airpic okay.

Also check Lieut. Com. Bob Edge as a swell television interviewee. Apparently the ideal set-up for an interview spot is to give the personality something visual to talk about. Bob Edge had some Jap trophies, each with some connection with the war, and Pat Murray let his tongue roll over each memento. He was real and really at ease before the mike and camera.

Lever Bros' commercial was done in pantomime by a good-looking young married man who found that his wife used a strong soap that raised merry hob with his shirts. Wife being wise, wised up and used Rinso the next week and all was hunky-dory. Pat Murray ran the commercial gamut while the boy mimed.

Then the usual revolving stand, with the Rinso singing commercial and a bit of flag-waving musical, and Doty Woolin signed off for DuMont and WABD. Lights weren't set too well this time either, and Doty didn't facially shine. The minute anybody becomes casual about this thing called television . . . something goes sour.

Joe Koehler.

used kaleidoscopic film with nothing but music.

Variety portion of program consisted of the singing of Sugar Cain, thrush currently appearing in the Park Row of the Stevens Hotel. Miss Cain didn't do badly, and someone had been smart enough to tell her to wear a striped suit that showed off very well because of its contrasting nature. Once the entire picture was blurred and out of focus because one of the technicians adjusted the wrong camera at the wrong time.

News portion was handled by Joe Wilson. Station production staff, seeing evidently that they couldn't force Wilson to comment without reading, was smart enough to get him at right angle with good light that prevented his blending into the background. They had him use maps, too, which were effective. Right angle was from the three-quarter view approach. This made it impossible, as sometimes happens while televising commentators sitting down at a table looking down as they read—for the cameras to pick up the unbearable highlights of a commentator's forehead.

Cy Wagner.

Coast Jockey Fans Fickle; Last Year's Faves Don't Rate

HOLLYWOOD, Oct. 14.—Dial twisters, who follow the nightly chatter of disk jockeys, are as temperamental in their choice of favorites as their brethren who trail along in the wake of any top other personality, if poll conducted here by *Radio Life*, fan mag, is any indication. Jack Lawson, columnist for the magazine, just wound up his first annual poll, and results show that prime favorites of other years didn't even get into the back stretch before the leaders were heading for the wire.

There were 21 candidates listed and over 5,000 votes cast by the readers, which should give a pretty good cross-section of platter spinner popularity in this area. With 1,000 votes to his credit, Mike Stuart, KMTR, walked off with top money, marking him head man of the wax works here. Others pushing into the first five were Carl Bailey, KPAS; Harry Schooler, KPAS; Bill Keiso, KNX, and Harry Koplan, KGFI. According to the votes the old leaders, such as Al Jarvis, Don Otis and Tom Hanlon, didn't get into the money.

Ad-Trained Listeners

Trade here has long felt that disk jockeys were one of the best commercial bets on the air for the small advertiser with limited budget, because surveys have shown that such programs as these have terrific pull. Most ad men agree that type of audience catering to the platter spinners are product-conscious and that good selling job can be done with this type show.

While a few of the boys are dragging down the top dough, such as Al Jarvis with his *Make Believe Ballroom*, most of the jockeys are in the \$74 to \$125 per week bracket here and there seems to be little chance to up the ante. Terrific popularity of the jockeys has been due in part to influx of war workers, who are good listeners at all hours of the day and night. This type audience is interested primarily in entertainment and seems to find what it wants in the recorded programs and the homey chatter interspersed by the boys handling the shows.

Car Radios Important

Car radios have played an important part in building the Coast disk jockey to his present spot, and even the gas rationing has curtailed travel, war workers driving to and from their jobs are still steady listeners. It is expected that the post-war era will be lucrative for the platter boys, as gas bans will be lifted and the public will take to the highways. Among listeners using car radios, it has been found that most of them favor recorded shows of this type, as they get all the latest music and a bit of gab without heavy concentration.

Loop Theater Gets WJJD Radio Show

CHICAGO, Oct. 14.—For the first time in years here, a Loop theater soon will present a regularly sponsored local radio program as part of its stagershow. On October 21, WJJD's *Kid Commentator* program, sponsored by the Henry C. Lytton & Sons' clothing store, will begin a series of programs which each Saturday at 11:30 a.m. will be part of the regular stagershow of the Downtown Theater.

The Downtown house recently changed its policy from burlesque to movies plus big name stagershows and has been running into not too hot business, except for about two weeks when Duke Ellington was playing house. It has been hunting around town for publicity stunts. This move of having a radio show aired from the theater is considered by the trade to be another attempt to give the theater's box office a shot in the arm.

Blackburn JWT Coast Boss?

NEW YORK, Oct. 14.—Norman Barasch, former radio writer, recently discharged from the army, has been signed to the gag staff on the Henny Youngman show in an effort to boost the program's sagging Hooper. Al Gary and Stan Adams are the other writers on the show.

FIVE PARTIES IN 802 ELECTIONS

Lee Castle Set For N. Y. Capitol Build-Up Sans \$

NEW YORK, Oct. 14.—Lee Castle, new band that's getting a big-time break by going into Hotel New Yorker November 6, may do a doubleheader and step into the Capitol Theater around middle of December. Altho contracts aren't signed, deal is reportedly on the way, with Castle said to go into the local theater about seven weeks after opening at New Yorker. This is second new band to get break at Loew's Main Stem flagship.

Bob Strong, who had been at Glen Island Casino all summer, follows present Horace Heidt show, going in either October 22 or 29.

Neither Castle nor Strong will net much moola, Castle's figure not being known but figured to be somewhere around \$3,000, while Strong is reportedly getting around the same amount, probably a little less. However, it's a prestige job for both bands and marks a departure in Capitol's format of only bringing in top names. Both bands, however, are sandwiched in between top bands; Strong follows Heidt, to be followed by Jimmy Dorsey, then Castle and then Tommy Dorsey after the first of the year. Castle, now at Frank Dalley's Terrace Room, closes earlier than expected, leaving October 16 to go out on one-nighters. Jimmy Palmer comes in on the 17th.

Archer Ballroom Cirk Sets New Mgrs. and Welk

DES MOINES, Oct. 14.—Archer Ballroom Circuit is readying for the winter, with the reopening of the Chermot Ballroom, Omaha, scheduled for October 21 and several changes in the managerial set-up for the company.

Tom Archer, firm head, has announced the appointment of Eddie Schima, formerly manager for Archer of the Frog-hop, St. Joseph, Mo., as general manager for the circuit. The new set-up will enable Archer to devote more time to other duties. Since the start of the war, Archer has been developing a radio plant and holds an interest in the Taylor Willson Transmitter Company, Los Angeles.

Maurice Cook, former musician and teacher at Marysville, Mo., has been appointed manager of the Frog-hop to succeed Schima, and Eddie Gilmartin has been named manager of the Chermot, Omaha, succeeding the late Joe Walsh. Other managers are George Crow at Sioux City, Ia.; Ben Abel at Sioux Falls, S. D., and Jack Hall at Des Moines.

The Chermot, Omaha, was destroyed by fire last winter and rebuilt this summer. Jimmy Barnett opens the ballroom October 21, with Lawrence Welk playing the following night. The same policy will continue at the Chermot as in the past, Archer said, with dances on Wednesday, Friday, Saturday and Sunday.

Archer's plan for the winter includes booking of name bands whenever possible. He has Welk booked for the entire circuit. Also skedded is Louis Armstrong and several other name bands.

Lincoln Music Still Looking for Buyer

NEW YORK, Oct. 14.—Lincoln Music, reportedly on the sale block for some time, was given a nix last week when Owner Abner Silver asked \$50,000 for the catalog. There was some talk of deal going thru, with one of major firms looking catalog over, but when figure above was quoted, deal toppled.

Silver bought firm from Andy Weinberger and Artie Shaw some time ago for a reported \$25,000.

Krupa T. D., Cab, Sherwood and J. D. Set for Chi Sherman

CHICAGO, Oct. 14.—Sherman Hotel's policy of catering to jivesters by featuring swing bands in its Panther Room will continue thru 1945, with bookings already set for the next 22 weeks.

Since the first of the year the room has had Cab Calloway, Glen Gray, Jimmy Dorsey, Teddy Powell, Louis Armstrong, Tommy Dorsey, Sonny Dunham, Woody Herman, Charlie Spivak, Jerry Wald and Les Brown. At present Bob Chester is holding forth there. Line-up for the next several weeks has Gene Krupa booked in for a six-week run starting October 20; Tommy Dorsey, December 1; Bobby Sherwood, December 15; Cab Calloway, December 31; Hal McIntyre, February 2; and Jimmy Dorsey, March 2.

Of the 19 dates since the first of the year and those booked up to March 2, nine have been handled by General Amusement Corporation here, the rest being set by Music Corporation of America.

Shaw's Tour Set; Asks 13G Per Week

NEW YORK, Oct. 14.—Artie Shaw's new ork has been definitely set in a series of bookings by William Morris Office, with first date set for Minneapolis week of December 1. This will probably be preceded by two weeks of one-nighters. After opening at Minneapolis, Shaw goes into Chicago, Cleveland, Akron, Detroit and Columbus, O., with other theater deals pending. He's understood to be asking around \$13,000 per. Shaw is said to be having difficulty on Coast getting right men for combo, and is reported to be coming to New York to put the band together.

SPA Asks 1 Per Cent of Writers' ASCAP Take To Fight E. B. Marks-BMI Suit

Eighteen Sign Appeal for Vital Dough

NEW YORK, Oct. 14.—In what is probably one of the most direct appeals to come to the aid of a protective association, Songwriters' Protective Association last week sent letters to some 1,600 writer-members asking them to contribute 1 per cent of their ASCAP earnings for the year for the purpose of fighting the present E. B. Marks and BMI suit against ASCAP and consequently, SPA. It's estimated that revenue from the appeal will amount to somewhere around \$40,000, which will be used to pay the lawsuit and the law firm of Hays, St. John, Abramson & Schyman, SPA's attorneys.

SPA members are asked to authorize a 1 per cent deduction, beginning the last quarter of this year, to be set up in a special bank account, with Deems Taylor, Oscar Hammerstein II, Edgar Leslie, and Sigmund Romberg, prexy of SPA, having the right to sign checks. The question of how SPA would pay its law bill on the above case, which has been running for sometime, has come up intermittently at SPA meetings right along, but the 1 per cent idea, endorsed by most of the top writers on the street, will probably be more than acceptable and easily meet the cost.

BMI-ASCAP Hangover

Suit, of course, stems from the BMI-ASCAP fight, with E. B. Marks withdrawing from the Society and going over to BMI. At the same time, according to

Blue, Victory, Square Deal, Unity, Lyman's Groups Run

Split in administration ranks makes current balloting wide open for any one of the five, with Aron's, Fleisig and Rosenberg's groups all confident of being tops in '45

NEW YORK, Oct. 14.—What started out a month ago as a fight between the Ins (Administration-Blue Ticket) and the Outs (Unity Ticket) for control of local 802, AFM, has become a five-sided battle. Three new groups have entered the fray, the most spectacular being the Square Deal Party, headed by Max L. Arons, present chairman of the local's trial board. Arons announced the formation of the Square Deal Party and his candidacy to oppose Jack Rosenberg as prexy of the musicians' union.

Abe Lyman, ork leader, says he is setting up a new party, rounding up a slate and will be in the fracas by next week with a platform and plan of action.

Louis Weisman, former official who was defeated by the present administration 10 years ago, has a group of musicians which calls itself the Victory Party. The Victory boys will make announcements of slate and platforms within the next few days.

The split in the Blue Ticket came as a surprise to many musicians who had thought all serene on the administration front. At first it looked like a personal feud between Rosenberg and Arons, but within a few hours two other Blue officials left the Blue Ticket to run for office with Arons under the Square Deal banner.

Edward Horn, member of the trial board of the local, is slated to oppose William Feinberg for the secretaryship; Frank Garisto, also of the trial board, threw his weight to the new party, and Sherman Brande, former Blue official before entering the service, will run against Dick McCann for vice-president.

Arons announced that the rest of his

ticket will be composed of 'the best men of all factions, including some members of the Unity Ticket. It is known that Sol Gusikoff, who ran for prexy on the Unity Ticket in the last local election, and Hyman Grossman, who was also on Unity's slate, are skedded for candidacy on one of the boards (either trial or executive) on Aron's ticket. Johnny Sylvester, who was a candidate for trial board with Unity last election, has left the Unity group to join the Square Deal party.

Arons points to the 1942 election of the local, when he personally polled 3,681 votes as against Rosenberg's 3,584, as an indication of his popularity among the rank and file.

Square Deal Statement

In statements to *The Billboard*, Arons, Brande and Horn explain why they left the group with which they had served for five terms (10 years). Arons said:

"After having served the membership of Local 802 faithfully for the past 10 years as chairman of the trial board, head of the collection department and delegate to the national convention, I find that I can no longer tolerate the incompetence, negligence, irresponsibility and dictatorial attitude of President Jack Rosenberg.

"I have never bowed to his attempt of making puppets out of all Local 802 officials, and am unwilling to again place my name alongside of his on the Blue Ticket in the coming union election December 7.

"At the urgency of the membership, who are also disgusted with the total neglect and inefficiency Rosenberg has brought into office, I have consented to place my name in nomination for the presidency of Local 802 and to head a ticket which will give an honest and sincere administration and hold itself responsible to the membership at all times.

"It has always been my firm belief that the members of Local 802 are the employers of their elected officials. To my complete disgust this has been the opposite among Rosenberg and several of his cronies. 'The membership be damned' has been the attitude which has characterized the actions of Jack Rosenberg and his tamed subordinates.

"I have always fought for the musician; protected his rights against employers, fought for his economic well-being in times of increased cost of living and always fought to preserve the best interests of musicians.

"I have spent 10 years of my life fighting for the recognition and prestige of the musician and the principles of trade unionism. I have never lost sight of the fact that the membership of the union are my employers, not any one official. This will always be my pledge.

Rosenberg Claimed Unfit

"Rosenberg has proved by his conduct that he is unfit to hold office—the presidency or any other office. I am confident that December 7 the membership will vindicate my stand against Rosenberg and incompetent administration at the voting booths."

Sherman Brande's statement reflects Aron's attitude toward Rosenberg:

"I was a member of the Blue Ticket (See FIVE PARTIES on page 31)

BAN CONTINUES DESPITE FDR

Still Looking For Big Stick

Victor and Columbia still fighting for what they feel is a basic principle

WASHINGTON, Oct. 16.—Events of the past week continued to bear out Capitol Hill feeling that Petrillo has won his case and that nothing can be done to force him or the American Federation of Musicians to record for RCA-Victor or the Columbia Record Company.

Altho there was considerable amazement on the Hill that Petrillo did not agree to go to work and platter for the disk organizations now, and fight later, many labor authorities agreed that he would have been giving up a top advantage if he had done so—an advantage that comes to a labor organization but once in a lifetime.

As matters now stand, Victor and Columbia are not, as tabbed by many big biz groups, fighting for themselves but for business organizations either using the networks associated with the two hold-outs or actually financially allied with the broadcasting companies. Decca's financial statements have shown that the royalty asked by AFM in no way, even in wartime, cuts heavily into the profitable (See BAN CONTINUES on page 63)

Unfair to CMU

NEW YORK, Oct. 14.—So pubs have to have a high-powered plugging staff???? Not according to Bill Downer at Sun Music, one of the four firms owned by the Decca diskery. *You Always Hurt the One You Love* last week made No. 10 on the *Hit Parade* and has only had 20 major plugs in the past four months. There was, of course, the slight matter of the Mills Brothers recording, which has done close to a half million.

Berlin Trying To Buy All I. B. Tunes Still on the Loose

NEW YORK, Oct. 14.—In order to start Irving Berlin Music Company afresh with every Irving Berlin song ever written, I. B., before shipping out for the Coast last week tried to buy any and all of his outstanding songs with other publishers around town. There are reportedly only four or five around, mostly written at the beginning of Berlin's career back in the 1910's on. While not commercial today, they would give him a complete I. B. catalog.

It is known that he offered Fred Fisher Music Company \$10,000 for two songs, *He's a Devil in His Own Home Town* and *There's a Gal in Arizona*. Also believed that he has tunes with E. B. Marks and Shapiro-Bernstein.

Meanwhile, firm moves over to 1650 Broadway November 1, one block away from present spot at 799 Seventh Avenue. Bourne, Inc., has already appeared on the windows in place of I. B., Inc., former being newly named company of Saul H. Bornstein. Berlin left for Coast Monday (9) to talk pie deal. He then ships out to the South Pacific to catch up with *This Is the Army*, which he wrote.

Fields Ork Getting New Line-Up and Change of Style

NEW YORK, Oct. 14.—Latest band to go thru a reorg is new Herbie Fields ork, which has just finished a stint at the Faומר Ballroom, Norfolk. Fields is now back in New York getting new men. He intends to change style of band from out-and-out jump to a more commercial brand of music. Couple months ago band went under MCA banner.

Recently, Boyd Raeburn reorganized his band while playing dates. He was going to quit playing for a while, come to New York and rebuild, but on advice of Manager Lou Bolton, decided to change men en route.

BMI Ties Up Rights Orgs In Argentina and Uruguay

NEW YORK, Oct. 14.—Broadcast Music, Inc., signed five-year agreements this week with the performance rights societies of Argentina and Uruguay, giving BMI the exclusive representation in the United States on composers and publishers of these countries.

The signing with Argentina is in effect a continuation of BMI control of this Latin American country's representation.

Oberstein Sells Shuberth Firm To Ashley Music

NEW YORK, Oct. 14.—Shuberth Music, in the SESAC catalog, changed hands last week, going from Eli Oberstein to Abe Schlegar, for Ashley Music. Catalog, which contains some 3,000 standard tunes, including *Intermezzo* and *Badinage*, was purchased by Oberstein from Fred Kraft about seven months ago, with Kraft owning since 1904.

Shuberth is reported to bring in \$12,000 a year from SESAC and it was generally known that several interested parties tried to purchase. According to Oberstein, he made a "handsome" profit on the deal.

TuckerGimmick Is To Feed 'Em

NEW YORK, Oct. 14.—More and more top-earning bands are going in for gimmicks for theaters, probably following the terrific success Sammy Kaye has made out of "So You Want To Lead a Band?" Realizing that playing a theater date and doing routine tunes aren't sock box office has caused practically every big band around to show interest in some form of audience-participation stunt that would merit publicity and draw 'em in at the b. o.

Newest band to try a stunt is Tommy Tucker, now at Philly's Earle Theater, who has made a tie-up with a local restaurant to provide a couple of free diners each performance, with contestants trying to guess titles of songs and including in other similar "come-ons. Johnny Long has "Sing a Song With Johnny Long" and Horace Heidt has had a brief skirmish with servicemen in a half dozen hokum big pieces. Kaye has now added another gimmick, with contestants putting on what amounts to an amateur hour.

When Tucker plays the Adams Theater, Newark, N. J., week of November 2 contestants will have free food at Frank Dalley's Terrace Room.

Two Newies and One Nixed

NEW YORK, Oct. 14.—Horace Heidt will probably lose two key men in near future and as a result two new bands will be created. Already known that Shorty Sherock, trumpeter with Heidt, is labeled to front band as soon as Heidt concluded Capitol stint in November. Buzz Adlam, arranger with band, is also reported going out on his own within a short period. Jess Stacy band plans have fallen thru, with pianist now looking around for a berth with some band. Those close to Stacy say that money behind him suddenly dropped out.

Pub Abe Lyman

NEW YORK, Oct. 14.—Abe Lyman joined the ranks of Broadcast Music, Inc., bandleader pubs, yesterday when he signed with the Performance Rights Society on behalf of his firm, Blane Music Company.

Blane is jointly owned by Lyman and Rose Blane, Mrs. Lyman in private life, and Lyman ork's vocalist. Deal calls for seven titles and all future Lyman originals.

BMI is understood to have advanced around \$12,000 against performances, in line with the ork's policy of setting batoneers up in the pub biz. Lyman's contract brings the BMI-bandleaders publishers to an even 35.

Big 3 Royalties Hit High in '44

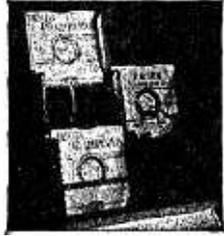
NEW YORK, Oct. 14.—Big Three music firms—Robbins, Feist and Miller—will hit a new high in total royalties paid to writers for 1944. Sum will probably amount to around \$450,000 for the three firms, whereas the nearest figure to that in Big Three's past five-year record was in 1943 when firms paid out \$363,736.

High figure is result of terrific music biz that's being done this year by all music pubs, with sheet music selling at a unprecedented rate.

So far for eight months in 1944 three firms have paid out \$297,255, with Robbins paying \$147,425; Feist, \$81,942, and Miller, \$67,885. Last year Robbins paid out \$204,868; Feist, \$116,784, and Miller, \$42,094.

Evidence of how much more writers are now getting in royalties is seen in figure for year 1940, which was before the BMI-ASCAP fight. That year firms paid out a total of \$255,506, with Robbins contributing \$132,496; Feist, \$91,127, and Miller, \$31,881. Following year, when BMI-ASCAP tiff was on, resulted in a drop of royalties, with three firms paying a total of \$214,894. That's less than half of what the amount will be this year. In 1942 total amount was \$287,006.

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TALK ABOUT PUBLISHERS

Names and addresses of all music publishers throughout the country (and their affiliations) will be printed in the 6th Annual Edition of the *Billboard Music Year Book* (to be published as a separate volume for the first time in 1944). And everyone in music from the boogie-woogie boys to the Bach-lovers will be talking about the '44 MYB.

The only time an audience walked out on Bing Crosby



Welcome home, Bing!

DECCA RECORDS

Bing Crosby records exclusively for Decca



ON THE STAND

Reviews of Orchestras Playing Hotels, Night Club and Ballroom Locations and One-Nighters

Johnny Richards

(Reviewed at Blue Room, Hotel Lincoln, New York)

In his first New York location, Johnny Richards isn't going to break any records or set the town on its musical ear. He has a pleasant enough personality and may eventually whip his ork into tip-top shape. Right now it's pretty rough.

He hasn't had a chance to do much with the band since coming here from the Coast with a few members of his two and a half year old crew. After hiring new men, rehearsing very little and playing a short while at the Palsades, N. J., before setting out on a one-nighter tour, he couldn't be expected to have a great band.

Tho the leader has a good rep in the West as an arranger and musical director, his present ork needs more sophisticated arrangements. New Yorkers are accustomed to the top arrangements and instrumental solos and no instrumentalist is given a chance to show solo ability.

Vocals are the weakest link in this not-too-well forged music chain. On almost every number both gal thrush and two male vocalists hold notes and refer to them during their performances. Chet Leroy, sax, and Jack Cascades, bass, double from band chores to the mike. Neither are particularly talented, but both work hard and are rewarded by polite applause.

The affected, patronizing air of chirper Dottie Reid palls. Her studied boredom, broken only by constant reference to the lyrics, is hard to take. Her voice is passable, but her band-stand manners won't win friends.

The 15-piece ork, which includes the leader's tenor sax, is made up of seven brass, five sax and three rhythm. On some numbers the ork turns out danceable and listenable music, but an extra arranger or two could add zest and get the group into the Main Stem groove.

Wanda Marvin.

Gene Krupa

(Reviewed at Symphony Hall, Boston)

Just who is responsible for the quality of Gene Krupa's new band is not clear. It may be Krupa's own good taste and musicianship; it may be those of his managers. At any rate, his two Sunday concert appearances (afternoon and evening) in Symphony Hall October 1 furnished ample opportunity for an evaluation of his work.

In the first place, this was a concert program, not a converted dance program. And the smoothness with which it went off (unlike so many jazz concerts) and the ease with which Krupa emceed the show would indicate that the Drummer Man is responsible himself. More power to him.

The aspects of Krupa's showmanship are widely admired in the business. Without being flamboyant he can put as exciting a music show as you can hear anywhere. What counts in this case is his musicianship, the excellence of his band and the fresh, unusual arrangements.

Besides the conventional dance band instrumentation of reeds, brass and rhythm (five sax, four trumpets, three trombones, drums, piano and bass), Krupa also employs a string section of six fiddles, two violas and a cello. The results must be a joy to arrangers, for it allows a greatly increased variety of tone color and effect. And because Krupa's fiddlers really can perform they play together, producing a rich, solid tone.

A soft, quiet tune like *Peaceful Evening* is an example. The strings give it a good deal more lyric smoothness than reeds and brass alone. And while on the subject, why must the short intro to the piece be so loud? The noise must have been greater than that of the trumpets which felled the Walls of Jericho! Here is one basic fault with Krupa's playing. He allows too great a dynamic contrast between loud brass and soft fiddle passages. The contrast is not kind to the fiddles.

Krupa has pretty well bridged the distance between a jump and a sweet band. He is able to play both well. There isn't any reason in the world why Krupa's new outfit should not become one of the country's bands among bands within a season or so. It's that good.

For variety Krupa also employs five vocalists, three boys, two girls, of which

Dick Allen

(Reviewed at Civic Auditorium, Pasadena, Calif.)

Last May, Van Tonkins, who has been with Bob Crosby and other bands, tired of having the draft blow bands out from under him. So he formed this draft-proof outfit. Members are teen-agers and not ready for the armed forces. Dick Allen, who as pianist fronts the band, is 17; the oldest in the outfit is 19. Individually, the crew are good musicians. What they lack in professional ability they make up in vim and vigor. Tonkins has a good bet. There's ability here and it will take only time to develop it.

Basic instrumentation includes six brass, five reed and three rhythm. Realizing the strength of his brasses and rhythm sections, Tonkins puts much of the work on them thru arrangements by Maestro Allen and Jim Higson, the latter a student at UCLA. Allen varies his tunes in a showmanly manner. The group really gets going on the jump tunes.

In a set which consists of *Home* and other tunes, the boys pick up their cues okay. On this tune Keith Williams, jazz trumpet man, is featured with Al Massey, tenor sax, taking over for a spot that goes well. Using the open brass for a highlight, Allen gets in the licks here and takes over with his piano for a neat wind-up. *Don't Worry About Me* shows off Bob Drasin, who handles a fine alto sax, and the trumpet trio hits out with open horns. Kim Kimberly, curvaceous blonde, turns in top vocals, and Massey is again spotted. On other numbers needing sax work, Drasin is spotted with Earl Ziskin. Thruout the set Allen's piano is in there solid. *Idaho* is done up in a neat arrangement, and again it's the brasses, with Phil Rammacher, drummer, getting the solo for a hide-beating that is outstanding.

Band makes a good appearance. Library is well equipped. The group bears watching.

Sam Abbott.

Ted Fio Rito

(Reviewed at Roseland Ballroom, New York, October 3)

Ballroom spot on Main Stem, where George Paxton's new band has been doing hefty biz for past few weeks, brought in Ted Fio Rito last week for second engagement in six months. Band is a judicious choice for the spot, bending listeners' ears with plenty of loud, fast tunes that satisfy the crowd that comes to make with the feet. Where Fio Rito was once a sweet and simple music giver, today he's plenty on the riff and rhythm side and doesn't let many quiet moments musicale appear during an evening.

He's loud. Four trumpets, that every now and then put mutes in, blare away. Musically, it's not bad, either from an arranging point of view or from brass men's ability to blow their horns. However, the same type of music in a select spot would rate practically zero, for it eventually gets nowhere. There's no attempt made at a style or coherence of musical pattern in any given group. He's up there to give and the band makes no bones about it.

Where Fio Rito might take advantage of his situation, but doesn't, is his brass section. If he wanted to give himself some sort of a style and consequently approach some form of commercialism, he might give his trumpets more muted work—work, by the way, which they do well. The style would appear if he could get either a different shading in phrasing of mutes or get a color tone that hasn't been done to death. Or, better still, experiment with mutes till he finds something that's out of the ordinary.

Besides the brass quartet he has three trombones, five saxes and three rhythm. Vocals are handled by Patty Palmer, Ward Swingle and the Solidaires. From all-round point of view band is strictly in jump groove that all too often becomes a rut as far as seeing the long green at the end of any given period.

Paul Secor.

Buddy Stuart and Ginny Powell take most of the solos. Good they are too, but the ensemble harmony sounds like nothing so much as musical moaning. Vocal arrangements should be cleaner.

Bill Riley.



PART 1—The Billboard

SONGS WITH MOST RADIO PLUGS

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

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

| TITLE | PUBLISHER |
|----------------------------------|--------------------|
| A Kiss to Remember | Lincoln |
| Always (F) | Berlin |
| An Hour Never Passes | Shapiro-Bernstein |
| And Then You Kissed Me | Miller |
| Come Out, Wherever you Are (F) | T. B. Harms |
| Come With Me, My Honey (F) | Santly-Joy |
| Dance With a Dolly | Shapiro-Bernstein |
| Every Day of My Life | Paramount |
| How Many Hearts Have You Broken? | Advanced |
| I Don't Want to Love You | Chelsea |
| I Dream of You | Embassy |
| I'll Be Seeing You | Williamson |
| I'll Walk Alone (F) | Morris |
| I'm Making Believe | Bregman-Vocco-Conn |
| Is You Is or Is You Ain't? (F) | Leeds |
| It Could Happen To You (F) | Famous |
| It Had To Be You (F) | Remick |
| Let Me Love You Tonight | Robbins |
| Magic Is the Moonlight (F) | Southern |
| Saltwater Cowboy | Jefferson |
| Some Peaceful Evening | Campbell-Porgie |
| Straighten Up and Fly Right | Am. Academy |
| Sweet and Lovely (F) | Feist |
| Swinging On a Star (F) | Burke-Van Heusen |
| The Day After Forever (F) | Burke-Van Heusen |
| The Very Thought of You | Witmark |
| Tico Tico | Harris |
| Time Waits for No One (F) | Remick |
| Together | Crawford |
| Trolley Song | Feist |
| Twilight Time | Campbell-Porgie |
| Two Again | Southern |
| What a Difference a Day Made | Marks |
| Whispering | Miller |

Lucky Strike HIT PARADE

CBS, Saturday, October 14, 9-9:45 p.m. EWT.

| Wks. to Last Date | POSITION | TITLE | PUBLISHER |
|-------------------|----------|----------------------------------|-------------------|
| 9 | 1 | I'll Walk Alone (F) | Morris |
| 8 | 2 | Is You Is or Is You Ain't? (F) | Leeds |
| 7 | 3 | It Had To Be You (F) | Williamson |
| 1 | 4 | Dance With a Dolly | Shapiro-Bernstein |
| 15 | 5 | Time Waits for No One (F) | Remick |
| 9 | 6 | It Could Happen To You (F) | Famous |
| 3 | 7 | How Many Hearts Have You Broken? | Advanced |
| 17 | 8 | Swinging On a Star (F) | Burke-Van Heusen |
| 23 | 9 | I'll Be Seeing You | Williamson |

And the Following Extras: Rise and Shine, All God's Chillun Got Rhythm, Deep in the Heart of Texas, and Zing, Went the Strings of My Heart.

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLER SOURCES:
 Atlanta: Cable Piano Co. Boston: H. N. Homeyer & Co. Chicago: Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McClurg. Cincinnati: Song Shop; Willis Music Co. Denver: Charles E. Wells Music Co. Los Angeles: Morse M. Preoman, Inc. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co.; Myrex Music Corp.; Carl Fischer, Inc.; Music Sales Corp. Phoenix, Ariz.: J. J. Newberry. Co. Pittsburgh: Volkwein Brothers, Inc. Portland, Ore.: Irving Sclar Music Co. care Meier & Frank Co. San Antonio: Southern Music Co. San Francisco: Pacific Coast Music Jobbers. St. Louis: St. Louis Music Supply Co.

HARLEM HIT PARADE SOURCES: Rainbow Music Shop, Harvard Radio Shop, Lehman Music Company, Harlem De Luxe Music Store, Ray's Music Shop, Frank's Melody Music Shop, Davega-City Radio, Inc., New York; Richards Music Shop, Bernard Record Shop, Brooklyn; Groove Record Shop, Melody Lane Music Company, Metropolitan Music Shop, Wright Music Shop, Chicago; Klayman's Music Shop, Cincinnati; Smith's Record Shop, Atlanta; Radio Shop of Newark, Newark, N. J. Gary's Record Shop, Richmond, Va.

Frankie Carle

(Reviewed at Cafe Rouge, Hotel Pennsylvania, New York)

Altho comparatively new in the band biz, Frankie Carle can today take many of the maestros around by the baton and show them what it means to lend a commercial ear to their doings. While it's far easier to see and feel it than it is to write about it, anyone versed in the band or music biz knows a commercial product, and Carle is it. This is his second engagement at the Penn, having organized his group a little more than a year ago when he left Horace Heidt.

At that time it seemed phenomenal in the trade that a new band could step out on its own and snare an engagement at the Penn and a choice theater booking such as the New York Capitol, where Carle put in an appearance early this year. Equally supposedly phenomenal was his grabbing off a hunk of commercial radio time with Old Gold. Biz held its breath; that was revolutionary. Nothing of the sort. It was strictly a

smart approach to a biz that has always doffed its golden hat to men who make with something the public wants. It isn't only true in music, where we see Sammy Kaye, Guy Lombardo, Kay Kyser and other ickle-bands making with the moola, but in every other field of entertainment, films, radio, night clubs, theater. The guy who gets down to the public's level makes it understand, and like, what he's selling, is the guy who wallows in the gravy at the end of a fiscal period.

And that commercial touch, as far as Carle is concerned, is right in his finger tips. His piano playing is within the payees' ken. It's bright, breezy, danceable and likable. It's music. And as far as the rest of the band, some 16 musicians, is concerned, they take their cue from their leader and come up with not overarranged, sweet tunage, with a touch of today's hep stuff mixed in. Secret probably is that Carle likes a song and wants to recognize the melody all the way thru. Many a band leader can learn something from just that.

This reviewer heard the band both at dinner session and at supper, and at no

Music Popularity Chart

Week Ending
Oct. 12, 1944

BEST SELLING SHEET MUSIC

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

| POSITION | | NATIONAL | | | | |
|---|----------|----------|----------|-------|------------|--|
| Last Wk. | This Wk. | East | Mid-west | South | West Coast | |
| 1 | 1 | 1 | 1 | 1 | 1 | |
| 1. I'LL WALK ALONE (F)..... Morris | | | | | | |
| 6 | 2 | 4 | 2 | 4 | 3 | |
| 2. HOW MANY HEARTS HAVE YOU BROKEN?..... Advanced | | | | | | |
| 2 | 3 | 7 | 3 | 2 | 2 | |
| 3. SWINGING ON A STAR (F)..... Burke-Van Heusen | | | | | | |
| 8 | 4 | 2 | 4 | 6 | 10 | |
| 4. TOGETHER (F)..... Crawford | | | | | | |
| 9 | 5 | 3 | 7 | — | 4 | |
| 5. DANCE WITH A DOLLY..... Shapiro-Bernstein | | | | | | |
| 3 | 6 | 8 | 8 | 3 | 7 | |
| 6. IS YOU IS OR IS YOU AIN'T? (F)..... Leeds | | | | | | |
| 7 | 7 | 5 | 5 | 9 | — | |
| 7. IT HAD TO BE YOU (F)..... Remick | | | | | | |
| 4 | 8 | — | 6 | 10 | 6 | |
| 8. TIME WAITS FOR NO ONE (F)..... Remick | | | | | | |
| 5 | 9 | — | 9 | — | 5 | |
| 9. I'LL BE SEEING YOU..... Williamson | | | | | | |
| — | 10 | 10 | 10 | 7 | — | |
| 10. ALWAYS (F)..... Berlin | | | | | | |

Other Sheet Music Reported in Best Selling Lists by Sections

EAST: *The Trolley Song*—Feist; *You Always Hurt the One You Love*—Sun Music Company
 SOUTH: *There'll Be a Hot Time in the Town of Berlin*—Barton; *You Always Hurt the One You Love*—Sun Music Company.
 WEST COAST: *It Could Happen To You* (F)—Famous; *Sweet and Lovely* (F)—Feist.

"HARLEM" HIT PARADE

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

| POSITION | | TITLE | | ARTIST | RECORD |
|----------|----------|--|--|------------------|----------------|
| Last Wk. | This Wk. | | | | |
| 4 | 1 | 1. Gee, Baby, Ain't I Good to You..... | | King Cole Trio | Capitol 169 |
| 1 | 2 | 2. I'm Lost..... | | Benny Carter | Capitol 165 |
| 2 | 3 | 3. Hamp's Boogie Woogie..... | | Lionel Hampton | Decca 18613 |
| 3 | 4 | 4. Cherry Red Blues..... | | Cootie Williams | Hit 7084 |
| 9 | 5 | 5. My Little Brown Book..... | | Duke Ellington | Victor 20-1584 |
| 6 | 6 | 6. G. I. Jive..... | | Louis Jordan | Decca 8659 |
| — | 7 | 7. I Wonder..... | | Pvt. Cecil Grant | Giltedge 500 |
| 7 | 8 | 8. You Always Hurt the One You Love..... | | Mills Brothers | Decca 18599 |
| — | 9 | 9. I'll Walk Alone..... | | Louis Prima | Hit 7083 |
| — | 10 | 10. I'm Lost..... | | King Cole Trio | Capitol 165 |

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

time was band overload or screeching beyond the bounds of musical propriety. It's not meant that Carle doesn't swing or that the band doesn't jump at times. They do, but when done the music and beat is felt without throwing everything into the pot, including a kettle drum.

Carle, however, can afford to take a suggestion. When he plays, there's no doubt as to whose band is on the stand. That's gold, as it has been for many instrumentalists such as Dorsey, Goodman, James, etc. However, to really give himself a style that can't be missed, he might try playing first chorus or first eight bars himself on all ballads, so as to get uniformity thruout. By mixing jumps and sweet it wouldn't become too much of the same thing during an eve. This especially would be a plus on a remote spot from the hotel.

Vocals are handled by Paul Allen, Phyllis Lynne and Lee Columbo. Allen is one of best band vocalists around. Miss Lynne, a good looker with socko personality, delivers in standard fashion, while Columbo steps out of the band every now and then. He's okay. Paul Secon.

SPA SEEKS 1%

(Continued from page 13)
 short whether the writers have any interest in these rights."

"... We have no alternative but to defend the suit and protect our interests as writers. The questions involved affect all writer members of ASCAP, not only those named in the lawsuit.

"... The members of the council of SPA, as well as outstanding writer members whose names appear at the bottom of this letter, all join me (Sigmund Romberg) in an appeal to you as a writer member of ASCAP to permit us to receive 1 per cent of your ASCAP earnings for one year, the deductions to be made in four quarterly installments by authorization."

Those who signed the letter, besides Romberg, were Charlie Tobias, Otto A. Harbach, George W. Meyer, Sam H. Stept, Geoffrey O'Hara, Paul Cunningham, Jesse Greer, Milton Drake, Fred E. Albert, Abel Baer, Milton Agor, Deems Taylor, Oscar Hammerstein II, Edgar Leslie, Nat Simon, Stanley Adams and Irving Caesar.

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Corinna Mura (vocal)
- HIT—7090
Art Kassel Orchestra
- MUSICRAFT—15019
Joan Brooks (vocal)

ELECTRICAL TRANSCRIPTIONS

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|--|--|---|

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WHAT AM I
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33-0516 { Since The Angels Took My Mother
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NAB THE NICKELS ARE ON

VICTOR

AND BLUEBIRD RECORDS

RCA Victor Division
Radio Corporation of America, Camden, N. J.



PART 2—The Billboard

BEST SELLING RETAIL RECORDS

This compilation is based on weekly reports received from leading retail record stores in key retail cities. (See Sources in Part 1.) Songs are listed according to their popularity nationally with the sectional listings to the right. Record backing the hit record is in *italics*. (M) Song in Legit Musical. (F) Song in Film Musical.

| POSITION Last This Wk. This Wk. | NATIONAL | | | |
|--|----------|--------------|-------|---------------|
| | East | Mid- west | South | West Coast |
| 3 | 1 | 2 | 1 | 2 |
| 1. YOU ALWAYS HURT THE ONE YOU LOVE Mills Brothers—Decca 18599 <i>Till Then</i> | | | | |
| 4 | 2 | 3 | 3 | 6 |
| 2. IS YOU IS OR IS YOU AIN'T? (F) Bing Crosby—Decca 23350 <i>Hot Time in the Town of Berlin</i> | | | | |
| 1 | 3 | 1 | 4 | 1 |
| 3. I'LL WALK ALONE (F) Dinah Shore—Victor 20-1588 <i>It Could Happen to You (F)</i> | | | | |
| 2 | 4 | 2 | 10 | 7 |
| 4. SWINGING ON A STAR (F) Bing Crosby—Decca 18597 <i>Going My Way (F)</i> | | | | |
| — | 5 | 7 | — | 3 |
| 5. I'LL WALK ALONE (F) Martha Tilton—Capitol 157 <i>Texas Polka</i> | | | | |
| 7 | 6 | 9 | 7 | — |
| 6. I'LL WALK ALONE (F) Mary Martin—Decca 23340 <i>Goodnight, Wherever You Are</i> | | | | |
| 9 | 7 | — | 4 | 6 |
| 7. TOGETHER (F) Dick Haymes—Helen Forrest—Decca 23349 <i>It Had To Be You (F)</i> | | | | |
| — | 8 | — | 9 | 2 |
| 8. HER TEARS FLOWED LIKE WINE Stan Kenton—Capitol 166 <i>How Many Hearts Have You Broken?</i> | | | | |
| — | 9 | 5 | 7 | — |
| 9. IT HAD TO BE YOU Dick Haymes—Helen Forrest—Decca 23349 <i>Together (F)</i> | | | | |
| — | 10 | — | — | 1 |
| 10. THE TROLLEY SONG The Pied Pipers—Capitol 188 <i>Cuddle Up a Little Closer (F)</i> | | | | |

Other Records Reported in Best Selling Lists by Sections

EAST: *Till Then*—Mills Brothers, Decca 18599; *Time Waits for No One (F)*—Helen Forrest, Decca 18600.
MIDWEST: *Too-Ra-Loo-Loe-Ral*—Bing Crosby, Decca 18621; *It Had To Be You (F)*—Betty Hutton, Capitol 155; *Dance With a Dolly (With a Hole in Her Stocking)*—Tony Pastor, Bluebird 30-0827; *His Rocking Horse Ran Away (F)*—Betty Hutton, Capitol 155.
SOUTH: *Till Then*—Mills Brothers, Decca 18599; *Time Waits for No One (F)*—Helen Forrest, Decca 18500; *I Don't Want To Love You*—Phil Brito, Musicraft 15018.
WEST COAST: *It Could Happen To You (F)*—Jo Stafford, Capitol 158; *Gee, Baby, Ain't I Good to You*—King Cole Trio, Capitol 169.

MOST PLAYED JUKE BOX FOLK RECORDS

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

| POSITION Last This Wk. This Wk. | Record | Label |
|--|-------------------------------|------------------------------|
| 1 | 1. Smoke on the Water | Red Foley Decca 6102 |
| 2 | 2. We Might as Well Forget It | Bob Wills Okeh 6722 |
| 3 | 3. You're From Texas | Bob Wills Okeh 6722 |
| — | 4. Soldier's Last Letter | Ernest Tubb Decca 6098 |
| — | 5. Too Late To Worry | Too Blue to Cry |
| — | 6. Born to Lose | Ted Daffan Okeh 6706 |

MUSIC GRAPEVINE

Greene Album

In new deal with Decca, Johnny Greene will put out an album of 12 sides featuring his own compositions. Included will be a short symphonic piece, *Serenade for a New Baby*. . . . Capitol Records has picked up its option on Martha Tilton for another year. . . . Ernest Gill, musical director for the Blue Network, Hollywood, composing background music for *Hollywood Mystery Time*.

Jack Brooks and Edgar (Cookie) Fairchild will do eight tunes for *Here Come the Co-Eds*. . . . George Dunning and Eddie Kay batoning orks at Columbia this week on their original scores. . . . Mike Riley, who closed at the Radio Room, Hollywood, after a long run, on vacash at Palm Springs, Calif. . . . Herbert Stothart will do musical score for MGM's *Son of Lassie*.

London Hit Here

The Russell Bennett-Michael Fielding

tune, *Where's My Love?*, a London hit last summer, is due for a terrific plugging by Chappel. Song was pubbed by the English branch of Chapel and recorded by three Isle band leaders. . . . Tony Purcell has opened at the Hotel Knickerbocker's Holiday Room, Atlantic City. . . . The 150th tune of William Richter, Philly dentist-composer, *One Word*, has been accepted by BMI.

Charlie Spivak will add a few harpist and two French horns to his ork if he records this winter. If there's no war in the works, he'll wait till spring, but will definitely augment then. . . . Don Devoni starting new season at Warwick Hotel, Philly. . . . Phil Davis, musical director at WLV, Cincy, for 12 years, and now Musicraft director, is now located in New York.

The Billboard wasn't the only firm to ask callers, "Have you registered yet?" the past week. Sigmund Romberg, proxy

Music Popularity Chart Week Ending Oct. 12, 1944

MOST PLAYED JUKE BOX RECORDS

Going Strong

Reports received from The Billboard representatives and based on information given by leading juke box operators last week show the records listed below are currently receiving the most play on automatic phonographs thruout the nation. These reports stem from the country's leading operating centers and are averaged together. Thus only records that are distributed nationally will show up in the guide. Figures in parentheses indicate number of weeks record has been Going Strong. Listed under the title of each most played record are the other available recordings of this number.

1. **THERE'LL BE A HOT TIME IN THE TOWN OF BERLIN** (5)—Bing Crosby-Andrews Sisters (Vic Schoen Ork)Decca 23350
2. **YOU ALWAYS HURT THE ONE YOU LOVE** (21)—Mills Brothers (The Three Suns, Hit 7105) Decca 18599
3. **SWINGING ON A STAR** (22)—Bing Crosby (John Scott Trotter Ork) Decca 18597 (Gray Ratns, Hit 7086; Freddie Slack, Capitol 160)
- IS YOU IS OR IS YOU AIN'T?** (13)—Louis JordanDecca 8659 (Bing Crosby-Andrews Sisters, Decca 23350; Cootie Williams, Hit 7105; The Adrian Rollini Trio, Feature 1006)
4. **I'LL WALK ALONE** (11)—Dinah ShoreVictor 20-1588 (Martha Tilton, Capitol 157; Mary Martin, Decca 23340; Louis Prima, Hit 7083)
5. **I'LL WALK ALONE** (13)—Martha TiltonCapitol 157 (See No. 4)
6. **DANCE WITH A DOLLY** (With a Hole in Her Stocking) (6)—Evelyn Knight (Camarata Ork)Decca 18614 (Louis Prima, Hit 7107; Tony Pastor, Bluebird 30-0827; Russ Morgan, Decca 18625)
7. **PRETTY KITTY BLUE EYES** (10)—The Merry MacsDecca 18610 (Vincent Lopez, National 7004; Art Kassel, Hit 7091.)
8. **SMOKE ON THE WATER** (3)—Red FoleyDecca 6102
- HER TEARS FLOWED LIKE WINE** (4)—Stan Kenton (Anita O'Day) Capitol 166
- IT HAD TO BE YOU** (4)—Dick Haymes-Helen ForrestDecca 23349 (Bobby Hutton, Capitol 155; Earl Hines, Bluebird 30-0825; Artie Shaw, Victor 20-1593)
9. **IS YOU IS OR IS YOU AIN'T?** (7)—Bing Crosby-Andrews Sisters (Vic Schoen Ork) Decca 23350 (See No. 3B)
10. **HOW MANY HEARTS HAVE YOU BROKEN?** (9)—The Three Suns Hit 7092 (Stan Kenton, Capitol 160; Tiny Hill, Decca 4447)
- TIME WAITS FOR NO ONE** (9)—Helen Forrest (Camarata Ork) Decca 18600 (Sula Musette, Continental C-1140; Johnny Long (Patti Dugan) Decca 4439)
- G. I. **JIVE** (24)—Louis JordanDecca 8659 (Johnny Mercer, Capitol 141)
- TOGETHER** (1)—Guy LombardoDecca 18617 (Dick Haymes-Helen Forrest, Decca 23349; Bob Chester, Hit 7089; Raymond Scott, National 7001; Dinah Shore, Victor 20-1594)
- THE PATTY CAKE MAN** (3)—Ella Mae MorseCapitol 163
11. **AMOR** (16)—Bing Crosby (John Scott Trotter Ork)Decca 18608 (Andy Russell (Al Sack Ork), Capitol 155; Xavier Cugat, Columbia 36718; Eric Madriguera, Hit 8033; Percy Faith, Decca 23344; Wayne King, Victor 20-1587; Lawrence Welk, Decca 4444; Vincent Lopez, National 7003)
12. **I'LL GET BY** (27)—Harry James (Dick Haymes)Columbia 36698 (Ink Spots, Decca 18570; The Four King Sisters, Bluebird 30-0821; Jan Garber, Hit 7079; Kitty Carlisle, Decca 23320; Billie Holiday, Commodore C-553)
13. **TOGETHER** (2)—Dick Haymes-Helen ForrestDecca 23349 (See No. 10D)

Coming Up

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

1. **YOU'RE FROM TEXAS**—Bob WillisOkeh 6722
2. **WHAT A DIFFERENCE A DAY MADE**—Andy RussellCapitol 167
3. **TOO-RA-LOO-RA-LOO-RAL** (That's an Irish Lullaby)—Bing Crosby (John Scott Trotter Ork)Decca 18621

Territorial Favorites With Juke Box Operators

The following records are reported as favorites in various territories as indicated in reports to The Billboard from leading juke box operators.

- LET'S SING A SONG ABOUT SUSIE**—The Merry MacsDecca 18622 (Buffalo)
- I DREAM A LOT ABOUT YOU**—Jimmie LuncefordDecca 18618 (Erie)
- UMBRIAGO**—Jimmy DuranteDecca 23351 (New York)

of the Songwriters' Protective Association and a charter member of ASCAP, had telephone operators of both orgs asking the question. . . . Recording studios that make air jingles will be the background of *Wing White You Dance*, Columbia musical. . . . Remick's *Sweet Dreams, Sweetheart*, plugged every night last week by Landt Trio over CBS wire.

Pinky Tomlin and ork playing one-nighters in Arizona and New Mexico prior to opening at Golden Gate, San Francisco, next week. . . . Ronny Rommel and crew into Ritz Ballroom, Bridgeport, Conn., as house band for second season. Peg Durham is featured vocalist. . . . Barry Wood recorded *Here We Go to Tokyo*, official song of the Sixth War Loan Drive that starts in November.

Mills Music will pub entire score of *Delightfully Dangerous*, which United Artists will soon release. The Morton Gould tunes are *Once Upon a Song*, *In a Shower of Stars*, *Thru Your Eyes To Your Heart* and *I'm Only Teasin'*. . . . Jerry Lawrence, WMCA disk jockey, signed as

announcer on the Frank Sinatra CBS Wednesday show.

Jimmy Wakely and 13-piece ork into Casa Manana, Hollywood, for indefinite engagement. Sunshine Trio is featured on vocals. . . . James (Trummit) Young, trombonist, leader, vocalist and composer, introduced his latest, "I'm Livin' for Today," on the Mildred Bailey program Friday (13). . . . Marlin Skiles started post scoring on Columbia's "Together Again."

Coast Report

Spade Cooley will put out 25 of his original tunes, together with an album of band numbers and suggestions on arrangements for Western bands. Book to be titled *Western Swing*. . . . Max Steiner is batoning a Warner staff ork, conducting his own score for *Roughly Speaking*. . . . Xavier Cugat and ork set for MGM's *Week-End at the Waldorf*. . . . Mort Green has sold his tune, *Red Lips and Yellow Moonlight*, to Columbia for the pic, *Ten Cents a Dance*.



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SOME OF THESE DAYS

MY HONEY'S LOVIN' ARMS

I'VE GOT THE WORLD ON A STRING

DOWN THE OLD OX ROAD

HOW DEEP IS THE OCEAN

HOME ON THE RANGE

THE LAST ROUND-UP

THANKS

SHINE

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WHAT A DIFFERENCE A DAY MADE

15020—IF YOU WERE THE ONLY BOY
IN THE WORLD
SEVEN DAYS A WEEK



PHIL BRITO Popular Radio Artist with Paul Lavalie and his String Orchestra.

15018—I DON'T WANT TO LOVE YOU
YOU BELONG TO MY HEART



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FRANK NOVAK, Conducting the Polkateers

- 280—MOMMA POLKA
- 281—WHISTLING WALTZ
- 282—STOP POLKA
- 283—STOMP POLKA
- 284—RAG THE SCALE POLKA
- 285—POPPIA POLKA
- 286—SHOWIN' OFF POLKA
- 287—POLKA-POLKA
- 288—CONTINENTAL SWING WALTZ
- 289—BETSY POLKA

MUSICRAFT CORPORATION
40 WEST 46th STREET • NEW YORK 19, N. Y.



PART 3—The Billboard

RECORD POSSIBILITIES

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

- EVERY DAY OF MY LIFE** Helen Forrest (Victor Young's Ork) Decca 18624
Helen Forrest is still one of the hottest vocalists around on disks, and while this platter won't increase her fame or fortune it'll not hurt it, either. It's ideal for the quieter spots and across-the-counter sales to Forrest fans. Don't expect it to set the world on fire but count on it as a regular nickel puller.
- FAT MEAT IS GOOD MEAT** Savannah Churchill and Her All-Star Seven Gennett 7104-A
No doubt limited production will keep this out of many juke routes and retail disk stores, but where it lands it's going to do okay. It's clean enough for the long noses and yet it'll give a special kick to the wise-guys. When you hit both with one side that's double okay. It is well shouted by Savannah and yet it's not all noise. Spin it if you can get it.
- THE WHITE CLIFFS OF DOVER** Louis Prima and His Ork... Hit 7109
It's a shame that they had to call this by the "White Cliffs" title for most platter twisters won't recognize the tune the Prima way. Nevertheless, Prima does a hit job on the Burton-Kent number, and his use of voices as instruments is nicely handled. This will never make No. 1 out of the best selling or most played juke disks but it'll be in there pitching just the same.

POPULAR RECORD RELEASES

(From October 12 thru October 19)

- A MESSAGE FROM HOME... Singin' Sam... Beacon 7152
- ALICE IN WONDERLAND ALBUM... Decca DA-376
- Alice in Wonderland—Part 1... Ginger Rogers (Victor Young Ork)... Decca 29142
- Alice in Wonderland—Part 2... Ginger Rogers (Victor Young Ork)... Decca 29143
- Alice in Wonderland—Part 3... Ginger Rogers (Victor Young Ork)... Decca 29144
- Alice in Wonderland—Part 4... Ginger Rogers (Victor Young Ork)... Decca 29145
- Alice in Wonderland—Part 5... Ginger Rogers (Victor Young Ork)... Decca 29146
- Alice in Wonderland—Part 6... Ginger Rogers (Victor Young Ork)... Decca 29147
- Alice in Wonderland—Part 7... Ginger Rogers (Victor Young Ork)... Decca 29148
- Alice in Wonderland—Part 8... Ginger Rogers (Victor Young Ork)... Decca 29149
- Alice in Wonderland—Part 9... Ginger Rogers (Victor Young Ork)... Decca 29150
- BLUES ON THE BAYOU... Walter Thomas and His Jump Cats Gennett 8126
- CROSBY CLASSICS ALBUM... Columbia M-555
- Down the Old Ox Road... Bing Crosby-Mills Brothers... Columbia 4305M
- Home on the Range... Bing Crosby-Mills Brothers... Columbia 4302M
- How Deep Is the Ocean?... Bing Crosby-Mills Brothers... Columbia 4301M
- I've Got the World on a String... Bing Crosby-Mills Brothers... Columbia 4301M
- My Honey's Lovin' Arms... Bing Crosby-Mills Brothers... Columbia 4304M
- Please... Bing Crosby-Mills Brothers... Columbia 4304M
- Shine... Bing Crosby-Mills Brothers... Columbia 4303M
- Some of These Years... Bing Crosby-Mills Brothers... Columbia 4303M
- Thanks... Bing Crosby-Mills Brothers... Columbia 4305M
- The Last Round-Up... Bing Crosby-Mills Brothers... Columbia 4302M
- DANCE WITH A DOLLY (With a Hole in Her Stockin')... Russ Morgan... Decca 18625
- DON'T BLAME ME... Kay Vernon With Ray Sinatra Ork... Hit 7113
- DON'T FOOL WITH ME!... Five Red Caps... Gennett 7116
- FAT MEAT IS GOOD MEAT... Savannah Churchill and Her All-Star Seven... Gennett 7104
- I LIKE IT 'CAUSE I LOVE IT... Una Mae Carlisle... Beacon 7171
- I'M GOING TO LIVE MY LIFE ALONE... Five Red Caps... Gennett 7119
- JUMPIN' WITH JUDY... Walter Thomas and His Jump Cats Gennett 8126
- JUST FOR YOU... Five Red Caps... Gennett 7119
- LET ME LOVE YOU TONIGHT... Chucho Martinez With Ray Sinatra Ork... Hit 7112
- MUSIC FOR YOUR LISTENING PLEASURE ALBUM... Hit Special 2
- Begin the Beguine... Henry Nosco and His Concert Ork... Hit 1001
- Caprice... Henry Nosco and His Concert Ork... Hit 1003
- Exhale... Henry Nosco and His Concert Ork... Hit 1003
- Indian Summer... Henry Nosco and His Concert Ork... Hit 1004
- Intermezzo... Henry Nosco and His Concert Ork... Hit 1002
- May Night... Henry Nosco and His Concert Ork... Hit 1002
- Night and Day... Henry Nosco and His Concert Ork... Hit 1001
- Reverie... Henry Nosco and His Concert Ork... Hit 1004
- SWEET DREAMS, SWEET... Kitty Carlisle (Victor Young Ork) Decca 23359
- HEART TELL ME YOUR BLUES AN' I WILL TELL YOU MINE... Savannah Churchill and Her All-Star Seven... Gennett 7104
- THE VERY THOUGHT OF YOU... Kitty Carlisle (Victor Young Ork) Decca 23359
- THERE GOES THAT SONG AGAIN... Russ Morgan... Decca 18625
- THERE'S A LIGHT ON THE HILL... Five Red Caps... Gennett 7116
- WHENEVER I THINK OF YOU... Singin' Sam... Beacon 7152
- WHISPERING... Chucho Martinez With Ray Sinatra Ork... Hit 7112
- YOU GOTTA TAKE YOUR TIME... Una Mae Carlisle... Beacon 7171
- YOU NEVER SAY YES (You Never Say No)... Kay Vernon With Ray Sinatra Ork... Hit 7113

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C2 JEEP BOOGIE
CHIMIN AWAY
(Piano)

C3 HOBSON CITY STOMP
RUN INTO ME
(Piano)

C4 COW COW STOMP
GIN MILL STOMP
(Piano)

LIST PRICE \$1.00

Regular Dealers' Discount

Renewal Split
Ache To Get a
Legal Going Over

NEW YORK, Oct. 14.—Long-standing thorn in the side of music pubs, the renewal split—when two writers give the same song to two different publishers on renewal, a thing that has happened countless times in the alley—will get a court test within next few weeks. A leading music attorney is bringing suit soon over the matter of two different companies not sharing in the movie money for a song where one company sells the film rights. Up to this time, even if both parties place song at different houses, if one pub sells tune to pic company, the other firm doesn't come in for a share of the film money. According to the action being con-

Who Carries Who

NEW YORK, Oct. 14.—Two band managers were overheard making with the big talk (\$666,666) one day last week in front of the RKO Building. One was heard to ask the other how the first manager's band was doing at a local spot. Naturally, the answer came back "terrif." So much so that the band did "\$46,000 last week." Not bad, the other manager nodded. "By the way, So and So is on the bill with us," the same manager went on, adding nonchalantly the name of one of the highest-paid comics around today.

templated, a suit will be brought seeking to establish a precedent wherein the firm that hasn't sold the film rights to a renewal demands a share in film receipts of the other firm.

Music Popularity Chart Week Ending Oct. 12, 1944

POPULAR RECORD REVIEWS

By M. H. Orodenker

DICK HAYMES (Decca)
Janie—FT; *V. Our Waltz*—W; V.

Striking out on his own for these two sides, Dick Haymes sings out in commendable fashion for maximum returns. With the velvet setting scratched out by the Victor Young violins to set off his romantic pipings, Haymes makes for attractive spinning on every score. From the movie of the same name, Haymes handles "Janie," the sweet-sixteen serenade, with plenty vocal celerity and in the way that will make all the 16-year-olds dream he is troubadouring only to them. A bit heavier, in fact making demands on his vocal skill, is his singing of the Nat Burton lyrics for David Rose's dream melody, "Our Waltz." Burton's wordage has captured the charm of the melody. While Haymes takes liberty with the waltz tempo, the wide melody range makes it more difficult for him to sing it out in free and easy fashion as his handling of the pop.

Combination of Dick Haymes and an appealing girlie song ballad is a cinch for coinage in the music boxes. There can be no minimizing the appeal of David Rose's "Our Waltz" melody to which the song-seller lends an attractive set of lyrics.

VAUGHN MONROE (Victor)
The Last Time I Saw Paris—FT; VC. *After It's Over*—FT; VC.

Unfortunately, the military scene shifted too fast for Paris of nostalgic song lore to linger in any fashionable position among the hit paraders. For that matter, the timing is out of gear at the moment for a post-war love ballad. Nonetheless, the intentions were honest ones on par of the waxworks to reissue "The Last Time I Saw Paris" (originally mated with "High On a Windy Hill" for the Bluebird label) and "After It's Over" (once before mated with "You Were Never Lovelier" for the Victor label). Jerome Kern's melodic picture of Paris is given a bright rhythmic treatment with Vaughn Monroe making the lyrical expressions count. "After It's Over," styled in a ballad setting, brings on the vocalizing of the Four Lee Sisters.

Phone appeal of these sides are nebulous, depending entirely on the degree of appeal either of these oldies are able to drum up at this date.

COOTIE WILLIAMS (Hit)
Is You Is or Is You Ain't?—FT; VC. *Blue Garden Blues*—FT.

While it is fool-hardy to expect anyone to horn in on Louis Jordan's position in the driver's seat for his own "Is You Is or Is You Ain't?" ditty, there is no reason to minimize the talents of others with the tune. Case in point is the excellent piping, sultry and low-down, of Eddie Vinson with Cootie Williams' band. Taking it at a moderate blues tempo, Vinson walls the wordage to good effect, with a bit of Cootie's growl trumpeting to polish off the platter. The standard "Blue Garden Blues," of the stomper variety, gives the band a chance to shine; or rather the solo hot horns, particularly that of the maestro.

Particularly at the race locations, where Cootie Williams and his chanter, Eddie Vinson, enjoy a wide following, "Is You Is or Is You Ain't?" is bound to attract some phono attention. And for the hop, skip and jumpers, his "Blue Garden Blues" is beat out the way that woos the coinage.

(See Popular Record Reviews on page 64)

FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Orodenker

RED RIVER DAVE (Savoy)
I'm a Convict With Old Glory In My Heart—FT; V. *I'd Rather Die For My Country*—FT; V.

While it's a little late in the fighting to start waving a flag in this manner, there an aura of the tall grass country to these chants, and the way Red River Dave delivers the ditties, that should make wide circulation for this particular couplet. Both patriotic tunes, the approach to each is from opposite poles. Sure to win favor for a long spell to come is "I'd Rather Die For My Country," particularly when the subtitle is added, "Than Live With My Wife." The humorous implications are there, and Red River Dave, who wrote the novelty with Sam Martin, another Bronx hillbilly, makes the most of them. It's a lively marching song and the string band plus a corned trumpet provides the proper musical setting for the outdoor troubadour. Dave's (McEnery) "I'm a Convict With Old Glory In My Heart" is the sad and weeping saga of the lad lingering in gaol in a striped suit while his buddies outfit in khaki, and the singer gives it all the tear-jerking consoling it commands. Both sides loom big for the juke boxes, especially at the tap and tavern stands.

(See Folk Record Reviews on page 65)

ASCAP Reps French Longies for Annual 27½G on the Line

NEW YORK, Oct. 14.—Grand rights of French longhair composers acquired by ASCAP recently from the alien property custodian's office will cost the Society a reported \$27,500 per annum for the right to license the music. Rights had originally been held by the Elkan-Vogel Company, and are controlled by SACHEM, French performing rights society.

These rights, when war broke out, were held by the custodian's office until ASCAP took over the licensing rights, guaranteeing SACHEM the above amount per year.

BMI tried to get the rights, offering \$17,000 for them, but was outbid by ASCAP.

Decca Sticks Its Longhair Toes In The Water

NEW YORK, Oct. 14.—Decca Records last week signed Yascha Helfetz, longhair fiddler, to a non-exclusive contract. Violinist has been with RCA-Victor. Under Decca deal he can also disk with any other company he wants. Decca, according to Prexy Jack Kapp, is not going out on the concert limb. They recorded Leonard Bernstein's *Fancy Free*, ballet piece, sometime back, but that's all.

Also known that there's a deal pending for Erno Rapee, musical director for Radio City Music Hall, to do an album for same company.

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TO BE
CHERRY RED BLUES
7075 { TESS'S TORCH SONG
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EVERY HIT IS ON CLASSIC RECORDS!

Camp Shows Now on Hunt For Combos To Go Abroad

NEW YORK, Oct. 14.—After a long spell of "no interest," little money or a combination of both, the drinkery acts are in heavy demand again. Not only are the lounges looking for voice and music combos but now Camp Shows, Inc., is also making a heavy pitch for the units.

About a year ago when CSI first became interested in small packages the interest was based on the belief that a trio had so much mobility that it could be moved from spot to spot, either offshore or on the domestic hospital circuit without burdening transit facilities. A few such packages were bought and proved successful.

Then, said Dave Schooler, CSI production head, the organization began making a heavy pitch for the combos. From other sources it is learned, however, that despite the demand for talent, units showed little interest.

One CSI official explained that the "tax didn't help us one bit. We thought when the 30 per cent bite knocked a lot of the guys out of jobs they'd come running to us. But we didn't see any lines."

A cocktail rep said, "These acts would rather hang around town than sign up for six months."

25 Units Out

But whatever the reason, CSI has managed to send about 25 units offshore or place them in domestic hospital circuits in the past few months. The biggest demand, says Schooler, is for small units consisting of voice and instrument that can put on a 45-minute show. In the past month, says Schooler, CSI has managed to buy the Jolliteers, Eleanor Sherry and the Swinghearts, the Los Panchos Trio, the Novelairs, the Thelma White all-girl unit and other acts.

Where an act doesn't have enough to do a 45-minute or an hour show, CSI, says Schooler, will add another act or two to fill the running time.

Novelty combos, instrumental and voice groups are best for CSI purposes. Frequently musical units have to play for shows, and there aren't many around, adds Schooler, who can do their own acts and play a good show, too. Occasionally, explains Schooler, he buys a single who can play and sing. But singles, said he, unless they are added to fill up already existing groups, seldom work out well. For even if they can do a good entertaining job they often can't cut for a show.

Combos sent offshore go for six months. Guys, if they have anything on the ball, may be sent out on echelon service, which means they work close to the front lines. Fem units are never used for that work.

Domestic demand for cocktail units comes from the hospital circuits. A small combo, say two, three or four pieces, can move easily from ward to ward and work before large or small groups.

Novochords, says Schooler, are out. Moving the instrument and setting it up create too many problems. Preference is for portable instruments such as guitars, fiddles and horns. Pianos are usually found on locations.

There is no demand for drinkery packages to play domestic army camps, says Schooler. Camps are set up so they get entertainment thru the various USO vaude units. Besides, domestic service bases have their own orks to cut for shows.

Money is, of course, a problem, says Schooler. Budget is small and often inflexible. But if a combo is good and can do a job the money need not be too far out of line with that paid in civilian life.

Review

The Continentals

(Reviewed at the Colony Club, Chicago)

Unit is a group of neat appearing Latin American lads. Frank Avilo is on bass, Louis De Santos takes over on the accordion, while Lupe Garcia handles the guitar. They have developed a nice style, heeding strictly to soft, subdued music which makes them suitable for small dinner spots and cocktail lounges.

Their brand of music strikes a nice note that appeals to rumba enthusiasts as well as table-sitters. There are no frills or novelties to their playing as the boys concentrate on ensemble work.

However, they would do well to intersperse a few solos during the sessions as it would lend variety to their repertoire and also give them a chance to display their individual talents.

Library leans to the romantic south-of-the-border tunes, ballads and pops. In addition they have a large selection of stock request numbers.

Featured is Miss Lawler, songstress, who has been added to the combo for their current date. Gal has a style of her own, dishing out the vocals in deep, rich tones, injected with a dramatic touch that sells well. She dominates the bandstand with her personality and appearance. Added to her versatility is her ability to sing in Spanish, Portuguese and Italian. Jack Baker.

OFF THE CUFF

East:

BENSON AND FORBES current at The Barn, Kingston, N. Y. . . . CHRISTINE KATON held over at the Lafayette Hotel, Portland. . . . BEATRICE CHAPMAN renewed at the Traymore, Newark. . . . FRANK RAMONI band went into Dempsey's, New York. . . . WALTER FELDCAMP appearing at the Mayflower Hotel, Akron. . . . KEITHLEY QUARTET drew still another ticket at the Monteleone Hotel, New Orleans, after two years. . . . CHARLIE PATTERSON trio at the Queens Terrace, L. I.

BOBBY WINSTON is the new piano pounder at Eddie Harris's Tavern, Philadelphia. . . . FIVE KINGS and the Sophisticates usher in the music bar policy at Cat and Fiddle Inn, Waterford, N. J. . . . JIMMY GOLDEN and his trio locate at Nat Segal's Down Beat, Philadelphia. . . . ERNEST HAMORY featured in the Holiday Room of the Knickerbocker Hotel, Atlantic City. . . . BILL DAVIES at Mitchell's Bar, Philadelphia. . . . MARY NAVIS, one-time trumpeter for Ina Ray Hutton, now with the Johnny Willis Trio, is going to Philadelphia's newest musical bar, the Beaux Arts.

EVANS BROWN brings his boogie-woogie to Philadelphia's Tahiti Bar. . . . TRIATONES added at DuMond's, Philadelphia. . . . BON BON with the Grooveneers and Johnny Waters tickling the ivories at Lou's Moravian Bar, Philadelphia. . . . ED BAUDIS at Philadelphia's Barnyard Cafe. . . . CHARLIE GAINES with Hotcha Drew and Arden and Alexander alternate at Philadelphia's 164 Clover Bar. . . . ELEANOR AND HER MELODY MAKERS take over at Cash

and Carry Cafe, West Collingswood Heights, N. J.

THREE MEN OF RHYTHM for the reopening of 41 Club, Maple Shade, N. J. . . . JESSIE ALTMILLER and his Electro-tones take over at the Hofbrau, Bridgeton, N. J. . . . RIFF ROBBINS TRIO returns to the Pelican, Bethlehem, Pa. . . . THREE SOPHISTICATES set at Cat and Fiddle Inn, Waterford, N. J.

Here and There:

BILL KOHLER has replaced Al Naji at Toledo's Hillcrest Hotel. . . . JULES AND WEBB had their contract extended from 4 to 16 weeks at the Bellerie Hotel, Kansas City, Mo. . . . PENNY CARLTON current at Lenny's, Cleveland.

THE DOLLODIANS' option renewed at Georges', Glendale, Calif. . . . DOROTHY CARROLL can be seen at the Little Brown Jug, Kankakee, Ill. . . . ROY GROVELL goes into the Bowl, Springfield, Ill. . . . JACK CRAWFORD held over at The Drum, St. Paul. . . . AL JACOBS TRIO opened at Showbar, Evansville, Ind. . . . JETTA KAY held over at Melody Mill, La Crosse, Wis. . . . HOWARD BIGGS now doing a solo at Circle Bar, Kankakee, Ill. . . . SLATS HOUSEMAN TRIO opened at Jal Lal Cafe, Columbus, O. . . . HELEN DEXTER current at Minnesotan Hotel, Minneapolis.

PLINK, PLANK AND PLUNK teed off at the Blue Grass Club, Cleveland, October 1. . . . GOLDIE (ex-Paul White-man) now in his second year at the Maytag Club, Phoenix City, Ala. . . . SANDY SANDIFER held over indefinitely at Van Cleve Hotel, Dayton, O. . . . BARBARY COAST BOYS current at Alpine Village, Cleveland.

TWO BEATS OF RHYTHM inked in at the American Legion Club, Omaha, starting October 18. . . . DUKE SCHILLER skedded for the Lake Hotel, Gary, Ind.

PHIL DOOLEY is at the Lakotas, Milwaukee. . . . LIL ARMSTRONG has been booked for the Eastown Bar in the same town. . . . MUSIC MASTERS opened an extended engagement at Tony's, Cleveland. . . . TOMMY RIGSBY, pianist, opens at the same spot November 1. . . . MIKE MCKENDRICK into the Bamboo Room, Kenosha, Wis., starting October 16. . . . CARTER WEBSTER current at the Time's Lounge, Rockford, Ill. . . . LEE BARNES TRIO are skedded for the Riptide, Calumet City, Ill.

"SCATMAN" CROWTHERS goes into Lou's Grill, Newark. . . . CHENAULT AND DAY have been booked for the Downbeat Room, Sioux City, Ia., starting October 31. . . . BOB MOORE is at the piano in the Bamboo Room, Kenosha. . . . BOB SYLVESTER (4) inked for Babe's Restaurant, Des Moines. . . . VIVIAN GARRY moves into the Maple Club, La Salle, Ill. . . . CHESTER MARKERT AND LAURA LEE ANGELS, Hammond organ duo, are playing at Gene's Lounge, Fargo, North Dakota. . . . GLEN BROOKS is skedded for the Miami Gardens, Jasper, Ind. . . . SLATS HOUSEMAN TRIO also at the same spot.

DOROTHY HACKER, organist, booked into the Leland Hotel, Richmond, Ind. . . . LLOYD GREGORY opened at the Theater Bar, Terre Haute, Ind. . . . JETTE KAY drew a holdover at the Melody Mill, Fon du Lac, Wis. . . . DOC PARKER UNIT are at the Wigwam, St. Paul. . . . MARY ANN DAVIDSON is doing the keyboard work at the Circle Bar, Kankakee. . . . ALYCE BROOKS, septa songstress-pianist, now at Lord Lansdowne's, Dayton, O.

AL GORDON and His Canines inked in at the Beverly Hills Country Club, Newport, Ky., starting November 13. . . . THREE MELODEES opened at the Hi-Lo, Battle Creek, Mich. . . . THE WHELANS drew a holdover at the Bowery, Detroit.

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Blue-Nose Law Suddenly Hits 4 Jersey Spots

NEW YORK, Oct. 14.—Four cocktail lounges were suddenly driven out of business when the officials of Harrison, N. J., began enforcing an old blue law September 28.

An eight-year ordinance that nobody in town had ever bothered with was unearthed and the town's chief of police served notice on all the drinkeries in town to close up. Ordinance says that entertainment and dancing, or offering facilities for entertainment, is prohibited.

Among the spots hurt worst by this edict was Dee-Jays. Building in which room was located was owned by Dee-Jay for the past 10 years and considerable money had been spent for remodeling and improvement. Spot spent real dough for entertainment and was doing good business.

In August, op renewed his night club license which runs until July 30 of the next year. On September 28 spot was served and ordered to get rid of its live music and entertainment in three days' time. Dee-Jay hired a lawyer. But all he could get was a postponement of 30 days.

Law permits juke box but no other entertainment. Same notice was served on the Rainbow, Club Casino, the Arrow and Jones's Hawaiian Palms. They all appealed and lost.

Dee-Jay finally picked up and moved into Secaucus, N. J., and took over the old Club Acme on Front Street. Spot is being slowly improved. Talent now in room is the Frankie Hope ork and the Three Octaves.

Other spots operating in Harrison are still in business but they have dropped all entertainment except the juke boxes.

Marr To Rep GAC On Combos in Iowa

CHICAGO, Oct. 14.—General Amusement-Corporation here, has enlarged its cocktail department with the appointment of Bernie Marr, who conducts his own booking office in Sioux City, Ia., to act as their representative in the Midwest territory.

Marr, who will continue to operate out of the Iowa city, will specialize in the handling of cocktail units, small bands and acts. This is the first step GAC has taken in securing an outside affiliation,

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LAWYERS AS SHOWBIZ MEN

Finally

NEW YORK, Oct. 14.—Billy Rose inked his contract with AGVA this week and the document only needs the signature of Matt Shelvey, head of the union, to put it into effect. Altho the deal was made in mid-summer, John Hancocking by both sides is coming about only now.

\$100-125 Top On 2 New Ice Revue Pacts

AGVA Calls Them Model

NEW YORK, Oct. 14.—Terms which will serve as a model for all future ice, roller and water revues have been worked out to cover the *Ice Follies* and *Ice-Capades* blade shows, according to Matt Shelvey, national administrator for AGVA, who returned here Wednesday (11) from a three-week jaunt to the West Coast, where he negotiated the two Hans Brinker contracts.

Shelvey said that the new pacts, due to run four years, provide major advances over the old *Ice Follies* and *Ice-Capades* (See \$100-\$125 TOP on page 55)

Could Be

NEW YORK, Oct. 14.—Bob Weltman and Harry Levine, the Paramount's manager and booker, respectively, were standing outside their house watching the mob of bobby-soxers waiting to get in to catch Sinatra. Many of them carried bundles under their arms.

"What are those boxes?" Levin asked Weltman.

"Lunches," said Weltman. "There's a guy with a clothing box," retorted Levine. "Is he here for the week-end with a change of clothes?"

\$\$ in Boogie & Blackstone

Complexity of night club, vaude dealings makes room for 'management counsel'

By Paul Ross

NEW YORK, Oct. 14.—To most people boogie-woogie and Blackstone may seem far apart, something like East and West—a twain which never shall meet.

But here in the showbiz capital of the world there is a group of men who not only make boogie-woogie and Blackstone meet, but draw lucrative livelihoods out of it.

Moreover, the group will probably increase in size and scope of activity as time goes on if show business, and particularly the night club-vaudeville industry, continues along present lines.

The group comprises a number of individuals and firms who, starting originally as practitioners of the legal arts, have gone into what is now called "management counsel" work for names and attractions of various types.

Dutch Uncles

Performers retain them for flat sums or on percentage arrangements to carry on the voluminous legal business in which most acts become involved once they climb out of the low-price category. The mouthpieces, in most cases, not only see that contracts are properly drawn, expenses met, insurance policies paid, tax forms made out and, occasionally, that personal problems are settled, but advise on bookings, handle agents, guard earnings and function as wet nurses and Dutch uncles combined.

In short, they begin by working on some legal kink for a performer and wind up carrying out many of the chores of the old-time personal manager.

The "management counsel" is not new as an institution in showbiz, of course. He has existed in the legitimate field for a couple of decades, at least. He has also had a prominent place in the band business for many years. But it is only lately, relatively speaking, that he has begun to be seen in the night club-vaudeville field and, by general agreement, he is becoming more numerous and influential.

As a consequence, many straight-line agents, especially the smaller independents, are worrying. They aren't ready to take up arms or go to bat, even if this could be done, but they are suspicious enough to gab anxiously about it—and wonder.

Close Connections

Whether anything can be done is pretty doubtful. The increasingly close connections between night club-vaude and other branches of showbiz, the growing frequency with which performers move from one field to another—particularly if they are semi-names or better—poses daily legal problems with which the average performer is not equipped to deal. So the performer finds a legalist who can, and before long a switch has occurred—the lawyer comes to represent the act's whole business and is making arrangements, perhaps with the original agent, for bookings of one kind or another.

There is nothing illegal about this, nor is it unethical. It's simply a case where the complexity of show business today makes it necessary for an actor to have the kind of handling which will take him thru the maze unhurt.

What irks the agents who complain is that the lawyer has moved into a field which they regard as their own without having to buy an agent's franchise. Join (See Showbiz New on page 27)

Nan Blakstone, Flor. Gardens Tangle Over Ad

NEW YORK, Oct. 14.—Peculiar tangle between Nan Blakstone and the Florentine Gardens, of Hollywood, was tossed into AGVA's lap this week and may shed light on the rights of performers versus clubs and the other way around.

As reported by Mort Rosenthal, AGVA's attorney, Miss Blakstone was booked into the Coast club for a month to end about September 10, but was canceled out a few days before because (See Blakstone Ad Tangle on page 55)

Kaliners Sell Bali; 2 More Philly Clubs Given New Owners

PHILADELPHIA, Oct. 14.—Club Bali, once the town's top nitery until shuttered by the Kaliner Brothers last spring, is expected to return to the after-scene later this month.

The midtown spot was sold this week by the Kaliner firm to Stanley Schwartz, coming to the field via a chain of shoe repair shops, partnering with Bob Wasserman. Kaliners continue to operate their next-door Little Rathskeller.

Another change in nitery ownership has Jack Turnick becoming the new owner of the Open Door Cafe, dark for some time.

Also, David Trussell and Samuel Smerlison are now partners in the Everglades since the former purchased the interests of William Jackson, a third partner. All three are new to the nitery field, coming from the plumbing and building fields.

Nazarro Job-Agent License Canceled

NEW YORK, Oct. 14.—Round Two in the legal battle between Pearl Bailey, Negro singer, and Nat Nazarro, local talent manager, took place this week and ended with a score against Nazarro.

As reported in *The Billboard* last week, Round One was in the form of a suit by Nazarro against Miss Bailey to collect a claim of about \$800 in back commissions.

Round Two was a session in the office of License Commissioner Paul Moss, brought about by Miss Bailey's attorney, Chauncey S. Olman, at which Nazarro's employment-agency license was lifted by the commissioner.

According to Olman, Nazarro told Moss that he, Nazarro, is not an agent but a manager. Moss thereupon demanded, received and canceled the employment-agency ticket which Nazarro held from the license commission, making him ineligible to function further as an employment agent.

No settlement was effected in Moss's office, states Olman. Both sides, he reports, reiterated their contentions—Nazarro that money was owing him, and Miss Bailey that it ain't so.

Meanwhile a new factor may enter the case. Mortimer S. Rosenthal, associate counsel of AGVA, said yesterday (13) that the union had been asked by Olman to look into the suit. Rosenthal said there is a strong likelihood that AGVA will investigate Nazarro's business set-up.

Brown Derby Shut; Chicago Cops' Claim Operator Has Record

CHICAGO, Oct. 14.—Mayor Kelly, acting on a recommendation of Police Commissioner Allman, revoked the license last week of the Brown Derby, one of the Loop's leading niteries.

The revocation was based on an investigation by Virgil W. Petersen, operating head of the Chicago Crime Commission, who reported that the owner of the spot, Sam Rinelli, alias Sam Reynolds, had served a sentence in Leavenworth for violation of the prohibition law and was not a proper character to operate the spot.

In addition, the Crime Commission charged that the liquor license for the nitery was issued under the name of August Rinelli, brother of Sam, and that the police winked at the same, knowing that Sam Rinelli, having a police record, was the actual owner.

The revocation of the license is the first one issued to a nitery here. Commission intends to follow thru on further investigations.

Black Plans Nitery On Chicago's Ritzy Michigan Avenue

CHICAGO, Oct. 14.—Windy City may soon see the opening of its first nitery, on Upper Michigan Avenue, if the present plans of John Black, new owner of the swank Medinah Club are put into effect.

Black, former owner of the Congress Hotel here, before the government took it over as a training center, recently acquired the 36-story club, operated for years as a private membership affair, thru a foreclosure.

New deal calls for the spot to be operated as a commercial hotel. No plans have been set, as yet, regarding the entertainment policy of the room.

P.A. for Lon Chaney; Brown Mulling Tour

NEW YORK, Oct. 14.—Two more pic performers will do a vaude tour in the near future. Lon Chaney Jr. starts his trek approximately December 1. Chaney was originally set for theater dates beginning November 1, but unforeseen events forced cancellations.

Second performer to do p. a.'s is Joe E. Brown. Latter, however, is still in the gab stage as Brown has radio contracts that have to be filled.

WM, MCA Rumored Setting Up Subsidiaries to Coin Icers

NEW YORK, Oct. 14.—The William Morris office and Music Corporation of America were both rumored this week to be forming subsidiary corporations to produce ice shows for hotels. Both have been active in the field for some time.

David (Sonny) Werblin, MCA vice-president, officially denied that his office is forming any subsids to produce ice shows and declared there was no significance in the fact that Jules Stein, MCA prez, sat in on recent contract negotiations for two big blade revues.

Aside from offering the information that MCA agents the Dorothy Franey ice show at the Benjamin Franklin, Philadelphia; the McGowan and Mack blader at the Chase Hotel, St. Louis, and the Lamb-Yocum revue now being readied for a New York hotel appearance, Werblin could only refer *The Billboard* to Lou Wasserman, in the Coast MCA office, as the sole person who could confirm trade rumors about the subsidiary set-up.

However, an important trade source said yesterday (13) that MCA has long held financial interest in such full-scale icers as the Sonja Hente affair, *Ice Follies* and *Ice-Capades*, so any decision to go into this kind of business on a more extensive scale would not be surprising. In the absence of both William Morris

and Abe Lastfogel on the Coast, Leon Castrina, of WM's legal department, stated that the firm has had a subsidiary called M. L. Tours, Inc., in existence for about 10 years whose function is to produce ice shows such as the one now (See WM, MCA DEAL on page 55)

Helsing & Isbell Go Separate Ways

CHICAGO, Oct. 14.—Bill Helsing, co-owner with Marlon Isbell in a chain of cocktail lounges and restaurants here, dissolved his partnership last week, when he sold his interests to Isbell, after being associated with him for over 12 years. Spots now under sole ownership of the latter, include the two Isbell restaurants, the 51st Street lounge and the State and Washington Street cocktaileries and eating places. Helsing retains the Vodvil Lounge, smart North Side spot, which was opened there years ago with a new policy of presenting vaude behind the bar. He will continue to operate the spot under the same plan, concentrating on name attractions and feature acts. First show set under the new deal features Paul Gray, with Mary Ann Dodd, Chet Robe and his ork and two acts.

Hotel New Yorker, Terrace Room, New York

Talent policy: Dance band and floorshows at 7:45 and 11:45. Owner-operator, Hotel New Yorker; room manager, Max Engelhard; publicity, Shep Henkin. Prices: \$1-\$1.50 cover after 10 p.m.

Hollywood Holiday, the new Donn Arden-produced ice revue which opened here last Monday (9), is a lulu. It has color, beauty, finish—and an idea, which is carried out and cleverly used to display the assorted talents of the skillful group of dancing-skaters who people the offering.

The idea is in the form of a simple story of a girl winning a beauty contest and becoming a movie star. What happens to her provides the opportunity for a series of sharp production numbers and individual appearances.

Original music by Lee Morris and Elliot Eberhard has been prepared to cover part of the show and the score, on the whole, is a good one. Handsome costumes, designed by Ben Wallace and executed by Madame Berthe, lend plenty of polish and eye-appeal to the offering.

Line of six could stand a little more rehearsing in the matter of uniformity in ensemble work but make up for this deficiency by the vivacity and skill with which they perform their chores. Routines for whole company are built largely on popular dance steps and show terps, and the line and principals knock 'em off with zest. On the matter of looks group is solid.

Mary Jane Lawson and Mary Jane Yeo, starred, prove their right to this distinction with a series of solo turns, doing some very fancy figure skating, ballet leaps, spins, sitting and crouching twists and other difficult stuff. Miss Lawson's (See *Hotel New Yorker* on page 27)

NIGHT CLUB REVIEWS

La Martinique, New York

Talent policy: Floorshows at 8:30, 12:30 and 2:30. Continuous dancing. Owner-manager, Dario and Jimmy Vernon; publicity, Jack Tirman. Prices: \$3.50 minimum.

Second show of current season brings back Dean Martin who sells his vocals capably, even to the fork and knife contending which jammed the room for the dinner show. The tall dark guy with his renovated schnozz opened with *Is You Is*, followed with *Melancholy Baby* and *Hot Time in Town of Berlin*. Each number won him good mitting. But Martin is badly in need of fresher material. He has been caught by this reviewer several times and his songs haven't changed. For encore he gave out with a sock *San Fernando Valley*.

Elaine Jarro, a buxom brunette hooper with a good pair of gams, opens in black sequin tights and full length red gloves. Material runs mostly to semi-soft shoe, heel and toe work that drew fair hands. Came back later in a bare-midriff costume to deliver a series of terps and acros. Her no-hand flips garnered a nice round of applause.

Cappella and Patricia, dance team who doubled from Loew's State, do their usual dreamy terps. Guy acts either like hitching post or derrick while gal goes thru the routines. Male doesn't look strong enough but still manages to lift his partner in series of whirls and overhead spins. Team's Vernon Castle *One Step* showed the only bit of strong dancing. But that, too, was full of lifts and other muscle stuff. Turn got tepid hands. Having two dance acts follow each other isn't good routing.

Jackie Miles, holdover, kills 'em with his smooth comic patter. His old stand-bys, the penniless tout, the guy in a movie and Honeysuckle Rose made the customers double up with solid belly laughs.

Pancho (11) does a good job for the show. Norca's (10) ork relieves for dancing. *Bill Smith.*

Garden Terrace, Benjamin Franklin Hotel, Philadelphia

Talent policy: Dancing and floorshows at 7:30 and 11, also Saturday luncheon at 1:30. Management, Joseph E. Mears; publicity, Ralph W. Temple; maitre, Vincent Bruni; producer, Dorothy Franey. Prices: \$1.50-\$2.50 minimums.

After the 80-week run of the Yocum-Lamb ice show on the refrigerated floor, hotel ushers in the season with a new array of rink revelry called *Ice Fantasia*. Running for a fast 30 minutes, revue is tightly packed with skating thrills, bladed lookers, colorful costumes and a fair measure of humor all set against a bright rhythmic background.

Skating ballerina is lovely Ariane (Le Vaillant), Swiss figure skating champ. And she gets close competitor from a line of six with beaucoup glamour. Miss Ariane's gyrations are part of highly colorful production spectacles.

On start, the line framing their stylish gowns in a *Pretty As a Picture* sequence, the show picks up a fast tempo that is maintained thruout. *Native Hawaii*, with the gals in phosphorus paints and costumes adding eclat to their wiggles, makes for an eye-catching picture. *The Gay '90s* finale keeps the pace fast to the finish line.

Production numbers, all polished off by Ariane, also show the talents on ice of Bain Lightfoot, a lad and plenty light on the blades, and the eccentric dancing of Jimmy Kelly. Bain, teaming with Pearl Josephs, hits a high mark with jitterbug dancing, while Kelly adds a heavy dose of humor with his pantomimicry.

Adding substance to the show is the baritone singing and emceeing of Jerry Evans. The musical background provided by Frank Juele's orchestra also adds. *Maurie Orodender.*

TAYLOR TROUT AND MICKIE, after 10 months with USO-Camp Shows Unit 235, *What Next?*, are in New York ready to ship out almost any day for overseas duty with the USO unit headed by Chill Wills.

Leon and Eddie's, New York

Talent policy: Floorshows at 8, 10, 12 and 2. Dancing continuous. Owner-operators, Leon Enken and Eddie Davis. Produced by Sidney Sprague. Publicity, Dorothy Gulman. Prices: \$3.50-\$4.50 minimum.

New show follows the usual pattern, with the exception of Lina Basquette, ex-flicker fave, who overcomes her shortcomings with smart chatter and showmanship. Her opening line: "I made pictures in Hollywood when the only wolf there was Rin-Tin-Tin" dates her and doesn't give the mob any impression of false youthfulness. Cal opens in a floor-length white dress and platform shoes and goes into a quasi ballet. Follows with a samba in which she uses her black eyes, nice smile and graceful hands to good advantage. For final number Miss Basquette milks beautifully while she removes her shoes to ballet barefoot. There is little doubt that she knows how to handle an audience, and given some additional material could stay around for some time.

Comic load is carried by Joey Adams, who emcees and has his own spots. Guy's new bit, the *Sonny Boy* talky-talk routine, in which he sits on singer Mark Plant's lap isn't new to showbiz but the Adams-Plant interpretation (with lots of ad libs) killed 'em. The Adams-Canzoneri routine also was solid. Guys hoked it up plenty to hecklers' delight and a big hand.

Mark Plant (caught at Loew's State some months ago) is a big he-man with pipes to match. His big kid curly headed appearance drew plenty of fem raves. Material runs to smart pops which sell well. An occasional Sinatra twist in his delivery seems a mistake. Voice is good enough for straight delivery, and trick vocal effects only detract.

Florence Gale, red-headed canary with big eyes, opens with *Hail, Hail, There's No More Heil*. Number is okay, pipes are good, but arrangement is poor. Follows with *Donegal* that got much better results. Miss Gale is a looker with a nice shape but her long black velvet gown is deceiving. It makes her look twice as big.

Ryan Twins do an adequate job with their unison hoofery. Three Frolickers, a hillbilly combo (fiddle, guitar and a box-like arrangement mounted on a plunger), do okay. Box has three springs which are plucked like a bass. Fiddle player has a comedy bit dependent on pliable kisser which has possibilities. But after the first flash nothing happens. Routine built around his mug would help.

Sherry Britton, holdover, gets good hands with her strip and still better ones when she works in one bit with Adams. Sidney Sprague line (10) does satisfactorily with its hoofery and in-and-out routines. Gals sport handsome costumes and pull some solid mitting.

Art Waner's ork (8) does a fine job of show-cutting. Work particularly good during the Lina Basquette number. *Bill Smith.*

Hotel Duane, Gothic Room, New York

Talent policy: Dance band and floorshows at 11 and 12:30. Owner, Hotel Duane. Operator, Joseph H. Mester. Room manager, Jack Petrill. Prices: \$2 minimum week-ends.

Room, which opened with a single-act policy a couple of months ago, has switched to the use of additional acts to hypo biz. Two added starters are Bob Lyons, doubling out of *Bloomer Girl*, and Marion Niles.

Lyons handles the emcee task and opens the show with a set of baritone warbles. Antes with *Long Ago*, the ballading requirements of which are not for a singer of Lyons's type. On next number, *Great Day*, singer reveals a big voice of good caliber and an ability to sell in the swashbuckling manner. For best results the guy should stick to numbers like this. Closes with *The Eagle and Me*, new specialty tune from his show. This is a good try, and when Lyons has studied and rehearsed the

Boulevard Room, Stevens Hotel, Chicago

Talent policy: Dancing and floorshows at 8:45 and 12. Management, Richard Hill Jr.; head waiter, Phil Itta; publicity, Al Turner; production, Anthony Nella. Prices: \$3-\$3.50 minimum.

New autumn show marks the reopening of the Stevens Hotel's new Boulevard Room, which was closed last summer to undergo a refurbishing and decorating job. The room, with its richly wine-colored drapes and carpeting, combined with cream-colored inner curtains, makes an ideal setting for this lavish revusical, directed by Anthony Z. Nella, formerly of the St. Louis Municipal Opera Company. Show, which headlines Glen Gray and His Casa Loma Ork, is staged in Continental style. It is well paced, with the acts appearing in fast succession without the usual fanfare of an emcee. Opening has a circus touch with baritone Guy Kinson, garbed in a Pagliacci costume, warbling a medley of tunes while the 12 eye-filling Even-Stevens Girls, arrayed in brief feathered costumes, prance across the floor. Novelty of the number is their tuneful playing of *Time Waits for No One*, aided by bells attached to their wrists.

The sawdust spirit is carried on when Elly Ardely performs her daring trapeze work. Aerialist thrills the audience while she balances on one leg, sitting on a chair and standing on her head while swinging thru the air. Performance demands attention, as it provides a refreshing change in floorshow entertainment.

The fast pacing keeps on when Gloria Gilbert appears. Whirling ballet dancer draws heavy applause immediately with her spins and prouettes. Act is outstanding and merits attention.

The Calgary Brothers offer the comedy relief: Their nonsensical pantomime and acrobatic slow-motion stunts, plus the laugh-provoking imitation of two inebriated gentlemen, keep the crowds in a state of laughter from start to finish. Act has plenty of comedy and receives a terrific hand.

Two other productions include a spirited conga and rumba number and a colorful fan dancer routine. Gals are assisted by a sextet of models who act as show girls.

Glen Gray and his ork keep the dancers happy and play for the floorshow. Eugene Baird, orb-filling vocalist, does a fine job in dishing out the pops and ballads, while "Fats" Daniels, side man, takes over the novelty numbers. *Jack Baker.*

number further it should become a handy item in his repertoire.

Miss Niles is a plump, and pleasant tapster who sells her hoofery nicely. First routine shown, when caught Tuesday night (10), comprised a combo of double taps and ballet leaps. Second is a mixture of time steps, boogie-woogie and a little crotchery. Both well received.

Dale Belmont, held over, is the featured attraction. Canary now using more rhythm tunes in her repertoire and going best on them, especially *Calyppo Song* which she sells solidly. Patrons called her back for two encores when caught.

Ralph Lane Trio plays for dancing and the show and also gets a spot in the proceedings for a performance of *Ex-actly Like You*, all okay. *Paul Ross.*

NOMINATED

—by the critics

The people's choice for a peddled coil. . . .
EARL WILSON, N. Y. Post.

Glues the show together like Lana Turner possibilities for a top comic. . . .
GENE KNIGHT, N. Y. Journal Amer.
A smooth line of chatter that sells the act.
BILL SMITH, Billboard.

That engaging young man, clever Tommy Dowd, master of comedy patter and magic his disappearing bird cage in a stunt that one remembers with irritation.
VIRGINIA FORBES, N. Y. Sun.

An array of tricks all neatly garbed and deftly put over. . . .
WEAR, Variety.

A newcomer, this lad is a definite comic handsome an ingratiating personality his comedy magic routines are far from ordinary.
GEAN ORLIN, Gotham Life.

TOMMY DOWD

" . . . he should have been a magician"

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Roxy, New York

(Reviewed Thursday Evening, Oct. 12)

With heavy opposition to overcome, house has booked in Jackie Miles and Hazel Scott as the crowd-puller-inners for the new show and the experiment succeeds. When caught there were standees.

Miles, doubling from La Martinique and doing virtually the same routine he uses there, proved the next thing to a show-stopper. His familiar movie routine had 'em gut-guffawing and his standard Sinatra takeoff brought a hand that demanded a "thank you" speech.

Hazel Scott, bicycling from Cafe Society Uptown, opens the final segment of the show and starts her act slowly with a vocal on *Is You Is?*, going into *I'm Glad There's You*, netting a fair response. However, on next number, Chopin's *Minute Waltz* combined with boogie-woogie touches, she goes into high in terms of audience reaction. Follows with a well-done Jewish song, sung in both the original and English, and earns a top mitt. After bowing, she segues into *Straighten Up and Fly Right*, which serves as the basis for a production number, with the Gae Foster's girls and male dancers in a hot routine of taps and Lindy steps.

Whole thing builds to a high point, but instead of ringing down the curtain the tempo is slowed to allow Miss Scott to sing the lyrics. Either she should be allowed to do this earlier in the number or the bit should be cut since it proves anti-climactic.

Early part of the bill has the dancing ensemble in a Russian production stanza. Item involves Pauline Koner assisted by Joe Hahn in a specialty Ruskys terp and Adelaide Bishop canarying. Number proves effective and draws good applause.

Miles emcees Jerry Wayne on stage. Singer looks okay and has a pretty fair baritone which he sells to nice results on *I'll Walk Alone*. Selling improves on next number, *Between the Devil*, in which Wayne breaks into a whistling bit. Crowd brings him back to encore with *Stardust*, for which he is accorded a bow-off response.

Harrison and Fisher, who appeared at Loew's State only three weeks ago, are in this show in the midway spot. They have tossed out the weakest parts of the act shown at the State and have built up the comedy Spanish number and the tango a la moderne, their two good routines. Latter has been turned into pretty amusing affair and gets them a solid reception. Pic is *Laura*.

Paul Ross.

Chicago, Chicago

(Reviewed Friday Afternoon, October 13)

This week's bill at the Chicago Theater is one of the best balanced shows the house has had for some time. Strictly on the vaude type, it headlines the first Chicago appearance of Lena Horne, with the Six Wifys, and the Three Sailors supporting. Lou Breeze and his band alternate on the podium with George Auld (See Chicago, Chicago on page 26)



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VAUDEVILLE REVIEWS

Downtown, Chicago

(Reviewed Friday Evening, October 13)

Current bill, with the exception of Boyd Raeburn and his ork, lacks names to make for a good b.-o. attraction. Show is an unbalanced affair with too much stress being laid on vocal numbers supplied by members of the band, the Vagabonds and Vicki Mills. Only variety act is Beverly and James Paysee, who were brought in on the last moment to take the place of the Appletons, who were unable to set up their props on the small stage.

Curtain rises with a sharp swing arrangement of *Avalon*. Vicki Mills badly spotted in second place dishes out two vocals, *Trolley Song* and *Someone to Watch Over Me*. Gal has a nice voice but her singing is hampered by too much volume from the band. Best item the bill are the Vagabonds. This septa quartet, a favorite on many radio broadcasts aired over NBC here, are making their first stage appearance. They prove that they are just as popular behind the footlights as on the airwaves. Boys merit attention for their fine warbling of *Danza With a Dolly*, *My First Love* and *Do Nothing Till You Hear From Me*. Heavy applause brought them back for two encores and the boys had to bow off after a thank you. Act is ideally suited for the stage as the boys have an abundance of personality, good appearance and know how to please the audience.

Bill Anson, WGN radio artist, doesn't seem to possess the proper delivery to make for a good stage act. His imitations of well-knowns including Colonna, Winchell and Vallee, fall short of the true likeness. Act drags because of the nonsensical material he tries to put over. Received fair applause.

Boyd Raeburn's trouble in organizing a good band seems to be over. Boyd has replaced with five new men, including Oscar Pettiford. Groups' playing has improved considerably since they appeared at the Oriental Theater here only a short time ago. Sldemen do good job on their specialties, with Johnny Bothwell dishing out a good vocaling of *I'll Remember April*, and Pettiford coming in for a hot bass pounding of *Flying Home*. Don D'Arcy, baritone, gets a good mitting for his warbling of *I'll Be Seeing You* and *Goodnight, Wherever You Are*.

Beverly and James Paysee, in third slot, present a series of dance routines, including a graceful waltz, soft-shoe and jitterbug number. They are fine dancers and get a good hand for their efforts. Pic, *Three of a Kind*. Jack Baker.

Orpheum, Los Angeles

(Reviewed Tuesday Afternoon, Oct. 10)

Freddy Martin, who has been cached away at the Ambassador for a number of months, is now circulating in theaters and one-nighters. The response is good for many people, who couldn't afford the Coconut Grove speed, are taking the opportunity of hearing him. On this stage Martin's show is bang-up. His sax, arrangements and band in general are click. Opening show found a good house to welcome him and the two augmenting acts, Beatrice and Gomez and Stubby Kaye. Pic is *Black Magic*.

Fortunately, it is Martin all the way thru. Using five brass, five reed including his own sax, three rhythm and six strings, Maestro Martin proves that he knows his show biz. Following the theme, Martin gets his men on the way with *Smoke Gets in Your Eyes*, himself taking the outstanding sax part. Glenn Hughes, tram man, does a neat warbling job on *Dance With the Dolly*. Artie Wayne barys to beg-off applause for three numbers. Offers, in addition to a good song, some laughable comedy. Gene Conklyn, sax, is featured on whistling bits of *Nola*, taking the rapid-fire tempo with ease.

Martin's renditions of *Rhapsody in Blue*, *Claire de Lune*, *Peer Gynt Suite*, and Tschalkowsky's *Piano Concerto* display fine musicianship. They are hand-getters. Jack Flina's piano featured. Job is plenty good.

Beatrice and Gomez offer three numbers against a vocal background. Dancing to *Begin the Beguine*, an *Oklahoma* medley, and a Latin tune, their work is smooth. Featuring lifts and spins, routine is sock.

Rotund Stubby Kaye offers sure-fire comedy. Material is clever and handled to the best advantage. His intros to his songs are well handled, his lyrics catchy. Sam Abbott.

Music Hall, New York

(Reviewed Thursday Afternoon, Oct. 12)

Current show opens strong, bogs down slightly in the middle, but closes on a terrific note that time and again wins top applause midway thru the finale.

With the exception of Tchaikovsky's *Overture 1812*, played by Erno Rapee's house-ork, the bill is given over to George Gershwin songs and music. First on is the Glee Club that comes up on the elevator tho the first thing seen is the head and finally the torso of a heroic Gershwin statue. With Kay Holley at an oversized grand piano leading they give out with five tunes, starting with *Swanee* and ending with *I Got Rhythm*. Midway, June Forrest, soprano comes on to do a fine job of warbling.

An election day number built around *Wintergreen* for President follows with gals parading signs around stage bringing on Ted and Flo Vallett. Pair step out and make with batons and a little acro to fair hands. House band, which has been on stage, is pulled forward and lowered and the Rockettes, in star-spangled costumes, do their step stuff.

Jack Powell, black faced drummer, made up like a cook, follows. Guy works against a gigantic kitchen set, using traps and part of the kitchen equipment to beat out *I Got Rhythm*. Discarding drums, skin-beater gives out on a chair, on the floor, hokes it up, but is always on the beat. Walk off hand was fair.

Final number, *Rhapsody in Blue*, opens with Corps de Ballet in white sequ arranged to look like a partly closed fan. Group in center of a highly polished circular floor unfold slowly to show Hilda Eckler and Eugene Von Grona. Gal, working in flame spot and guy in white spot, do a modern interpretative dance to the Gershwin tune, adding up to one of the prettiest things theater has had in a long time. As number progresses circular floor begins spinning. As speed increases the entire company steps up momentum with a fast whirl. Illusion of mad speed is heightened by lighting effects, with shadows that seem unearthly. Floor stops spinning and Corps de Ballet go into intricate flower patterns with Miss Eckler and Von Grona in the center. Petals wave slowly and the pair rise and just as slowly finish as the final bars of *Rhapsody in Blue* fade. The result was a terrific hand. Bill Smith.

Oriental, Chicago

(Reviewed Saturday Afternoon, Oct. 14)

This week's bill filled with sock entertainment should be better than average box-office. Topping the roster of five acts are two lovelies, Donna Dae and Belita, who are making their first theater appearance here. Other acts that demand attention are Frank Gaby, Stanley and Marti, and Johnny Ray, who sets the opening pace with his nimble back twists, tumbling and knockabout routines. He bowed off to a great hand after a difficult double twist while somersaulting thru the air.

Donna Dae show-stops with her song styling of pop tunes and ballads. Does *Begin the Beguine*, *I'll Walk Alone* and *It Had To Be You*. When caught, the crowds demanded more vocals and the gal had to come back for two encores. Belita, assisted by her partner, Maurice St. Clair, provides another sock with their smooth rhythmic dancing. Gal shows the same remarkable skill while terping as she does on the skates. Highlight of the act is a fine waltz interpretation. Team also executes a series of fast whirls, lifts and over-head holds. Next to closing is Frank Gaby, who scores heavily with patter and novelty ventriloquist stint. Assisted by two foils, one working from the audience, he keeps the crowds laughing while he is on the stage with the kind of humor that hits the laugh spot of all types of audience. Stanley and Marti, boy and girl impressionists present their imitations in a nice style. Gal deserves praise for her perfect voice

Paramount, New York

(Reviewed Wednesday Evening, Oct. 11)

Sinatra! That's all, brother! Paramount execs probably re-enforced the walls and called the police department to handle the bobby socks—all last week to make sure the place had adequate protection when The Voice began a three-week stint Wednesday (11). And brother, they needed it. Kids mobbed the joint, climbed the ceiling, squealed, sighed, ahmed, gurgled, mooned all over the place and in every way gave indication that F. S. is probably one of the hottest b.-o. attractions around in the last decade. There were a few adults in the place—those that brought some of the kids because they were afraid they might be killed in the rush (and they were right in their fears), and those that came as curio seekers, more like those that toss their dimes on the counter to see the two-headed lady in the circus.

It's pure, unadulterated showbiz! Show, which runs around 50 minutes, has plenty to offer besides Sinatra, and cost the theater somewhere between \$10,000 and \$15,000 for entire bill. Reason for Sinatra's \$4,000 is that he's playing off a contract and is reported asking for the formerly agreed to amount when the theater wouldn't kick in with a \$30,000 package per week deal that Sinatra wanted. He's said to have a huge bonus coming to him if biz warrants after the three weeks. From all indications he'll bust the record and walk off with the marquee as his end. Raymond Faig, recruited from radio to back Sinatra, supplies music; Eileen Barton, fem chirper, also on Sinatra's radio show, sings rhythm tunes; Ole O'Toolc, impressionist, supplies comedy, and Septa tapsters Pops (See Paramount, New York on page 26)

State, New York

(Reviewed Friday Afternoon, October 13)

With *Dragon Seed*, on second run after the Music Hall, on tap to draw the payees in, State has tossed in a so-so vaude bill which is devoid of any kind of punch and which will do nothing to make the b. o. happy.

Name in the offering is Henry Armetta. Well-known character actor's appearance proves once again that it takes more than the magic of a Hollywood reputation to keep the audience awake. Armetta works with a fem partner in a long piece of dialog revolving around their supposed domestic situation. Actor trots out all the familiar mannerisms, and those are good enough, but the patter is short on laugh lines and total result is a merely okay hand.

Bob Gentry, emcees and latter does a turn. Guy has pleasant personality and works smoothly, but routine ideas are groovy. After preliminary gags, goes into that stunt of kidding the lyrics of songs. Follows with *You Made Me Love You*, interpolated by kibitzing of the advertisements. Closes with the routine where the nervous guy is trying to eat his food, only this time it's presented as a father waiting for his kid to be born. Gathers a nice crop of laughs and hands for his efforts.

Russell and Renee, trampolinists, open with a routine of bouncing tricks combined with rope jumping. Man-woman team sell nicely and draw good intermittent and finishing mits, as well as a few giggles.

Patsy Garrett follows Gentry with a routine of rhythm tunes. First offering is *Trolley Song* and second *Is You Is?* Chubby canary doesn't have a great voice, but what she has she injects with plenty of energy and personality and she clicks.

Harriet Hoctor closes bill with her familiar pop ballet stuff. Second number, an item combining waltz-time steps with jitterbug stuff yanked a good hand and earned her a bow-off. Biz slow when caught. Paul Ross.

likenesses of Billie Burke, Bette Davis and Barbara Stanwyck. Lad, however, falls short in his portrayal of Jerry Colonna and Peter Lorre. Pic, *Atlantio City*. Jack Baker.

LLOYD LaBRIE
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Josephson Preps 150G Club; Will Build Own Latin Names

NEW YORK, Oct. 14.—Barney Josephson, operator of the two Cafes Society, will open "the most authentic Latin American night club in New York" about February 1 under the handle of Cafe Bolivar, after Simon Bolivar the George Washington of South America.

Spot will be situated on the East Side and will be a strictly de luxe operation, according to Josephson. Op expects to sign the lease next week for a site not used for night club purposes before. At one time he was interested in taking over the closed Riobamba for his new L. A. nitery but decided against it, he states. Cost before opening the doors of the Cafe Bolivar will be about \$150,000.

Josephson says the purpose of his new club will be to present to North Americans the authentic food and talent of Latin America. Toward this end he has lined up a series of McCoy recipes and a group of kitchen employees to make 'em, he says. Food will be the real thing as suggested by diplomatic representatives from South-of-the-border and will be presented with touches such as having Mexican-Indian women prepare "tortillas" at patrons' tables, says the op.

Talent No Worry

He is not worried about the talent problem, Josephson declares, because he does not intend to exhibit the now standard Latin American performers working in other cafes. He will attempt to do with L. A. performers what he did with Negro acts—that is, he will find unknowns and create his own names, he says.

To keep himself supplied he has had several scouts working for him all over Latin America for months, he reports. One of them is Francis Luban, formerly a member of the Latin American department of Marks Music. He will import such unusual items as troupes of Peruvian Inca dancers, Josephson says, and will stay away even from flamencosists because the American public has seen many of them.

The club owner says that he has already cleared the necessary diplomatic channels in order to bring L. A. performers up here and is prepared to post \$1,000 bond for each. Latin officials will co-operate in finding and shipping talent, he says, because Cafe Bolivar will be devoted to promoting the good neighbor policy and will be a place where South-of-the-border diplomats can show what they consider to be the best their countries offer.

Spot will be decorated in luxurious style with a Latin motif, says Josephson. Jose Orozco, the great Mexican mural painter, will prepare the wall decorations. Prominent in the pictures will be Bolivar, Roosevelt, former Under-Secretary Sumner Welles of the State Department, Cordell Hull; General Lazaro Cardenas, former president of Mexico, and other major figures in Pan-American relations. Among the projects contemplated for Cafe Bolivar after it gets going is a regular program of short-wave broadcasts to Latin America.

Josephson will go the whole thing alone, he says, without partners. He has been mulling the plan a long time and was ready to start in the spring but was stopped by the 30 per cent nitery tax.

Calif. Agents May Adopt "Rule B"

HOLLYWOOD, Oct. 14.—The California fee-splitters will soon be operating under AGVA's "Rule B" if discussions to this effect held here work out. Matt Shelvey, head of AGVA, met with officials of the Southern California Agents' Association last week, and SCAA members are now preparing their application to AGVA to come in under the terms of "Rule B," which governs the relations between artists, agents and union.

The Artists Managers' Guild, larger of the two California agent orgs, also centered here, has already applied for a "Rule B" contract.

While he was out here, Shelvey huddled with the San Francisco agents who are not organized. It is understood the San Fran preenters signified their willingness to accept "Rule B" but are, at present, undecided whether to form an organization, sign as individuals or apply for membership in some other agent body.

Iodice Buys Moose Spot; Barbaro May Operate for Him

DETROIT, Oct. 14.—Purchase of the Moose Temple, downtown spot, by Peter J. Iodice, of Amusement Booking Service, was confirmed this week by Iodice. Amount spent for the structure is reported around town at around \$200,000.

Iodice said he has no immediate plans, altho rumors have widely connected the name of Frank Barbaro, owner of the Bowery, as the probable operator of the spot if the deal went thru.

Spot would be in opposition to the Latin Quarter, operated by Lou Walters, which opened four weeks ago. Iodice indicated that remodeling or disclosure of plans would not develop until around the first of the year.

Latin Quarter, meanwhile, has been doing well, with an elaborate advertising budget and shows on a more lavish scale than Detroit is accustomed to. Reports of planned expansion for the spot, by taking over adjoining property, continued this week.

Follow-Up Review

BLUE ANGEL, NEW YORK.—With the addition of Maxine Sullivan and Reve Reyes spot can boast of having one of the best little shows in town. Certainly it's the best among the supper clubs.

Miss Sullivan, working in a pin-point spot and looking pert as ever, gives out with an easy, smooth manner that hushes the room until you can hear the proverbial pin drop. Opens with her standard *Molly Malone*, follows with *They're Either Too Old*, then socks with *Move It Over*, followed by a terrific arrangement of *Blues In the Night* and wraps it up with her famous *Lach Lomond*. Despite thrush's small voice her whipped-cream delivery was sock all the way. The walk-off hand she got broke like thunder and if it weren't for the fact that acts work here about 15 minutes apart she would have stopped the show. Top seller in Miss Sullivan's repertoire was *Blues In the Night*. Her low, moaning delivery gave number a throat-catching quality which took it out of the pop class and put it into a classic folk-tune category.

Reve Reyes, also new here, sells her French, Mexican and pop stuff capably. The black-haired, black-eyed canary doesn't have a top voice but she more than makes up her shortcomings with slick salesmanship. Gal displays various voice tricks and graceful arm gestures which in another performer would be corny. A Cole Porter oldie, *You Don't Know Paree*, didn't register so well. But on the fast, wordy French and Mexican stuff gal gets top results.

The Bernard Brothers, Pearl Bailey and the Herman Chittison Trio (reviewed in *The Billboard* September 23) are held over.

Bill Smith.

CHICAGO, CHICAGO

(Continued from page 25)

and his ork, who were brought in to back Miss Horne.

Show opens with a fast pace, with Breeze and his gang dishing a neat melody of college football songs.

Action is kept up with the appearance of the Six Willys. This sextet performs a series of juggling stunts that command attention. Their tossing and throwing of Indian clubs is handled in expert fashion. Highlight of the act is their difficult ladder stunt, team balances themselves on the top rounds of two ladders while partners toss the clubs while balancing on their shoulders. Had to take two curtain bows.

Lena Horne, sepiu vocalovely, creates a sensation with her distinctive style of warbling. This charming songstress with her magnetic personality is one of the finest singers to ever appear at this house. Her warbling of *Deed I Do*, *Honey-suckle Rose*, *Stormy Weather* and *I'm Going To See My Baby* brought the house down.

The announcement of George Auld with his 17-piece ork was a surprise. Band which furnishes the musical backing for Miss Horne was brought in on the last minute as he didn't receive billing in the first day's advertisements. Does a fine job in his opening number of *Taps Miller*, followed by a sharp sax solo by Auld.

The Three Sailors furnish the comedy atmosphere with their knockabout comedy stunts and laugh-provoking gags. Leads work fast and perform a series of good stunts that meet with the approval of the ticket buyers.

Lou Breeze, before departing from the bandstand features Porky Panico on the trumpet and the skin beating of Charles Wagner in an original version of *Hawaiian War Chant*.

Show provides 50 minutes of solid entertainment. Pic, *Maisie Goes to Reno*.

Jack Baker.

PARAMOUNT, NEW YORK

(Continued from page 25)

and Louie handle dancing. It's all big-time vaude.

No matter what anyone says about Sinatra's voice, he's a master at phrasing, especially on a pop that has a half decent lyric. Altho he sounds simple and uncomplicated to the ear, it's apparent that he's definitely taken advantage of lyrical content of pop songs and given them personal meaning to every kid in the audience. That was more than uppermost in this reviewer's mind, for when he gushed on a certain phrase, such as "there's

COG Yens Herlands For Nitery "Czar"

NEW YORK, Oct. 14.—The Cafe Owners' Guild of New York is thinking of engaging William B. Herlands, former commissioner of investigation, to act as a "night club czar." Herlands is said to be interested in the proposition.

Plans to engage him were formulated at the COG meeting last Tuesday (10) in the Hotel Astor. A subcommittee was named to offer him the deal and to look into the possibilities of staging a membership drive here with dues to be sealed according to location and number of seats in each nitery. The new plan calls for Noah L. Braunstein, COG's counsel, to work as assistant to Herlands.

For the time being, according to the plan, Herlands would function in New York only as an impartial arbiter and as a go-between for the clubs in relation to actors, and so on. Later, it is hoped, the rest of the country's nitery industry can be persuaded to accept him as its czar, too.

romance in your menu," in the tune *What a Difference a Day Makes*, the kids squealed. It's a good thing he didn't sing *I Love You*.

He's cut out the bow-tie and boyish appearance which is all for the better. He's now out to sing a tune and do the best job he can. When caught (11) last show opening day, he sounded tired, but that can be for a number of reasons. However, he could have come out and laid on the floor and gone to sleep and probably the house wouldn't have had a single refund. After drifting thru half a dozen pops, each one a killer, no matter what he selected, he finished with *Old Man River*. That he's not only a romancer, but can sell straight material was demonstrated. He walked off with a parody of *Everything Happens to Me*, telling the story of F. S. in song, and it's effective mainly because he kids himself.

All in all he puts on a great show, probably because he gives the impression of not taking himself, but his job, seriously. He stops the howling at one point to query, "Do I Stop You From Making a Buck?" It brings howls and punches the above point across. He gets a fine assist from Raymond Paige's ork, some 40 musicians who spread out across the thin stage. Some 20 strings on one side; brass, sax, rhythm section on the other, and Paige in the middle. Leader doesn't monkey around, and puts on one of the best all-around musical jobs seen on a New York stage in a long time. Not only are arrangements way above par, especially for stage, for they're showy and lively, but he's got the cream of crop of musicians. Only bad spot in music was in opening number of Eileen Barton's tune, when brass almost engulfed her. After that it was smooth sailing.

Miss Barton, gal who got break on Sinatra's show, is a class attraction all by herself. She's a film-type singer, in that she handles herself a la Garland, etc., with all the polished gestures that make a Hollywood singer outstanding. Gal has a clean pair of pipes and for a 17 year older has plenty of poise and flourish in her stage presence. She gets plenty of jump to her songs without bouncing around and so allows the audience to concentrate on her voice, and nothing else. She does *Patty-Cake*, *Trolley Song* and *Trec Grows in Brooklyn*. Gal is a stylist, and is definitely going places.

Ole O'Toole, impressionist, has been around for a while, and his material is standard. Does mostly radio people, including Fred Allen, Duffy, Gabriel Heatter and others. Altho he has no trouble in establishing his characters, comic falls into same pit others doing similar act do. Just impersonating characters is not sufficient without terrific gag material. It's like a radio show that falls flat on its fanny without good writers, no matter how clever the comic reading lines is. O'Toole needs better material, and when he gets it he'll rate plenty close to top. Pops and Louie, dance team, go thru standard routine, but stand out due to sensash stuff they attempt and get away with on a small stage. There's the usual flip, jump and skip, but lack of space, and performers' at ease manner helps sell material.

Pic is Para's *Our Hearts Were Young and Gay*.

Paul Secon.

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B. O. Weakens as Old Bills Bow; Para. Exits With 350G

NEW YORK, Oct. 14.—Clear sunny skies and cool evenings didn't contribute much to Stem houses in the past week. Last days of bills kept some customers away. But other theaters takes dropped off, too.

Radio City Music Hall (6,200 seats) bowed out with a fourth week's figure of \$96,000 with Coleman Clark, Harry Reso and *Casanova Brown*. Opener brought \$123,000, followed by \$118,500 and \$104,000. New bill premiering Thursday (12) has June Forrest, Ted and Flo Vallett, Jack Powell, Hilda Eckler, Van Crona and *Mrs. Parkinson*.

Roxy (6,000 seats; house average, \$75,000) for its wind-up of the two-weeker with Veloz and Yolanda, Senor Veneces, Peters Sisters and *Greenwich Village* got \$51,000 compared with opener of \$64,000. New show opened Wednesday (11) has Jackie Miles, Hazel Scott, Harrison and Fisher, and *Laura*.

Capitol (4,627 seats; house average, \$55,000) slipped to \$67,000 for the second week with Horace Heldt ork and *Seventh Cross* compared with opening week's \$78,000.

Paramount (3,664 seats; house average, \$75,000) eased out with \$50,000 for its fifth week with Andrews Sisters, Mitchell Ayres ork, Pat Henning and *Double Indemnity* compared with previous week's \$60,000. First stanza count was \$94,000 followed by \$82,000 and \$64,000. Take

for run was \$350,000. New flesh show blew in Tuesday (10) headed by Frank Sinatra. Also has Raymond Paige ork, Eileen Barton, Olly O'Toole, Pop and Louie and *Our Hearts Were Young and Gay*.

Strand (2,770 seats; house average, \$45,000) counted \$49,000 for the sixth week with Charlie Barnet ork, West and Lexing, Edwards Sisters and *Arsenic and Old Lace*. Previous week had \$54,000. Preemed with \$64,000 followed by \$63,000, \$63,000 and \$66,000.

Loew's State (3,500 seats; house average, \$25,000) slumped to \$25,000 with Willie Howard, Maury Amsterdam, Phil Brito, the Jansleys and *Hail the Conquering Hero*. Previous week's take was \$33,000. New stagershow has Henry Armetta, Harriet Hoctor, Patsy Garrett and *Dragon Seed*.

No-Name Shows Dull B. O. at San Fran's Gate and Warfield

SAN FRANCISCO, Oct. 14.—Golden Gate and Warfield broke about even, with grosses below average because of the lack of strong stagershows. Golden gate (2,850 seats; house average \$27,000) grossed \$26,000 week ended October 9. Headlined was Art Linkletter and his NBC Coast-to-Coast radio show, *People Are Funny*. Also on bill were the Delta Rhythm Boys, Sibyl Bowan, Walter Boag, and Bud Moore's house ork. Pic, *Heavenly Days*.

Warfield (2,680 seats; house average \$25,000) grossed \$24,000 week ended October 9. Stagershow had Eddie Foy Jr., with Toni La Rue, the Berrie Sisters and Eppie Pearson. Pic, *Atlantic City*.

Dunham 13G in Twin Cities

MINNEAPOLIS, Oct. 14.—Katherine Dunham's all-Negro dance show drew a neat \$13,000 for 10 performances in the Twin Cities. Opening at the Minneapolis Lyceum September 28 and continuing for five shows thru October 1, Dunham show drew \$8,500. Moving over to St. Paul Auditorium, Dunham grossed \$4,000 from October 2-5.

Mt. Music 5G in Indianapolis

INDIANAPOLIS, Oct. 14.—Fair \$5,200 was registered by Keith's Theater four-day showing, ended October 8, of *Kenjro Valley Barn Dance*, with Granny Harper and Little Emer, Four-Tones Quartet, Randal Parker, Luke and Millie, Smoky Ward, Ches Davis and Wade Baker. Pic, *Friendly Neighbors*.

HOTEL NEW YORKER

(Continued from page 24)
work runs to the more spectacular kind of Hans Brinkering, while Miss Yeo's efforts are more along ice-hoofery. Both gals deliver in click style and score handsomely.

Two men, Jerry Mapes and Billy Peterson, add plenty of gliding thrills to the show with routines of ballet-dancing-skating and novelty daredevil stuff, respectively. Mapes is a gifted blade-hoofery who moves with remarkable ease. Peterson is a nervy youngster with genuine talent for a sock routine of ice trickery.

Doris Sandberg, featured, handles the role of the girl who becomes the movie star and does it ably. Also appears for a routine set to blues music, number being a kind of refined crotch-and-bumps affair. This she handles well, too.

Revue runs 45 minutes and it's nearly all entertainment. Johnny Long ork, doing the show-cutting, turns in a nice job. Don Harding, of the Arden company, emcees and sings the show score. On the emceeing he's okay, but as a singer he's below par. Handicapping him is a string of corny patter which explains the story. This could stand some heavy refurbishing. Biz capacity when caught.
Paul Ross.

LLOYD AND WILLIS wind up a theater tour at the Riverside, Milwaukee, week of November 3 and follow with a two-weeker at the Lookout House, Covington, Ky., beginning November 16

Glen Gray Betters Duke's First Week Records at Stevens

CHICAGO, Oct. 14.—Glen Gray and His Casa Loma ork, plus an elaborate floor-show, broke all attendance and dough records for their first week at the Stevens Hotel's new Boulevard Room, ending October 11. Show, which inaugurated a new entertainment policy, attracted over 4,000 persons, who paid a total of \$27,000. The take sets a new high for the room, topping biz done by Duke Ellington, who opened the spot the first of the year. In addition to a good spurge of advertising and a heavy opening night crowd, biz was also hepped up by delegates attending the National Restaurant Men's Association convention.

Stage Shows Help Till Despite Poor Pix at Downtown

DETROIT, Oct. 14.—Business has kept at a consistently fair level for the Downtown Theater (2,800 seats; house average, \$23,000), despite heavy competition from other houses—in fact, the heaviest stage-show opposition this house, with its lack of strong pictures features, has faced since Howard Hughes has taken over. Result is proof of the drawing power of straight stagershows at the box office in this town.

Louis Prima, co-starred with Ella Mae Morse, grossed \$26,000, followed by a slight rise to \$27,000 last week for Hal McIntyre's orchestra plus Marion Hutton, who is a Detroit product. Current week's bill, with Shep Fields, is slated to go about \$21,000, according to opening indications.

Auld, Pastor, Duke Do Okay in Chicago

CHICAGO, Oct. 14.—An influx of conventioners, plus nice weather and good stagershows kept last week's grosses about average at the three vaude pic houses. The second week holdover of Perry Como, the Three Imaginators, the Carr Brothers and a strong pic, *Seventh Cross*, brought in a good \$52,000 for the Chicago Theater (4,000). New show with Lena Horne headlining and George Auld and his ork, plus the Three Sailors and the Six Willies opened to a hold-out crowd. Biz for the current week looks good for a heavy \$66,000. Oriental (3,200) held its own by grossing approximately \$32,000. Responsible for the neat take were Jean Parker, movie star, and the first appearance of Tony Pastor and his band. Current bill headlining Donna Dae and Belita, with Frank Gabys and Stanley and Marti supporting, opened weak. Duke Ellington brought in a heavy \$26,000 for his second week's appearance at the downtown theater (1,800). This take was only \$6,000 short of the previous week. Present bill with Boyd Raeburn, the only name attraction, opened to a fair house. Spot will do good if it hits \$16,000 for the week.

Tucker Gets 21G in Philly

PHILADELPHIA, Oct. 14.—After a rousing week with Lena Horne in the lead, the gate skidded considerably for the week ended Thursday (12) at the Earle Theater (seating capacity, 3,000; house average, \$20,000; prices, 45 to 95 cents). Depending entirely on Tommy Tucker's band, the band just scaled the house par with a satisfactory \$21,000. Cordyn and Sawyer, and Stan and Art Catron were the added acts with the band padding the billing with Don Brown, Kerwin Somerville, Bud Kimker and Three Two-Timers. *Sweet and Low Down* on screen may have helped some. Marquee and newspaper ads devoting much space to Benny Goodman's appearance in the celluloid.

Howard 12C in Bridgeport

BRIDGEPORT, Conn., Oct. 14.—Eddy Howard, playing a return engagement at the Ritz Ballroom here last Sunday (8), drew 1,011 customers for a gross of \$1,213.20. He played the same spot September 17 to 880 persons and a gross of \$1,056. Admish, \$1.20 both trips.

Showbiz a New And Lush Field For Mouthpieces

(Continued from page 23)

an organization, take out a license, and so on. They claim that management counselors are, in fact, engaged in the personal management business and, hence are taking bread out of the fee-splitter's mouth.

On the other hand, numerous agents are tickled pink to work with management counselors. Because the Blackstones, generally, tend to represent the better class acts they, the percenters, are glad to tie up with the lawyers to handle the actual booking, as this gives them a supply of attractions and that, in turn, builds up the agent's reputation as a source of good merchandise.

Give Advice

Management counselors, of course, deny that they are actually engaged in personal management. They state that they are merely functioning as lawyers and giving advice to acts the way a real estate mouthpiece advises a landowner or a bank lawyer a bank. They concede that they accept or arrange bookings, but state that the actual book work is farmed out to regular, franchised agents who collect the regular commissions.

On the matter of commission, however, the griping agents maintain that some management counselors go in for fee-splitting, usually allowing the agent to get only 5 per cent.

Among the mouthpieces doing management counsel work here are Chauncey S. Olman, who represents Mildred Bailey, Earl Hines and Red Norvo; Herman Levin, who abandoned his general legal practice to handle the Golden Gate Quartet; Michael Vallon, who represents Paul Winchell, Beatrice Kay and Woody Herman; A. L. Berman, who is generally understood to represent George White and numerous performers; Lou Mandell, who is understood to represent Danny Kaye; Edward Masters, who represents Johnny Long; Andrew Weinberger, who represents Artie Shaw, and Johnny Giusking, who represents Gene Krupa.

By general report, Arthur Garfield Hays is counsel for numerous acts, and so is I. Robert Broder, altho Broder denies that he does management counsel work and admits only to being attorney for Abbott and Costello. Before he went into the army, Jonas J. Silverstone, national counsel for AGVA, also represented numerous performers.

Agents Have Degrees

Proof that a law degree is a handy and profitable thing in the business of representing acts is furnished by the fact that a sizable number of men actually engaged in the fee-splitting trade have law degrees. Milt Krasny, general manager of GAC, is a Blackstonite. So is Abby Greshler, indie agent. Ditto, Morfy Goodman, Leon Kellman. Nat Lefkowitz and Sam Shayon, all of William Morris.

One agent maintains that right now in New York there are more than 20 firms and individuals in the law business who are doing management counsel work. And if that's a lot, he says, keep your eye on the future.

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PLAY FINANCING IN 1944

Pre-Road Review

THE MERRY WIDOW
(Opened Saturday, October 7, 1944)
CITY CENTER, NEW YORK

An operetta by Franz Lehár. New book by Sidney Sheldon and Ben Roberts. Lyrics by Adrian Ross. Directed by Felix Brentano. New musical version by Robert Stola. Choreography by George Balanchine. Sets by Howard Bay. Costumes by Walter Fiorelli. Conductor Fritz Zweig. Company manager, Joseph Moss. Stage manager, Edward Brinkman. Press representatives, James Proctor and Anne Wolf. Presented by the New Opera Company and Yolanda Mero-Trion.

- The King.....John Harold
- Popoff.....Karl Farkas
- Jolidon.....Nils Landin
- Natalie.....Kenia Bank
- Olga Bardin.....Lucy Hillary
- General Bardin.....Gordon Dilworth
- Novakovich.....Alan Vaughan
- Cascada.....Dennis Bergate
- Khadja.....Alfred Porter
- Guests.....Connie Clark, Ward Richard Nish
- Scila Sadoya.....Marta Eggerth
- Prince Danilo.....Jan Klepura
- Clo-Clo.....Lisette Verrea
- Lo-Lo.....Annette Norman
- Frou-Frou.....Mary Broussard
- Do-Do.....Babs Heath
- Margot.....Alice Borbus
- Jou-Jou.....Annette Norman
- Premiere Danseuses.....Babs Heath, Nina Popova
- Premier Dancer.....Jack Gansert
- Gaston.....John Harold

There is still plenty of life in the New Opera Company—Yolanda Mero-Trion production of the *Merry Widow*. The latter opened Saturday (7) at Hizzoner's temple of music and drama for a four-week stand preceding a jump to Detroit to start a minimum 16-week tour of the Middle West and South. As the Shuberts already have two *Widow* companies out on the hinterland trek, there should be keen competition in the Lehár melody field. But in spite of the fact that the road edition of the NOC-Y M-I is no such show as packed the Shubert Theater last season, it should still do right well at the b. o. window.

Troupe is headed, as previously, by Marta Eggerth and Jan Klepura, and will likely sell on the basis of their voices. However, it must be recorded in all honesty that, aside from vocal pyrotechniques, neither is doing the job that they chalked up during the Stem run. Klepura never was much of a Danilo to begin with, as he never seems able to forget that he is not working on a concert stage, but as time went on in the Broadway run he did manage to inject a certain amount of ingenuousness and restraint into the role. But now he has gone toothy and cute and (shades of Donald Brian, etc.) is about as far from Lehár's original play-boy prince as it's possible to get. Only when he sings *Kudawrak*, which never has had anything to do with the original play, is he at his top form in his native Polish. Somewhat the same criticism goes for Miss Eggerth. Originally she was a delightful Sonia, lovely to look at and underscoring some of operetta's top tunes with just the right touch. However, Miss Eggerth, too, for seemingly no good reason at all has likewise gone quite operatic. The voice is top-drawer as ever, but the delivery is accompanied by dramatic grimaces and effortful grace-note quavers. Her *Veita* ain't the same *Veita* any more. Both of them should do something about these matters, because the sticks know a good *Widow* when they hear it, and chanting alone won't sell it.

There have been considerable cast changes for the road trek, but the troupe as a whole has not suffered thru substitutions. Karl Farkas is the new Popoff, and while he lays on with a heavy comedy brush, and the scenes with Nish and his cohorts are stressed for Minsky burlesque, it can be recorded that they get better than a fair quota of laughs. Lisette Verrea is still an eye-ful as Clo-Clo from Maxim's, and Babs Heath, Nina Popova and Jack Gansert are worthy successors to the original steppers in Balanchine's ballets.

Bob Francis.

Big and Little Dough Angels

Produce a success and \$\$ rush in—money comes in without asking

By Bob Francis

NEW YORK, Oct. 14.—It used to be an axiom of showbiz that all that was needed to become a producer was a backer. Currently, it appears that all that is needed to be a producer is a script. The backers swarm in like flies around a marmalade jar. Reason, of course, is obvious. Published hints of fabulous takes on long run hits like *Father, Arsenic, Angel Street, Venus, Oklahoma* and half a dozen others have bred an inexhaustible crop of angels. Everybody has some loose cash and everybody wants to get into the act. From errand boy to banker, anybody with a couple of hundred clackers or more is licking the counting finger to get in on the gravy.

A Steno Angel

Some days ago a fem dropped into *The Billboard* New York office. She didn't want to tell her name. She looked like a hard-working steno—the kind who saved her money. She wanted to know the "low down" about a certain play—at that time having its road break-in—as to its merits, probable chances of success, etc. It developed that she was a potential investor and she finally hauled from her purse a printed agreement in which the names of the play, producer and author were typed in with some dough info. Literally it was a note under which the producer agreed to pay her 1 per cent of the show's profits in return for a loan of \$1,000. Naturally, the repayment of the loan was contingent upon the success of the play. Pressed for advice, *The Billboard* suggested that she consult a good theatrical lawyer.

It looked like a new gimmick in legit financing. Inasmuch as the playwright's name was included, *The Billboard* called up the Author's League and was surprised to learn that they had never heard of such a procedure.

So it decided to do some further checking.

John Wildberg, as both a lawyer and producer, seemed a logical source of inquiry.

"There isn't anything specifically new about it," said Wildberg. "It looks to me like some producer merely hedging his liability. And he has plenty on a play produced under a limited partnership agreement. As far as the loan form is concerned, that has been common as far back as 1931, when I started theatrical practice."

Loans to Producing Corps

At that time, stated Wildberg, angels made loans to play producing corporations. Each received a note as well as a stock certificate. The first profits reduced the notes and the "interest" came in form of dividends. Three or four years later another wrinkle was developed called the "joint venture," in which all the backers joined in equal responsibility with the producer. Corporate taxes by that time had made the corporate form unfeasible, and flops caught the "joint investors" badly in the toils.

In consequence, the production set-up was changed in 1939 to the generally current limited partnership form pattern. At that time the producer was personally liable for all debts over and above the amount subscribed by the limited partners. Therefore, he tightened his financing to provide an extra 100's or so over the budget. This was and is accomplished either by selling a portion of his own general partner's interest or by including a specific percentage "call" in the partnership agreement. In short, each limited partner might be called (See 1944 FINANCING on opposite page)

Subway Circuit

NAUGHTY MARIETTA

(Opened Tuesday, October 10, 1944)
FLATBUSH THEATER, BROOKLYN

A musical by Rida Johnson Young. Music by Victor Herbert. Staged by Charles Sinclair. Musical director, William Parsons. Dances by Theodor Adolphus. Settings by United Studios.

- Fanchon.....Lucille Barclay
- Nanette.....Gloria Willson
- Felice.....Maren Lester
- Etienne Grandet.....Charles Yeardsley
- Adah.....Mary Hopple
- Two Pirates.....Harold Bayne, William Marsh
- Captain Richard Warrington.....Everett West
- Sir Harry Blake.....John Reider
- Silas Slick.....Jack Blair
- Lizette.....Helen Johnson
- An Indian.....Anthony Dyke
- Lieut. Gov. Grandet.....Paul Reed
- Florenz.....Richard Briggs
- Marietta D'Alenna.....Virginia Card
- Rudolfo.....John Fulco
- East Indian.....Charles Gilbert
- Premiere Ballerina.....Bettina Rosay

The Subway Circuit is having a season for itself. Current is the 25th consecutive week, and the Leventhal-Brandt combo still shows no signs of abatement. According to reports, the Flatbush Theater in Brooklyn and the Windsor in the Bronx have each been tabbing better than 7G a week which, averaging up the bigger and smaller nuts, should amount to a profitable piece of change for the management.

Brooklyn got a revived copy this week of *Naughty Marietta*, which hasn't shown in the met area in a good many years. Judging from last Tuesday's preem night turnout, there is still plenty of pull in the old Rida Johnson Young libretto about nonsense in old New Orleans, and certainly a new generation seems to find the Victor Herbert tunes as fresh as ever. It will likely do good biz at the Flatbush and also at its skedded stanza at the Windsor next week.

There is some talk of roading the troupe thereafter if the two-week reception warrants the try, and even chatter about a subsequent Stem set-up. However, should this be seriously considered, the current edition would stand in need of considerable face-lifting production-wise. There is nothing the matter with the voices and the staging is better than adequate, but the settings and costumes are strictly out of the grab bag. As it stands it is a good buy at a \$1.50, but the over-all isn't Stem stuff or even first-class hinterland fodder.

Cast boasts some competent singers. Virginia Card handles the difficult arias of the title role smoothly and is sufficiently pert as the Italian runaway. Everett (ex-Rosalinda) West is a happy choice for the heroic Captain Dick. His *I'm Falling in Love With Someone* and *Ah, Sweet Mystery of Life* numbers had the customers palming it lustily. There are good performances, too, from Mary Hopple and Charles Yeardsley in the contraalto and baritone assignments.

Theodor Adolphus has done a fine job with the ballet—much better than expected of a short-term rehearsal show such as this. Bettina Rosay dances in the premiere slot and is a hit, but the whole terping corps, led by Bernetta Hart and Madge Walters know their stuff and would be a credit to any production.

Bob Francis.

"Waltz King" a Click In Oklahoma City

OKLAHOMA CITY, Oct. 14.—Eugene Schwartz's *Waltz King* played almost to capacity of the Municipal Auditorium Tuesday night despite a big rainstorm. The house holds 5,742 seats.

Starring Richard Bonell, Met opera star, and featuring Margit Bokor, Anthony Marlow, Jack Gardner, and Beth Dean, ballerina, the operetta clicked with its lovely Strauss waltzes. The regular prima donna, Litzie Helm,

Routes Dramatic and Musical

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

- Barrymore, Ethel, in *Embezzled Heaven* (Wah- nut) Phila.
- Cherry Orchard (Blackstone) Chi.
- Dunham, Katherine (Municipal Aud.) St. Louis 16-18; (Memorial Aud.) Louisville 19; (English) Indianapolis 20-21.
- Hayes, Helen, in *Harriet* (Colonial) Boston.
- Kiss and Tell (Sladebaker) Chi.
- Kiss and Tell (Bijou) Knoxville, Tenn., 16; (Temple) Birmingham, Ala., 19-20; (Lester Aud.) Montgomery 21.
- Late George Apley, *The* (Playhouse) Wilmington, Del., 19-21.
- Life With Father (Ford) Baltimore.
- Merry Widow (Carolina) Greenville, S. C., 16; (Aud.) Columbia 19; (Miller) Augusta, Ga., 20; (Municipal Aud.) Savannah 21.
- Merry Widow (Hershey) Hershey, Pa., 18; (Rajah) Reading 19; (Embassy) Johnstown 20; (Virginia) Washington, Va., 21.
- No Way Out (Plymouth) Boston.
- Oklahoma (Erlanger) Chi.
- Othello (Cass) Detroit.
- Over 21 (Harris) Chi.
- Perfect Marriage (Shubert) Phila.
- Pitts. Zasu, in *Ramshackle Inn* (Cox) Cincinnati.
- Hooka (Copley) Boston.
- Rebecca (Shubert) Boston.
- Robin Hood (Forrest) Phila.
- Sleep My Pretty One (Shubert) New Haven, Conn.
- Snafu (Hanna) Cleveland.
- Sons o' Fun (Royal Alexandra) Toronto.
- Student Prince (English) Indianapolis, Ind., 16-18; (Shrine) Ft. Wayne 19; (Keith) Grand Rapids, Mich., 20-21.
- Tangled Web (National) Washington.
- Ten Little Indians (Nixon) Pittsburgh.
- Three's a Family (Shubert Lafayette) Detroit.
- Three's a Family (Curran) San Francisco.
- Tomorrow the World (Locust) Phila.
- Violet (Wilbur) Boston.
- Voice of the Turtle (Selwyn) Chi.
- Wallflower (Erlanger) Buffalo.
- Waltz King (American) St. Louis.
- Winged Victory (Philharmonic Aud.) Los Angeles.

Legit Pic Bright For Buffalo Season

BUFFALO, Oct. 14.—The Erlanger Theater, lone Buffalo legit emporium, is off to another season of good success and money-making. House has a good line-up of bookings, including the Theater Guild series, and there appears to be a ready market for legit entertainment in the Queen City, where the many defense plants have been creating a very favorable situation for entertainments of all sorts.

First play of the winter season 1944-45 was *Voice of the Turtle*, recently, which played for three days (four shows) to packed houses, grossing \$11,000. Ducats were scaled at \$1.20-\$3.60. *Turtle* opened its roadshow tour here to great acclaim. Arthur Gibson, Erlanger's manager, was well pleased with the opener and is looking forward to a good season.

Second show of current season was *Student Prince*, playing September 25th week (six shows), which grossed a satisfactory \$15,000, with prices at \$1.20 to \$3. Guild's *Othello*, with original cast of Paul Robeson, Uta Hagen, Jese Ferrer, opened here October 11-14, giving one extra day, in addition to three-day Guild stand. Tickets scaled at \$3.60 top and take was 17G.

Other Guild shows set at Erlanger are: *Tomorrow the World* in November; *Cherry Orchard* and *Rebecca* in December, and *Oklahoma* in the spring. Guild series tickets were selling strong this season, and theater is assured of substantial houses for these. (Over 700 Guild subscriptions were "in" two weeks before *Othello* date.) Other shows for October schedule are: *Ten Little Indians*, October 12-14; *Wallflower*, October 16-21; *Merry Widow* October 23-28.

was ill Tuesday and her part was filled by Beth Dean, the ballerina, on almost no notice. Later did a great job including her regular ballerina work. The operetta was staged by Theodore Bach-enheimer, the orchestra was under the direction of Franz Steininger. The Kathryn Etienne Ballet was well received.

Messrs. Head and Boyle's next attraction, which will play the Shrine for a Saturday night, October 21 and a Sunday mat on October 22, will be *Naughty Marietta*, with Joanne Leonard, Reed Lawton, Bob Cruikshank, Cina Valenta. The Herbert operetta will be sent out by the American Civic Opera Company.

Underlined to come is *Kiss and Tell* with Lila Lee, presented on tour by George Abbott.

Hub Uses Air To Sell Showbiz

(Continued from page 3)

Boston, using WNAC for package units and all stations for spot stuff. Universal and Paramount, too, have boosted their radio budget in the spot announcement sector.

The news, however, that night clubs and ballrooms have turned to the air waves to plug their products is the hottest locally. Hotel rooms and clubs have been accustomed to getting late-night remotes merely for wire costs. Today, this time is being sold, not given away for line charges. With time so tight, and with the night spot and ballroom owners wiseing up to the value of what they used to have, radio time thru the music in the rooms, the trend is toward buying those time segments and adding strong plugs. Or else buying earlier time segments and pushing hard for immediate business on the same evening.

Night Spots Putting It on Line

The Totem Pole Ballroom is a good example of the changed situation in Boston. Replacing the customary spot announcements, the place is now buying a once-weekly half-hour remote from the suburban ballroom via WEEI, keeping spot plugs on at several other strictly local outlets. Coral Gables, a new name-band spot in the suburbs, has been buying announcements over WNAC and is presently dickering for remote sessions when the top band names are playing the place.

Hotel Buys

The second fairly significant trend is the purchase of five 15-minute time segments at WCOP by the Sheraton Hotels Corporation. These mid-evening stanzas are currently being used to plug the new lounge at the Myles Standish Hotel here, with Buddy Bond at the Hammond organ, but the set-up has a flexibility which can permit any of the other hotel properties to be pushed during the period of air time. And with the purchase of spot announcements for both the Latin Quarter and the Mayfair, Michael Redstone puts himself squarely in the class of radio sponsor. He figures, of course, to catch the racing result fans in the 6-6:15 p.m. slot for the Latin Quarter, and the news hounds for the Mayfair by taking a shot directly before the popular 7 p.m. news broadcast. Both radio purchases are from WCOP and are aimed at local audiences entirely.

As far as the theater picture is concerned, the Shuberts regularly contract for a minimum number of spot shots each season. The fact, however, that more shows and plays are due here in the past really puts the organization into the class of heavy time buying. This, of course, is independent of the shots purchased for special events, such as the ballet, the opera and attractions playing the non-Shubert houses which are regular purchasers of spot plugs.

General opinion among radio executives locally is that the jump in radio time being purchased by all branches of show business is not a temporary thing. Even when the newsprint shortage lets up, the results which radio has chalked up, cannot be overlooked. And the owners and managers of the other amusement fields are inclined to agree that radio is proving its pull. In fact, several local owners would buy more time if the right slots were available.

Mantle Pitches Civic Theater; Philly Record Plugs It Also

PHILADELPHIA, Oct. 14.—What the Philadelphia theatergoer needs is a civic theater within the reach of everyone's pocketbook. On the heels of an editorial stand in that direction taken by *The Philadelphia Record* earlier, that Prescription was given Wednesday (11) by Burns Mantle, deal of American drama critics, to members of the local Art Alliance.

Mantle said he hoped to see eventually a civic theater circuit throughout the country to bring a greater variety of productions to everyone at a reduced admission price. "New York's Civic Theater is proof that it can be done," he said. "Give the people a chance to see the shows." He said the three best new shows on the Broadway stage are *Oklahoma*, *Song of Norway* and *Bloomer Girl*. But he bewailed the fact that seats for the opening night of *Bloomer Girl* in New York sold for \$9 each.



BROADWAY SHOWLOG

Performance Thru October 14

Dramas

| | Opened | Perfs. |
|---|------------|--------|
| Angel Street (Billie)..... | 12- 6, '41 | 1205 |
| Shepard Traube has signed Brent Sargent to replace Donald Randolph as of Saturday (21). Randolph goes overseas with "Billie the Spirit" troupe. Sargent will be the No. 5 "Mr. Maningham." Other predecessors in the slot were Vincent Price, John Emory and Ferdi Heffman. | | |
| Anna Luensta..... | 8-30, '41 | 53 |
| (Mansfield) | | |
| Hilda Sims and Canada Lee on "New World Aconin" (WMCA) program Sunday (8). Former air-interviewed by Ethel Colby Monday (9). John Wildberg is considering doing a new show starring Lena Horne. | | |
| Catherine Was Great .. | 8- 2, '41 | 86 |
| (Royale) | | |
| Gene Randall replaces Gene Barry, Kendall Bryson goes in for Jack Burke and Victor Flury takes over from Reginald Allen, all on Sunday (15). Ray Bourbon has changed his mind and will stay on with the show. Joel Asibley and Michael have turned in their notices. Don Gibson leaves show next week. | | |
| Chicken Every Sunday.. | 4- 5, '41 | 221 |
| (Plymouth) | | |
| Lola Wilson will be guested by the Theater Assembly at the Astor Friday (20). | | |
| Jacobowsky and the | 3-14, '41 | 250 |
| Colonel (Martin Beck) | | |
| Annabelle leaves troupe Monday (23) for spot in overseas company of "Billie the Spirit." Marjorie Stewart replaces her. Louis Calhern busy stumping for Roosevelt. Will emcee air show "Cue for Questions" (WNEU) Tuesday (24). Show is a theater quiz. Russel Crouse, Jean Dalrymple, Capt. Burgess Meredith and Capt. John Patrick will answer the questions. Patrick authored "Fasty Hearts," which Crouse and Howard Lindsay are prepping for mid-winter production. | | |
| Kiss and Tell..... | 3-17, '43 | 668 |
| (Biltmore) | | |
| Tom Gray replaced Stefan Gierasch as assistant stage manager Wednesday (11). Latter joins "Snafu" troupe as assistant stage manager, understudy and will likewise play a bit. Bethel Leslie and Ernest Rowan are also recent additions to "Snafu" cast. Jessie Royce Landis will start dialog direction for the New York company of the "Gypsy Baron" within the next few weeks. Show skeds for a City Center prem. She will similarly prep "Little Women" for holiday week presentation at the same spot. Sona Osato and Nancy Walker are definitely set for "On the Town," which George Abbott will direct. | | |
| Life With Father..... | 11- 8, '30 | 2077 |
| (Empire) | | |
| Week's take at \$12,800. Oscar Serlin's guesting on "On Stage Everybody" (Blue) program was so successful that they want him back for another shot—for pay. | | |
| Men to the Sea..... | 10- 3, '41 | 10 |
| (National) | | |
| Closed Saturday (14). Dave Wolpers newest, "Glad To See You," sked to open in Philly November 13. No definite Stem theater or prem date set yet. | | |
| Odds On Mrs. Oakley, .. | 10- 2, '41 | 16 |
| The (Cort) | | |
| Jayne Colter takes over lead from Joy Hodges Monday (16). Latter leaves for radio-vaude date in CHI with "Blind Date." John Archer is doubling in "The Shadow" and five other ether operas. While John Effrat has not yet | | |

| | Opened | Perfs. |
|---|------------|--------|
| Pick-Up Girl..... | 5- 3, '44 | 189 |
| (4th St.) | | |
| William Harrison has signed for the road tour starting Sunday (28). Louis Epstein, company manager for "Star and Garter," left for CHI Monday (9). Campbell Crossard, "Garter" p. a., followed Thursday (12). | | |
| School For Brides..... | 8- 1, '44 | 87 |
| (Ambassador) | | |
| Finished best week, nudging 12CG mark. Reggie Joyce, stage manager, is radioing with "John's Other Wife" and "March of Time." Newest gimmick by drummer Zac Freedman is to hide 25 free tix under seats at Johnny Olsew's "Rumpus Room" air-cast. Lucky pewitters come over to the theater and naturally buy another duet to go with it. A new wrinkle on a two-for-one shot. Venus Ramsey, "Miss America" title winner, is skedded to join the cast shortly. | | |
| Scorching Wind, The .. | 4-12, '41 | 218 |
| (Fulton) | | |
| Soldier's Wife..... | 10- 4, '41 | 13 |
| (Golden) | | |
| Advance sale of \$60,000, with mail orders continuing at the rate of five Gs a day. House has gone clean since opening. Martha Dean air-guests Glenn Anders and Martha Scott Tuesday (17). | | |
| Ten Little Indians..... | 6-27, '41 | 127 |
| (Broadhurst) | | |
| No. 2 company opened Rochester, Monday (9), to fine notices. Beverly Roberts air-guests with Thyra Samter Winslow (WNEU) Wednesday (18). | | |
| Two Mrs. Carrolls, The. | 8- 8, '43 | 405 |
| (Booth) | | |
| Troupe goes to Fort Meade, Md., Sunday (22) to give shows for GIs. | | |
| Voice of the Turtle, The. | 12- 8, '43 | 204 |
| (Morosco) | | |
| Elliott Nugent will play lead in "The Male Animal" on the "Arthur Hopkins Presents" (NBC) hour Wednesday (18). Jean Dalrymple has been appointed tub-thumper for forthcoming "Sadie Thompson." | | |
| While the Sun Shines... 9-10, '41 | | 31 |
| (Lyceum) | | |
| Anne Burr was Adrienne Ames' air-guest Thursday (12). Cathleen Cordell had a role in "Escape" on "Arthur Hopkins Presents" (NBC) program Wednesday (11). Has a guest shot with "Grand Central Station" Saturday (14), and is currently on two soaps, "Valiant Lady" and "Counter Spy." Lewis Howard also guests with Adrienne Ames Thursday (13). Stanley Bell will be air-guest of Thyra Samter Winslow Wednesday (18). Melville Cooper and Anne Burr will be guests of Theater Assembly Friday (20) at the Astor. Max Gordon has announced final casting for "The Late George Apley." Those added to Leo G. Carroll and Janet Beecher are Percy Warram, Margaret Dale, David McCay, Reynolds Evans, Howard St. John, John Conway, Joan Chandler, Margaret Phillips, Ivy Troutman, Mabel Acker, Catherine Proctor, Mrs. Priestley Morrison, Byron Russell and Sayre Crawley. | | |

Musicals

| | | |
|--|------------|----|
| Bloomer Girl..... | 10- 5, '41 | 12 |
| (Shubert) | | |
| Terrific advance biz, with sale—excluding 31 sell-out theater parties and brokers allotments—already past the 100G mark. Nancy Douglas has been signed for a regular slot on "Sign Post" (CBS) program. John C. Wilson | | |

| | Opened | Perfs. |
|---|------------|--------|
| put new Lawrence Stallings play "The Streets Are Guarded!" into rehearsal Wednesday (11). Phil Brown, Jeanne Magney, Joel Marston, George Matthews and Jack Manning have the top roles. John Haggott is staging. Jimmie Davis has joined Willard Keefe's office to assist with drum-beating. | | |
| Carmen Jones..... | 12- 2, '43 | 366 |
| (Broadway) | | |
| Follow the Girls..... | 4- 8, '44 | 218 |
| (11th St. Theater) | | |
| Gertrude Niesan has volunteered an appearance on "Night of Stars" at Madison Square Garden Tuesday (17). She is also booked for a return appearance on "Hall of Fame" hour Sunday (22). Alphonse Schipani frequently uses a 10G Guarnerius in the pit. Fiddie is property of his pappy. Val Valintinoff has joined the "angel" ranks. Balleteer has bought himself a piece of "Bonanza," which Albert Johnson and Phil Waxman are prepping. Dave Wolper is opening new production headquarters at 55 West 42d Street. Alex Cohen has joined the Wolper staff as production manager. | | |
| Mexican Hayride..... | 1-28, '44 | 301 |
| (Winter Garden) | | |
| Mike Todd back from Coast Friday (13). Costume designer Mary Grant will do the same chore for Billy Rose's "Seven Lively Arts." | | |
| Oklahoma!..... | 3-31, '43 | 676 |
| (St. James) | | |
| Katherine Sergava out ill for mat and evening performances, Thursday (12). June Graham took over her terping slot. Scott Merrill replaces Jack Baker Monday (16). Saturday (14) marks first anniversary of CHI troupe, and a year of Harry Stockwell-Evelyn Wykoff combo in leads. Both now head New York Company and will be given a celebration party backstage. Ellen Love will have a role in Guild's new musical, "Sing Out Sweet Land." | | |
| One Touch of Venus..... | 10- 7, '48 | 431 |
| (46th St.) | | |
| Jinx Hefflinger back in ballet line, after illness, Monday (9). Duncan Noble also returned to dance chores last week after three months' absence with injured shoulder. John Bols air-guests Saturday (14) on Leo Long's "Chatham Shopper" (Blue) program. | | |
| Song of Norway..... | 8-21, '44 | 64 |
| (Imperial) | | |
| Maillard Kesselere is doing pastels of principals for lobby display. Sig Arno air-guests with Thyra Samter Winslow (WNEU) Nov. 1. Homer Curran back to Coast Thursday (18). Tuesday (31) performance has been bought out for a benefit for the Lenox Hill Neighborhood Association. | | |
| Star Time..... | 9-12, '44 | 47 |
| (N.Jessie) | | |
| Benny Fields celebrates his 25th anniversary on the stage Saturday (14). Lou Holtz at al will throw a backstage party for him. Tony and Sally De Marco will be guested by the Theater Assembly at Astor luncheon Friday (20). | | |

ICE SHOWS

| | | |
|----------------------|-----------|-----|
| Hats Off to Ice..... | 6-22, '44 | 162 |
| (Center) | | |

REVIVALS

| | | |
|-----------------------|------------|---|
| Merry Widow, The..... | 10- 7, '44 | 9 |
| (City Center) | | |

BALLETS

| | | |
|---------------------|------------|---|
| Ballet Theatre..... | 10- 8, '44 | 8 |
| (Metropolitan) | | |

1944 FINANCING

(Continued from opposite page)

upon to increase his investment by an equal percentage in proportion to his holdings to cover unforeseen production accidents.

"As a matter of fact," says Wildberg, "it is not unusual now for all money to be on loan to a theatrical venture. It has distinct advantages, making for simplified accounting and proofs of loss." The only point about the question that puzzled Wildberg was why a producer these days would find it necessary to hedge his liability via unknown investors.

Safety Margin

"A production often calls for an extra safety margin," he says. "For instance, when Cheryl Crawford and I were putting on *Venus*, we budgeted it at \$115,000. We were set up on a 'no call' basis. We figured that \$145,000 was a safer estimate to bring it into Broadway, so we put in the extra \$30,000 ourselves. However, we could have had it for the asking, because no successful producer today needs to go after backing. The boys and

girls are calling in to ask how much they can have."

A query to Oscar Serlin got substantially the same response. Personally he was unfamiliar with the printed loan form described.

"It simply amounts to this," he says. "Any orthodox theater production set-up provides that the producer gets his after the limited partners have been paid off on their investments. If somebody loans him money for a portion of his interest, it would seem that their pay-off would have to wait on his. However, I'm not a lawyer and I wouldn't know. But if I were thinking of taking such a gamble I'd certainly get one."

Nor can Serlin understand why any reputable producer need worry about financing these days. Budget a show for a proper amount and the money rolls in like a tidal wave.

Telephone Book Financing

"It sounds unbelievable," he says, "but I'm certain you could take the telephone book and back a show in an hour or two. There used to be just the regulars like Howard Cullman and Jack Whitney and

those boys. Now there are syndicates of them who call bunch down in Wall Street who call themselves 'Angels, Inc.' And now the picture companies are cutting in, too. They all want to get on the bandwagon."

The real trouble comes, according to Serlin, in making the investment spread over the people to whom he is obligated. There is hardly a day that a letter doesn't arrive from some wishful thinker who has seen *Life With Father* and is licking his chops to get in on the next Serlin venture.

"You can't do anything about it," he says. "After all I had a tough time getting *Father* launched and the friends who backed me then naturally get the first call now. If the list keeps growing I'll be down to figuring how to divide a quarter of a per cent between three people."

In short, the old proverb is reversed. Angels rush in where fools fear to tread. Legit still holds the threat of "caveat emptor." But buyer beware or no, little and big angels seem to reason that if you don't get in on the ground floor, you may grow up to be a mule.

Magic

By Bill Sachs

ENS. DEL BREECE, looking fit as a fiddle and sharper than a cracker in his navy uniform, was a magic-desk visitor Thursday (12) of last week, accompanied by Stewart Judah and Walter Labermeter, Cincy magic nabobs. Prior to hitting Cincinnati, Breece put in several days visiting magic cronies in Chicago. In the navy three years, the former nitery trixster has just concluded his training as torpedo bomber pilot at Pensacola, Fla. He winds up his furious next week when he reports for duty at Fort Lauderdale, Fla. . . . JACK HERBERT is back at the Edgewater Beach Hotel, Chicago, for his fourth engagement there. . . . JOHNNY PLATT posts from Bermuda that he's showing his magical wares there with a USO unit. . . . BERT EASLEY took his bag o' tricks into the Tower Theater, Kansas City, Mo., Friday the 13th. . . . PHYLLIS WILLIS, vent, is in the midst of a two-weeker at the Henry Grady Hotel, Atlanta. . . . MARQUIS THE MAGICIAN finally went and done it Sunday, October 8, when he took as his bride Judy DeMaraise, who with her sister, Joan, appear in specialties on the Marquis show. Knot was tied at Atlanta's historic Kimball House, where Marquis's grandparents were married more than 60 years ago. Among the showfolk who attended the nuptials were Gus Sun Jr., Mr. and Mrs. Bernie Shapiro, Pat and Willa LaVola, Joan DeMaraise, the Teeter Sisters, Harry Shannon Jr., and George Kitzinger. Marquis and his bride, after a brief honeymoon in the South, will return to Cincinnati before resuming work. . . . SIR EDWARDS AND DARRELL, now prepping their magic-mental combo, Magical Fantasies, in Indianapolis, open on the Kemp Time in the South December 18. They're set for seven weeks. W. C. (Dorny) Dornfield and L. E. Gerde were recent visitors to their rehearsal hall. . . . SGT. FRANKIE RUMBLE, who in pre-war days magicked under the moniker of Frankie Gallagher, has been transferred to Yuma, Ariz., for more pilot schooling. His new address is 35646530, Class 44-49, Sqd. 1, Y.A.A.F., Yuma, Ariz. . . . JOSEF SMILEY,

announcer at Station WRRF, Lewistown, Pa., doubles between his radio duties and magic and says he's being kept busy with bookings in the Central Pennsylvania area.

BERT ALLERTON closed at Ambassador East Hotel, Chicago, Friday (13) and opened Monday (16) at the Nicolet Hotel, Minneapolis. He returns to the Chi spot November 27. . . . W. P. FORTSON, assisted by his wife and daughter, is playing his 24th season in Little Rock, Ark., and vicinity, presenting magic and marionettes. His son, Bill, is now in the navy band at N.A.T.T.C., near Memphis. . . . JOHN CALVERT, who, before being signed to a contract by Columbia Pictures several months ago, created quite a furor with his magic show on the West Coast, infos that he has written, in collaboration with one of Hollywood's ablest writers and directors, a story in which a magician is the leading character. According to Calvert, such a picture has never been made, and his studio is just warm about producing it. He feels that letters from magicians all over the country to Columbia Pictures, suggesting a picture featuring a conjuror, might get the film moguls to see the light. . . . SGT. T. L. GODBOLT, writing from Fort McClellan, Ala., says that more than 4,000 servicemen and women were royally entertained there recently by Cottrell J. Thomas, who appeared with a USO unit. "Well dressed and toting a good line of patter, Cottrell gave a smooth performance," Godbolt pens. "His Chinese Wonder Screen made an everlasting hit with us." . . . G. RAY TERRELL being held over until October 26 at Jack Lynch's Walton Roof, Philadelphia. He is slated to go into the Palmer House, Chicago, in November. . . . HARRY M. SHLINGER, Waukesha, Wis., was elected president of the Houdini Club of Wisconsin at the org's recent three-day conclave at Sheyboyan, Wis. He succeeds T. J. Seler, Neenah, Wis. Other officers chosen were John Snyder Jr., Norwood, O., vice-president; Judge Frank W. Carter, Eagle River, Wis., secretary; Carl Borsse, Sheyboyan, publicity director, and Frank Kroner, Theresa, Wis., treasurer. Among those who showed their wares during the three-day convention were Don C. White, Bill Williston, the Great Ballentine (Carl Sharpe), Clarence Slyter, Stan Lee, Bruno Warnecke, the Great McKay, Joseph Irving, Art (Sulcid) Hanson, Ed Miller, Dr. E. J. Ackerman, Judge Carter, Fremont Weller, Joe Berg, Bill Salisbury and Bert Allerton.

Burlesque Notes

By Uno

JESSICA ROGERS, featured in a Hirst unit, gifted with a pair of monogrammed castanets which she manipulates in a Spanish dance specialty that precedes the strip. . . . DOROTHY KARYLE, of the niteries, is debuting as a stripper in burly under Zerita's sponsorship. . . . GEORGIA SOTHERN signed for the Chicago version of Mike Todd's Star and Garter, due to open at the Blackstone in the Windy City November 12. Gypsy Rose Lee and Georgia were in the original cast at the Music Box, New York. . . . DIANE ROSS has left the Flamingo Club, Chicago, for a four-week vacation at her New Orleans home. . . . PFC. SAMMY PRICE is at Everett, Wash., with a new show, Strictly From Paine, for which he did all the directing. . . . PAT MORGAN, recovered from an operation that had her incapacitated all summer, is back on a Hirst Circuit unit that has Harry Levine, comic, also recently hospitalized with a bad leg; Billy Jones, comic, last in burlesque 20 years ago on the Empire Circuit; James Skelton, singer; Mickey Morgan, tap dancer, Charlie Harris; La Vodka and Beverly Lane. SHEILA LIND, Boob McManus and Irving Sellig were featured at Frank Bryant's Casino, Boston, in a black and white revue October 6 week. . . . SHERRY JOYCE advanced from a show girl at the Alvin, Minneapolis, to an exotic dancer at the 806 Club, Chicago, where she opened October 2. . . . LEE DAVIS, last with Follow the Girls, now conducting his own Keep Ahead program over WOR. . . . JAY PEARLSTEIN, of the Colonial, Utica, N. Y., takes his show to the Rhodes Army Hospital near-by to entertain wounded soldiers every Wednesday. . . . BETTY COBITE, former burly strip; Buster Phillips and the Demke Sisters, Dorothy and Marie, new additions to the chorus at the Hudson, Union City, N. J. . . . DICK MELLARD CROWNOVER, ex-burlesquer, now a cadet in the air corps. . . . IRVING BECKER, former burly show manager, now doing similar chores for The Day Will Come at the National, New York. . . . EMMETT CALLAHAN is piloting Star Time at the Majestic, N. Y. . . . IDA ROSE is the number producer at the Casino, Pittsburgh.

Daniels, Billy (Tondelayo's) NYC, nc. Dale, Slim (Embassy) Brooklyn, nc. Daleyo, Ton (Tondelayo's) NYC, nc. Daniels, Mary Ellen (Bismarck) Chi, h. Dore & Corda (Charles) Baltimore 18-31, nc. Davenport, Blanche (Cafe Metropole) NYC, re. Day, Dawn & Dusk (Ruban Bleu) NYC, nc. De Croff, Ann (Astor) Montreal, nc. DeCruz, Netha (Candee) Syracuse 9-21, nc. Delahanty, Irene (Pico) Los Angeles, nc. DeMar & Denise (Latin Quarter) Chi, h. Denton, Joe (LaSalle) Chi, h. Dix, Tommy (Palmer House) Chi, h. (See Vaude Routes on page 54)

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

- (Routes are for current week when no dates are given)
A
Akin's, Bill, Foursome (Indiana) Fort Wayne, Ind., h.
Allen, Lee, Trio (Miami) Dayton, O., h.
Allen, Paul (Cafe Rouge) NYC, h.
Ames, Jimmy (Snaps Marie's) Hollywood, ca.
Amsterdam & Todd (Adams) Newark, N. J., t.
Andrews, Nancy (La Martinique) NYC, nc.
Ann, Evelyn (Zanzibar) Cleveland, nc.
Ardelt, Ely (Stevens) Chi, h.
Anson, Bill (Downtown) Chi, t.
Appletons, The (Downtown) Chi, t.
Armetta, Henry (State) NYC, t.
B
Bailey, Bill (Earle) Phila, t.
Baker, Jerry (Embassy) Brooklyn, nc.
Baldwin & Bristol (Redman's) Rochester, N. Y., nc.
Banks, Sadie (Old Rumanian) NYC, nc.
Barnett, Chester Bobo (Polack Circus) Pt. Worth, Tex., 16-21.
Barrett, Elaine (Beverly Hills) Newport, Ky., cc.
Barrett, Sheila (Capitol) Washington, t.
Batrys, The (Chez Paree) Chi, nc.
Bart, Jan (Old Rumanian) NYC, nc.
Barton, Eileen (Paramount) NYC, t.
Belmont Bros. (Michigan) Muskegon, Mich., t. (Aud.) Bismarck, N. D., 22-26.
Belita (Oriental) Chi, t.
Bentley Gladys (Tondelayo's) NYC, nc.
Bert, Sammy (Eddie Stevens) Cleveland, nc.
Bigard, Barney (Onyx Club) NYC, nc.
Blaine, Betty (Club Jinx) NYC, nc.
Blake, Gloria (Havana Madrid) NYC, nc.

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Borden, Terry (Embassy) Brooklyn, nc.

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THE FINAL CURTAIN

BAGGE—A. Everett, 50, account executive at KNX-CBS, Hollywood, in a plane crash near Prescott, Ariz., October 6. He was a native of New York and prior to moving to Hollywood nine years ago was in the construction business. He joined KMPC, Beverly Hills, and later KHJ as an account executive. In 1936 he joined KJX-CBS. He leaves his widow, Irene, and a 10-month-old daughter, Jama.

BAKER—Conn, 73, former loop-the-loop bike rider, following a short illness at his home in Columbus, O., recently. He went under the name of Diavolo in Europe and had been with the Harmonston Bros.' Circus. Survived by his widow, Laura; a daughter, Mrs. Kenneth H. Gibney; two sisters, Mrs. Irene B. Lewis and Clara L. Baker; an adopted son, Capt. Henderson Knight, and two grandsons, Kay and Conn Gibney. Services at Fletcher Funeral Home, Columbus, with interment in Union Cemetery there.

BRADFORD—Walter J., 58, concessionaire with Johnny J. Jones Exposition, in an Atlanta hospital October 8 of injuries sustained when struck by an auto in that city. Survived by a sister, Mrs. Wattie, Indianapolis, and a niece, Mrs. R. L. Sattenfield, New Albany, Ind. Remains sent to New Albany for interment.

FOX—Mrs. Pearl, 43, in the House of Calvary, New York, September 26 after a lingering illness. Survived by her husband, Tom Fox, concessionaire with the World of Mirth Shows, and a sister, Mrs. Opal Weir, Warren, O. She was a member of the Ladies' Auxiliary, National Showmen's Association. Services in Riverside Memorial Chapel, New York, September 29, with interment in Ferncliff Cemetery, White Plains, N. Y.

GAYNOR—Frank A., 70, widely known as an authority on inspection and operation of amusement rides, October 9 of a heart attack at his home in Chicago. Gaynor, who retired a month ago as city chief inspector of elevators, was known from Coast to Coast among outdoor showmen, with whom he had worked for many years. Survived by a son, John W., and two daughters, Mrs. Mary McGrall and Mrs. Helen Hamilton. Burial in Calvary Cemetery, Chicago.

GOULD—William R., 82, retired parachute jumper, October 6 at his home in Chicago. Survived by his widow, Ida. Known as Professor Gould, the Wizard, he gained fame thruout the Midwest as a pioneer parachutist and made numerous exhibitions jumps. He is credited with having made the first parachute drop in the Midwest in 1892 at Rapid City, S. D.

GREEN—Mrs. J. O., mother of Jayne Green, ventriloquist, in Atlanta October 5. Survived by her husband and daughter.

HUMPHRIES—Bryan M., 47, for the past 14 years manager of the Hamrick Theater, Gaffney, S. C., October 7 at Duke Hospital, Durham, N. C., following a lengthy illness. Surviving are his widow and two stepchildren. Burial in the church cemetery at Gaffney.

HUTCHINSON—Robert James, 73, musician, who arranged for the first chamber music concerts to be held in Portland, Ore., October 5 in Portland Sanatorium following a stroke. Survived by his widow, Laura Fox Hutchinson.

JOHNSON—Harry A. (Pud), 62, billposter, suddenly October 5 at Miami Valley Hospital, Dayton, O. Johnson was

a billposter and lithographer for 30 years, last season on the advance of Cole Bros.' Circus. He had been with numerous other roadshows and circuses. He was a member of the International Alliance of Billposters, Billers & Distributors, Dayton local. Survived by two sisters, Mrs. Myrtle Davis and Mrs. Charles Miles, and two brothers, Robert and Earl, all of Dayton. Services October 9 at the Morris & Sons Funeral Home, Dayton, with burial in Mound Hill Cemetery, Eaton, O.

LUDWIG—Beatrice M., wife of Frank Ludwig, drummer with Wallace Bros.' Circus, in Cleveland October 12.

MCCRACKEN—Lieut. Frank H., 22, brother of Joan McCracken, former star of the musical, *Oklahoma*, and now in *Bloomer Girl*, killed September 15 while serving with the marines in the South Pacific. He was the son of the late Frank McCracken, sports writer. His widow survives.

NIEBERLE—Eva M., carnival ride operator, at her home in Ruskin, Fla., September 23. She and her husband had been in showbiz 30 years, first with the Smith Greater Shows. They also were with Johnny J. Jones, Ben Krause, J. B. Davis and Louis Amusement Company. They owned and operated a Tilt-a-Whirl, swings and Ell Wheel on the various shows. In addition to her husband, L. J. Nieberle, she is survived by her daughter, Mrs. Mary Stephens; a granddaughter, Martha, and grandson, T/Sgt. Lee J. Stephens.

PHILLIPS—William C., 93, former rink operator, at the home of Bright Star (Fred Muree) in Philadelphia October 7. He operated rinks in New England in his early days. Services from St. Clement Church, Philadelphia, with interment in Mount Peace Cemetery there October 12.

POLLIE—Elvira, mother of John C. Polle, concessionaire and showman, and former wife of Henry J. Polle, suddenly in Chicago September 30. She was with the Zeldman & Polle Shows 1913 thru 1923 and with other shows prior to that. Survived by her son, and two brothers, Andrew Henson, Chicago, and Howard M. Henson, Indianapolis. Interment in Chicago.

ROBENSON—Clarence (Curley), 59, carnival worker, following a long illness at his home in Batesville, Miss., October 3. He had been with F. L. Flack, G. W. Wade Shows, Dodson's World's Fair, L. J. Heth, Bob Morton and Johnny Ward shows. In addition to his widow, Gertrude, survived by three daughters, Betty, Peggy and Unadilla, and a son, Leonard. Services at Vickin Funeral Chapel, Batesville, with interment in the cemetery there.

ROCHA—Louis A., 71, composer, arranger, teacher, following a short illness in New York October 4. Survived by his

Harry Godfrey

Harry Godfrey, 54, production and copyright manager of Mills Music, Inc., New York, died October 9 at Queens General Hospital, Queens Village, L. I., N. Y.

He started in the music publishing business with Joseph W. Stern Music Company. He later joined Waterson, Berlin & Snyder, remaining with that firm until it was absorbed by Mills Music, Inc.

Surviving are his widow, two daughters, his mother and three sisters.

widow and a son, Louis Jr. Members of the Metropolitan Opera Singers' Society had charge of the services at St. Raymond Church, New York.

WUERZ—Charles H., Sr., 63, former manager of Broadway legit and road shows, in Los Angeles October 4. He was general manager for Charles E. Blancy and Joseph M. Gaites. In 1919 he joined Loew's and managed *The Four Horsemen* at the Lyric Theater, New York. He also managed Loew's theaters in Boston, Washington, Dayton, New York and Los Angeles. For a number of years he was city manager for Fox West Coast interests in San Bernardino, Calif. Survived by his widow, Kathryn, former musical comedy actress, and a son, Pvt. Charles Wuerz Jr., now in the armed forces.

VARNEY—Walter F., 81, fiddler, at Rochester, N. H., October.

Marriages

BRONLEE-RANDALL—Walter Bronlee, of Wallace Bros.' Circus, to Jeanne Randall of the same show, in York, S. C., October 4.

DALTON-WILKINS—Corp. Edwin J. Dalton to Claire Wilkins, ice skater appearing in *Hats Off to Ice*, in New York recently.

GALVIN-BARNES—Robert W. Galvin to Mary Helen Barnes October 14 at St. March of the Lake Church, Chicago. The bride's father, M. H. Barnes, is head of the Barnes-Carruthers Fair Booking Association.

HUGHES-HUMPHREY—Elwood A. Hughes, general manager of the Canadian National Exhibition, Toronto, to Peg Willin Humphrey, exposition executive, at Fifth Avenue Presbyterian Church, New York, October 14.

MARQUIS-DeMARAISE—George Marquis, magician, to Judy DeMaraise, of the DeMaraise Sisters, with the Marquis show, in Atlanta October 8.

MILLER-QUINTI—Lieut. Kenneth Miller, nonpro, and Catherine Quinti, bass player with the Esquire Girls, cocktail unit at the Casablanca, Marlton, N. J., in Philadelphia October 1.

Five Parties in 802 Elections

(Continued from page 13)

administration before entering the service and since my discharge I have been invited by Jack Rosenberg to run on his ticket during the coming campaign. I was an official of Local 802 for too many years to swallow his attempted dictatorship for another term.

"I have, therefore, decided to run for vice-president on the ticket being built around Max Arons, with whom I worked for many years. I know he will give the members the square deal they deserve."

Edward Horn's sentiments are along the same line:

"I would lose respect for myself if I were to continue as an official of Local 802 under the present regime. The selfish leadership of Jack Rosenberg and his hand-picked candidates has hampered the musicians' union at a time when its members needed intelligent and alert leadership more than ever.

"The members deserve honest leadership and the combined ingenuity of all of its officials. Rosenberg's one-man rule has come to an end."

"A Plague on Both Houses"?

Unity's candidate for prexy, Calman Fleisig, when asked for an opinion on the split in the Blue Ticket, said: "A plague on both their houses" and went on to quote, "When thieves fall out the honest man has a chance." He believes that Arons' leaving the administration group and taking several Blue officials with him into his New Deal party substantially increase Unity's chances for victory in the election.

In addition to top officials, Fleisig for prez, Joe Le Maire for v.-p., Al Raderman for secretary, and Nick Vitalo for treasurer, nine candidates are slated for executive and trial board positions: Charles Bowman, Al Manuti, Dave Meadows, Al Green-Gold, Irving Bloom, Maurice Benavente, Al Nathan, Frank Levin and Leo Farberman.

Nine More Next Week

Another nine will be picked next week, rounding out the 18 necessary for the two executive and trial board sets. Unity has not announced a platform. Like the other parties, it is apparently not anxious to be first to make public the issues upon which it will base its campaign.

Fleisig went on record to *The Billboard* that the party has definite plans for action when its candidates are in office. One is to "hold meetings for every branch of the music profession, including symphony men, radio staffmen, radio free lancers, dance men (both on steady and single engagements), and arrangers and copyists.

"Each of these groups will be invited to elect a representative committee which will sit permanently with selected members of both the executive and trial boards. The committee will have official union status and will be a direct channel of information to the union on all grievances relative to conditions in their particular part of the profession. The committees will be invited at any time to suggest creative ideas to the union officials, which suggestions will be sympathetically considered (ideas that will help to create employment and better working standards and conditions).

"Needless to say, all members and all committees who present grievances will receive the full protection of officials and all complaints made will be considered a sacred trust. Such confidences will not be revealed to anyone other than to the officials approached."

Blues Silent

The Blue Ticket, the officially silent on the campaign, is known to have a caucus skedded for Monday (16), at which time some definite action is expected. The group headed by Rosenberg has indicated that it will run the present officials for re-election: Rosenberg, prexy; Dick McCann, v.-p.; William Feinberg, secretary, and Harry A. Suber, treasurer.

In the last three campaigns the Blue has always stood on its record of past achievements and come thru with flying colors. How the split in its ranks and the loss of its former running mates will affect the campaign is a matter of conjecture.

Rosenberg, party spokesman, would not be quoted, but expressed confidence that his ticket would run ahead of the others come December 7.

W. E. MacFarlane

W. E. MacFarlane, 62, chairman of Mutual Broadcasting System executive committee and vice-prez of Station WGN, died at his home in Lake Forest, near Chicago, October 9. He had also been business manager of *The Chicago Tribune* since 1928.

A pioneer in radio broadcasting and communications, he was the first president of the Mutual Broadcasting System, which he helped to organize 10 years ago. He was also a director of the American Newspapers Publishers' Association and a director of Press Wireless, Inc., world-wide radio communications organization.

Survived by his widow, two sons and a sister.

In Memoriam



FRED BECKMANN

DIED OCTOBER 17, 1941

BECKMANN & GERETY WORLD'S BEST SHOWS
B. S. GERETY

Sheesley Sells to Kortzes, Vaught

New Owners To Tour Show

Entire equipment included in deal—org longest under same operator's regime

PASCAGOULA, Miss., Oct. 14.—Sale of the Mighty Sheesley Midway in its entirety to Feto Kortzes and Mel H. Vaught was announced here Wednesday by John M. (Captain) Sheesley. Consideration was not made public. The new owners have not announced definite plans, altho it is understood that some duplicate equipment will be sold. Show will take the road next season, but title and size have not yet been decided. Owner-Manager Sheesley has been in ill health for some months and recently offered the equipment for sale.

Pete Kortzes is widely known as a successful side show and museum producer and ride operator, having had a side show many years on the Beckmann & Gerety (See *Sheesley Shows Sold on page 36*)

JJJ Runs Up 109G Gross For Atlanta

Quarters Again in Augusta

ATLANTA, Oct. 14.—Johnny J. Jones Exposition at Southeastern World's Fair here September 20-October 8 reported a record gross on shows and rides, far above all previous business done here. Midway was topped by Earl Ketrings' Motordrome, with Doc Urtling talker, see (See *JJJ Top in Atlanta on page 36*)

WT-RW Chalk Top 45G Count For Muskogee

MUSKOGEE, Okla., Oct. 14.—Combined World of Today Shows and Reynolds & Wells Shows broke all-time records at Oklahoma Free State Fair here October 1-8 when the midway grossed over \$45,000 despite the fact that rain on opening Sunday continued for four days.

This marked an increase of about \$10,000 over any previous year's carnival gross, the former record having been established at the annual last year, officials said. Due to continued rain, the grandstand show was presented only on three nights.

World of Today Shows closes the season at Arkansas-Oklahoma Fair and Livestock Show, Fort Smith, Ark., tonight, climaxing the 1944 trek with a good week's business at this event, a new annual, managed by Glen Boyd, secretary-manager of Ozark Empire District Fair, Springfield, Mo. All equipment will be moved back to the fairgrounds here, where the show will again winter.

Allen Org To Prep For Early \$45 Bow

SYRACUSE, Oct. 14.—Fred Allen Shows, Syracuse, closed another successful season and all equipment has been stored until January 8, when repairing, rebuilding and repainting will get under (See *ALLEN TO BOW EARLY on page 38*)



BEHIND these big pickers are seen the kissers of Frank R. Conklin, vice-president of the Conklin Shows (left), and Alfie Phillips, who had the Swim-Cade on the show this season. They knocked off this catch in Lake Nipigon while the Conklin Shows were playing Fort William, Ont. The show has gone into winter quarters after an excellent tour in Canada.

FBI Rounding Up Suspects In R. & C. Office Robbery

ST. PAUL, Oct. 14.—Removal proceedings against three former carnival employees charged with a \$65,000 robbery of the Rubin & Chery Exposition on the day after close of Minnesota State Fair September 8, 1943, were instituted here Monday by the United States district attorney's office. Papers were forwarded to Detroit, Los Angeles and East St. Louis, where the men were arrested simultaneously by the FBI after a trans-continental man hunt.

Charged are Charles W. Pullen, 64, East St. Louis; James DePriest, 31, Los Angeles, and Thomas Stadlil, 43, Detroit. Rubin & Chery Exposition had closed its 10-day stand at the fair and was en route over the Rock Island Railroad to Topeka for Kansas Free Fair when somewhere between the Twin Cities and Albert Lea, Minn., the money wagon on a flatcar was broken into and boxes containing the funds in drafts, currency and silver were taken.

Gatherings of the Clans Cut It Up on Bustling Midways At Birmingham and Atlanta

Dixie Fairs Pinch Hit for Tampa

BIRMINGHAM, Oct. 14.—With Alabama State Fair here and Southeastern World's Fair, Atlanta, on at the same time last week, there were many show-folk visitors at both spots. Since the Tampa Fair is out of the picture for the duration, these two fairs are considered important to showmen, as they are about the biggest Southern fairs of the season's end and the boys like to be on hand to see what's going on.

M. J. Doolan, treasurer of the Showmen's League, spent the entire week at Birmingham, mainly in the interest of the League's Mustering-Out Fund. But he hadn't been on the grounds an hour when he was "drafted" and soon was scouting around for tops, handling a canvas crew and otherwise making himself generally useful. This Birmingham Fair, by the way, is heavy on the Macs, with Joe McDavid, president; R. H. McIntosh, vice-president and general man-

Groups Get Doings Under Way For Big Outdoor Meets in Chi

CHICAGO, Oct. 14.—With just seven weeks to go before the outdoor annual meetings open in the Hotel Sherman, the Showmen's League of America is making preparations for the various events that take place during convention week. At the next regular League meeting Thursday night (19) a nominating committee will be elected to choose candidates for 1945 officers. Chairmen for several important convention committees

have been named and each shortly will announce the members of his committee.

Sam J. Levy, chairman of the Banquet and Ball committee, will return to Chicago shortly. J. C. McCaffery has been named chairman of the President's Party; M. J. Doolan chairman of the memorial committee, with Charles H. Hall as co-chairman, and S. T. Jessop, chairman of the registration committee.

Principal League events of convention week are: President's Party, Saturday night, December 2; Memorial Service, Sunday afternoon, December 3; annual election, Monday, December 4, and Banquet and Ball, Wednesday night, December 6.

SLA Mustering-Out Fund Is Lusty After Drives Get on Way

CHICAGO, Oct. 14.—Showmen's League Mustering-Out Fund continues to show a healthy increase from week to week. Those in charge of the drive have been more active this month and responses have been excellent. Fund committee was especially pleased this week over receipt of \$500 from the Ladies' Auxiliary of the League. The women are working actively for the fund and further contributions may be expected from them. Benefits held at two fairs brought an additional \$1,570, making the week's total more than \$2,000.

Benefit held on the Gooding Shows at Saginaw (Mich.) County Fair resulted in receipts of about \$400. Floyd E. Gooding, president of the League, said that among those especially active in the benefit and deserving of much credit were John Mulder, John Chapman, Don Elliott; Clarence Harnden, secretary of the fair; Ben Sawyer, fair concession manager, and Sam J. Levy for handling the show.

At Alabama State Fair, Birmingham, a total of \$1,170 was raised. The State Fair and J. C. McCaffery each contributed \$100. Max Goodman, Bob Parker, Andy Markham, Vince and Ruth McCabe, Casey Concession Company, Harry Hennies and the Grand Ole Opry troupe each contributed \$50. Fitzie Brown and Jack Hawthorne gave \$30 each, and M. H. Barnes \$25. Contributing \$20 each were Tommy Martin, Gus Bethune, Louis (See *Mustering-Out Fund Up on page 55*)

Deluges Send Page to Barn

JOHNSON CITY, Tenn., Oct. 14.—Official closing of the J. J. Page Shows was in Toccoa, Ga., where the show played in the heart of town for the American Legion Post. Many attractions people and concessionaires left to make other shows while in that territory. Others accompanied the show to Johnson City where a four-week trek had been booked thru this vicinity. Then Jupe Pluvius made a 10-day stand here and this, coupled with a bad help situation, was the incentive for the management to close after the first engagement and the show was put in the barn here, with Roy Fann again (See *Page Barns in Rain on page 36*)

Mud Cancels CA at Pampa

TULSA, Okla., Oct. 14.—Al Wagner's Cavalcade of Amusements at Tulsa Fair and Livestock Show, October 10-18, opened with a light attendance in afternoon and good crowds at night despite cool weather and threatened rain. Show train arrived in Tulsa October 6 and everything was ready for official opening.

Pampa, Tex., was canceled last week when the train arrived from New Mexico State Fair, Albuquerque, as 60 hours of continuous rain had made Panhandle mud too difficult to handle. Pampa people would have given the show a good four days of business, declared William B. Naylor, show press representative, as it was the first time in years that a railroad show had been billed.

Visitors here included Mr. and Mrs. Denny Pugh and General Agent Robert L. Lohmar. Show will leave October 17 for Enid (Okla.) Fair, with shows and rides on streets.

Soltau Trial October 23

ST. PAUL, Oct. 14.—Rev. Henry J. Soltau, Minneapolis crusader, whose most recent campaign was carried on at the '44 Minnesota State Fair, was arraigned October 11 in Ramsey County District Court, St. Paul, on a charge of giving false information to newspapers about management of the fair. He was ordered to stand trial October 23. Soltau was convicted of the charge by Justice Nic Lebens, fairgrounds justice of the peace, following a battle of words, and given a 60-day workhouse term, which was suspended. Complaint against Soltau was signed by Fair Secretary Raymond A. Lee.

C&W Tops at Petersburg

PETERSBURG, Va., Oct. 14.—Cetlin & Wilson Shows at Southside Virginia Fair here October 2-7 broke records over a 41-year period for show and ride grosses, said John W. Wilson, co-owner of the shows.

Showmen's League of America

Sherman Hotel, Chicago

CHICAGO, Oct. 14.—In absence of chair officers, Treasurer M. J. Doolan was selected to preside at the meeting October 12. With him at the table were Secretary Joseph Streiblich and Counsel Morris A. Haft. Musterling-Out Fund received donations from H. F. Logan, Ray Oakes, Vic Horwitz, Jack Oliver, Tom L. Baker and T. A. Stevens. Fund is now at the \$11,000 mark. Red Cross War Relief Fund had donations from the Gooding Shows, Wallace Bros. Show of Canada, Rube Liebman, Jack Nelson, Smiley Daly, O. C. Buck, Dick Eversen and Milo Anthony.

Chairman Bill Carsky reported Christmas packages had gone out to all members overseas and the committee is selecting items for the next remembrance. Cemetery report said the memorial tablet would be in place at Showmen's Rest in time for the annual services December 3. Elected to membership were A. Litvin, William R. Jacobs, C. C. Zimmerman, Shan Wilcox, Walter L. Wetzel, R. H. McIntosh, Clyde M. Brock, W. F. Warren, Joseph Favata, Earl Lindsey, Charles J. McDonner and Walter L. Ganz. Letters came from John Lempart, Neil Webb, Bruce Chase, S. T. Jessup and Jack Nelson. Nominating committee will be selected October 19. Board of governors voted to purchase another War Bond

(See SLA on page 53)

National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, Oct. 14.—First meeting of the season was on the night of October 11. In absence of President Oscar C. Buck, Secretary Joseph McKee presided at the governor's and general sessions. On the date were Secretary McKee, Treasurer Joseph Hughes, Assistant Treasurer Harry Rosen, Chaplain Fred Murray, Dr. Jacob Cohen, Counsel Max Hofmann, Accountant Herbert H. Levens and Executive Secretary Walter K. Sibley.

At the governor's meeting, surprisingly well attended, were Joseph Hughes, Joseph McKee, Fred Murray, Jack Green- spoon, Jack Lichter, Joe End, Sam Peterson, William Bloch, Jack Carr, Jerry Gottlieb, Irving Udowitz, Johnny J. Kline, Arthur Campfield, Harry Decker, Sam Rothstein, D. D. Simmons, Harry Rosen, Charles (Doc) Morris, Sam Levy, Herbert Levens and Dr. Jacob Cohen.

Business relating to the annual banquet was discussed after a report by Vice-Chairman Sam Rothstein, acting in the absence of Chairman Frank C. Miller. Treasurer Hughes's report was gratifying. Secretary McKee, also chairman of the secretary committee, reported that erection of the monument on the NSA plot in Ferncliff Cemetery must be postponed until spring because of marble priorities.

General meeting was attended by about 150, many of whom came long distances. Jack Lichter, chairman of the Veterans' Fund and eligibility committee, said 140 packages had been sent to service members. He reported that 132 applicants had been favorably passed upon and that a number of applications awaited the next meeting. Chairman Jerry Gottlieb, ticket control, reported over 400 of the 1,000 tickets for the banquet had been sold.

Among recent visitors were Walter H. Brault, general manager of Municipal Beach, Flattsburg, N. Y., accompanied by Mrs. Brault and a number of other ladies, and members Dudley Cooper, of the Cooper, Greenbaum & Lewis Corporation, operator of Ocean View Park and Virginia Beach, Va. Back in town: Joe Hughes, Orest Devany, Max Tonkin, Jack Carr, Murray Zand, Max Truberg, Harry Kaplan, Sidney Rifkin, Sam Wechsler, Sidney Cutler, Sam Holzman, Leonard Ross and Isadore Treblsh. Michael Zaffarano is in from New Guinea after a medical discharge. Pfc. Harry Koretsky was transferred to Edgewood Arsenal, Maryland. Letter came from Corp. Harold Lupien, and a most interesting and amusing letter from sailor Leonard Traube. Nathan House, Louis Light and Francis Kelley were reported ill. Pfc. Joseph Amico, hospitalized in France, is

(See NSA on page 53)

Caravans' Lease Renewed

CHICAGO, Oct. 14.—President Pearl McGlynn presided and all officers were present October 10, when these were elected to membership: Blanche Cevens, Dolly V. Snapp, Rosemary Ruback, Josephine Backman, Olga Dawson, Flonnie Barfield, Julie Vanco, Martha M. Vanco, Nora M. Shoat, Mrs. J. E. Vinson, Dolly Young, Josephine Gilckman, Emma Goodrich, Leona Loucks, Rose Prudder, Viola Petka, Bertha Hagler and Molly Berlinger, reported Alice Kady, press. Election ballots sent to each member must be returned not later than November 14.

Club will hold its first annual installation of officers in the American Beauty Room at the Hamilton Hotel, at 7:30 p.m. It has been unanimously agreed that rooms reserved in the Hotel Sherman during convention week will be called Round-Up No. 1, Caravans, Inc. Award of War Bonds will be held November 4. Members voted to sign another one-year lease at the same address, with the provision that a large hall will be available two days each month. Club also purchased more chairs and tables to accommodate larger gatherings.

Members Gena Barnard and Agnes Henderson, who were in auto accidents, are in Grant Hospital, Chicago. Nate Hirsch, husband of Lucille Hirsch, was taken by ambulance from his home to Illinois Research Hospital. Josephine Gilckman, who was ill, is recovering.

CLUB ACTIVITIES

Pacific Coast Showmen's Assn.

623½ South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Oct. 14.—On the date at Monday's meeting were President Ted LeFors, Vice-President Joe Mettler, Secretary pro tem Lou Johnson, Treasurer John Backman, Past President J. Ed Brown, and Ted Rosequist, executive secretary of Los Angeles County World's Fair Commission. A beautiful colored water pitcher and four matching glasses were presented by Mel Smith.

Application for a life membership came from Del Thurber Jr., Mission Beach. Financial report showed the club in excellent condition. President Le Fors laid in the lap of Vice-President Mettler his compliments to the San Diego sector members on their outstanding score for Showmen's Day, saying the not realized was a mark for any committee to emulate. George Morgan was reported ill at Bell Gardens, and "Doc" Cunningham, veteran Pacific Coast announcer, is at 628 East Adams in critical condition, having suffered a second stroke. Tentative date for annual memorial services at Showmen's Rest was set for December 10. Harry Quillen, having seen the Cole circus into Arizona, was back on the job. Monroe Eisenman and Eddie Harris copped the attendance prize. Lion's head kicked in with a fin.

Ladies' Auxiliary

Monday meeting was opened by Marie Morris, second vice-president, who turned the chair over to Nina Rogers, former president. Plans for a Halloween party were made for October 23. Irene Adams was a guest of Lee Sturim. Honey Vaughn, mother of the Missouri Show Women's Club and now chaplain of the Lone Star Club, Dallas, was present with her granddaughter, Betty McKee Cull. Door prizes, won by Ora Ernst and Cecil Bowen, were donated by Mary Ernst and Madge Buckley. Bank night award went to Mabel Brown. Beautiful rug, donated by Mickey Lithcum to Margaret Welch, was given to the Auxiliary, \$30 was realized on it and Mary Taylor is its owner now. Helen B. Smith announced that she was grandmother, as her son, Billy Smith and wife, had a daughter, born October 2 and named Shelly Ardais Smith. Bingo was played and refreshments were served by Rose Rozard and Mabel Hendrickson.

Michigan

Showmen's Assn.

156 Temple Avenue, Detroit

DETROIT, Oct. 14.—First fall meeting, attended by 137, had President Harry Stahl in the chair, supported by First Vice-President Jack Gallagher, Second Vice-President Manny Brown, Third Vice-President Michael Allen, Treasurer Louis Rosenthal, Executive Secretary Bernhard Robbins, Secretary Arthur J. Frayne and Chaplains Edward Ford and Arthur Grzann. Memorial services were held for Pvt. Joey Moss, killed in action in France August 27, and Ben Bernhardt, who died at his home in Toledo October 1. Communications came from A. Sofko and family, Mr. and Mrs. Leonard Lundquist, Robert Rooks, Pvt. Roy Woakes, Mrs. Gertrude Moss, National Showmen's Association, Sam Gould, Clarence L. Rivers and Harry Models.

Chairman Ora A. Baker, membership committee, reported the following elected to membership: Theodore Arthur, William L. Cassidy, Samuel D. Eddy, Mike Falk, James Gatto, Samuel Gregory, George Higgins, Charles H. Hodge, James F. Jones, Burt Lamson, William Lamson Jr., William S. Lockhart, Paul Crawford Long, Little Joe Miller, Benjamin Miller, Kenneth L. Moyer, Cameron Murray Jr., Thomas Naisnyth, William Postlewaite, Addo P. Riker, Robert Sobol, John T. Taylor, Raymond Williams and Robert Alexander Woods.

Service Fund continues active and reported these contributions: Sam Arenz, \$5; Abe Mandel, \$5; Sam Solof, \$10; Harry B. Lessinger, \$25. On behalf of Eastwood

(See MSA on page 53)

Heart of America Showmen's Club

Coates House, Kansas City

KANSAS CITY, Mo., Oct. 14.—W. Frank Delmaine, secretary-treasurer of the Tivoli Exposition Shows, who died in Webb City, Mo., October 5 during the shows' engagement there, was chaplain of the HASC and for years had been an active member. He was also an ardent Masonic worker, being past master of Cecile Daylight Lodge, A. F. & A. M.; member of Ararat Shrine Temple; Order of Eastern Star; past monarch of Elesyan Grotto, and a member of the White Shrine. Club arranged to have the remains brought here for interment in Mount Moriah Cemetery. Services conducted by the HASC and Cecile Daylight Lodge.

Jimmy Maxwell, H. T. Miller and J. C. McBride returned after playing a number of fairs and celebrations. W. T. Turner reported a successful season with the Heart of America Shows. Hymie Schreiber left on an Eastern buying trip. Treasurer Harry Aitshuler, who opened a postal substation at Ninth and Broadway, reported members' dues were coming in satisfactorily. F. M. Shortridge, who reported an excellent season in Riverview Park, Des Moines, is booked for that spot next year. Sam Benjamin inquired that the season in Walled Lake (Mich.) Park was one of its best and that he would return next season as manager.

President C. F. (Doc) Mrs. Zeiger are expected here soon, and weekly meetings will start upon his arrival. Buck Ray and family and Mr. and Mrs. L. K. Carter returned after playing fairs in Arkansas. Members are asked to advise the secretary of their permanent addresses, so that mail can be forwarded.

Ladies' Auxiliary

Coates House latest notice that the club would not have to move was sweet music, as the housing situation is bad. Mr. and Mrs. George Howk, Mr. and Mrs. Ellis White and Loretta Ryan and mother have moved to the Lorraine Apartments. Mr. and Mrs. Al Campbell and Mr. and Mrs. Carter are in for the winter. Letter from President Clara Zeiger stated that the little socks were being received and well filled. Viola Fairly, handling the silk comfort, wrote that receipts were gratifying. Regarding the silver fund, each member in good standing will receive a silver gift on the silver anniversary and gifts will be bought with members' donations. Ruth Martons expected to have the cast removed from her leg October 17. Tricie Clark, Reynolds & Wells Shows, was in for two days. Mr. and Mrs. Carter Buton spent a week-end with Mr. and Mrs. Charles Nathan. Club will hold its first season's meeting early in November.

Missouri Show Women's Club

Maryland Hotel, St. Louis

ST. LOUIS, October 14.—First fall business meeting October 5 was well attended, although numerous members were still working on the lots. President Ethel Hesse presided, with Treasurer Norma Lang, Secretary Kathleen Gawle and Past Presidents Jane Bunting and French Deane in their chairs. New members accepted are Anna Margaret Pullen, Fort Wood Theater, Waynesville, Mo.; Elsie Walker and Lena Vellos. Award of War Bonds was postponed until November 16 to allow more members to send in books. All books must be received by Chairman Norma Lang on or before November 15, as awards will not be postponed again. Secretary Gawle is to leave soon for the South for the benefit of her health. Clela Jacobson reported her husband hospitalized as result of a fall. Letters came from Honey Vaughan, Betty Proper, Midge Cohen and Nell Allen.

CAPELL BROS.' SHOWS

Now in our own winter quarters, booking high-class Attractions for '45. Capable Show People, contact us. No drunks, dopeys or agitators. Will pay cash for Tilt or Small Swing. Address H. N. CAPELL, Haskell, Okla., Box 457, or Phone 63. We made enough; we don't have to stay but all winter.

DYER'S GREATER SHOWS

Still cooking with gas. Tiptonville, Tenn., first in 5 years, this week; Ridgely, Tenn., first in two years, next week. Can place one more Show, near Penny Arcade. Will pay cash for 32-ft. Little Easel or Baby Q, with or without semi-trailer.

DADDY

Please write—we love you. Send for letter in Billboard Office.

PATRICIA ANN--MARTHA

SUNFLOWER STATE SHOWS WILL BOOK

Small Merry-Go-Round, Mixup, Loop or Kid Ride, 25 Per cent, for eight weeks in the heart of the best cotton West Texas has ever had. Plenty of everything. All legitimate Concessions and Shows come on. Sayre, Okla.

REGAL EXPOSITION SHOWS, INC., WANTS

For Eastman, Ga., Fair, this week; with Lawrenceville, Ga., 4-County Fair to follow; then North Ga. Fair as long as weather permits. Want Concessions of all kinds. Capable Concession Agents. Mike Moore, communicate. Important. Side Show Acts. Ride Help and Semi Drivers.

MARKS SHOWS CAN PLACE

Experienced Ferris Wheel Foreman for balance of season. Wilmington, N. C., this week.

COASTAL PLAIN SHOWS

Wanted for St. Pauls, N. C., Oct. 16-22.

Sponsored by American Legion.

Concessions: Small Cook House or Bill Down Grab, Pop Corn, Snow Ball, Candy Apple, Candy Floss or Chastani, Ball Games, Fish Pond, Bowling Alley, Duck Pond, Hitch, Tilt Win, Dart, any legitimate Street Stares, Pan Game, Rat Game, Over and Under, Pea Pool, good Ride Help. All replies to
C. V. (BILL) COX

PENNY PITCH GAMES
 Size 46x48", Price \$30.00.
 Size 48x48", With 1 Jack Pot, \$45.00.
 Size 48x48", with 5 Jack Pots, \$45.00.

PARK SPECIAL WHEELS
 80" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels, Price\$13.50

BINGO GAMES
 75-Player Complete\$5.00
 100-Player Complete 7.00

1/3 Deposit on All Orders.

SLACK MFG. CO.
 124-126 W. Lake St. CHICAGO, ILL.

ASTRO FORECASTS AND ANALYSES
 All Readings Complete for 1944

Single Sheets, 8 1/2 x 14, Typewritten, Per M. . . \$5.00
 Analysis, 8-p., with Blue Cover, Each03
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 Samples of the 6 Readings, Four for 25c.
 No. 1-35 Paper Assorted Color Covers,25¢
 Wall Charts, Heavy Paper, Size 28x34, Each. 1.00

NEW DREAM BOOK
 120 Pages, 2 Sets Numbers, Clearing and Polity. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15c.
HOW TO WIN AT ANY KIND OF SPECULATION. 24-p., Well Bound 25¢
PACK OF 78 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 40¢
 Signs Cards, Illustrated, Pack of 3615¢
Graphology Charts, 8x17, Sam. 5¢, per 1000 \$9.00
MENTAL TELEPATHY, Booklet, 24 P., P. 25¢
"WHAT IS WRITTEN IN THE STARS," Folding Booklet, 12 P., 8x5. Contains all 12 Analyses. Vary Well Written, \$5.00 per 100; Sample, 10¢.
 Shipments Made to Your Outcomes Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

SIMMONS & CO.
 19 West Jackson Blvd. CHICAGO
 Send for Wholesale Prices.

BAKER'S GAME SHOP
BINGO BLOWERS
 Wheels and Posts, Skilios and Tracks, Buckets, Soup Pans and Roll Downs; Heavy Metal Bottles, Aluminum Bottles, Water Fall Blowers for Slum or Coupons, Pool Outfits, Under and Over Laydowns, Eight Die Blocks, Fan Joints, Roll Down Charts and Coupons, Penny Pitches, Bingo Cards, Electric Bingo Score Boards.
 Catalog if You Are in the Business.
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 Phone: TVlor 5-0334

HOUSE TRAILERS
WRIGHT COMSTOCK CO.
 Distributors of
1945
 Roycraft, Superior, Admiral and Travellite Coach, Large stock of used Trailers at all times. We deliver anywhere. For your new trailer, call for service call or write **EDDIE COMSTOCK**, formerly with Rubin & Cherry and Goodman Wonder Shows, 8317 Cottage Grove Ave., Chicago 18, Ill. Phone: Radcliffe 0212.

SCOOTER FOR SALE
 10 cars, fresh painted, newly unholstered, good steel floor, ceiling steel, top green. 2 seasons old. Cruscents and medallions. Plenty lights and extra parts.
FIRST \$6500.00 TAXES IT.
C. A. VERNON
 Care Playland Park LEESVILLE, LA.

WANT
 Devil's Bowling Alley complete, Top and Stock, and Heart or Clothes Pin Pitch. Give description and cash price and when can be seen.
ROY T. JOHNSON
 Care Playland Shows AMERICUS, GA.

FACILITIES FOR REBUILDING RIDES
 Can Supply Repair Parts; Also Shooting Galleries.
 Address
C. W. Parker Amusement Co.
 Leavenworth, Kansas

WANT TO BUY CALLIOPE
C. L. HOLDER
 BOX 1231 RALEIGH, N. C.

MIDWAY CONFAB
 Communications to 25 Opera Place, Cincinnati 1, O.

CLOSE to closing?
THOMAS I. LOVITT is in a hospital in McCracken, Kan.

LOU DAVIS, with the Buckeye State Shows, reported a big week in Jonesboro, Ark.

CARL (DOC) HAGAAR, manager of the Hall of Oddities, reported a successful season with the Al Baysinger Shows.

BUM STEER? Fairgrounds burger?

JOHN GECOMA closed his Bright Lights Exposition Shows in Marshall, Va., October 14 and moved to winter quarters in Winchester, Va.

J. C. CULMAN inoed from Gainesville, Ga., that James H. Drew Jr., visited him en route from Alabama State Fair, Birmingham, to Spartanburg (S. C.) Fair.

COL. A. L. SYKES McRine wrote from Trenton, N. J., that he had closed with George A. Hamid's *Victory Revue* and would go south after a short rest.

MANAGER'S secret wish: "That the bar-room across from the lot burns down."

JOE AND RUBY KANE, who closed their fourth season with Bantly's Shows in Henderson, N. C., are booked with the show for '45.

W. E. (BILL) LAMB, who has closed the season with the W. S. Curl Shows and is framing the *Last Roundup Revue*, skedded to open October 21 in Muncie, Ind., and to play Indiana, Ohio, Kentucky and Michigan, was in Cincinnati on business October 11.

FAMOUS Last Words: "Why I can get a reader in that State for only a sawbuck a ride."

B. E. SPENCER, Berryhill United Shows, noted that Bob Weed had purchased a clothespin pitch from J. R. Shipman and reported good business. Show Co-owner Clyde Pierce is recuperating from a hand infection. Shipman left on a business trip to Atlanta and Royston, Ga.

HIS concessions had the biggest week of the season to date at Loulsburg (N. C.) Fair, October 2-7, reported Floyd Sneaks, A. M. P. Shows, who said new canvas for his bingo went up last week in South Hill, Va., at a still date during which show equipment was refurbished for remainder of the fair season.



NEW OWNERS of the Mighty Sheesley Midway, Pete Kortez (left) and Mel H. Vaught, who purchased the equipment last week in Pascagoula, Miss., plan to take the reorganized show on the road next season. Plans as to title and size have not as yet been announced. Kortez is a leading museum impresario and ride operator, and Vaught owned and operated his own shows for a number of years and this season did some general agenting.

CUBAN MACK, side-show man who has finished his fair season, will spend the winter in Chicago, playing night clubs around Calumet City.

SPEEDY BABBS, after playing Ohio fairs in Wooster, Canfield, Findlay and Hamilton with his motordrome, went thru Cincy October 11 on his way south.

UNANSWERED midway question: "Which is the right way to eat a candy apple?"

JACK AND DOTTIE KEARNS report red ones with their Girl Show and Harlem Revue on the Central Amusement Company. He is also mailman, *The Billboard* sales agent and electrician.

EDDIE COMSTOCK, formerly with the Rubin & Cherry Exposition and Goodman Wonder Shows, has bought an interest in the Wright Comstock Company, Chicago, dealer in and distributor of trailers.

WALKER AND COZY closed with Hagar's Hall of Oddities on the Al Baysinger Shows in Poplar Bluff, Mo., October 7 and jumped to Little Rock to join Joe Sorenson's Hollywood Novelty Show.

GEORGE GORDON typed from Conyers, Ga., that Alexandra, annex attraction, rejoined the Mark Williams Side Show with the Playland Shows in Dalton, Ga. Other acts include Major Fox and wife, Bessy, midget couple with the show for the eighth season; Mr. and Mrs. E. C. Andrews, Leonard St. Clair, Paul La Page, Art Raddatz and Larry Travers.

SAM, shoe shiner on the Gate & Banner Shows, advised that stomach sticks are his favorite customers because he always finds a few dimes in their trousers cuffs.

ALTHO having their share of wartime handicaps, the United American Shows, now in quarters, did not lose a day, had excellent business and breaks in weather and a minimum of mechanical trouble, reported T. D. Newland from Seattle. Owner-Manager O. H. Allin intends to rebuild and repair as fully as priority restrictions will permit. Several ride foremen, locating in Seattle for the winter, will be available for work in quarters later. Wayne Endicott, ride superintendent, will rest for a few weeks before mapping out work for the 1945 season.

WORLD OF PLEASURE SHOWS closed September 30 in Auburn, Ind., after its most successful season, reported Roy Marks. Destinations: Vic Canaries, Art Greenwalt, Mr. and Mrs. John Quinn, Detroit; Mr. and Mrs. William Postlewalte, Uniontown, Pa.; Lee and Thelma Elliott, Mr. and Mrs. Kelly, Fruitport, Mich.; Sam Gregory, Gladstone, Mich.; Mr. and Mrs. Poole, Pat O'Brien, Cincinnati; Carl Gerhart, Muskegon, Mich.;

Authority

DOWN YONDER: Scene I, Midway of a large Southern fair. Traveling Stick (to manager of Famous Bicycle Shows, who is taking in the fair)—"Where do you go next week?" Manager—"We go to Hallville, Ala." Traveling Stick—"Why, Jed Spivins and I played that burg 10 years ago and didn't get a quarter!"

Scene II, Telephone booth in hotel lobby of city where said fair is being held. Time: Midnight. Manager of F. B. Shows to his G. A.—"Hey, you'd better find some other town than Hallville, as I have it on good authority that the town is n. g." Curtain.

Shorty Arthur, Jackson, Mich.; Roy Marks, Tampa; Mr. and Mrs. Keis and Marlon, Mason, Mich.; Mr. and Mrs. Warren Smith, South Bend, Ind.; C. Droege, Fredonia, N. Y.; Troy Scruggs, Pat Bright and Whitey Vincine, going south.

WEST COAST Victory Shows, which opened a 12-day engagement in Vallejo, Calif., October 4, will play the remainder of the season close to San Francisco Bay area. Manager Mike Kekos conducts routine business from his office in San Francisco and he and his family and General Agent and Mrs. William T. Jesup reside in near-by San Jose, also the home of Harry Meyers, show's director of concessions. Art Craner, who returned to San Francisco after several trips around the State and a two-week visit in Los Angeles, will commute to bay area location of the show for remainder of the season, taking care of publicity and routine matters for Owner Kekos.

OUR Wouldn't - It - Amaze - You? Department. Attempt of some First-of-May owners to tell executives who have spent practically all their lives in show business, how to do it.

WHEN Mrs. Paul M. Farris, Snapp Greater Shows, entertained at a stork shower for Mrs. Don DeVault in the Hotel Pines, Pine Bluff, Ark., during the show's engagement there, present were Mrs. William R. Snapp, Mrs. Jack Downs, Mrs. Marie Jones, Mrs. Earl Parks, Mrs. Hank Gowdy, Mrs. Fred Lassiter, Mrs.

AMUSEMENT DEVICES
MODERN DESIGN—DISTINCTIVE APPEAL
Moon Rocket
Sky Dive
Carrousels
Kiddie Auto Ride
ALLAN HERSHELL CO., Inc.
 NORTH TONAWANDA, N. Y.

WANTED
 To Join Alexandria, Louisiana, October 28 Through November 5; Then South All Winter. Shows with own transportation, Cookhouse or Grab, Legitimate Concessions of all kinds come on, no ex. This show has four Rides. L. J. King, contact us. Special Inducement to Colored Minstrel.
 All Address
JACK ALLOWAY
Manager
 TOYLAND SHOWS, Alexandria, La.

HAVE A-1 ROLLOPLANE
FOR SALE
 CAN BE SEEN AT HUNTSVILLE, TEXAS, WEEK OF OCTOBER 16
W. A. SCHAFFER
 716 South Haskell St., Dallas, Texas

arry Finch, Mrs. Lloyd Burge, Mrs. Bert
orton, Mrs. Buddy Jones, Mrs. Bill Rus-
ell, Mrs. Ida Rhodes, Mrs. Lee Forbes,
Mrs. Hank Shrader, Mrs. Jack Robinson,
Mrs. Earl Hattaway, Mrs. Jack Rowe, Mrs.
Luke Adkins, Mrs. Myron McHenry, Mrs.
Robert Harris, Mrs. Don DeVault, Mrs.
aul Farris and Grace Finch, of the
nows, and Mrs. Ivan Snapp, Danville,
l., and Mrs. Jeanette Waters, New Bos-
on, Tex.

DURING the engagement of the West
oast Victory Shows at Grants Pass, Ore.,
with Walpert, president, and Margaret
armer, past president of the Ladies'
uxiliary, Pacific Coast Showmen's Asso-
ciation, staged the annual benefit picnic
of members of the auxiliary on the show,
surpassing all previous parties, it had
attendance of 385, including executives
and members of the show personnel, city
and county officials and other invited
guests. Entertainment included races,
swimming events and a baseball game,
with Dolores Bemis pitching for the girls
and Billie Jones being a star in the out-
field for the girls' team. Hostesses Wal-
pert and Farmer contributed all the gifts
and prizes. Among those assisting with
plans and helping to serve were Isabella
Teyers, Marjorie Latiker and Carol Kes-
ersen. A check for \$100 was sent to the
auxiliary in Los Angeles.

RECENT recipient of a medical dis-
charge, Herman Weiner will winter in
Miami and plans to return to the road-
ext spring with concessions.

JOE A. PEARL, man-mountain sales
gent of *The Billboard* on the Johnny J.
ones Exposition, reported that he sold
65 copies of the October 7 issue during
southeastern World's Fair, Atlanta, Sep-
ember 29-October 8. He had ordered
50 copies shipped and had to scout for

El Ropo

"HAVEN'T noticed any political
candidates," remarked a ride boy,
"playing high strikers to win
seegars for their constituents dur-
ing this rope shortage."

the additional copies demanded. His
order for Atlanta last year was 225 copies.

LEMUEL TRUCKLOW, well-known
G. A., says that the only way to satisfy
some managers is to book them into New
York City, next door to the Astor Hotel, so
that they will not have to worry about hotel
accommodations.

TENTH wedding anniversary of Mr. and
Mrs. Muri Deemer, of the Cavalcade of
Amusements, was celebrated in the Bliss
Hotel, Tulsa, Okla., night of October 7,
with many gifts. Present were Mr. and
Mrs. Al Wagner, Mr. and Mrs. A. J. Weiss,
Mr. and Mrs. Archie Wagner, Tom Sharkey,
Joseph S. Scholibo, Mr. and Mrs. Ben
Fields, William B. Naylor, Mr. and Mrs.
James Bybee, Mr. and Mrs. Mark (China)
Ellman, Mr. and Mrs. Louis O'Reilly, Mr
and Mrs. Beau Beauchette and daughter,
Mr. and Mrs. Kaplin and daughter, Mr.
and Mrs. John McCarter, Mr. and Mrs.
C. Spence, Mr. and Mrs. Bell, Jack Neal,
Dick Haven, Debby June Haven, Arthur
Brown, Bill Perrott, Murphy Tiltow, Ann
Perry, Honey Lee Walker, Carrin Rohm,
Mrs. George McMonigle and Robert L.
Lohmar. Archie Wagner was emcee in
big night-club style. Muri Deemer has
fully recovered from a serious operation
in Bismarck, N. D., when the show played
there some weeks ago.

ALAMO Exposition Show notes from
Fort Worth by Ted Custer: Seven-day
engagement had good business. Among
the many visitors here were Mr. and Mrs.
Denny Pugh, who brought their father
from Dallas; Sid Fuller, Harry Kaplan,
Roy Stein, T. F. (Sundown) Paige, Mr.
and Mrs. Hoke Bastinger, Ruby and Hike
(See MIDWAY CONFAB on page 46)

In the Armed Forces

PVT. ROY (BUBBLES) VOAKES, for-
merly with old Riverview Park, Detroit,
and now in the Canadian Army, was a
recent Detroit visitor while on furlough.

SGT. GEORGE HARRIS, former con-
cessionaire in Eastwood and Jefferson
Beach Parks, Detroit, as well as with
carnivals, is serving as X-ray technician
in a New Guinea hospital.

PVT. V. BROSINI, marine, and former
member of the Berosini Troupe, high
wire, appeared at Brockton (Mass.) Fair
during a furlough.

PVT. PAUL J. OSBOURNE, 33749672,
alrmaled that he is stationed in Eng-
land.

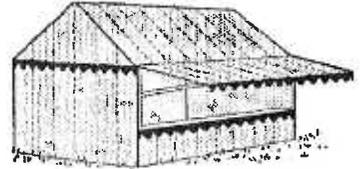
FORMERLY with the Central Amuse-
ment Company, Sgt. William C. Edwards
is stationed with APO 28, care of post-
master, New York City.

JAMES L. (MARQUEE RED) LOLLAR,
formerly with Hilderbrand's United
Shows, Arthur's Mighty American Shows,
Rubin & Cherry Exposition, Hennies
Bros.' Shows and Gold Medal Shows, re-
turned from the China, Burma and the
India theater of war and is in McCaw
General Hospital Walla Walla, Wash.,
awaiting medical discharge.

CONCESSIONAIRE with carnivals
since 1922, Corp. Sam Swain, 33203270,
assigned to an entertainment section
at APO 322, care of postmaster, San
Francisco, typed of an outdoor theater
it has erected. Seating capacity is sev-
eral thousand and in process of building
is a bandstand that will roll forward on
the stage. His wife, Marie, has a pitch-
till-you-win with Steblar's Greater
Shows.

"First Things First"

Our Army-Navy E Pennant is
evidence that Uncle Sam comes
first at Powers & Company.
Naturally, it is impossible to
accept civilian orders until after
the war. Then we will be happy
to fill your Canvas needs.



CONCESSION TENTS
Important Feature of Our
Post-War Plans



POWERS & CO.

MANUFACTURERS OF

CANVAS GOODS

PHILADELPHIA, PA.

CHICAGO, ILL.

GREENWOOD COUNTY FAIR

Greenwood, S. C.
OCTOBER 23 TO 28 INCLUSIVE
First Fair at Their New Fairgrounds

PEE DEE FAIR

Florence, S. C.
OCTOBER 30 TO NOVEMBER 4

Another G. I. Fair. We Catch the Big Pays at Army Camp Within
2 Miles of Fairgrounds.

WE WILL PLACE ALL EATING AND DRINKING STANDS AT ALL FAIRS.

- WANT—Art Parent wants Cornet Player, AFM, for Paradise Revue ork.
- WANT—One Line Girl for Famous Paradise Revue. Union salary.
- WANT—Henry Arcade, Grind Shows of merit, SILODROME, Glass House. To those joining now we offer free winter quarters rental and a fine circuit of fair and still dates in 1945.
- WANT—Octopus and Merry-Go-Round Foreman and a few skilled Carnival Workingmen in all departments.

Winter Quarters at Petersburg, Va., Fairgrounds Will Open on
November 20 to Rebuild the Finest Show in the Entire East.

All Address

CETLIN & WILSON SHOWS

Wilson, N. C., Fair This Week.

We will place all
legitimate merchan-
dise concessions.
We will buy Fly-o-
Plane for cash. Must
be in good condition.

WANT—BLUE RIBBON SHOWS—WANT

For All Winter's Work in Florida

Foreman and Second Men for 7-Car Tilt, 12-Car Ride-o, #5 Wheel, Smith & Smith,
Chair-o-Plane, 2-Abreast Merry-Go-Round, Roll-o-Plane. Men with driving experience
preferred. Each ride has its own trucks, no doubling back. Burges, Lawrence, Murphy,
other Ride Men with me before, come on. All wires:

Care SHOW, STARKE, FLORIDA, THIS WEEK.

P.S.: Carl Espy, wire or come on. L. ED ROTH.

NOTICE NOTICE

This is to inform the public that Jason & Galat have purchased all interests in Tom's Amuse-
ment Company, a Carnival registered and doing business, with its home office at Bainbridge,
Georgia, and will not be responsible for debts and contracts made by any other parties.

TOM'S AMUSEMENT COMPANY

JASON-JASON & GALAT, Owners.

WANT TO BUY FOR CASH

Kiddie Rides of all kinds, new or used. Large Merry-Go-Round, 3 or 4 abreast. Steam
Train and Track. Saddles and Bridles for Ponies. Small Arcade or Machines. Give
complete description and price.

M. J. DOOLAN

2517 W. 59TH STREET

CHICAGO 29, ILL.

WHEELS OF ALL KINDS

Tickets—Paddles—Laydowns
Complete KENO Outfits

CARNIVAL SUPPLIES AND EQUIPMENT
GAMES, STRIKERS, ETC.

Still Available
EVANS' BIG PUSH

Write for Catalog

H. C. EVANS & CO.

1520-28 W. Adams St., Chicago 7

TENTS

New and Used
CARNIVAL and SKATING RINK

Write for Prices

E. G. CAMPBELL TENT & AWNING CO.

100 CENTRAL AVE. ALTON, ILL.

TENTS—BANNERS

10x15 1/2 Four-Way Khaki, Like New,
14x21 Living Top, White, 8x-Foot Wall, New,
Charles Driver—Bernie Mendelson.

O. Henry Tent & Awning Co.

4862 North Clark St. CHICAGO 40, ILL.

WANTED

For 30th, Tilt-a-Whirl, Eli Jinnie, Light
Plant and Cable. Concessions, Bingo, Cook
House, etc. Girl Show.

ZELLERS PARK

Key West, Fla.

OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EVERLY AIRCRAFT CO., Manufacturers, Salem, Oregon

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—Hoavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

3000 KENO

Made in 30 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, 6¢ 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), 1.25 per 1,000

M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.

3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000 1.25

3,000 Featherweight Bingo Sheets, 6 1/2 x 8. Loose, \$1.40 per M.

Round Gray Cardboard Markers, 1800 for... 1.00

Thin Plastic Markers, brown color, M... 2.00

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON Blvd., Chicago 4, Illinois

TENTS

NEW for next season or now—Concession, Carnival and Sidewall. Write us, stating size wanted, and we will quote.

D. M. KERR MFG. CO.
1954 Grand Ave. Chicago 22, Ill.

WANTED

Dromo Motorcycles, Three-Abreast Carousel, Kiddie Rides.

A. HOUSTON

General Delivery Los Angeles, Cal.

SECOND-HAND SHOW PROPERTY FOR SALE

\$1.50 Canvas & Leather Used Money Bag. Cost \$10.
\$25.00 Howe Dept. Store Platform Scale. Working.
\$35.00 Royal Elec. Peanut Roaster on Wheels.
\$35.00 North Star Electric Ice Cream Freezer.
\$15.00 Genuine Buffalo Robe, Large Size. Others.

WEIL'S CURIOSITY SHOP

12 Strawberry St. Philadelphia, Pa.

WANT TO BUY

Large hand-operated Popcorn Kettle.

BILL JOHNSTON

P. O. Box 281 LA JUNTA, COLO.

OUR NEW HORSES

are guaranteed for life. Will accept old ones in trade. Low price on repairing and painting horses.

C. W. Parker Amusement Co.

Leavenworth, Kansas

FROM THE LOTS

American Model

Gainesville, Fla. Week ended October 7. Auspices, VFW Post. Location, fairgrounds. Business, excellent.

Shows' move from Jacksonville to Gainesville was made in good time. Opening here had nine rides, 35 concessions, Willisie's Midget Show, Sam Golden's Side Show and Follies Show. L. E. Roth and B. T. Martenel were complimented on re-organizing the show after a three-year layoff. Rides, light plants and trucks have been rehabilitated. Visitors included Peasy and Cleo Hoffman, Eddie Davis; Joe Payne, Bantly's Shows, and Mr. and Mrs. J. Fulton and W. C. (Billy) Senior. Show moves from here to Ocala, Fla., and then to Starke, Fla., for the fall fair.

ANN M. ROTH.

Ark.-La. States

Pine Bluff, Ark. Week ended October 7. Auspices, South Arkansas Livestock Show Association. Location, Stock showgrounds. Weather, ideal. Business, excellent.

Largest gross in history of the organization was made during this engagement; in fact, it was the largest gross from rides for six consecutive days in the writer's experience. Opening Monday night gave near-capacity attendance and spending was in order nightly. Ferris Wheel, operated by Roy (Smitty) Smith, topped rides, and the Ezra Mechanical Farm, operated by Mr. and Mrs. Earl Thomas, topped shows. All concessions operated. Committee had voted to have a free gate. Heretofore there has been a 35-cent admission. Free gate was credited with large attendance to South Arkansas Championship Rodeo under direction of Floyd Gale, Oklahoma City. Due to labor difficulties, Thomas A. Fuzzell, operator of Fair Park Amusement Center, Little Rock, could not furnish independent rides used during the engagement in the past. The writer contracted to furnish all carnival and independent midway attractions for the 1945 annual. Walter Davis, operator of a custard unit of Davis custard machines, said the date was the best for his unit.

J. (BILL) CARNEER.

John H. Marks

Monroe, N. C. Week ended October 7. Union County Fair and Fall Festival. Weather, threatening most of week. Business, good.

After the move from Albemarle entire midway was ready to go at 5 p.m. Sunday. Business on Monday was good, with Tuesday's Children's Day very big and remainder of the week excellent: Bob Pollack purchased a new living trailer, as did Joe Jernigan. Daredevil Bruffy's free act was well received. Jimmy Simpson, "talent scout," was

away several days. Tracey Bros.' Oddities is doing capacity business and Art Spencer still packs them in with his Pit of Death. Mr. and Mrs. Duke Jeannette and Mr. and Mrs. Speedy Merrill visited. Paul Lane joined with several concessions. Joe Payne visited. Sinclair joined with Parker's diggers. Mr. and Mrs. Bob Coleman are doing well with their concessions, as are the Connors. Danny Newman purchased a new truck. Mr. and Mrs. Russell Idol, Charlotte, visited T. A. (Red) Schulz.

HARRY E. WILSON.

Allen & Nickerson

Athens, Ala. Week ended October 7. Auspices, L.L.L. Location, Hatchett Showgrounds. Weather, ideal except showers Saturday. Business, excellent.

Altho the show was second in Athens in two weeks and behind a larger organization, business was more than satisfactory after opening night. Heavy showers Saturday afternoon at opening time prevented what probably would have been the best matinee of the season, but John Q. Public and friends and neighbors came out in droves Saturday night to bring smiles to faces of personnel and staff. Location being only two blocks from the public square, no doubt, had much to do with large attendance. Mr. and Mrs. Allen Brewer, who closed with the Baker Shows in Veedersburg, Ind., joined here with five concessions. John H. Upshaw came on with his Pit Show. Visitors included Kellie Grady, of the shows bearing his name, and Jesse Sparks, owner-manager of J. F. Sparks Shows, who was investigating a wreck of his Merry-Go-Round truck at Rogersville. WALTER B. FOX.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Oct. 14.—Notices of the annual meeting to be held in the Hotel Sherman, Chicago, December 4-7 will go to the membership about November 1, with further details of program and arrangements. Program will include a review of the industry's contribution to the war effort, consideration of problems raised by the war effort, discussion of further contributions which the industry may be able to make to the war effort, discussion of post-war planning, taxation, rationing, canvas and new safety regulations and a full report on public relations. Public relations fund bulletin No. 4 was issued to contributors to the fund October 1.

War Production Board announced that priorities for public-address systems have been transferred from the previous preference rating order to the Controlled Materials Plan and its previous preference rating was revoked.

In connection with disposal of surplus government property, there is on file at the ACA office information indicating the particular government bureau having charge of the various items of surplus property to be disposed of.

JJJ TOP IN ATLANTA

(Continued from page 36)

ond place going to Carl Lauther's Side Show and Mrs. Hody Jones's Follies of 1944 third.

Total gross was \$109,040.32, said JJJ Secretary-Treasurer Ralph Lockett. Announcement also was made that the Jones shows would close the season November 4 at Houston County Fair, Dothan, Ala., and return to winter quarters in Augusta, Ga.

Barbecue, under supervision of Joe Pearl for benefit of the Showmen's League Mustering-Out Fund, turned over \$222 to the fund. This was added to the amount raised at the benefit jamboree. Two new signs appeared on the midway. "No Smoking" was prominently displayed at each show and ride and "No cigarettes sold or given to minors as prizes" appeared on concession row. Midway was patrolled by members of the Atlanta fire department, which had apparatus on the grounds to augment the two fire wagons maintained by the show. Concession business fell off some, as compared to the previous year, with returns not in keeping with crowds that

milled about. Concessions using cigarettes as awards did much better business than those using other stock.

General Manager E. Lawrence Phillips said he was highly pleased with the showing made, especially with receipts, and that the Atlanta fair was most successful from every angle.

SHEESLEY SHOWS SOLD

(Continued from page 36)

Shows when it was trouping, had the kid show this year on the Beatty-Russell circus and has operated winter store shows in many cities.

McI Vaught, who has been doing some general agent work for the Sheesley org, was many years a carnival owner-operator, having started a score of years ago with the Vaught Shows on the West Coast. Later he had the State Fair Shows, which were sold to Noble C. Fairly and Toney Martone. The org later became the Fairly & Little Shows, with Phil Little as a partner, and went to Denny Pugh and Joe Murphy as the World of Today Shows, which are now owned by Reynolds & Wells.

The Sheesley organization, known for many years as the Greater Sheesley Shows, is credited with being the oldest carnival on the road insofar as having been continuously owned and operated by the same management. It was formed by John M. Sheesley in 1912 in Headland, Ala. He entered the business in 1908 with the then Johnny J. Jones Show, a candy wheel being his first venture, and after six months he purchased a half interest in a Human Laundry attraction.

Next spring he gave his interest in the Funhouse to the late Johnny J. Jones and joined the Krause Greater Shows; then for five weeks in the same year he was with Ye Old English Carnival Company, had a concession partnership with Sam Brown and did some advance work. Late in 1911 and early in 1912 he was with Macy's Olympic Shows.

ALLEN TO BOW EARLY

(Continued from page 36)

way, reported Pop Holman. Show members left for their homes, with the management's promise of an early opening next season, when the org will carry several more rides and shows.

Those departing were Mr. and Mrs. Z. B. Cox to Brattleboro, Vt.; Mr. and Mrs. Gerald Barker, Sinclairville, N. Y.; Mr. and Mrs. Phil Calvery, Scranton, Pa.; Mr. and Mrs. Paul Mattie and family, Phoenix, N. Y.; Fred Christ, Springville, N. Y.; Mr. and Mrs. James Smith, Red Creek, N. Y.; Mr. and Mrs. John Schwartz and son, Mr. and Mrs. Wm. Thurlow; J. A. Watkins and daughter, Carol, and Mr. and Mrs. Lake live in Syracuse and vicinity. Leaving for the South were Mrs. O. W. Boardman, Mr. and Mrs. Gerald Weeks and family, Doc Cowan and Peter Campbell, Houston, Francis Fidler, Robert Booth, Charles Holman and Oliver Ba' went to New Jersey. Mr. and Mrs. David Anderson went to Philadelphia a few days before closing because of the death of Mrs. Anderson's mother. A Bill Jones bingo left after Waterloo (N. Y.) Fair to play Southern fair dates. Mr. and Mrs. William Harlan and children left earlier to play fairs.

King Reid and Mr. and Mrs. Harry Agne, of bingo note, King Reid Shows, were among visitors. General Agent W. C. (Bill) Fleming and party, James E. Strates Shows, visited at Fairport, N. Y. Miles Finch left earlier for Pontiac, Mich., to be with his aged mother. Mr. and Mrs. Allen will leave soon on a vacation.

PAGE BARN IN RAIN

(Continued from page 36)

in charge. Some of the folks trekked down yonder, reported R. E. Savage.

Itinerary included dates in Tennessee, Kentucky, Virginia and Georgia for a season of 23 weeks, shortest in the show's history. Four fairs were played in Kentucky, two in the pollo area, which meant a drop in business. Remainder of the season was on the right side, with the exception of Atlanta, where an ordinance was passed without warning, providing for flameproof canvas. The show, not being able to meet the drastic measure in time, was forced to cancel the date.

Most of the concessionaires who remained for the closing have been booked for 1945 and several attractions people will be back for next season. Owner J. J. Page said there would be some changes made in personnel and that the show would be enlarged by addition of another Ferris Wheel and two novelty rides and that new canvas and banners would be provided for all shows. Four fairs have already been signed for next season.

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V-Day To Free Materials, Labor

Illions Mapping Housing Project

100G venture for site adjoining park property — big plans for Celoron, too

JAMESTOWN, N. Y., Oct. 14.—Harry A. Illions, owner of Celoron Park here and president of the Celoron Realty Corporation, announces that a post-war housing proposition to create between 30 and 40 homes for returning servicemen at Celoron is under consideration and may become a partial reality by next summer.

Plans which are already in the blueprint stage call for the erection of five-room bungalow type, all-year-round homes along the lake front and adjacent on what was formerly the ball park. The homes would sell for moderate prices under government housing co-operation.

Illions said that a priority on materials necessary to build the residences had already been acquired and it was possible that at least a few of the homes might actually be constructed next summer. A total of \$100,000 in financial support for the project has been underwritten, it was said.

At the same time Illions announced many innovations for Celoron Park before opening for the 1945 season. These will include renovation and remodeling of the Roller Coaster; addition of new rides, including a new Whip; renovation and remodeling of Ghost Alley and new midway fronts.

Other improvements to Celoron either next season or as soon as war conditions permit the use of materials will include Illions said, a large swimming pool with sand beach at about the present location of the miniature golf course. A post-war plan is the creation of a summer theater in the grove and an entirely new Roller Coaster.

Last season, Illions said, Celoron did a much larger business than in several years and the attendance showed a sharp increase. Some concessionaires, at the park for many seasons, reported the best business in 20 years. It was estimated that total attendance during the 1944 season was 300,000 persons.

Eastwood Folds; Tops '43 by 20%

DETROIT, Oct. 14.—Detroit park season closed down tight last week with the wrapping up of Eastwood Park, largest local spot, which remained open nearly a month longer than its competitors in the area. Week-end business in the last few weeks was good, with weather helping.

Eastwood business for the season ran around 20 per cent ahead of 1943, according to Henry Wagner, general manager.

Roller rink and certain games in separately heated buildings will remain open for the winter.

Riverside Help Celebrates

SPRINGFIELD, Mass., Oct. 14.—Some 80 employees of Riverside Park, Agawam, met at Hotel Highland here recently to celebrate the conclusion of a successful season with a banquet and dance. Entertainment was furnished by Paul Noffke, magician; Josephine Kuchta, an employee, with Western songs and music, and Ernest Brendolan, accordionist. Honored guests included Mr. and Mrs. Edward J. Carroll, Mr. and Mrs. Vernon Trigger and Mr. and Mrs. Harry Storin. Banquet committee included Earle N. Williams, chairman; Mrs. Elise Deforge, treasurer; Mrs. Arline Wright, secretary; Martin Deane and Edward Smith. Music was by the Kentucky Colonels.



VERNON KEENAN, now serving in his fourth year with Ackley, Bradley & Day, Pittsburgh, as Coaster and park engineer. Keenan designed the Coasters for both the New York and San Francisco world's fairs and there is hardly a major park in the country which does not have one or more structures designed by Keenan.

Detroit Portable Racks Up Red One; Horwitz Expanding

DETROIT, Oct. 14.—Motor City Park, portable funspot operated by Vic Horwitz at West Warren Avenue and Outer Drive, opposite municipal picnic grounds and bathing beaches, has shuttered for the season. Favored by excellent weather, with only one night lost on account of rain, Manager Horwitz described the six-month season as top-notch, with all rides and attractions experiencing a healthy play.

In the past, two different sets of rides and concessions occupied the West Warren and Outer Drive location. Manager Horwitz announced this week, however, that he has taken a long lease on both locations and next season will combine the two spots under his management. Everything has been housed under canvas up to now, but Horwitz says he will erect several permanent buildings as soon as materials become available.

Mrs. Horwitz handled most of the managerial duties this summer, while her husband was laid up with gangrene. His condition is reported as greatly improved and the Horwitzes will leave soon for New York to purchase new rides and attractions. Valentine is the Horwitz publicity director.

Daytona Beach Looks To Lush Winter Run

DAYTONA BEACH, Fla., Oct. 14.—Ambitious plans are being designed here for the winter season. The half-mile long Boardwalk buzzes with activity, and the buzzing is expected to reach a crescendo point when the winter tourist trade comes in in force.

Amusements and concessions are already in full operation. Club Pier Casino has been luring heavy trade on week-ends and doing not too badly on other nights. The pier has blended in a program of entertainment together with the dancing it features.

Altho servicemen are predominant among the amusement seekers here, there is a relatively large sprinkling of civilians, too. This spot has turned out to be a mecca for servicemen stationed in this area. Local amusement spots are putting the emphasis on the G. I. trade, and the chamber of commerce is co-operating.

There are the usual labor problems here, but nevertheless things are being whipped into shape, with the critical stage passed in respect to the help shortage.

Hot Dog Is Champ At Carroll Funspot

SPRINGFIELD, Mass., Oct. 14.—Clambake fans to the contrary, the lowly hot dog is still champion, at least as far as the patrons of Riverside Park, Agawam, are concerned. More than 120,000 hot dogs were served during the season, according to Edward J. Carroll, owner-manager. The figure is the highest in the five years the park has operated. If the inevitable end-to-end school wants to know, they would make a 10-mile chain.

The clambake season boomed, too, Carroll said. Servings to outings of war-plant organizations, union groups and others in Riverside's two groves, not including the midway or restaurant, show the following round figures:

Beer, 70,000 glasses; pop, 22,000 bottles; hamburgers, 5,000; Chicken servings, 6,100; whole lobsters, 6,000; box lunches, 2,700; clams, 7,500 servings, and steak, 1,100 servings. To these can be added the tons of vegetables, bread, crackers, clams for chowder, potato chips, sweet corn and watermelon that add the finishing touches to any feast.

Doolan to Build Chi Kiddieland

CHICAGO, Oct. 14.—Chicago will have a new kiddie park next season, with an extensive line of attractions. M. J. Doolan, for many years a large operator, of rides in the Chicago area, has just completed a deal for a 20-acre tract at 95th Street and Crawford Avenue, on Chicago's far Southwest Side, and plans to open the Kiddieland next spring.

The play spot will have a frontage of 1,300 feet on 95th Street and 650 feet on Crawford, all of which will be neon lighted. In addition to a number of rides and a pony track, Doolan plans to have a large refreshment parlor and various other attractions.

Doolan, treasurer of the Showmen's League of America, formerly owned and operated upward of 20 rides but sold most of them after the outbreak of the war.

Deal for the property was handled by Morris Haft, attorney for the Showmen's League.

New Owners Will Open Massasecum Next Season

HENNIKER, N. H., Oct. 14.—The Tavern and Casino at Luke Massasecum, formerly one of the most popular resorts in Central New Hampshire, have been purchased by Mr. and Mrs. George Zverina, of Indian Head, Md., and Warner, N. H.

The new owners plan extensive improvements and repairs and will open the resort next spring. Mr. and Mrs. Zverina are natives of Czechoslovakia and came to this country a few years ago as refugees.

Palisades Begins Rebuilding

NEW YORK, Oct. 14.—Reconstruction of Palisades (N. J.) Park is actively under way. Debris of last summer's fire has been cleared away and a crew of workmen under Joe McKee, superintendent, is rebuilding coasters and other large rides destroyed by the fire.

Plan To Bring Speedy Relief

Easing already apparent, says Ackley—warns industry to proceed intelligently

CHICAGO, Oct. 14.—"Many materials have been removed from the critical list and others are less critical than they were, but the subject of maintenance materials for parks and the manufacture of new devices for next season is tied up directly to 'when will the war in Europe end?'" Harry A. Ackley, consultant, Recreation Section, Service Trades Division, Office of Civilian Requirements, has replied in answer to a telegram he received from A. R. Hodge, secretary of the NAAPPE, requesting a statement on what might be expected along those lines for the forthcoming season.

"It can be stated, however," said Ackley, "that an orderly plan is in being, which will provide for the prompt removal of many of the restrictions on manufacturers and on the employment of labor, immediately following V-Day in Europe. The restrictions that will remain will be those providing for the war in the Pacific, and no doubt some measure of price regulations aimed to prevent a runaway market."

"In the meantime, however, it has been possible to find partial relief in some directions and to resume manufacturing in some localities, and to a very definite degree, the amusement park trades can benefit by these developments. It only remains for park operators and suppliers (See PARKS AWAIT V-DAY on page 41)

Council May Operate Dominion, St. John

ST. JOHN, N. B., Oct. 14.—County council has approved a recommendation by a special committee that Dominion Park be purchased from Bud Tippet, a member of council, for \$12,000, for operation specifically by the council.

The property consists of 175 acres, a large bathing beach on the St. John River, dance pavilion, picnic grove, three small buildings and the permanent residence of Mr. and Mrs. Tippet, operators of the park for many years.

Lake Banook Primps for '45; Broken Bottles Beach Hazard

DARTMOUTH, N. S., Oct. 14.—The first step in a plan to improve Lake Banook as an amusement park is the construction of a concrete wall costing \$5,000. Indications are that about \$50,000 will be expended in improvements before the opening of the 1945 season.

One of the biggest problems the management had to cope with the past summer was the breaking of liquor and beer bottles on the bathing beaches, resulting in many cases of foot cuts to patrons. It was found impossible to cope with the bottle-breaking epidemic.

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RB BARNS FOR EARLY TOUR

Far West Put On '45 Route

Three-week rest to be followed by rehearsals—fast payoff of obligations aim

SARASOTA, Fla., Oct. 14.—George W. Smith, general manager of the Ringling circus, which arrived here in two sections early Wednesday morning, said the personnel was to have three week's vacation, after which the performing and working personnel would begin rehearsals and rehabilitation for next year. The quarters will be closed to the public until that time.

Show will go out under a flameproofed big top early in the spring, and tentative plans are for the circus to hit the Far West. It is the aim of the executives of the show to pay off mortgage profits as speedily as possible. There have been no complete figures on Hartford yet and it may be years before the grand total can be determined. Survivors are still filing claims in the Hartford office.

A maximum maintenance crew will be maintained thruout the winter. Manager Smith and Ed Kelly will supervise all construction and rehabilitation. Robert Ringling is here to personally plan and supervise the 1945 program, as well as rehearse the numbers.

Kelley To Head Publicity Dept. On the Big Show

SARASOTA, Fla., Oct. 14.—Ringling Bros. and Barnum & Bailey Circus press and radio divisions will be merged into one department serving both publicity mediums, Robert Ringling, president of the show, announced Thursday. The department will be headed by Beverly Kelley, circus writer and radio narrator since 1930.

Kelley stated Thursday that the personnel of the publicity department in 1945 probably would include Allen J. Lester, Frank Braden, Frank Morrissey and Bernie Head, veteran circus agents, and William Fields, prominent theatrical publicist, who will divide time between the circus and his post as general press agent for the Playwrights Producing Company. Fields was a major in the (See Kelley Heads Dept. on page 42)

RB at Last Stand; N. O. Draws 61,000

NEW ORLEANS, Oct. 14.—The Ringling circus, closing what officials at the end called a fairly satisfactory season, drew an aggregate gate of 61,000 here October 5-8 in spite of two complete wash-outs and performances in a sea of mud the rest of the time. It played at Pelican Stadium, baseball field, but it is not a field at the present time, but a morass. Location was ideal, with plenty of parking space and easy loading for show. Field capacity is 10,000.

Attendances: Thursday (opening) matinee, 6,000; night, 8,000; Friday, 8,000 and 10,000; Saturday (torrents of rain), 4,000 and 5,000, and Sunday (sunny and cool), two 10,000s. At Friday night and both Sunday performances some were turned away. Trains arrived three hours late from Beaumont, Tex., where crowds were turned away from 6,000-seat baseball park at both performances. Show got fine comments both here and at Beaumont from daily critics, and despite tumbles and falls in mud no serious injuries were reported. Facilities of the park gave the circus an easy job of handling crowds and there was an absence of jamming.



W. DALE HOUSTON, who was general chairman of the third annual Shrine Circus in Denver, with Polack Bros. presenting the show. The circus drew 68,000 at 11 performances. Net receipts for El Jebel Temple were 40 per cent better than last year's.

B-R Does Well At Okla. City

OKLAHOMA CITY, Oct. 14.—The Beatty-Russell circus closed a three-day stand here, October 8, doing six shows, to almost capacity, coming in from a one-day stand at Norman.

A visitor to the show was former trustee Charles W. Moss of this city, who traveled with the show for some seasons after a wreck near here in 1938 put the show in the hands of a receiver for a time.

A public demonstration of how well the big tops are flameproofed interested the localites, after the late tragedy in Hartford, when circus men turned a big blow torch on the canvas and showed how safe it was against fire. The no smoking rule was enforced, nevertheless.

Augusta Good for Williams

AUGUSTA, Ga., Oct. 14.—The Lions second annual circus, produced under direction of Edwin N. Williams, had an attendance of 22 per cent above last year. He will again produce the show next year.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

Lug, Tenn.
October 14, 1944.

Dear Editor:

Ten days ago the agent for this show and the agent for the Charlot & Tableau Circus arrived in the city hall at Love-Lies-Bleeding, Tenn., at the same time to get license permits for the same day, October 11 (Wednesday). Not knowing who to give the permit to, the license clerk sent both agents to the burg's mayor. The mayor was willing to issue licenses, providing they played the spot on different dates. Our agent claimed that his show was entitled to the date because Manager Upp had already gone to the expense of having it listed on newly printed route cards. The opposition's agent claimed that his boss had spent thousands of dollars in routing the show to the town and should have it.

After learning that both shows carried downtown wagons, the mayor, with the wisdom of Solomon, decided that both shows should bring in their wagons on Monday, license free, and that the one which crossed the most on that day would have the stand. But his honor insisted that both shows bill the town to let the natives know that one or the

Cole Show Biz Continues Big In Southwest

ALTUS, Okla., Oct. 14.—Cole Bros.' Circus pitched its tents in Amarillo, Tex., October 2 in the midst of the first real "norther" of the season which, coupled with a broken city water main which flooded the lot, caused the trouper a day of misery. Business, however, was tremendous. Over 500 people were turned away at matinee and 2,000 at night. In Clovis, N. M. (3), show was accorded a capacity matinee and turnaway at night. Lubbock, Tex. (4), was one of the biggest days of the season—two tremendous turnaways. People were lined for two blocks an hour before the downtown sale opened and remained that way all day. Sweetwater, Tex. (5), gave the show two capacity houses, and Brownwood (6) despite terrific heat, it being the hottest day of the season for CB folks, gave the (See Cole Bros.' Biz Big on page 42)

Regional Meeting for CHS

FARMINGTON, Mich., Oct. 14.—CHS Del Brewer and family, Flint, Mich., recently entertained at dinner Robert W. Green and wife, Pontiac, and the writer, Don Smith, following which plans were discussed for a Regional One meeting of CHS in Plymouth, Mich., later in the month. All others in this area are invited.

C. H. White, CHS, of Fredonia, Kan., called on Walter Pietschman and looked over his photos, during a trip to Detroit. Michael Patrick also was a Detroit visitor during date of the Ringling show in that city, and he reports a good time with members John Staley and Ed Meyers, of Ann Arbor, while on the lot. Patrick now lives in Charleroi, Pa.

Sgt. Charles N. Sateja, former circus performer, now "somewhere in France," writes that he misses the American shows very much, and enjoys receiving pictures of the U. S. shows on tour.

The Shyretto Troupe, unicyclists, recently with Ringling show, are proving a big hit with the Roller Skating Vanities, now at the Detroit Olympia.

Young To Have Show in K. C.

KANSAS CITY, Mo., Oct. 14.—The Ernie Young Agency has closed contracts to produce the indoor circus for Ararat Temple, this city. Dates are December 4-10.

Attendance Rising At Garden Rodeo

NEW YORK, Oct. 14.—First week of the Madison Square Garden Rodeo is a substantial success, altho attendance at matinee and night performances is running slightly under last year's figures. However, business appears to be on the upgrade as the Columbus Day matinee was a sell-out, with all seats in the reserved sections gone at noon and only a few seats in the general admission section of the gallery available an hour before showtime.

For the first time the rodeo is running Friday matinees, the initial one of which brought satisfactory attendance. At this matinee children in cowboy or Indian costumes, accompanied by an adult, were admitted gratis. About 1,000 kiddies took advantage of this special offer, which is not to be repeated. Due to the additional matinee and this year's higher seat prices, the garden's take for the first week of the rodeo, in spite of slightly lower attendance, was about the same as last year's.

As was the case last season the public is passing up the low-bracket gallery seats, the demand being for the better pews, which are filled at most performances, altho a few gaps are to be noted in the top-bracket loge sections.

Special event of the past week was a visit to Halloran General Hospital last Tuesday by Roy Rogers, the Riders of the Purple Sage, Jack Knapp and the Sponsor Girls, who entertained wounded servicemen during the afternoon. On Monday (23) underprivileged children of New York will be guests at a matinee performance of the rodeo.

Rodeo on the Air

The rodeo is getting a good break on the air, with Roy Rogers and other participants guesting on 20 programs during the first week. Last Saturday (7), five cowboys and five cowgirls were heard on the Babe Ruth broadcast. Rogers was guest on the Frank Sinatra show on Wednesday (11), and appeared on the Truth or Consequences show October 14. The OWI is working with "Fog-Horn" Clancy, in charge of the rodeo's radio publicity, on final details for a short-wave broadcast from the Garden arena, which will be beamed exclusively overseas for the armed services.

Big Crowds on Hand For H-M in Philly

PHILADELPHIA, Oct. 14.—The Hamd-Morton Circus presented at the Arena here October 3-8 for the benefit of the Lulu Shrine Temple was most successful. Every night was almost capacity and Friday night was a turnaway; Saturday matinee also was a turnaway.

William Heim, Potentate of the Shrine, was well pleased with the results, which will go a long way toward the benefit of the Hospital for Crippled Children. Peejay Ringens was not in the program as mentioned in last week's story.

Hannefords in Movies

HOLLYWOOD, Oct. 14.—Gracie Hanneford, daughter of Poodles Hanneford, is making her screen debut in Warner Bros.' technicolor production, *San Antonio*. She recently returned here from Texas, where she was with Arthur Bros.' Circus.

Poodles is also in the film and portrays a stagecoach driver in a featured role. Picture co-stars Errol Flynn and Alexis Smith. David Butler directs, with Robert Buckner producing.

Miller Back to Cole Bros.

WICHITA FALLS, Tex., Oct. 14.—Arthur W. (Art) Miller, who had been with the advance of Cole Bros.' Circus past three seasons, and recently finished a successful route of fairs and celebrations in Wisconsin operating an Animal Oddities Show, is back on the Cole show for the remainder of the season.

(See Won, Horse & Upp on page 56)

UNDER THE MARQUEE

Communications to 25 Opera Place, Cincinnati 1, O.

HOME runs near.

AILEEN TINCOM, Peru, Ind., is in Methodist Hospital, Indianapolis.

L. C. LANGHART, on the No. 1 car of the Ringling show as lithographer, is now located in Louisville.

HEADWAITER on the Cole show is M. F. (Yellow) Holston, assisted by Tommy Tunkin.

FRANK WIRTH Circus will be at Ulline Arena, Washington, October 21-23, with matinees every day.

REMEMBER when acts were billed as "Sawdust Celebrities Direct From Europe?"

EMIL PALLENBERG JR., with Polack Bros. Circus, broadcast with Phil Baker October 8.

IN CINCINNATI on business last week was T. DWIGHT Pepple, general agent of Polack Bros. Circus.

HARRY ROBBINS and Linsay, after

being at the Lancaster and Circleville fairs, will frame a new act for next year.

JESSE AMONETT visited Frank Shepherd at the City Hospital, Akron, O., stating that he is coming along okay. He is able to be up and walk around.

PROOF that a mouse game is a big advertising medium: Some midways advertise—"We carry more animals than any circus does."

JAMES MCKENNA reports a good week's business for the Victor Circus at the Auditorium, Providence, presented in three rings.

MANAGER Louis Stern, of the Polack show, advises that business at Denver was 40 per cent better than last year, with several turnaways.

CHARLES SPARKS has returned to Macon, Ga., after spending the summer in the East and Middle West and is again living at the Hotel Dempsey.

THE ENGESSERS (Gee-Gee and Vates) are now with the Kelly-Miller Circus, doing aerial work, menage and handling elephants.

UNDISCOVERED Talent: When a circus comes to town there is always a native who boasts: "We have a boy living here who eats razor blades."

RECENT visitors to the circus room of Herbert A. Douglas, West Chester, Pa., were Jim Stutz, Rudolph Conway, Zeke Lamont, F. M. Carlin, Joe Conway, and Walter, Alexander, Lloyd and Leo Reo.

W. C. WALKER, Griffin, Ga., veteran trouper, recently met an old circus advance agent, C. Stanley Fulton, now general agent for the Grand Ole Opry Unit No. 3.

RAYMOND B. DEAN, who closed recently as publicity man for Arthur Bros.



AFTER having served together in the African campaign with the U. S. N., Frank (Smiley) Remski and Eddie Callahan visited the Lone Ranger Circus in Providence. At present they are stationed at Davisville, R. I. Both were with the Ringling circus for years. Callahan was press department photographer and Remski worked on ring stock and bulls and in the concession department.

Circus, stopped off in Chicago for a couple of days on his way to his home in Milford Center, O.

AFTER living at the Central Hotel in Macon, Ga., for several years, Harry Mack, former circus p. a., recently moved to Crescent, Ga., on the coast, to take over the operation of an inn.

EARLY-DAY pictures of governors on lithographs didn't impress the pictorial gazers as much as did the ones below of shapely gal bareback riders.

SHEELAR Troupe visited Maurice Marmolejo when Arthur Bros. Circus was in Corpus Christi, Tex. Rosa Marie, nine-year-old singer, also visited. She and the Sheelars have been at the Club (See Under the Marquee on page 56)

DRESSING ROOM GOSSIP

Cole Bros.

Maurice Marmolejo has been with the show the last few days, taking a short vacation from Arthur Bros. Circus after his recent accident. A cold spell has been with the show the past week and did the overcoats and flannel pajamas come out. Some even went for the longies, including Cecil LaZelle and yours truly. A big week for Hank and Ella Linton in Amarillo, Mrs. Privett, mother of Ella, paid them a visit, and at San Angelo, their sister was on hand, and what a time they had. Arthur Stahlman is again a proud papa, the second daughter in his family. Ann Porter left to await the big event in the Porter family. Hop Graham and Bill Dwyer are thinking of taking over the Corn Huskers in L. A. They both own an interest in it.

Carl Preston, former boss cowboy on the Hagenbeck-Wallace show and now a rancher in San Angelo, Tex., gave a party after the show to the following performers: Georgia Sweet, Jean Allen, Marion Knowlton, Joe Hodgini, Ethel Freeman and yours truly (Jim Wong please note). Gladys Volse stayed in Tucson, Ariz., to take a short rest. Visitors: Sgt. Harold Smith, brother-in-law of Winnie and Con Colleano, and husband of Joyce Colleano; Ted Merchant; Herbie Weber, now in Uncle Sam's big show; Gus Bell, also in the army, and Mrs. Bell; Carl Preston, Pfc. Jim Plunkett; Black brothers and wives, Mrs. Privett, Lady Privett; Sgt. Clarence E. Pfeffer, former trouper, who had many friends over here. Hats off to Joe Masker—after busting a finger doing a fly-over in the bar act, he went right back and caught in the flying act. The writer heard what you said, Dick Lewis. FREDDIE FREEMAN.

and topnotch performance. Also joining here were Lloyd (Skip) Center, doing his frog contortion and assisting in clown alley, and Frank and Grace Webb doing an old-time vaude act in the Side Show.

At Ardmore, a delegation of Gainesville (Tex.) Community Circus fans drove up to catch the show, headed by A. Morton Smith and Mr. and Mrs. Alex Murrell. Visiting at Oklahoma City were Frank (Doc) Stuart and many visitors from Uncle Sam's Army, including Don Bloxham, Edward Burchall and Carroll Hurd. Don and Ed, along with their wives, spent the three days on the lot and got many shots for their picture collections.

Flaudits department this week halls the following unsung heroes who wrestled with the physical equipment of the show in the rain and mud at Ardmore and Lawton, getting the show up in time: George Werner, Allen King, Joe Kuta, Mac McDonald, Jack Burslem, Johnnie Cook, Kelly, Springfield, Chaney, Levy and their assistants; also Sarasota Ray Maxwell, a new arrival on the front door. Browne left the show at Shawnee in order to look after his business interests in Los Angeles. More new arrivals were Curly Marshall in clown alley and Chief Sugar-brown and family for the concert. DIOK LEWIS.

Beatty-Russell

Norman, Chickasha and Lawton, Okla., gave the show capacity and turnaway business, and Oklahoma City was the banner three-day stand of the season. The event of the week was the arrival of the Iwanow bar act to augment the show at Oklahoma City. The Iwanows specialize in flashy wardrobe, showmanship

The Corral

Communications to 25 Opera Place, Cincinnati 1, O.

New York Garden Results

RESULTS during first week of the 19th annual Championship Rodeo, Madison Square Garden, October 4-29: Calf Roping—First day (four performances), Gene Rambo (17.2 seconds), \$500; Harry Hart (17.4), \$410; Walton Poage (19.1), \$325; Dick Truitt (19.3), \$260; Everett Shaw (23), \$157; Jiggs Burk (23.2), \$70.

Saddle Bronk Riding—First day (four performances), Shirley Hussey, \$428; Texas Kidd Jr., \$350; Raymond Ivory, \$280; Ralph Collier, \$215; split, Paul Gould, \$95; Louis Brooks, \$95.

Wild Cow Milking—Night of October 4, N. A. Pittcock (42.4), \$145; Weldon Young (43.1), \$87; Chuck Sheppard (45), \$58. Night of October 5, Toots Mansfield (46.1), \$145; Everett Bowman (50.4), \$87; Jack Shaw (62.1), \$58. Matinee October 6, Choate Webster (33.1), \$145; Everett Shaw (38.3), \$87; Walton Poage (45.4), \$68. Night of October 6, Jack Skipworth (46.2), \$145; Jerry Brown (51), \$87; Clyde Burk (56.2), \$58.

Wild Horse Race, night of October 4, Fritz Becker, \$50; Al Garrett, \$30; Todd Whatley, \$20; wild ride, Marvel Rogers, \$35. Night of October 4, Fritz Becker, \$50; Todd Whatley, \$30; Bill Wakefield, \$20; wild ride, Todd Whatley, \$35. Matinee October 6, Red Billingsley, \$50; Fritz Becker, \$30; Todd Whatley, \$20; wild ride, Al Garrett, \$35. Night of October 6, Bill Linderman, \$50; Red Billingsley, \$30; Todd Whatley, \$20; wild ride, Fritz Becker, \$35.

Steer Wrestling—First day (six performances), Clyde Wier (7.2), \$750; Hank Mills (7.4), \$600; split, Glenn Tyler (8.3), \$420; Buck Dowell (8.3), \$420; Jiggs Burk (10.1), \$240; Tom Coleman (10.3), \$130; Eddie Curtis (10.4), \$75.

Wild Cow Milking—Matinee October 7, Mack Kinniburgh (25), \$145; Hugh Bennett (29.4), \$87; Bill McBride (33.3), \$58. Saturday night, October 7, Dick Truitt (42), \$145; Floyd Peters (42.2), \$87; Juan Salinas (47.4), \$58.

Bull Riding—First day (four performances), G. K. Lewellen, \$416.92; Ken Roberts, \$345; Slick Ware, \$270; Wag Blessing, \$215; Bob Estes, \$130; Clayton Hills, \$60.

Wild Horse Race—Matinee, October 7, Red Billingsley, \$50; Todd Whatley, \$30; Bill Wakefield, \$20; wild ride, Marvel Rogers, \$35. Night of October 7, Todd (See CORRAL on page 56)

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ATTENTION, PRODUCERS

The Almas Temple Shrine Circus Committee is making preparations for their Annual Indoor Circus, to be held in Washington, D. C., early in the spring of 1945. All Producers and Booking Agents interested communicate with

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Akron, O. Gales Ferry, Conn.
(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

Charles E. Davis, CFA, Hartford, Conn., has received as a gift a 52-inch bull-hoek from Henry Clay, Shelby, N. C., former keeper and trainer of the late elephant, Teddy. This elephant was with Downie Bros. Circus for years and later with the World of Mirth Shows. Clay used this hoek working Teddy with the carnival until the elephant went bad and was shot.

Dr. H. H. Conley, Park Ridge, Ill.; Mrs. Conley and Mr. and Mrs. James Harper were at New Orleans for the closing of the Ringling show.

All circus fans are mourning the death of Alfred E. Smith, the first honorary member of the CFA.

November 11 will mark the end of the first year of activities of the Emmett Kelly Tent. A celebration is being planned and it will be necessary to hold weekly meetings from now until the date of the anniversary. As it now stands, the program will be for three days, November 10-12. There will be a dance, featuring Sid Charles and his CFA ork; a banquet, lots of circus chatter and speeches, a good old-time circus vaude show, etc. All CFA's are invited.



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MORE PEAK GROSSES SCORED

Atlanta Topples All Past Counts

Departments climb to top receipts—Jones midway is out ahead with over 109G

ATLANTA, Oct. 14.—Southeastern World's Fair here September 10-October 8 was the largest and most successful in history of the organization, with all records being smashed, said officials. Gross gate receipts were up 25 per cent over all previous years, total attendance being announced at 865,744, compared with the previous high in 1940 of 824,347. Shows and rides recorded a take of 20 per cent above previous years.

Total gross of \$109,040.32 for the Johnny J. Jones Exposition was reported by Show Secretary Ralph Lockett.

President Mike Benton and Secretary Virgil Meigs said plans were already on foot for next year, with some innovations planned. Rain on opening day, a light shower Thursday afternoon and a heavy downpour Saturday afternoon on the day before closing held down day attendance, but huge crowds were out at night. Saturday's races were held over until Sunday because of a muddy track. Grandstand acts also were unable to go on because of track conditions.

Grandstand, with a pay gate, did well, the latter part of the week bringing capacity crowds to see Sun Bros.' Circus. Leslie Grove again was in charge of electrical effects and lighting, and stage scenery was painted by Harry Shannon. Teeter Sisters continued doing their slide for life despite painful injuries received (See Atlanta Counts Best on opp. page)

Corn Palace's 10G Hike Sets \$60,000 High

Revue Features Festival

MITCHELL, S. D., Oct. 14.—Corn Palace Festival here September 25-30 smashed all records, rolling up a gross of over \$60,000. This was the 52d year the festival had been held and the 1944 gross was \$10,000 more than the next highest.

This year's show, titled 1944 Corn Palace Revue, was staged and presented by General Amusement Corporation, under direction of Horace Rosens, and it made a tremendous hit with the public. Glen Gray and his orchestra were featured and Gray was emcee. Rosalind Hupp Dancers, an attractive 12-girl line, gave the show a colorful background and appeared in several well-balanced production numbers.

In the show were Edna Burns, organist (See Corn Palace Hike Big on opp. page)

Tulsa To Take Stock Spotlight

TULSA, Okla., Oct. 14.—Tulsa Fair and Livestock Show, October 10-16, opened in cool weather under management of William B. Way and the city and State's place in the livestock spotlight was assured by liberal showings of prize animals from outstanding herds.

National in scope, the livestock show had entries from Texas, Kansas, Illinois, Missouri, Michigan, New Mexico, Nebraska and Oklahoma. C. C. Brann, in charge of the Horse Show, said it would compare with the Kansas City Royal Show and International at Chicago this year.

On the midway Al Wagner's Cavalcade of Amusements drew big crowds. Oklahoma Corporation Commission had a traveling laboratory on the grounds which received much attention.



MR. AND MRS. ELWOOD A. HUGHES whose wedding in New York October 14 was witnessed by a coterie of friends, followed by a reception in the Hotel New Yorker. The widely known bridegroom is general manager of the Canadian National Exhibition, Toronto, and long prominent in high councils of the International Association of Fairs and Expositions. The bride, the former Peg Willin Humphrey, has had an active career as an executive of expositions, notably Great Lakes Exposition, Cleveland, and the New York World's Fair.

Minn. May Break Better Than Even

ST. PAUL, Oct. 14.—Official attendance record of the 1944 Minnesota State Fair here, as reported by auditors, totaled 414,424, "about the same as in 1943," Secretary Raymond A. Lee told board members at a meeting on Wednesday.

Fair broke "about even" financially, he reported, although rental of buildings is expected to result in a profit for the fiscal year ending November 30. He said 1945 plans depend entirely upon the course taken by the war. A. H. Dathe, Barnum, head of the association, presided.

ST. PAUL.—Fair season is closing for two night-show units of 30 people each, which have been unusually successful, said Gladys M. Williams, of Williams & Lee. She said business was big at all fairs played, some using just acts, as they could not get night shows. More rain was encountered than in any season they have been operating, Tyler, Minn., being hardest hit, losing all shows except two.

Iowa Board Playing Safe On State Fair Resumption

DES MOINES, Oct. 14.—Fair Managers' Association of Iowa will hold its annual meeting here December 11 and 12, and the State Fair board, which will meet December 13, is faced with making a decision on resumption of the State Fair here next year.

The fair has been suspended since 1941 and Secretary Lloyd Cunningham points out that it could be resumed if facilities on the grounds, now being used for an Army Air Corps storage depot, are turned back to the State by January 1. Secretary Cunningham said the fair board had filed a proposed budget with the State comptroller, asking \$40,000 for a grounds maintenance program and \$10,000 for premiums, should the fair be resumed in '45.

REGINA, Sask. — King Show Print plant at Rouleau, Sask., will be moved soon to Estevan, Sask., to be in a building being erected as an addition to The Estevan Mercury, which Andrew King recently took over. Show print plant will continue to be operated by W. (Bill) King.



DISPLAY BOOTH used at fairs in West Virginia, Ohio and Kentucky in the plan of Mrs. Jess Bradley, teacher in city schools of Huntington, W. Va., who is assisting in the national defense drive as a chairman to secure milkweed pods for U. S. air forces, with the slogan, "Remember our boys in the service by picking milkweed pods to make life jackets and belts." Booth is in red, white and blue and has exhibits of defense activities. Displays are featured at entrances to fairgrounds, and boys and girls on School Day share in the programs. School officials, civic organizations and fair boards co-operate by offering prizes to schools having the largest amounts on fairgrounds of milkweed floss and miscellaneous collections. Plan also proves a drawing card for shows and rides.

Hughes-Humphrey Nuptials Held in New York Church

NEW YORK, Oct. 14.—At the marriage of Elwood A. Hughes, general manager of the Canadian National Exhibition, Toronto, and Peg Willin Humphrey, well-known executive at expositions, this afternoon at 4 o'clock in Fifth Avenue Presbyterian Church here, Dr. John Sutherland Bonnell, pastor of the church, and a former Canadian, officiated. The bride was attended by Jane Hughes, daughter of the bridegroom, and the best man was Guy Lombardo. Harry Gilbert, organist of the church, rendered the wedding march and musical selections. Among those attending were David Sholtz, former governor of Florida; Edwin Spence, radio station owner of Miami Beach; Charles A. Nash, general manager of Eastern States Exposition, Springfield, Mass., and Mr. and Mrs. George A. Hamid, New York.

After the wedding ceremony a reception was tendered the guests in the Hotel New Yorker, with Ex-Governor Sholtz proposing the toast to the bride. Peg Willin Humphrey is probably best known as co-director of Great Lakes Exposition, Cleveland, in 1936-'37, where she was associated with the late Lincoln G. Dickey. Highlight of the exposition was the Aquacade, which Billy Rose (Hughes, Humphrey Wed on opp. page)

Six-Day High Seen in B'ham

BIRMINGHAM, Oct. 14.—Final net figures for the midway at Alabama State Fair here October 2-7 are believed to indicate an all-time record for any six-day fair, declared J. C. McCaffery, who was in charge of amusements and midway.

He said Hennies Bros.' Shows had a net gross of \$80,824 and the Grand Ole Opera \$11,540, making a grand net total of \$92,364.

Mass. Racing Is Big Boost to State's Till; Mutuels Are Opposed

SPRINGFIELD, Mass., Oct. 14.—An increase of \$1,874,417.14 in total receipts to the Commonwealth from racing during this year over last is shown in a report from the State Racing Commission. Amount was \$6,147,756.44 as against the 1943 total of \$4,273,339.30. Total amount wagered during 1944, with 280 days of racing at all meetings (horse, dog and at fairs), was \$113,377,759 as compared with \$84,967,808 in 232 days of racing in 1943.

Attendance at all meetings this year was 3,078,675 as compared with 2,244,184 in 1943. Breakdown of data from fair meetings: Marshfield Agricultural and Horticultural Society, Marshfield, 1944, six days; total handle, \$368,411; attendance, 34,300; State's receipts, \$3,383.19. No meeting was held in 1943.

Hampshire, Franklin and Hampden Agricultural Society, Northampton, 1944, six days; total handle, \$384,250; attendance 26,658; State's receipts, \$4,190.72; 1943, six days; total handle, \$413,267; attendance, 33,417; State's receipts \$4,297.44.

Brookton Agricultural Society, Brockton (See Racing Boost in Mass. on opp. page)

Ethel Robinson Has New Booking Office

CHICAGO, Oct. 14.—Ethel Robinson, active in the fair booking field many years, has resigned from the Barnes-Carruthers Fair Booking Association and is opening her own office in Suite 413, Ashland Building, 165 North Clark Street.

Mrs. Robinson has been well known to artists in vaude and outdoor fields more than 20 years. She was associated with the Western Vaudeville Managers' Association in the heyday of vaudeville, and later operated her own office, specializing in fair and other outdoor bookings. She has been with Barnes-Carruthers for the past several years. "With my wide acquaintance among artists, I feel that the future is very promising," she said.

Jackson Paced By B-C, RAS; Early Gate Down

JACKSON, Miss., Oct. 14.—Mississippi State Fair here, October 9-14, with a number of exhibits down but paced by the Barnes-Carruthers grandstand show and Royal American Shows' midway, got off to a belated start. Royal American Shows had some difficulty in getting into Jackson, being delayed en route by a railroad wreck and a minor trailer accident upon arrival.

Early estimates on the free gate by Ernie Young, who handled the grandstand show, and Carl J. Sedlmayr, co-owner of the Royal American Shows, were that attendance was somewhat off this year. Grandstand receipts, however, were up due to a hike in admission price from last year's 50 cents plus tax to this year's \$1, including tax. Cool weather was a factor in grandstand attendance, which fluctuated between 4,000 and 5,000, causing late shows to play to rather small crowds, although people in this section are entertainment hungry caused by a shortage of talent touring this way, except during fair week.

In the revue, *Parade of the Nations*, popular features were the Three Jigsaws, Gaudsmith Brothers, Wong Troupe; Bert Lynn, electric guitar, and Latin-American number by the Hild Dancers.

Royal American Shows' newest ride, the Looper, made a hit with paying customers. Following a policy of two years' standing, numerous concessions gave out War Stamps, proving beneficial to the midway, customers and the government. Thousands of dollars have been contributed to the war effort in this manner.

ATLANTA COUNTS BEST

(Continued from opposite page)

on landing because of the condition of concrete which they were forced to land upon. During the week Dick Clemens, lion act, was a guest at Grant Park, where he was entertained by George Simon, head of city parks, and Johnny Dillbeck, head zoo keeper. He was shown the cyclorama of the Battle of Atlanta and the zoo.

Lakewood Park will close its season with the Poled Hereford Show October 18-21. National Hereford Show during the fair was a success, with many good breeds represented and with sales amounting to \$16,700 for 58 cattle, \$2,050 being top price. Park will be closed during winter, except for the bowling alleys, and President Benton said no shows would winter there.

HUGHES, HUMPHREY WED

(Continued from opposite page)

brought to New York, with Dickey and Miss Humphrey as producers, for the 1939 World's Fair. In 1940 she served as executive secretary to Harvey D. Gibson, then head of the New York World's Fair. After a brief period of retirement she emerged as civilian organizer of the United States War Show, following which she produced Cleveland's Festival of Freedom.

Elwood Hughes, whose name is synonymous with the Canadian National Exposition, has been identified with it for the past 37 years, during the last 12 as general manager.

Around the Grounds

NORTH PLATTE, Neb.—Paul J. Thomson was re-elected president of Lincoln County Fair; Archie Middleton, Brady, vice-president; H. E. Day, treasurer; Mrs. Orson Cowell, secretary, until a manager-secretary is chosen.

LANCASTER, N. H.—Officials of Lancaster Fair sent a check to the Internal Revenue Department for \$2,718 as tax on admissions in 1944. Previous check was for \$978, indicating the increased attendance.

CONCORD, N. H.—State Commissioner of Agriculture Andrew L. Felker will ask operators of the nine major fairs in New Hampshire to provide "convenient seats and settees for patrons," at the State association's annual meeting here. He declared facilities for relaxation are lacking. He visited all the fairs this fall.

RALEIGH, N. C.—Eastern Fair Association, Inc., with principal office at Elizabeth City, has been chartered by the secretary of state to maintain and operate a county fair under authorized capital of \$50,000, with \$1,500 stock being subscribed by W. H. Bartlett and R. L. Wright, Elizabeth City, and H. A. Creef, Manteo.

HARWINTON, Conn.—Over 20,000 attended Harwinton Fair October 7 and 8, 12,000 being out on Sunday and many being turned away because of limited space, said Louis L. Campbell, who for 10 years has been in charge of publicity and concessions. Gov. and Mrs. Raymond E. Baldwin were speakers Saturday afternoon and Congressman J. E. Talbot Sunday.

EDMONTON, Alta.—Possibility that Edmonton might have a summer fair in 1945 was seen when city commissioners were authorized by city council to proceed with transactions whereby the exhibition grounds and buildings would be turned back to the city in their present condition. Property at present is leased by the dominion government and is being used by the Royal Canadian Air Force.

BRIDGEWATER, N. S.—One of the latest in the fall, the 1944 Bridgewater Fair was more elaborate than in many years on four days and nights and with harness racing two afternoons. Music was by the Aldershot army band and William Jodrey's Mountain Rangers. Billy King's troupe furnished the vaude program. American Aces, high-wire trio, worked twice daily. Lynch Shows were on the midway. W. J. Crouse, secretary-treasurer, has held the post 17 years and H. Wile has been president five years.

HILLSDALE, Mich.—Hillsdale County Agricultural Society, sponsor of Hillsdale Fair, elected these directors: W. R. Hayward, Bert Payne, George E. Convic, C. D. Phillips, Wayne Nichols, C. H. Oxenger, Hillsdale; James Meeks, Adams; Earl Dorris, Allen; Ernest Gilbert, Amboy; William J. French, Cambria; Elmer Edwards, Camden; William Fogg, Fayette; Fred Bowditch, Jefferson; Andrew Adams, Litchfield; Lynn Rynex, Moscow; William Hale, Pittsford; Erwin Howe, Ransom; Harry Abbott, Reading; J. Weatherwax, Somerset; W. F. Danhausen, Scipio; Fred Giddings, Wheatland; Frank Clark, Woodbridge; Eber Allis, Wright.

REGINA, Sask.—Refuse from Regina's sewage system, dried out for two years, has proven satisfactory as a race track dressing at the fairgrounds. Dressing was applied late in the fall of 1943 at a cost of about \$1,500. About 70 tons were spread. Responsible for getting the fair board to use the sludge as an experiment was D. A. R. McCannel, city engineer and a member of the board. He believed it was the first time this material had been so used and expects to see the idea carried out at other tracks, especially in Western Canada where soil is heavy. The well-rotted sludge was applied as a two and one-half inch coating. It does not gum up like Regina soil after heavy rains and makes it easier for horses to run on wet days. It provides good drainage and allows moisture to sink into soil below.

CORN PALACE HIKE BIG

(Continued from opposite page)
1st; Raps and Taps, colored dance team; Terry O'Donnell Jr., vocalist; Gilbert and Lee, comedy hand balancing; the Saxons,

aerialists; Cindy Walker, hillbilly; Gaynor and Ross, roller skating; Keaton and Armfield, comedy strip; Elmo Tanner, whistler, and Ray English. Performances were presented afternoon and night, and Saturday it was necessary to give three shows. Two independent acts were used, Jane Meredith, trapeze, and the Great Siegfried, cannon-ball juggler. Each night following the show there were two hours of dancing to music of Glen Gray.

Corn Festival committee was highly pleased with the show, and Jack Patton, chairman, was in Chicago this week arranging for next year's show.

RACING BOOST IN MASS.

(Continued from opposite page)
ton, 1944, six days; total handle, \$368,380; attendance, 111,167; State's receipts, \$3,056.70. No meeting held in 1943.

Barrington Fair Association, Inc., Great Barrington, 1944, six days; total handle, \$763,879; attendance, 29,249; State's receipts, \$6,396.18; 1943, six days; total handle, \$512,004; attendance, 26,648; State's receipts, \$4,927.67.

Parl-mutuel betting at fairs was criticized in an editorial in the current issue of *The Hampden*, official organ of Hampden County Improvement League. It declared Hampden County had enjoyed an excellent season of agricultural fairs without "artificial stimulus of legalized gambling," which fairs in near-by counties claim is necessary to their survival.

PARKS AWAIT V-DAY

(Continued from page 37)

to make intelligent use of the provisions in current orders.

"Roller skates and ice skates may now be manufactured for use in public rinks, without restriction. Operators of rinks needing new skates should place their orders with their manufacturers early, as I am informed that orders will be filled in the order in which they are received. No priority is now required to order skates.

"The operation of the repair shop in a park is of real importance in the matter of maintenance and of securing repair parts, and even lumber is provided for. Operators who do not have the information or who need guidance in the use of CMP Regulation 9-A should write to me in Washington stating their problem.

"Two companies have been authorized to manufacture 400 'High Boy' tractor-type lawn mowers, equipped with 1½ or 2-h. p. gasoline motors, to be sold on unrated orders. The two manufacturers are Kinkead Company and National Mower Company, both of St. Paul.

"The present shooting gallery ammunition program is nearing completion. The limited supply will soon be exhausted. However, there remains a residual of the original allotment which can be procured by those fall and winter operators who will apply as long as the supply lasts.

"As to manufacturing, that is governed largely by the location of the manufacturer in relation to labor areas and also the status of any unfilled war orders, the manufacturer may have the kind of material he needs. It is desirable that small manufacturing plants that have run out of war orders get into production for civilian use, and the only limiting factors are the use of man power and critical materials.

"Manufacturers of park equipment should proceed with a program of deciding what they want to make and then take the matter up with their local War Production Board office. They will be guided as to how they may proceed under the provisions for spot authorization to manufacture. No application or visit to Washington is necessary."

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Communications to 25 Opera Place, Cincinnati 1, O.

Norfolk Operation Is Catering To Juves; Revue Set for Bases

NORFOLK, Oct. 14.—Health Center Rink here, operated in co-operation with Norfolk City Recreation Bureau, in the heart of a naval and shipbuilding base, believes in the teen-age problem to the extent of admitting boys and girls under 18 to a free session from 3 to 5 four afternoons a week. Plan was started the past summer and met with approval of authorities interested in juvenile work. In addition to increase in attendance at these sessions, a junior club for those under 15 has been organized by Charles F. Wombie, managing pro, with meetings set for Saturday mornings.

A revue with 15 girls and six boys selected from better skaters, provides an elaborately costumed program of International skate dances, acrobatics, spinning and other features, which Charles Wombie presents at various military posts and naval bases in the Norfolk area for the entertainment of the men.

Health Center here is working with all the naval and army recreational groups in the area as well as with the USO. Incidentally, regular attendance is composed of 75 per cent service men and women and 26 per cent civilian.

Petersburg Spot Renovation

Health Center Lee Casino, Petersburg, Va., catering especially to the armed forces from Camp Lee near by, has un-

dergone renovation and fall business is starting off okay.

Interests of Wood Are Sold to Dillon

CLEVELAND, Oct. 14.—Merrell A. Wood, partner in the Wood-Dillon Company, East Liverpool and Geauga Lake, O., pioneer operator of rinks, has disposed of his half interest to James R. Dillon, who will actively carry on the business.

Wood now resides in Cleveland, where he will again locate in the amusement business, plans to be announced later.

Cleveland Chapter Meet Date Changed

COLUMBUS, O., Oct. 14.—Scheduled meeting of Ohio Chapter of the RSROA in Cleveland has been re-set for October 23 in the Rollerade, Cleveland. Original date was October 16, but lack of hotel accommodations in Cleveland made it necessary to change the date, George Anagnost, secretary-treasurer of the State group and manager of the Greystone Skateland, Columbus, said.

Meeting, scheduled to convene at 1 p.m., will have Fred A. Martin, national secretary of the RSROA, as guest speaker. He is slated to tell of the various State organizations that he has visited in the past several months.

Mass. Spot in URO

BRIDGEPORT, Conn., Oct. 14.—Roll-Land Rink, No. 1 Highway, Norwood, Mass., is newest member of the United Rink Operators. Willard Holland, of the executive board of the association, said. Rink is about 12 miles north of Boston and has been in operation six years by the three Santoro brothers, two of whom are in the army, leaving John in charge. A club has been organized to promote competitions and is a member of the Amateur Roller Skating Association. Noro Gould is the pro and Ira Bates is musician. Walls of the rink are knotty pine six feet high and above this is tile board. Ceiling is soundproof and decorated with neon lights.

ROLLERGADE SKATING CLUB, Cleveland, directed by Jeffrey Seyfried, has scheduled dance contests to June, 1945.

ARMAND J. SCHAU, manager of Del Monte (Calif.) Rollerrome, observes his 55th birthday with a special party November 11 that will include a contest for girls singing Art Grubb's *I Love To Roller Skate*, with \$10 to first place and

\$5 for second. Edwin Timmons will be the favorite. First place winner will be the guest of Schaub to see *Skating Vanities* at San Francisco or Oakland, Calif.

ARCADIA FIGURE-SKATING CLUB, Arcadia Rink, Chicago, held a Community Fund benefit show Tuesday (10) under RSROA sanction.

RENDEZVOUS RINK, Philadelphia, re-opens the season under new management October 13, with sessions nightly and Saturday and Sunday matinee.

CANADIAN sailors have found many dance halls in the St. John, N. B., area giving up nights to permit skating. Sailors are reporting skating at any available spots at ports they make on their voyages.

DOROTHY KEPHART and Lola Sweeney, operators of the Rollerrome, Billings, Mont., will stage an elaborate revue for their annual RSROA night October 26.

LIEUT. RICHARD McLAUCHLEN, former assistant pro in Arena Gardens, Detroit, is home on his first furlough from the air force since he entered service a year and a half ago. He is the husband of the former Marjorie Martin, daughter of Fred A. Martin, Arena operator.

FRED A. MARTIN, RSROA secretary, advised that all rink members who wish to stage State contests must send in applications to national headquarters by the end of November so as to have action taken by the national board, which will meet in Detroit December 5 and 6.

WORK IS PROGRESSING on rebuilding part of the balcony and floor of Casino Arena, Asbury Park, N. J., which was damaged by the September hurricane along the Atlantic Coast. Rink is located on the Boardwalk and was not open when the blow struck. Patronage is mostly from V-12 midshipmen cadets stationed in Asbury Park.

NONAGENARIAN William C. Phillips, who died at the home of Fred (Bright Star) Muree, Philadelphia, October 7, met Muree when operating rinks in New England many years ago. Altho Phillips was 93, he was active on the Adelphi Rink floor, Philadelphia, and attended the big RSROA show in Madison Square Garden, New York, last year.

CHAMPIONS who took part in the program opening the 11th season of Mineola (L. I.) Rink were Walter Bickmeyer, Donald Mounce, June Henrich, Patricia Finn, Theresa Kelsch, Rita Luginbuhl and Fred Ludwig. Sanctions were granted by the Amateur Roller Skating Association to Earl Van Horn's United Rink Operators' spot.

BECAUSE of increasing volume of patronage in rinks Mayor J. Henry Stump presented to Reading (Pa.) city council a proposed ordinance regulating and licensing them. Because of some provisions the measure, which is expected to pass with few or no changes, is virtually a curfew for some younger patrons. Annual fee would be \$15 and no skating would be permitted on Sundays. No minors would be permitted after 9 p.m. Rinks would close at 1 a.m. nightly, midnight to be the closing hour on Saturdays.

COLE BROS.' BIZ BIG

(Continued from page 38) show a capacity matinee and slight turn-away at night. San Angelo (7) was the surprise day of the year. Officials of the show had looked for a big day, but not the kind of business that was done. People were lined up four deep around the block at the downtown sale at an early hour of the morning, and registered the biggest downtown advance sale the circus has ever had, breaking the former records of Jackson, Miss., in 1942, and Galveston in 1943. All reserved seats were sold for both performances at the downtown sale, and over 2,000 special tickets were sold for the matinee. Both houses were big turnaways. Side Show and concession departments report the biggest week of the season.

Hilda (Nelson) Burkhart's birthday was an occasion on the show. A party on the lot was climaxed by a special entertainment for her in Con and Winnie Colleano's stateroom on the train that night. She received many beautiful gifts. Capt. Melvin Plunkett is breaking three new sea lions purchased in California. His horseback riding seal of this season is a show-stop. Dick Scatterday's banner line in Amarillo, Lubbock, Brownwood and San Angelo extended clear

around the big top. This is his biggest season with the Cole show. Snooks Plunkett and Florence Warren are proud of their new enlarged ballet top recently purchased. Show has more ballet girls than it started with this season. Eddie Weckener's band gets a big hand every day on its special arrangement of *Deep in the Heart of Texas* (much to the chagrin of Otto Griebling, who doesn't like the arrangement).

KELLEY HEADS DEPT.

(Continued from page 38) Canadian army until his retirement recently and is veteran of the AEF, World War I. He was with the Ringling press department in 1932 and has headed the publicity staff for the Playwrights Company since its inception seven years ago.

Braden recently concluded a motion picture publicity job to return to the big top with which he has been identified for more than a quarter of a century. Bernie Head currently is company manager for Blackstone, the magician, and just completed the season with the Ringling show. Kelley, in addition to his new circus assignment, will direct campaign publicity for the National Foundation for Infantile Paralysis for the third successive drive.

Lester also is employed by the National Foundation during fund appeal period and recently rounded out his 26th season as a circus publicist. Morrissey, who has been in the Ringling radio department with Kelley since 1938, is at circus quarters in Sarasota, where the Big Show arrived this week.

Roland Butler, who had been general press representative for many seasons, announced that he had resigned at the close of the season and was planning a long rest. He will be at his home here for a while. He declared that his association with the Ringling organization had been most pleasant.

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16mm. Leads in Output of Film; Produced 7 Times More Than '41

WASHINGTON, Oct. 14.—More 16mm. film is being used by the army and navy to make training pictures than is used by all the motion picture studios in Hollywood, in terms of screen time. This announcement was released officially by WPB last week, showing that the film producing industry has, as a whole, increased its output by about 45 per cent as compared with 1941 production.

The increased output of photographic film has been due to the increased civilian and military requirements, the report went on. It is known that since the beginning of the war, military requirements have increased constantly. With new combat theaters opening, military supply lines lengthening, increasing quantities of film have been needed. The army and navy have demanded more and more film in their continued advances into enemy territories, with the liberation of enemy countries. This demand for film continues, as it will be used for rehabilitation, propaganda, educational and entertainment purposes in the liberated areas.

The report from WPB shows that film production by eight companies in the industry reached an all-time high in the second quarter of 1944, when output totaled almost 160,000,000 square feet. However, in the third quarter, production dropped to some extent because of a seasonal decline in man power and because some film production equipment needed cleaning and repairs and was temporarily out of use.

Civilian Share

Between 65 and 70 per cent of all the film produced is being allotted for civilian purposes. However, over half of this amount consists of film that is ultimately used by the armed forces. Actually, about 15 per cent of total film production is being used and made available directly for professional and amateur photographers for other than war purposes.

Since military requirements are expected to continue at a high level, a larger percentage of total production cannot be made available to civilians in the near future. However, WPB has been trying to maintain the supply of certain types of film, such as those needed by the printing and publishing industry, at levels above the average amount of film available for professional and amateur photographers.

The 16mm. film, as past performance has proved, has been a vital factor in furthering the nation's combat against the forces of Fascism all over the world. It has been used for training and combat purposes, and with the aid of motion pictures, men in the armed forces learn to shoot—and hit—all types of targets under simulated battle conditions. Thru the use of motion pictures, servicemen and women are taught to use and repair military equipment, to meet emergencies in battle, and to recognize enemy equipment. By means of motion picture films, too, battles are recorded and enemy positions and techniques are recognized. Gun camera and aro film, besides the direct and indirect demand for X-ray film, are but a few other reasons why the overall output of film has increased.

WPB's report stated that the increased need of 16mm. film made it necessary for manufacturers to produce this type at seven times the rate it was produced in 1941.

Films Focus on Pacific War

NEW YORK, Oct. 14.—Two of the three War Activities Committee film releases for October focus the attention of the public on the war in the Pacific. The three films, all short subjects, are being distributed and exhibited by the motion picture industry in co-operation with the Office of War Information.

Two of the shorts, *It's Murder*, produced by Columbia Pictures, and *Target—Japan*, are one-reelers, while the third is a brief film bulletin, attached to all the newsreels the week of October 9, to serve as a trailer for the forthcoming Sixth War Loan.

It's Murder, scheduled for October 12, is a "don't talk" subject, which traces a series of disconnected bits of information thru to a disaster resulting in the loss of allied lives.

Target—Japan, for October 26 release, "stars" Secretary of the Navy James Forrestal and Admiral Ernest J. King, who tell of the vastness of the job of defeating Japan.

The film bulletin casts members of the marine corps, active in the Pacific war, explaining how Sixth War Loan Bond purchases will aid in hastening the end of the war.

REPertoire-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

Slout Satisfied With Results on Southern Swing

EAST PRAIRIE, Mo., Oct. 14.—Slout Players, now in this territory, en route south after a successful under-canvas season in Michigan, have just concluded their first month over their new route, with business to date stacking as highly satisfactory, according to Manager L. Verne Slout. While Slout has made these parts with his concert-type program in the past, he's never ventured into the territory under canvas before.

The Ross Sisters closed recently to resume their school work, and Jim Mader has been replaced by Mac Johnston. Most of the other members of the cast have been with the show since its opening in May, including Bobby Brown, Tess Roberts, Evelyn Thomas, Guy and Emily Stanley, C. W. Rawson and Verne and Ora Slout. Bill Slout, home recently on his last furlough before being shipped overseas, visited the show and got his hand in by hustling tickets and candy. The Slout organization is making its moves on its own rolling stock.

Rep Ripples

LEON FINCH, formerly of Slater and Finch and now a hotel man in Kansas City, Mo., reports that funeral services for W. Frank Delmaine at the Freeman Chapel, Kansas City, Tuesday morning, October 10, brought out a number of rep old-timers, among them Hilliard Wight; Mr. and Mrs. Lawrence Deming, who now have the Jayhawk Theater, that city, and Ted North, manager of the Isis Theater there. "The chapel was filled with showfolk, the floral offerings were beautiful, and it was a sad affair for those who came to pay respects to a great showman and true friend," Finch writes. Services were conducted by the Reverend Combs of the Country Club Christian Church and the Masons. Delmaine was laid to rest in Mount Moriah, Kansas City, beside his wife, Ruth. Mr. and Mrs. Delmaine were Equity representatives in Kansas City for a number of years and this season Delmaine had been secretary-treasurer of the Tivoli Exposition Shows. . . . MELVIN BARBER, who has had his own small shows in the Southwest in recent years, is framing a vaude-film layout to play around Winston-Salem, N. C., this winter. He worked schools and churches out of Tampa last season. . . . ALBERT PRICE is readying a vaude-pic outfit to play Central Maine towns.

Labor a Problem But Season Pans Big for Obrecht

SHELDON, Ia., Oct. 15.—Christy Obrecht Players, who show here Wednesday thru Saturday of this week (18-21), wind up the season October 29 at Kasson, Minn., where the company opens Sunday (22) for a week's stand.

Financially the season has been a hum-dinger, Manager Christy Obrecht reports, but the labor situation has been enough to drive a manager mad. "A manager who has been able to survive the past summer need have no fears of what the future may hold," Obrecht stated.

Christy Obrecht Jr., granted a medical discharge from the army last spring after three years' service, has been featured this season. Beginning next season he will take over the Obrecht show, making the third generation of Obrechts to carry on in the repertoire field. He is organizing now to work a circle out of Minneapolis this winter.

The Obrecht cast has remained intact all season. It included Christy Obrecht, owner-manager; Christy Obrecht Jr., feature comedy and accordion; Lois Obrecht, leads; Fritzie Obrecht, general business; Mae Obrecht, piano; Julie Obrecht, violin and trumpet; Chester James, leads; Ervil Hart, general business; Billie O'Brien, featured dancer; Don Collins, stage manager.

Circlin' 'Round

By E. F. HANNAN

IT IS hard to know the exact number of small dramatic tricks that play a circle during the winter. The season of 1943-'44, with war work at peak, was helpful to some of these groups but deadpan to others. Units that operated in cities wholly taken over by war work did not fare too well, but in other places where not so much overtime in industry was in progress things went along smoothly. Many of the members of these small groups are employed daily at other tasks and the circle drama means extra money for them.

The average cast is five members; some operate with four, while a few go to six and seven. When they can get sponsors, such as fraternal or church organizations, the trick is set for year after year, as they invariably turn back some money to the sponsor, which is what many such organizations are in need of.

The circle troupes run in number well above what one might imagine. Schools are more and more being invaded by cir-

MANLEY J. BLEVINS writes from Somewhere in New Guinea: "With the public relations staff of my outfit composed only of myself, I have been kept extremely busy. I have had little time for writing and even my wife must think I have gone native and deserted her. An injury now has me flat on my back in a hospital. The Bob Hope troupe was the biggest thing that has ever happened in these parts as far as entertainment is concerned. Their tour was almost ended when they played here and they were all either ill or physically exhausted. Most popular musical aggregation in these parts is the Red Arrow Orchestra of the 32d Division, and the biggest reason for its success is Corp. Jack Fisher, former singer with Bob Chester's ork. He's the answer to a tent showman's prayer. Also occasionally run into Lieut. Bill Astwood, Special Service officer of a combat unit. In addition to furnishing movies, he recruits talent from among the G.I.'s and puts on some very good shows." . . . OSCAR L. ANDERSON is set until the first of the year in Knox County, Maine, with his vaude-pic trick. Harold Crockett supplies the music and vaude. Unit is using the dance-after-the-show idea. . . . E. H. STETSON and Wallace Allen will launch a vaude-picture combo late this month to play Southern Vermont. Stetson will handle the pix, with Allen looking after the vaude end. Latter was with the Al Martz and other New England reps years ago. . . . C. STANLEY FULTON, veteran circus agent, this season has the advance for the No. 3 *Grand Ole Opry* unit of WSM, Nashville, featuring Bill Munroe and His Blue Grass Boys. Mrs. Fulton, formerly in burly and vaude as Minnie Fitzgerald, is assisting her hubby with the advance duties.

Gates Family Show Resuming

CINCINNATI, Oct. 14.—Mr. and Mrs. W. N. Gates, off the road the last two years, during which time they were engaged in war work, are readying their Gates Family Show to take to the road in Hall County, Texas, late this month. They will be assisted by their son. The Gates unit will carry a picture machine and films enough to play 10-day stands. After leaving Texas they will head thru Oklahoma into their established Nevada territory. Vaude and dramatic sketches will supplement the pic programs.

cling groups, and once in the good graces of the powers in the school the date is clinched for year after year.

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BARGAINS FOR SALE - NOW ON LOCATION in good working order. Sintonco Skyfighter, \$270.00; Evans Penny Gun, \$110.00; Kono Sushimaru, \$150.00; Seaburg Parachute, \$110.00; Scientific Basketball, Purchased new two months ago, \$100.00; Evans Pen Strike, free play, \$100.00; Bally Torpedo, \$170.00; World Series, \$65.00. 173 cents required. Will buy Chicago Coin Hoceys for \$175.00. Must be perfect condition. Advise quantity and will wire deposit. Jackson Bowling Center, Jackson, Tenn. oc21

ELECTRIC COIN COUNTER AND SORTER - Thoroughly reconditioned, like new, \$325.00. Caven Automatic Products Co., 2252 W. Chicago Ave., Chicago 22, Ill. oc21

FIRST \$250.00 TAKES TWO DUREKAS, F.P.; one Follies, F.P.; one Big Game, F.P.; one Victory, F.P. All O. K. or will trade for Super Bell in A-1 shape. W. H. Crane, 2500 S. Presa St., San Antonio, Tex. oc21

FOR SALE - 2 KEENEY SUPER TRACK- Lines, \$275.00 each; 7 1938 Tracklines, \$75.00 each; 1 Keeneey Pastimes, \$176.00 each; 2 Mills Melon Bells, \$152.50 each; 1 1/2 Mills 101787, \$154.50 each; 10 1/2 Mills D.J.P. Blue Prints, serials to 400,000, \$130.50 each; 0 5c Mills Blue Prints, S.I.P., serials over 400,000, \$152.50; 2 5c Mills Cherry Bells, \$102.50 each; 2 1/2 Mills Melon Bells, \$152.50 each; 1 1/2 Mills War Eagle, 263341, \$79.50; 1 1/2 Mills Sky-scraper, 314135, \$40.50; 1 5c Mills Roman Head, 338101, \$109.50; Box Stands, \$15.00 each. All of these machines are clean and mechanical perfect. Third depts. Seaford Novelty Company, P. O. Box 1081, Wilmington, N. C. oc21

FOR SALE - TWO NEW PANORAMS. NOW on location, run ten thousand plays, only \$25.00 each. Better hurry. W. V. Swiat, 382 Bonham St., Paris, Tex. oc21

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NINE PANORAMS IN EXCELLENT OPERATING condition available for immediate sale. Also few Wall Boxes and other accessories. Write Box 473, Norfolk, Va. oc21

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ONE ORIGINAL CHROME, 5c, ONE CHERRY, 1/2c serials; two Original Mills Bonus Bells, 5c, 1c serials; one brand new Torpedo; Seaford Novelty, P. O. Box 114, Sparks, Nev. oc21

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STAMP VENDERS, 3 1/2, 4, 5, 6, 6.50; "ELECTRO-Pop," combination coin popper, 6c coin operating motor, \$37.50; others. Northside Co., Indianapolis, Ind. no8

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WEEKLY SPECIAL - 6 1/2 BLUE-GOLD VEST 10c Tickets, with meters, reconditioned, \$12.50; 100 Northwestern Deluxes, reconditioned, \$12.50; 10 Model F Guns, \$25.00; 10 Challenger Guns, \$30.00; 3 Fire and Smoke, A.B.T., \$22.50. Wanted: Phonograph, Counter Games. Cameo Vending, 422 W. 42d, New York. oc21

3 MODEL 135 STEPPER, REWIRED FOR 2 wire operation, \$25.00; Packard Adaptors, new, original packing for Model 600, 700, 660, \$35.00; for 816 Wurliizer, \$25.00; for Wurliizer Twelve, \$40.00; Model 600 Packard Wall Speakers, excellent condition, \$50.00; Steel Cabinets for Twin Twelve, new, \$15.00; Packard Bar Box Brackets, used, \$3.00. Gillette Distributors Company, 2011 N. Keystone Ave., Chicago, Ill. oc21

4 DELUXE RANTAM BOWLING ALLEYS COMPLETE, factory built; used about 12 months. Cost \$1,000.00; sell \$1,000.00. K. P. McConkey, Altica, Ind. oc21

8 ERIE DIGGERS, 1 YANKEE CRANE, 1 Merchantman Digger, 1 Porcelain Red Top Mirror Front Wading Scale, 1 Fortune Telling Face Scale. National, 4242 Market, Philadelphia, Pa. oc21

15 WURLITZER 80 WIRE BOXES, \$10.00 each; 3 Seeburg Wireless Boxes with adapter for Wurlitzer 700, \$75.00; 2 Wurliizer Adaptors, \$22.50 each; 1 new Wurliizer Music Transmittor, \$12.50; 1 Wurliizer Model III Bar Box, \$20.00. Will trade for Mills Vest Postcards. A. & F. Music Co., Handeman, N. C. oc21

2 1/2 MILLS CLUB BELLS; CHROME BELLS; Brown Fronts; Club Handles; Brides; Reel Combinations; 6c Freeway; Coin Chutes; 6c Reel Domino, \$125.00; 1-2-3, C.P., \$75.00; Jackin-box Stands, \$59.50. Coleman Novelty, Rockford, Ill. oc21

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ALL KINDS POPCORN MACHINES - BURCH, Creators, Kingery. Coin-operated Caramelcorn Equip. New Coleman Burners, 5-Gallon Tanks, Flitters. Northside Sales Co., Indianapolis, Ind. oc28x

ALL AVAILABLE MAKES POPPERS, FIFTY All Electric Machines cheap. Burch, Advance, Creator, Bunch, Kingery, Pastimes, others. If you want any special type machine we possibly can supply you. Get our prices on best seasonal made. Also will buy any quantity of French Fry Machines, Caramel Corn Equipment. 120 S. Halsted, Chicago 6. no21x

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NEW AND USED ELECTRIC PLANTS, FROM 350 watts to 10 K.W. and larger. Write E. F. Schmalz, 215 Wynnwood Ave., Kingston, Pa. no4

2 POPCORN MACHINES - BURCH ELECTRIC, floor model; Creator Gas, counter model; 700 lbs. S. A. Gorm. Wm. Norkett, 4207 N. Laramie, Chicago 41. oc21

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RENT 8MM SILENTS - WONDERFUL, BEST selections. Large collection in America. Rent to list. Cecil Gill, 1000 Pa. Ave., Fort Worth 4, Tex. no4

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TENTS-12x12 TO 40x200. ALL PUSH POLE. Complete list \$1.00. Hand roped, good as new, rented couple weeks. Sidewalk, Poles, Stakes, Sledge, etc. Describe fully. Send stamp. Smith Texts, Auburn, N. Y. oc21

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GOOD LEAD ALTO SAX-OTHER MORTALS write. Minimum, \$70.00 to start. Hal Straus, Forest Inn, Hatfieldburg, Miss. oc21

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MISCELLANEOUS

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FOLDERS FOR 1 1/2 x 2" PHOTOS, \$1.50 PER 100; 2 1/4 x 3 1/4, \$1.75; 3 1/4 x 5, \$2.75. Many other sizes. Limited supply. Enroll Now. Postcards for 1 1/2 x 2" photos, \$2.00 per 100. Holiday numbers ready. Immediate shipments. Miller Supplies, 1535 Franklin Ave., St. Louis, Mo. no11

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WINDOW CARDS — 14x22, ONE COLOR, 100, \$3.00. Terms, 50% deposit, balance C. O. D., plus shipping charges. The Bell Press, Winton, Tenn. oc28

YOUR NAME, ADDRESS PRINTED ON 500 Gummed Stickers, 1/2x2", 30c each (in stamps). Name, address on three line Rubber Stamp, \$1.00; pad, 25c. Write plain. Edgewood Press, Box A-4, Edgewood, Md. oc28x

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MISCELLANEOUS

SINGING EMBEE — EXPERIENCED, FOR burlesque or clubs. Write or wire D. C. F., 2d Floor, 313 W. Seventh, Chester, Pa. oc28

YOUNG MAN — JUST BEEN HONORABLY discharged. Worked with soldier reviews. Can handle comedy and singing. Fine speaking voice and appearance. Write can you offer me? Box 623, Billboard, 1564 Broadway, New York 19. oc28

MUSICIANS

A-1 BASS MAN WITH PLENTY OF SEMI-name experience, desires job with a good established commercial band, available November 8. Write details. Box C-205, c/o The Billboard, Cincinnati 1, O. oc28

DRUMMER WANTS TO JOIN HOTEL BAND — Good reader, play sharp. Wide knowledge Latin rhythms. Cut or no notice. State salary. Jack Barton, Bryant Hotel, New York. oc28

EXPERIENCED TROMBONIST WANTS Location work. Age 24, 4-F, married. Available October 15. Read, fake, vocals. Flipped lead on top Midwest territory last four years. Union. Write or wire Yern (Sharf) Olson, Fertile, Minn. oc21

FOURTH SAX, TENOR, CLARINET AND AP-rance. Name or send name band only. Will travel. Jerry Dehne, Pine River, Minn. oc28

TATTOOING SUPPLIES

IMPORTED ENGLISH NEEDLES NUMBER Elecons, \$10.50 per thousand; Number Twines, \$15.00 per thousand. Get them quick. Tattooer Hansen, 620 So. State St., Chicago, Ill. no11x

TATTOOING OUTFITS, LATEST DESIGNS, bright colors, best black ink. New illustrated list free. Write today. Zels Studio, 728 Lesley, Rockford, Ill. no4

TATTOOING OUTFITS AND SUPPLIES — Send for illustrated literature. Also Diamond Equipped Engraving Outfits for concessionaires. Moore, 651 S. State, Chicago. no4

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING Machines. Phonographs, all other coin equipment. Mac Postel, 6730 N. Ashland Ave., Chicago, Ill. det6

CHICAGO ROLLER SKATES — CHILDREN'S Sidewalk Skates, Portable Roller Rink, good condition. Preslar Groves, 109 N. 15th St., St. Louis, Mo. oc28

DIAMONDO OUTFIT — IMPALEMENT KNIVES, Spinning Plates, Tents, Unicycle, Seat Boards. Check Varnell, Greenville, O. oc28

ELECTRIC PENNY PITCH BOARDS — AUTOMATIC Ball Games built by John Craddock of Coney Island; any good Concession Park Games. Joe Weissman, 370 Fort Washington Ave., New York. no18

ONE THIRTY FOOT MERRY-GO-ROUND, ONE Forty Foot Ferris Wheel, also other Small Rides. Vera Rau Enterprises, 201 Broadway, Seaside, Ore. oc21

VENETRIQUA — WILL BUY VENT FIGURE. State particulars and price, which must be low. Harold Heath, 4723 Melrose St., Philadelphia 37, Pa. oc28

WANTED TO BUY — 16MM. SOUND PRO-jector; also Mills Panoram. L. B. Herdman, 6645 Ave. L, Houston 11, Tex. oc28

GIUITARIST — SOLO, RHYTHM, EXEMPT military service. Experienced all lines; prefer small combo. Satisfaction guaranteed. Advise complete details first correspondence. Box C-1028, Billboard, Cincinnati 1. oc28

GIUITARIST — ELECTRIC SPANISH. COCK-tail, semi-name, all type combo experience. Solid rhythm and featured solo work. Age 27, draft exempt. Available two weeks; \$80.00 tax paid minimum. Musician, 3515 7th Ave., Beaver Falls, Pa. oc28

PIANIST, ORGANIST — COMMERCIAL STYLE. Orchestra, cocktail combo, solo. Union, forty, sober. Jesse Jackson, Box 4552, Atlanta, Ga. oc28

ROLLER RINK ORGANIST — PLENTY EX-perience. Prefer New York City or Connecticut. Gerry Castle, c/o Castillon, 175 Franklin St., New Haven, Conn. oc28

TROMBONE — AGE 19, READ, PHRASE, good tone. Large and small band experience. Prefer Florida. Available October 25. Musician, 352 Woodland, Richmond, Ky. oc28

PARKS AND FAIRS

AVAILABLE — HIGH SENSATIONAL TRAP-peze Act for Southern fairs. For literature and price contact Jerry D. Martin, Billboard, Cincinnati 1, O. oc21

E. R. GRAY ATTRACTIONS — SPIRAL TOWER, Swirling Ladder, Rolling Globe, Single Trapeze, Contortion, Comedy Acrobats. Harding & Keel, Evansville, Ind. oc21

OUTSTANDING, ORIGINAL NOVELTY TRAP-peze Act. Available indoor, outdoor events. Platform required outdoors. Flashy Paraphernalia. Charles La Croix, 1304 S. Anthony, Fort Wayne 4, Ind. oc28

PIANO PLAYERS

AT LIBERTY — PIANO PLAYER. READ, fake, improvise. Sober, reliable. Working now. Notice. Prefer cocktail lounge alone. No traveling band. Write or wire Frank Cannon, Ringside Nite Club, Mansfield, O. oc28

PIANIST — AVAILABLE SOON. PREFER society bands. Location only. Minimum, \$70.00. "Tex" Catron, Royal Rooms, Grand Island, Neb. oc28

SINGERS

AT LIBERTY — MALE VOCALIST. BARI-tone. Just discharged from army. Three years' experience with name bands, theatres, radio and clubs. Will consider class "A" jobs only. Address Box 266, Peely, O. oc28

VAUDEVILLE ARTISTS

EXPERIENCED HILBILLY SINGER, DOU-bling Guitar and Mandolin. Available for radio. No instruments. Also some Tumbling. Lots Murphy, 604 E. Mainline, Knoxville, Tenn. oc21

LADY DOING COMEDY SINGING, DANCING. Talking Specialties; changing 10 nights. Med or vaudeville. Gussie Flammie, 85 N. Ontario St., Toledo, O. oc28

Communications to 155 North Clark Street, Chicago 1, Ill.

Famous House Hits 100th Year

Will Novelties Be In a Lighter Vein?

NEW YORK, Oct. 14.—The specialty merchandise trade may find that one day wheelbarrows, household furniture and motorcycles will be included under the heading of novelties, inexpensive and with the immediate selling power of a popular lapel ornament. Fantastic? Not according to the strides the Magnesium Association is making with this light and versatile metal.

In a meeting here a short time ago, members of the association prepared plans for the use of magnesium in products which hitherto has been made with other, heavier metals. A wide variety of uses were advanced for the use of this metal, but one of the most dramatic was that outlined by W. H. Dow, president of Dow Chemical, who described the use of magnesium for car wheels. Other possibilities were roller skates, typewriters, baby carriages, vacuum cleaners, cocktail trays, radios and cameras. However, it was agreed that the aircraft industry would be the largest user.

Millions of Americans are in for big surprises, according to the association, because magnesium in products will make them lighter, easier to use and simpler to manage. It is common knowledge also that America has a magnesium resource that can supply the whole world when developments and processing are finally perfected. In view of this, it would not be too far off to forecast that products made with magnesium will be more inexpensive than they are now. And once they get into the low-priced brackets, available to a greater consuming public, a big future is seen for the growth of new novelty departments.

MERCHANDISE TRENDS

By Evelyn Mareneck

CHICAGO, Oct. 14.—News from Washington last week seemed to echo the counter moves against the threat of unemployment and depression if drastic methods are taken in cutting war production. . . . Yet the prospects of a longer war made it necessary to examine more carefully the goods that were first put on the reconversion list.

Present procedures seem to indicate that reconversion is to be slowed down, with the unemployment problem receiving greater consideration. The spot authorization plan has been rather limping along because of man-power shortages. Action in Washington last week removed some of these by recommending that reconversion applications be sent to local offices, instead of regional, thereby taking up the slack of workers freed from war plants.

Merchandise circles seemed to feel that there is more chance of specialty items being released for civilian consumption with steering labor effectively to the plants reconverting from war to civilian goods. Officials in Washington pointed out that the spot program will find wider use—particularly as labor grows easier and plants reconverting are given more speedy approvals.

Retail Sales Hiked

Specialties, jewelry and accessories did excellent business last week, with demand shown in the higher priced lines, however. Retail business on the whole was stimulated by cooler weather and the gift buying for men overseas. Sales rose 9 to 13 per cent above the same week in 1943, according to Dun & Bradstreet figures. The Department of Commerce

issued a report that foreshadowed an over-all shortage for Christmas shoppers this season, altho dealers had made quite an accumulation of merchandise to accommodate the buying. A study by the department revealed that inventories were 3 per cent below a year ago. At the same time, the department announced that all retail sales for August were 8 per cent more than the corresponding month one year previous, with general merchandise sales increasing 14 per cent. The report also showed that retail prices continued to rise for the sixth successive month.

Irons Appear and Disappear

In Chicago last week, long awaited irons appeared on some department store counters. Buyers had been waiting for them since Pearl Harbor, and officials of the stores said their allotments disappeared within two hours. This was just another display of the backlog of demand—but store buyers said they expect more shipments of irons and perhaps (See Merchandise Trends on page 50)

McClurg Firm Chi Pioneer

See big plans for future merchandise made in U. S.; map post-war programs

CHICAGO, Oct. 14.—The specialty merchandise field has long been acquainted with Al C. McClurg & Company, Chicago, wholesalers of novelties, gift toys, stationery, books and an abundance of other articles seen on the counters of most every gift shop in America. August 23, 1944, marked the 100th anniversary of the company that has carried on an unbroken relationship with the popular and indispensable institution in American life, the novelty and specialty merchandise store.

The firm has made a great name with both retailers and wholesalers, marked by (See FAMOUS HOUSE on page 49)

"Chip-Diamond" Rings In 10K and 14K Gold Mountings Unlimited Quantities



10K GOLD
No. 3860 Solitaire \$2.25 each Bulk
No. 3856 Wed. Ring \$2.25 ea. Bk.
No. 38201 Bridal Set \$4.50 ea. Box.

14K GOLD
No. 38206 Bridal Set \$5.25 ea. Box.
Sizes 5-7

No. 38201—10K Gold
No. 38206—14K Gold
One chip diamond solitaire. "3" chip diamond wedding ring. 10K and 14K gold mountings. Individually or in sets. Other styles available.
(State your business)

HARRY PAKULA & CO.
5 N. Wabash Ave. Chicago 2, Ill.

MERCHANDISE YOU ARE LOOKING FOR CAREFULLY SELECTED BINGO ASSORTMENTS

Many New Items—Many Hard To Find Items—Practical—Novel—In Demand.
ORDER A SPECIAL DEAL—BE CONVINCED—\$25.00, \$50.00, \$100.00 UNITS

| | | |
|---|---|---|
| GLASSWARE Over 100 Feature Items, including Ruby, Green, Golden Glow, Crystal Moonstone, \$3.00 to \$12.00 Gross. Order by Assortments. \$20.00, \$40.00, \$75.00 Units | SLUM GIVE AWAYS Over 100 Red Hot Specials From 75¢ to \$3.00 Per Gross. Not the Regular Run—But Plenty New, Popular In Demand. Flash Order by Assortments. \$10.00, \$25.00, \$50.00 Units | NOVELTIES Hats, Lols, Tails, Hat Bands, Comic Buttons, Chinese Snakes, Batons, Swaggers, Pocket Knives, Lighters, Charm Key Chains, Table Novelties, Toys, Pennants, Souvenirs. |
|---|---|---|

LIMITED STOCKS STILL AVAILABLE
Blankets, Lamps, Smokers, Bar Sets, Enamelware, Cutlery, Tray Pottery Ware Items, Luggage, Tourist Sets, Mirrored Chests, Fancy Cedar Chests, Tackle Boxes, Franny Boxed Towel Sets, Fur Animals, Etc.
SAVE TIME—DON'T WRITE FOR LISTS—PLACE ORDERS FOR SAMPLE UNITS.
25% DEPOSIT WITH ALL ORDERS, BALANCE SHIPPED C. O. D.

IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.
ACME PREMIUM SUPPLY CORP.
3333 LINDELL BLVD., ST. LOUIS 3, MO.



OUTSTANDING SERVICE BANNERS

Illustrated are but four in our outstanding Patriotic banner line! All banners are Heavily Flocked with outstanding colors, sharp lettering, inscriptions and stars. No illustration could possibly do justice to these banners. No matter what banners you have seen or sold you must sample our line to appreciate how fine and complete the Roter banner line really is.

\$2 Trial Order Special

Brings You \$9 Retail Value! Plus

Money-Back Guarantee!

You receive, postpaid, representative selection of banners! If not entirely pleased, return shipment for full refund plus postage. You don't risk a penny!

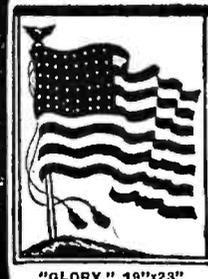
48 HOUR SERVICE

In no case, we guarantee, will more than 48 hours elapse between receipt of order and shipment!

OVER 20

Beautifully Tailored Modern Banners include "OLD GLORY," "KEEP 'EM FLYING," "LIBERTY BANNER" and others too numerous to list! Our standing MONEY BACK GUARANTEE has been in force for years with never a return—repeat orders in many grosses have always resulted. Prices range from 90¢ to \$6.00 per doz. Size range from 8 3/4" x 11" up to 19" x 23".

Send for YOUR trial special today, name of nearest jobber will be included for your convenience. Jobbers, write for special prices.



Army, Navy, Marine, Air Force, Coast Guard, Merchant Marine and War, 1 to 4 stars, 8"x11", \$1.50 Doz.



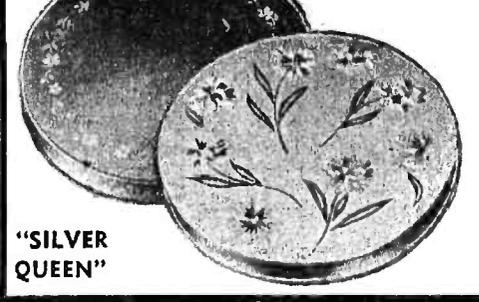
WELCOME HOME BANNER

8 3/4"x11", Heavy flocked and 1" gold fringe, \$1.75 Doz.
Since we started manufacturing this item it has proven a big seller thru our jobbers. It is our advice to smallest canvassers to stock up a few gross, as we are sure we will not be able to meet demands when the day arrives.



1/3 Deposit With Order, Balance C. O. D., F. O. B., N. Y.
HARRY REITER 143 WEST 20TH STREET, NEW YORK, N. Y.

METAL VANITY SPECIAL



... so tempting your customers will want several of them! Lovely, flat, 4-inch Compacts in a variety of rich, enameled designs. Heavy silver plated metal. Gay, fresh colors. Large, clear mirrors. Powder sifter and puff.
B23J532T - Each . . . \$2.75
In Doz. Lots, Each . . . 2.50
Enameled surfaces, Assorted colors, designs.
B23J531T - Each . . . \$2.75
In Doz. Lots, Each . . . 2.50

JOS. HAGN CO.
Wholesalers Since 1911
223 W. Madison St.
CHICAGO 6, ILL.

FAIR AND CARNIVAL SPECIALS

Our buyers have scoured the markets for merchandise

| | Per Doz. |
|---|----------|
| Worth Covered Base Balls | \$ 2.00 |
| White, Blue or Tan Yacht Caps | 1.90 |
| Horseshoe Placques | 2.00 |
| 16-Inch Soldier and Sailor Dolls, Plastic Heads With "Goo-Goo" Eyes and Stuffed Bodies. Special | 16.50 |
| Aluminum Milk Bottles, Each | 1.75 |
| Medium Plaster, Gro | 7.00 |
| Weighted Darts, Doz. | 1.20 |
| Swaggers, Groz. | 10.75 |
| Jumbo Fox Tails With Comic Cards. Per 100 | 23.00 |
| Knife Rack Rings, Per 100 | 2.50 |
| Cano Rack Rings, Per 100 | 2.50 |
| Shooting Corks, Per 1000 | 2.25 |
| 4 to 7 Inch Hoop-La Rings, Doz. | .55 |

GLASSWARE

| | Gross |
|--------------------------|---------|
| Heavy Whiskey Glasses | \$ 3.50 |
| Ash Trays | 3.75 |
| Tumblers | 4.00 |
| Nappies | 4.50 |
| Sugar Bowls and Creamers | 4.80 |
| Saucers | 4.80 |
| Cups | 5.20 |
| 6" Bowls | 6.75 |
| 8 1/2" Bowls | 10.80 |

Order From This Ad. All Prices F. O. B. Indianapolis. No Order Shipped C. O. D. Without 25% Deposit.

KIPP BROS.

117-119 S. Meridian Street

Indianapolis 4, Ind.

U. S. MADE SLUM

| | Per Gross |
|---------------------------------|-----------|
| Engraved Wedding Rings | \$1.00 |
| Plastic Thimbles | 1.20 |
| Paper Flags | .80 |
| Paper Flag Bows | .90 |
| Comic Paper Masks | 1.00 |
| Muslin Flags on Sticks | 1.15 |
| Plaster Dogs, Ducks, Etc. | 1.25 |
| Cloth Flag Bows | 1.35 |
| Humorous Mirror Folders | 2.95 |
| Mirror Memo Books | 4.50 |
| Powder Puffs | 3.00 |
| Jumbo 14-Inch Pencils | 4.00 |
| 27" Shoe Laces | 1.15 |
| Comic Post Cards, Per 1,000 | 4.00 |
| Painting Puzzle Book | 6.50 |
| Paper Pop Guns | 4.00 |
| Puzzle Pictures, Per Bale (250) | 1.50 |
| Pin-Ups, Per Box (450) | 1.50 |
| Tongue Novelty, Per Bale (200) | 1.50 |
| Children's Booklets, Per 100 | 1.00 |
| Horseshoe Booklets, Per 100 | 1.00 |
| MacArthur Buttons, Per 100 | 1.85 |
| Army Metal Buttons, Per 100 | .40 |

Popular Items

Mark of Distinction

Designed to make a truly personal gift, Leonore Doskow, Montrose, N. Y., is featuring handmade sterling silver bookmarks for making some book lover happy. These bookmarks come on red grosgrain ribbon and are engraved with smart initials if desired. They are ideal for gift shops that reflect the good taste of their customers.

Glamour Cases

A joy to behold by any smart woman, Original Trapunto Novelty Company, New York, is offering sales glamour for any gift counter with beautiful rayon satin or taffeta lingerie cases. These original sales leaders come in a variety of lovely patterns, richly embroidered and with contrasting linings. Also, the line includes handkerchief cases and 3-piece accessory sets.

Double Fun

Krazy Faces, an original novelty by Herbert George Company, Chicago, don't make you look like you are—but simple c-c-crazy, and the toy is proving one of the most fun provoking items in years. The double mirror, concave on one side and convex on the other, fascinates everybody who sees themselves as others never see them. Krazy Faces is well made and colorfully decorated, and has an amusement park appeal. A toy that packs laughs and sales!

Boxed Chocolates

Packed in attractive cedar chests, Earl Products Company, Chicago, are offering boxed chocolates for concessionaires and operators. These items carry their own advertising because everyone knows how fast they disappear when on display. The company also has unusually designed leatherette vanity boxes, and the chocolates come in one and two-pound boxes.

| | |
|--|--------------|
| WALLETS—CLOSEOUTS. All Leather, Black or Tan, 4 Windows | \$ 6.00 Doz. |
| KEM RITZI LIGHTERS | 30.00 Gr. |
| PLASTIC TRANSPARENT CIGARETTE CASES, Asst. Colors | 22.00 Gr. |
| PLASTIC PEA SHOOTERS | 9.00 Gr. |
| VUEDEX CIGARETTE CASES, Transparent, Clear; all you want, Asst. Colors | 7.80 Doz. |
| PLASTIC DOUBLE EDGE SAFETY RAZORS, Best Quality | 1.50 Doz. |
| VOICE TESTERS | 1.00 Doz. |
| BETTY BUBBLES | 1.00 Doz. |
| MUSICAL HORNS | .75 Doz. |
| BEER TRICK | .75 Doz. |
| WONDER MOUSE | .75 Doz. |
| TAKE-IT-APART PUZZLE | 2.00 Doz. |
| TRI-N-DO-IT PUZZLE | 2.00 Doz. |
| PICK-A-PEG PUZZLE | .90 Doz. |
| MAGIC HORSE RACE (5) | .72 Doz. |
| MAGIC HORSE RACE (25) | 3.60 Doz. |
| PIN UP GIRLS, Large, Series 1, 2, 3 and 4 | 3.60 Doz. |
| PIN UP GIRLS, Small | 1.50 Doz. |
| GOOFY GOLF BALLS | 1.75 Doz. |
| MILK BOTTLE TRICK | .90 Doz. |
| FLIP TEASE | 1.00 Doz. |
| MAGIC LIGHT BULB | 12.00 Doz. |
| MEXICAN BOXING GLOVES, Midget | 3.60 Doz. |
| SEAMAN'S WALLETS, All Around Zipper | 36.00 Doz. |
| JUMPING BLEEDING FINGER | .75 Doz. |
| MAGIC COIN BOX, Metal Slide | 2.00 Doz. |
| COMIC BUTTONS, large | .60 Doz. |
| ROPE BOTTLE TRICK | 4.00 Doz. |
| SOLO PEG PUZZLE | .90 Doz. |
| TRICK COAT PENCIL | .75 Doz. |
| HAND MONKEY | 3.60 Doz. |
| MEN'S POCKET COMBS, Best Quality | .60 Doz. |
| ALL AROUND ZIPPER WALLETS, 4 Windows, Leather | 24.00 Doz. |
| EARRINGS, Sterling Silver with Stones | 9.00 Doz. |
| 10K SOLID GOLD BABY'S RINGS, With or without Stones | 24.00 Doz. |
| METAL SOONER DOGS | 2.00 Doz. |
| G-MEN OR SHERIFF'S BADGE | 1.00 Doz. |
| SPIDERS | 1.00 Doz. |
| LOVE DOGS, Metal | 1.20 Doz. |
| HOT PEPPER CANDY | .75 Doz. |
| CIGARETTE LOADS, 20 Gross Lots | 2.50 Gr. |
| EXPLOSIVE MATCHES, 20 Gross Lots | 3.00 Gr. |

Also Full Line of Tricks, Jokes, Magic, Puzzles, Cutlery, Novelties and Jewelry.

Write for Complete Catalog.

All prices F. O. B. Detroit, Mich. Deposit required with all orders, balance C. O. D. Merchandise sold for resale only. Full deposit on all orders from Honolulu.

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W. ZAKOOR, Prop.
Phone Cadillac 6261

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REGULAR SPECIAL—7 COLORS
REGULAR SPECIAL—10 COLORS
Mounted Bingo Cards

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235 Halsey St. Newark, N. J.

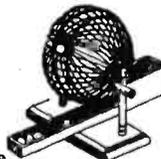
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COATS — JACKETS
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Quality, Price, Style. Coonys, Sealins, Caracots, Muskrats, Skunks, Red Fox, etc.
Illustrated Catalog is FREE. Write today.

M. SEIDEL & SON
243 W. 30th St., N. Y. C.

OVER 1000 JOBBERS SELL OUR BINGO SUPPLIES

We still have BINGO CAGES on hand. Inquire today!



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FULL SKINNED TUXEDO STYLED COAT
Sizes 12 to 20
SPECIAL \$27.50

Buy Direct From Mfr.
The largest assortments of outstanding Fur Creations in our history available NOW! Immediate Delivery. All types at reasonable prices. Satisfaction Guaranteed! Write for Free Catalogue.

YOUNG & YOUNG, 208 W. 27th St., N. Y. 1, N. Y.

WE HAVE
Rolled Gold Plate Wire
For
WIRE WORKERS
WRITE FOR PRICES
WIRE TRADER
114 E. 32nd St. NEW YORK

MAGIC RACES
Winner cannot be determined in advance. At cigarette touch 6 horses are off.
BIG PROFITS
All the thrills of actual race. Fast seller. 40 Races, \$1.00. Dime brings samples, wholesale prices.
BARKLEY CO.
Dryden 3, Va.

We have without doubt the richest assortment of beautifully colored figurines, made of terra cotta composition, at popular prices.

Over One Hundred Different Designs From \$4.80 Per Doz. to \$90.00 Per Doz. Each One a Work of Art.

Illustrated Price List K of the Entire Line, Mailed to Any Gift Shop on Application. We Illustrate Two Here. One Carton of a Number Smallest Quantity Sold.

#3883 Music Hath Charms

#3144K Maid of Honor



9 1/2 Inches High, Base 6 1/2 x 10 Inches. \$90.00 Per Doz. 1/12 Doz. in Carton.

Be sure to send for our complete set K of GIFT GOODS, we have them from \$1.80 per doz. to \$90.00 per doz. All big sellers.



7 1/2 Inches High, Face Each Other; Can Be Sold Singly or in Pairs. \$45.00 Per Doz. Pieces. 1/3 Doz. Pieces in Carton.

LEO KAUL IMPORTING AGENCY, Inc.

115-116 K SOUTH MARKET ST., CHICAGO 8, ILLINOIS.

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GEDAR **GRAFT**

Write for our New No 44 & 45 Illustrated Price Lists Over 100 Items

CHARLES DEMEF MFG. CO.
116 E WALNUT ST. MILWAUKEE, WIS.

HAND MADE

XMAS CARDS

COLORFUL COMICAL HUMOROUS

Originators and Manufacturers Since 1935 of Colorful, Comical, Birthday, Greeting and Joke Cards. Creators of the Popular Selling Cards: "Can't Take It With You," "Six Men in Every Woman's Life," "Advice On Health," "To a Deserving One" and Dozens of Others.

WRITE US FOR SAMPLE AND DETAILS ABOUT OUR XMAS CARD DISPLAY ALBUM

MARCY MFG. CO., INC.

138 W. 17TH STREET, NEW YORK 11, N. Y.

'Name in Headlines Press'

IDEAL FOR PENNY ARCADES—RESORTS
—BEACHES—PARKS—FAIRS OR YOUR
OWN PLACE OF BUSINESS.



A Sensational Money Maker

- Profits From \$150 to \$250 Per Week
- Looks Like Big City Daily Newspaper
- Simple and Easy to Operate
- At 25¢ Each Papers Furn. Nets \$1,250.

Press Prints a Two Line Headline of About 48 Letters, on Each Line, in Bold Large Type on a Blank Full-Sized Replica of a Daily Newspaper—Complete With Late News Items, Outstanding Photos and Cartoons. Additional Papers always available—at small cost.

- COMPLETE OUTFIT CONSISTS OF:
- Proof Press, Factory Reconditioned Like New.
- 5,000 Newspapers, Made of Best News Print.
- Full Font Metal Type—Complete With Tray.
- Brayer To Ink Type—One Can Special Ink.

Ready for Immediate Delivery

1/2 Deposit **\$295.00** Balance C. O. D.

Myco Automatic Sales Co.

347 S. High St. COLUMBUS 15, OHIO



\$1.50 EACH

In doz. lots.
20-yr. gr.
Monel
Metal
with pearl-
like inlay.
Order Now!
Catalog
Free.

25% Deposit on C. O. D.'s

UNITED JEWELRY CO.

Dept. 388-BB Wheeling, W. Va.

**NEW! DIFFERENT!
UNIQUE!
"NITE CIRCUS"**

By Nite Glow
STUFFED LEATHER LAPEL NOVELTIES
—THAT GLOW IN THE DARK!
Assortment consists of 12 different animals.

\$4.50 Shipped 1 Doz. Ass't
Doz. To Pkg. 1/3 Dep., Bal.
C. O. D., F. O. B. N. Y.

Nite Glow Products Co.

108 West 48th St. NEW YORK, N. Y.
Modellon 3-5794

PENCILS 1 1/2¢ EACH

Special hexagon and round shaped Lead Pencils, #2 grade. It is easy to use pencils, as everyone needs and uses them.

Gross Lots, \$2.50 Gr.
5 Gross Lots, \$2.00 Gr.
10 Gross Lots or More, \$1.85 Gr.

These pencils are regular #2 sellers. If you wish to be convinced you will send out for a limited time 50 pencils for a dollar. Remember, money back at all times pronto if not satisfied. Sorry, no circulars for duration.

SCOTCH 1129 Sixth Ave.
NEW YORK 18, N. Y.

BINGO

SPECIALS ★ CARDS
TRANSPARENT MARKERS

Write for Bulletin
AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

FAMOUS HOUSE

(Continued from page 47)

a spirit of progress, fair dealing and high standards. It represents the dominant spirit of the function of the specialty merchandise field—that of adapting itself to the growing conditions of the country. When McClurg's was established in Chicago 100 years ago the city was the gateway to a developing frontier struggling for establishment amid Indians and prairies. Growth of this great merchandising organization corresponds with the growth of this great city—from pioneer of the country to pride of the country.

Today the company is one of the largest American wholesalers to a wide territory, including the entire Western and Southwestern area of the country and even having representatives in Central and South America. It has changed enormously from the small book and stationery store carrying a selection of Bibles, books, quill pens and writing papers. Actually the main function of the company has been wholesaling, altho while first as a retail store it added an important cog in the teeming activity of the young, but expanding, pioneer city. Thru the period of the company's development it has borne different names. McClurg's occupies two large warehouses near the lake in Chicago, with a large, modern sample room. The house has carried 25,000 different items of merchandise and 22,000 titles of books.

Chicago on Map

The firm was probably the first to bring specialty merchandise, books, stationery and other goods from Eastern sources into the expanding area about Chicago and farther West and South. As the town grew, small retail stores in outlying communities were opened, and the distribution problems in those early days were no cinch, such stores began to grow here and there with great intensity. That alone is a great credit to the ever-developing wholesale pattern of the company.

As the United States began to import from Europe and Asia, McClurg's founded the famous gift and toy lines, with the toys, dolls and other luxury merchandise made in Germany, Czechoslovakia and other countries. This began during the latter part of the last century, and with the coming of the first World War, American manufacturers were encouraged to make such merchandise here. At the present time McClurg's believes that American-made merchandise far surpasses that of the former European sources—both in quality and price—and that this condition will prevail even more in post-war days. This tested experience by such a well-known wholesaler in the field of specialty merchandise is but another boon to the superiority of American goods and manufacturing methods.

Follow Trends

One secret of growth, the company declares, is that it has adapted itself to existing conditions—dropping off old departments and adding new ones. In 1939 it welcomed the opportunity of establishing a department of fragile china, pottery and glassware so that old as well as new customers might be served. Not too long ago the company purchased the toy department of L. Gould & Company, and combined their knowledge and experience so that an improved line of toys and entirely new line of housewares could be offered to the merchandise trade. McClurg's is now planning for a great market in equipping thousands of new homes with countless improved articles which have been discontinued for the present national war effort. This spirit of growth and adaptation shows a wisdom of meeting current trends with definite plans, confidence in its basic policy of fairness and a faith in the real backbone of the distribution system in the U. S.—the independent merchandise retailer.

IMMEDIATE DELIVERY

EXPLOSIVE MATCHES

OUR SPECIAL PRICE

1 to 10 Gross Lots \$3.25 Per Gross
10 Gross Lots or More . . 3.00 Per Gross
Not Cash With Order.

STUART NOVELTY CO.

166 E. Jefferson Ave., Detroit 26, Mich.

STERLING SILVER CHARMS OR BANGLES
EITHER SILVER OR GOLD FINISH!



B1



B2



B3



B4



B5



B6



B7



B8

STERLING SILVER

- B1... \$16.50 Gr.
- B2... 13.50 "
- B3... 9.00 "
- B4... 9.00 "
- B5... 16.50 "
- B6... 12.00 "
- B7... 12.00 "
- B8... 9.00 "

GOLD PLATED

- B1... \$18.00 Gr.
- B2... 15.00 "
- B3... 10.50 "
- B4... 10.50 "
- B5... 18.00 "
- B6... 13.50 "
- B7... 13.50 "
- B8... 10.50 "

BULK CHAIN

- Sterling Silver Cable 12c Ft.
- Sterling Silver Curb 15c "
- Sterling Silver, Gold Plated Cable 14c "
- Sterling Silver, Gold Plated Curb 17c "
- Sterling Silver, Gold Filled Cable 24c "

CATCHES

- Sterling Silver \$4.00 Gr.
- Sterling Silver, Gold Plated. 5.00 "
- Sterling Silver, Gold Filled. 7.50 "

JUMP RINGS

- Sterling Silver \$2.25 Oz.
- Sterling Silver, Gold Plated. 2.75 "
- Sterling Silver, Gold Filled. 4.50 "

ORDER NOW!

IMMEDIATE DELIVERY!

1/3 Dep., Bal. C. O. D., F. O. B. N. Y.

MURRAY SIMON CO.

114 East 32d St., New York 16, N. Y.

Phone Lexington 2-5788

ATTENTION!
SALESBOARD STAR SELLER
GIANT 30 in. WOOL PLUSH BEAR
Order Now for Immediate Delivery
\$48.00 PER DOZ.
Samples of Other Salesboard Numbers Sent on Request.
25% Deposit With Order, Balance C. O. D.

MAYFAIR MDSE. CO.
WAYNE PRODUCTS
16 W. 23D ST., NEW YORK 10, N. Y.

SPECIAL American HUMMEL REPRODUCTIONS
SIZES 5" TO 5 1/2" IN HEIGHT - ASSORTED SUBJECTS \$10.50 DOZ
TOYS-DOLLS-NOVELTIES-SPECIALTIES SALESBOARDS
NEW ITEMS ARRIVING EVERY DAY - CATALOG FREE

DIVERSO PRODUCTS CO.
610 NORTH WATER ST. MILWAUKEE 2, WISCONSIN

JUST OFF THE PRESS!!
Issued to merchants only

CATALOG 44F

FEATURING:

- Pins
- Earrings
- Lockets
- Identification Bracelets
- Rings
- Bracelets
- Crosses
- Charms
- Etc.

WRITE TODAY FOR CATALOG 44F
(Complete selection of Costume and Staple Jewelry)

BIELER-LEVINE
37 S. Wabash Ave., Chicago 3, Ill.

FUR COATS
JACKETS—CHUBBIES

LARGE assortment of NEW 1944 outstanding creations. Perfect quality. Excellent workmanship. Distinctive fur types of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

S. ANGELL & CO. Manufacturing Furrier
236 W. 27th St. (Dept. 6-8), New York 1, N. Y.

LOWEST FACTORY PRICES

BIG PROFIT SPECIALTIES!

Complete Line of . . .

Dice—Fountain Pens—Lighters—Plastic Novelties—Poker Chips—Combs—Handkerchiefs (Men's and Ladies)—Patriotic Items—Medium Priced Jewelry—Leather Goods.

Write for List of Over 200 Pop. Items.

GORDON MFG. CO.
110 E. 23 St., Dept. D, New York 10, N. Y.

FAST SALES—FAST PROFITS
With This **SCOTTISH TERRIER**



Life sized, a buy you will pride yourself on. The head moves. Well stuffed and built. 17 inches long with leash or large ribbon bow. **\$3.25** Ea.

Write for completely illustrated catalog—free. 25% deposit with all orders

JERRY GOTTLIEB, INC.
928 Broadway
Bet. 21st and 22d
In the Heart of New York

Scarcity Affects Standard Articles

NEW YORK, Oct. 14.—Recently the Toilet Goods Association urged against merchandisers overstocking their shelves with unsalable merchandise, but according to the latest reports here, there is a big scarcity noted in toilet goods. However, so that there will be no conflicting reports, for *The Billboard*, September 30, warned merchandisers not to be caught short with substitute toilet goods, the report here declared the situation was critical in relation only to standard, not substitute, lines.

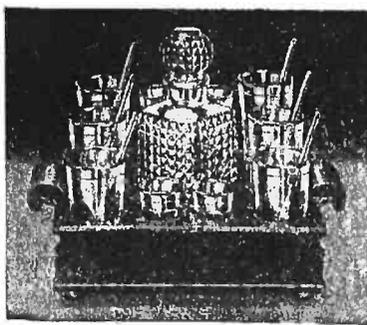
"With the Christmas season coming, the stores are becoming candy conscious," the report said. "The candy situation is quite critical, with very little desirable merchandise available.

"As for toys, high price composition dolls are at a premium and it looks as tho manufacturers will ship only about 80 per cent of the orders they took.

"In the gift market there are still numerous china and glassware items available. However, the most desirable lines are sold up for the balance of the year.

"Staple notion items remain plentiful," it continued. "However, there are very few novelties obtainable for these departments. Closet accessories can be obtained, but fiber closets are very slow in coming thru because of the paper shortage."

"BARETTE" 19 Piece Set



- 1 Walnut Finish Cabinet, 10 1/2" by 14 1/2" by 3 1/2" with 2 easy grip handles.
- 4 Crystal Hi Ball Glasses with Gold Edge.
- 4 Crystal Spirit Glasses with Gold Edge.
- 6 Crystal Swizzle Sticks.
- 1 Crystal Decanter.
- 1 Stopper.

INDIVIDUALLY BOXED.
Complete 19 Piece Set—Wt. 8 Lbs.
PRICES:

36 Sets or More \$2.37 Per Set
12 Sets 2.50 Per Set
6 Sets 2.67 Per Set
Less Than 6 Sets 3.00 Per Set

CANDY DEALS

Regardless of the Shortage We Are Now in a Position to Offer Candy Deals Again for Holiday Business.

ORDER IMMEDIATELY

CEDAR CHEST DEAL
5 Beautifully Decorated, Mirrored Cedar Chests, Packed With 2-Lb. Quality Chocolates, in Connection With 1000 H Board 5c Sales.
TAKES IN \$50.00.
Your Cost, \$19.75 Per Deal.

BOX CANDY
122-Lb. Boxes High Quality Chocolates in Connection With 1000 H Board 5c Sales
or
241-Lb. Boxes Chocolates in Connection With Same Board.
Takes in \$50.00.
Your Cost, \$20.95 Per Deal.

10 Deal Lots, Deduct 50c Per Deal.
1/3 Deposit Must Accompany Order.
Balance C. O. D.

Lake Erie Specialty Co.
816 Hippodrome Building
Cleveland 14, Ohio

HARD TO GET NECESSITIES
—ALSO—
MILITARY PATRIOTIC ITEMS

Priced below competition in 192-page Wholesale Catalog. FREE. Write Today! 28 Years of Values!

MILLS SALES CO.
MAIN BRANCH • OUR ONLY MAILING ADDRESS
901 BROADWAY, New York 3, N. Y.
WORLD'S Lowest Priced WHOLESALERS



Also Furnished in a Salesboard Deal as Follows:

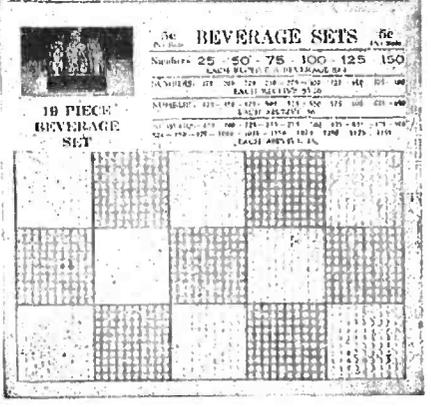
Barette Deal #232

1500 Holes @ 5c. Takes in \$75.00. Gives out 6 Barettes, 10 \$1.00 winners, 10 50c winners and 20 25c winners. Total payout \$20.00. Profit \$55.00 less cost of depl.

Price per deal complete **\$18.65**

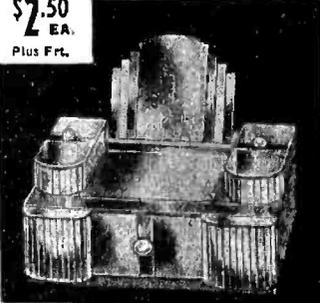
25% Deposit With All Orders.

A.N.S.CO.
312 Carroll St.
Elmira, N. Y.



SWIVEL MIRROR VANITY

\$2.50 EA.
Plus Frt.



#900

DeLuxe Model. Fancy Flexo Drawer Incorporated, 5" Mirror Base, 2-Tone Swivel Mirror, 2 Half-Round Glass Compartments. A Very Flashy, Fast Selling Vanity. Shipping Weight, 90 Lbs. Per Doz. F. O. B. Chicago.

JOBBERS—We are again in production and deliveries are good at present. Stock up now.

W. L. MARTIN MIRROR BOX CO.
1447-59 W. 89th St. Chicago 36, Ill.

Finest Assembled MARMOT

Mink dyed skinned, with embroidered fancy flowered lining. 25% with unbeatable order, balance very fast sale. F.O.B. money maker. N. Y.

\$25.00 Ea.

Also have complete line of other fur garments at lowest factory prices. Write for Complete Information and FREE PRICE LIST.

COHEN BROS. & SONS
145 W. 28th St. New York City, N. Y.



SALESBOARD SPECIALS

Beautiful Two Tone Plush 20" BEAR or ELEPHANT

IMMEDIATE DELIVERY

\$33.00 DOZ.

25% With Order, Balance C. O. D., F. O. B. N. Y.

Samples of Other Hot Salesboard Items Sent On Request.

MAYFAIR MERCHANDISE CO.
WAYNE PRODUCTS
16 W. 23D ST., NEW YORK 10, N. Y.



MEN—Build a Wholesale Route GET INTO a Big Pay Business

We Help You Establish a Steady Route of Dealer Customers

Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality a sensational line of self-selling counter goods. Retail at 5¢ and 10¢. You make up to 112% commission. No large capital required. Easy to start.

A fortune spent for National Advertising has made our products known from coast to coast. Send for our booklet "Your Opportunity in a Wholesale Business of Your Own." It's FREE—no obligation. WRITE TODAY!

WORLD'S PRODUCTS CO., Dept. 8-A, Spencer, Ind.



BREAKING SALES RECORDS!

SKYLARK The New Plastic 5c Whistle 5c

FEATURES: Plastic, washable, unbreakable, sanitary; musical effects, bird imitations, kazoo effects. BIG MONEY MAKER FOR CONCESSIONAIRES AND DEALERS

Sold Exclusively Through Jobbers

GROSSMAN MUSIC CO. 210 Prospect Cleveland, O.



BE OUR PERFUME DISTRIBUTOR

Enjoy big year-round profits as a Tower Hall perfume and cologne distributor. World-famous essences. Multi-million-dollar industry. Complete, attractively packaged line at amazing low prices. Prompt shipment.

Sell Stores, Jobbers or Direct

Demand now greatest in history. Stores anxious to have merchandise NOW, as they may not be able to get it as Xmas demands grow. Your opportunity to cash in BIG. Get started. Write today for free details and sample.

TOWER HALL Dept. 422-F, Manhattan Bldg Chicago 5, Illinois

LEADING SELLERS IN FUR COATS

LOWEST JACKETS PRICES CAPES • SCARFS ALL GENUINE FURS!

Our new 1945 Victory Line is our greatest variety of best sellers for you. Latest styles. All sizes. Write for FREE NEW GIANT CATALOG! Satisfaction guaranteed or money refunded. Same day deliveries.

H.M.J. FUR CO.
150-B W. 28th St., New York 1



14 Karat GOLD Wedding Band with 5 DIAMONDS

\$3.95

Diagrams have risen in price—and they're going even higher! Think of a genuine 14K Gold Wedding Band, in beautiful new modern style, with 5 real diamonds at the unheard of price of \$3.95! Don't be confused by this sensational Low Price. We guarantee the elegance and beauty of this Wedding Band will thrill you beyond your fondest expectations. We defy you to match this value anywhere else at this low price.

Mr. Dealer: Here's a quality wedding band you'll be proud to offer your customers. Anyone who sees it will know it's the "Real McCoy." 14 K. GOLD is plainly marked on the ring. The 5 diamonds are genuine. Can easily retail at \$8.00 to \$10.00 and up. While limited supply lasts your cost only \$3.95 each. They'll go fast at this close-out price. So rush your order today. Send 25% deposit with order. We'll ship C. O. D. for balance, plus postage. Specify ring size wanted.

ILLINOIS MERCHANDISE MART
500 N. Dearborn St., Dept. AL 22, Chicago 10, Ill.



COMIC CARDS

Over 35 Cards and Folders, all in 4 to 8 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 25¢ for sample cards and folder.

M & M CARD CO.
1083-1085 Mission St., San Francisco 3, Calif.

CHOCOLATES

In Cedar Chests, Leatherette Vanity Boxes and Packaged 1 and 2 Lb. Boxes. Deals for Operators. Write for Prices.

Earl Products Co.
1144 S. St. Louis Ave., Chicago 24, Ill.

HERE'S A SURE WINNER!



SNOW STORM TABLETS

No. 300—One of the best in our popular bag of trick items. Sells fast—sells in quantity. A sure profit maker! (Packaged 3 doz. boxes to display card.)

45c Dozen \$5.00 Gross

Send for list of many other items!

RICHARD APPEL, Inc. 72 SPRING ST., NEW YORK 12, N. Y.

ENGRAVERS



Monel Metal Rings, Guaranteed 50 Years! \$18.00 Dozen. Order No. 17. Catalogue of Rings free.

UNITED JEWELRY CO. DEPT. 388-G WHEELING, W. VA.

Gas Caps

Thrift Proof KEY LOCKING



\$2.50 Retailer CLOSE-OUT 69c EA. With Two Keys No More When These Are Gone

IN BIG DEMAND BECAUSE OF GAS RATIONING!

Genuine Monarch Key Locking Gas Caps. Stainless. Two sizes to fit all cars. Guaranteed quality. Regular \$2.50 seller. Special close-out price 69c each in lots of 50. Smaller quantities 75c each. Boxed with 2 Keys. Terms: Check with order or C. O. D. Hurry while supply lasts. CARTER SALES COMPANY—Dept. B Elston & Wolcott Aves. CHICAGO 14, ILL.

TURTLE MAILING BOXES

Completely printed according to Postal Regulations. \$18.00 per 1000. (No Less Sold.)

Half Cash With Order, Balance C. O. D.

COLUMBIA

BOX 900 RICHMOND 7, VIRGINIA

Sell Tinselled Christmas Signs to stores, homes, offices, clubs. Made on cardboard with sparkling silver tinsel. Easy, fast sellers. Make Xmas money. Order now. 7 sample Tinselled Xmas Signs, 11x14, \$1.00 postpaid; 75c seller. 8 sample 7x9 Silk Xmas Banners, \$1.00 postpaid; 85c seller. 15 sample ultra-blue Xmas Signs, 7x11, \$1.00 postpaid; 35c seller. 100 Tinsel Xmas Signs, 11x14, \$10.00. F.O.B. N. Y. C.—no C.O.D.'s. L. LOWY, 8 W. Broadway, New York 7, N. Y. Dept. 230.

EARRINGS

24 Karat Gold Plated CLOSE-OUTS—\$24.00 PER GROSS, Postpaid Hoops, Buttons, Daughters—all with metal screw backs. Minimum order—one gross—same-day shipment. Send for free price list other items.

RICHLEY COMPANY 303 Fifth Avenue NEW YORK 18, N. Y.

ROUND SWAGGER STICKS

38 in. Long, \$10.80 gr. L.L. Lels, \$8.50 gr. Am. Slum, \$4.50 for 500. Import Slum, \$3.50 for 500. Better Grade Slum, Per 100, \$1.50 and Up. 1/4 Deposit, Balance C. O. D. K. S. CAUFIELD 308 S. Third LOUISVILLE, KY.

Pipes For Pitchmen

By Bill Baker

Communications to 25 Opera Place, Cincinnati, 1

MRS. R. E. ADAMSON... has returned to Abram & Strous department store, Brooklyn, with Magic Foot and will remain thru the winter. She was on the Atlantic City Boardwalk all summer.

WHAT WILL YOUR HARVEST BE? Anything left for the gleaners?

I. W. HIGHTOWER... cards from Atlanta to say that everyone who made the recent fair there got dough. Robert Petric, the English pitchman, got folding money with plastic garnishing sets, says Hightower. Hightower adds: "All the advice I can give to pitchmen and salesmen is to save your money and relax... it may rain, you know."

CHIEF WILD HORSE... (T. M. Manny) reports from San Francisco that Fred Weddman, of soap fame, who has been in the Crystal Palace there the past 20 years, is closing and going on the road. D. M. Lewis, sheetie, and Tony Soaris have formed the Harry P. Fisher Shows and have been playing in the Bay area the past seven weeks. Tony has been lot man for West Coast shows for the past 15 years.

DO YOU BELIEVE the government will ever honor Pitchmen on a postage stamp?

CHIEF OWEN RED FEATHER... former boxer (Cherokee Kid), pipes from Johnstown, Pa., that he has been there since working the Chicago packing houses and Maxwell Street last February. He went out with Van Redfeather on sales thru Pennsylvania, and in Altoona last November was scalded and laid up for a month in a hospital there. Later he worked schools and then went to work for the Bethlehem Steel, and still sells plenty of herbs and oil on the side each pay day. Not being permitted to open at the gates, he carries a little in a poke and sells out inside the plant. He adds that Kar Lac Dos Med Show has been working around Johnstown all summer to good biz.

DOC LIVINGSTON... at Nelsner's, Cincinnati, with Exit, his his own foot package, is getting the meozog. He asks for pipes from Otto and Mabel Gerhart.

IT IS BETTER to eat a turkey than work one.

CURTIS J. DUNCAN... writes from Oak Hill, W. Va.: "I read in The Billboard several weeks ago that George Brophy was dead. There must be a mistake somewhere, because I saw George Brophy in full stride while in Allentown and York, Pa. He is absolutely the best-looking dead man and the fastest worker I've ever met. Everyone at the fairs seemed to be doing well this year." (Could it have been another Ed Brophy, pitchman?)

ANNIE GLICK... of Merella shampoo, visiting Cincinnati from her Scranton, Pa., home office.

HELEN GAGAN... in May's store, Cleveland, with shampoo. She had good takes while in Cincinnati recently.

MARY E. RAGAN... reports from San Francisco of a surprise visit from Fergie Ferguson, of General Products Company, Columbus, O., and plans were laid for a med show, with details expected to be completed in Miami in January. She adds that Chet Wedge is leaving the Coast to open a store in Flint, Mich., this winter, and Tom Barrett is still a gentleman of leisure. Wiley, the eyeglass cleaner, had good takes in San Francisco after a stop in Los Angeles, Mary says. Jack Russhin

is still operating Jack's High Hat Club at Kenney and Market streets in the Golden Gate City. Deck is working shampoo in Stockton, Calif. Vi Davis, one of the real old-time medicine workers, will soon celebrate her wedding anniversary at her home in Florence, Ore., with invites to all, but gas shortage will keep her from attending, Mary says.

EDDIE DIEBOLD... has stove polish in Murphy's store in Washington.

ZELDA LUPION... is with shampoo at Murphy's in Indianapolis.

WILLIE WILLEY... spotted in Washington with shampoo.

DOC SERGE ERLING... still out with the Johnny J. Jones Exposition.

Pedal and Push

By Tom Kennedy

LAST week I met up with my old friend, Count Seidom Skoff, at Pratt Falls, Ia. The Count is teamed up with Doc Lushwell, and these two are really going places. In order to overcome the gas and tire problems that confront the average pitchman today, the Count dug up a tandem that belonged to his parents during the Gay '90s. On this bicycle built for two, he and Lushwell are making spots that you and I never heard of. The only bad feature about this mode of travel is that if they are caught out on the highway in a rainstorm both get a drenching. And on a hill they are forced to get off and push.

However, on reaching the top, they simply mount the thing and coast down. Simple, isn't it? The Doc claims this mode of travel is doing wonders for his rheumatism, and after they have covered another 500 miles he figures his leg pains will have disappeared completely. Doc, by the way, has been getting some nice passouts on his salve and white liniment. For a bally the Doc plays a couple of tunes on a harmonica, while the Count accompanies him on a Jew's harp.

Saturday night they split time with Chief Running Water, who is assisted by his two charming daughters, Hot and Cold. The Chief blew into town on a rim and managed to get enough in one pitch to spring for a tire. The Chief claims that if his two daughters made the passout instead of the Count and



FAST SELLING JEWELRY

FOR ENGRAVERS, FAIRS, MILITARY STORES, RESORTS, PROMOTIONS, etc. FAST SERVICE! Latest styles of Lockets, Identification Bracelets, Anklets, Signet Rings, Earrings, etc. Send \$10.00 or \$20.00 for Samples.

MAJESTIC BEAD & NOV. CO.

307 Fifth Avenue NEW YORK 16, N. Y.

VERD-A-RAY ARE YOU FAMILIAR WITH THE NEW INCANDESCENT LAMP? WRITE FOR DATA SAVE ELECTRIC CORP., Toledo 5, Ohio

MEDICINE MEN

Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

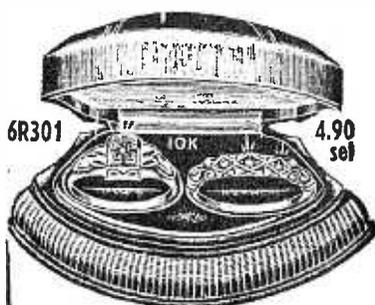
GENERAL PRODUCTS LABORATORIES Manufacturing Pharmacists

137 E. Spring St. Columbus, Ohio BUY WAR BONDS FOR VICTORY.

P-A-P-E-R M-E-N

I HAVE SHEETS FOR ALL STATES. All Well Known. Good War Maps. Write or Wire ED HUFF & SON

5417 Gurley St. Dallas 10, Texas



DIAMOND RING SETS

In Beautiful Plastic Boxes

6R301—10K Gold Mountings and 3 Diamond Engagement Ring and 3 Diamond Wedding Ring... Set \$4.90 6R305—3 Diamond Engagement Ring and 3 Diamond Wedding Ring... Set 6.40 6R302—2 Diamond Engagement Ring and 5 Diamond Wedding Ring... Set 3.85 WRITE FOR NEW CATALOG FEATURING DIAMOND RINGS & COSTUME JEWELRY.

BIELER-LEVINE

37 South Wabash CHICAGO 8



Coming After Victory

A New and Better Line of

OAK-HYTEX BALLOONS

The OAK RUBBER Co. RAVENNA, OHIO

JEWELRY ENGRAVERS

We have a few of the famous Vibro-Pool for engraving on jewelry, wood, hardest metals, glass, etc. Delivered PREPAID on receipt of P. O. M. Or for \$10.00. Includes 20 needles and one special needle for use on jewelry, wood, etc. Diamond Point Needle for long wear and use on even hardest metals, glass, etc., \$8.50 extra. Order now our famous Professional Model 1 No. 3 Electric Engraving Pencil, 5 foot safety cord, with six rolls SUPERIOR GOLD FOLIUM by 40" \$7.25 delivered PREPAID on receipt of P. O. M. O. Extra rolls gold, silver and waterproof colors, white, black, blue, red, green, orange, brown, yellow—6 rolls, \$2.50. 12 rolls, \$4.80. Our pencil is used by nearly all the 5 & 10s, pitchmen, libraries, industries. Engraves fine, small lettering or medium or big, wide lettering just "with a twist of the wrist." R. E. STAFFORD, 2434 N. Meridian St., Indianapolis 8, Ind.

CIGARS 5.35

15c size, 50 to box

20 boxes (minimum) @ 5.50; 60 boxes @ 5.45; 120 boxes @ 5.40; 240 boxes @ 5.35.

CANDY BARS

5c chocolate covered, 24 to box, 30 boxes to case, minimum order. 80c

Send full amount or 50% deposit by M. O., Bank Draft or Certified Check.

ACE SALES CO.

Dept. C Buffalo 3, N. Y.

Ed Marchi Ben (Horseback) Meyers Contact me immediately. Important. BEN STONE 408 S. Main St., Los Angeles 18, Calif.

VETERANS, BIG MONEY, OUTSIDE WORK

1045 Patriotic Art Calendars Ready... Be First! Sell our magazine published for veterans and service men. Their motto: "NOT SPECIAL IN VASION ISSUE and other snappy, strikingly illustrated service men's joke and story books. Quit sellers, also official Flag Respect Book. Free copy U. S. Supreme Court Decision protects salesman! Kill ordinances. Special inducements for disabled. Bulk sales. Earn \$10 to \$50 daily for 16 hours' work. Samples 10c. VETERANS' SERVICE MAGAZINE 169 Duane St. 26th Year N. Y. 18, N. Y.

ATTENTION! GADGET WORKERS

All Metal Going Fast SPIRAL SLICERS GARNISHING KNIVES SPECIAL ON BALL CUTTERS \$4.20 PER GROSS Send 50c—Coin or Stamps—for Complete Set of Samples. GENERAL METAL SPECIALTIES 4103 W. LAKE STREET CHICAGO 24, ILL.

Doc he would have gotten enough for a few gallons of gas as well.

The Count recently bought a gross of strop dressing from a barber who is going into the service. Not having worked this item before, the Count got kind of muddled in his first few pitches. Instead of telling the tip to rub the paste on the strop, he told them the best results would be obtained by rubbing it into their beards. Oh, well, we all make mistakes, don't we?

Small-Towners

By E. F. HANNAN

WILBUR (DOC) HATCH, a real veteran of old-time med show days, hailed me in a railroad station some time ago and said: "There is one thing you have forgotten to say in those articles you have in *The Billboard* and that is that the greater number of the better class old-time med men came from the sticks.

"They were the better salesmen and better lecturers," Wilbur went on. "I knew most of them and they were small-towners at home and they had a way about them that gave people more courage to deal with them. Perhaps it was because they understood the folks in places that med shows played."

Later I remarked what Doc Hatch said to Dave Killey, an old-time vaude and med performer, and his answer was, "It was the same with performers, both in

and minstrelsy. You could count on your fingers all the med performers from big cities that I ever worked with during my 35 years with small shows."

So all I can add is that it looks like the greater part of the older med fraternity, both lecturers and performers, were small-towners.

Events for Two Weeks

- October 15-21
- CALIF.—Ontario. Dog Show, 22.
GA.—Athens. Dairy & Livestock Show. Week Oct. 16.
- MASS.—Boston. Dog Show, 20-21.
N. Y.—Jamaica. Dog Show, 20-22.
New York. Rodco, 15-22.
N. C.—Wilmington. Legion Gala Week. Oct. 16-21.
- O.—Ripley. Farmers' Festival, 19-21.
- CANADA—Toronto. Ont. Shrine Circus 15-21.
- Oct. 23-25
- ALA.—Prichard. Dog Show, 25-29.
CALIF.—Pasadena. Dog Show, 29.
CONN.—Waterbury. Dog Show, 29.
MICH.—Escanaba. Potato Show, 24-26.
N. Y.—Buffalo. Dog Show, 28-29.
New York. Rodco, 23-25.
- S. D.—Mitchell. Blue & White Day, 28.
Vermillion. Dakota Day, 28.
- WIS.—Madison. Livestock Expo., 23-26.

NSA

(Continued from page 33)

recuperating. Next meeting will be held October 25.

Ladies' Auxiliary

Next social meeting will be held October 25 at 8:30 p.m. Second Vice-President Ethel Shapiro, in absence of President Laures and Vice-President McCormick, conducted the meeting October 11 and greeted many members who had not attended for some time. Regarding the Christmas gift sent to members' families in the service, *Coronet* magazine, Chairman Magnolia Hamid, ways and means, expressed gratitude for the many donations toward the project. President Laures wrote that Jean Dellabate and Gloria Carruthers, James E. Strates Shows, had visited with her, and that Jean Dellabate had sent a donation to the Kiddies' Fund and was doing some excellent work for Auxiliary. Donations came from Rachel Lilly, non-member, and Bucky Allen for the same fund. Among other donations received was one from Peaches O'Neill. Vi Lawrence and husband, Charlie, on tour with *Othello*, wrote to Second Vice-President Shapiro that they expected to visit the Pacific Coast soon. Dues came from Rose Weinberg, Jean Dellabate, Gloria Carruthers, Margie Kaufman, Helen Nazarchock, Elizabeth Murphy, Florence Barth, and Frances Barnett, who has been alling. Napkins and penny bags should be sent in. Plans are being made for some social affairs. Members advised to send in their permanent winter addresses.

MSA

(Continued from page 33)

Park employees, President Stahl presented a check for \$1,400. Money was raised in the park the past summer thru sale of War Bond boards and is the largest single donation in the 2½ years' existence of the fund. Louis Wish, trustee on the building fund committee, reported donations totaling \$1,000 from Eastwood Park concessionaires, boosting the grand total to nearly \$5,000. He said the contributions had not been solicited, as the building fund drive is not scheduled until December. Entertainment committee plans an elaborate Halloween Party, with open house for members, families and friends. Chairman Dickstein promises surprises. Executive Secretary Robbins reported dues payments running well ahead of 1943 and urged all members to keep his office informed of correct addresses.

SLA

(Continued from page 33)

with money on deposit in the Canadian account.

Among callers at the rooms were Dave Tennyson, M. J. Doolan, Bill Carsky, Lou Keller, Mike Wright, Ed Wall, Smiley Daly, Henry Susk, Chester Michaels, Leo Berrington, Sam Bloom, Max Hirsch, Mel Harris, Lou Rosen, Irving Malitz, Charles H. Hall, Harry D. Coin, Ben Hirsch, Lester Davis and William Meyers. Past President Edward A. Hock, who has been indisposed during summer, is at Hot Springs. Ladies' Auxiliary have been active in co-operation on the Mustering-

Out Fund, as evidenced by its donation of \$500. Goal is \$5,000.

Ladies' Auxiliary

First fall meeting on the night of October 5 in the Sherman Hotel had President Mrs. William Carsky presiding and on the rostrum were Mrs. Michael Doolan, first vice-president; Mrs. George Rollo, second vice-president; Mrs. Nate Hirsch, treasurer, and Mrs. Robert H. Miller, secretary. Invocation by Chaplain Mrs. Bessie Mossman was followed by allegiance to the flag. Silent prayer was offered for Al Soponar, killed in action in France June 23. Club presented a check for \$500 to Floyd E. Gooding, SLA president, for the Mustering-Out Fund.

Elected to membership were Mrs. Harry C. Farrell, Ethel S. Zimmerman, Mrs. Louise McLane, Jean M. Maltezos, Tillie Jones, Mary Lee Padon, Mrs. Graham F. Davis, Beverly June Havins, Bernice G. Peterson, Violetta Petka, Eula Louise Whitworth Drew, Mrs. Mary Murphy, Mrs. Susan Meyer, Mrs. Frank A. Hrubetz, Lena Crowe, Pauline Schnepel, Virginia Halstead, Mrs. Holy Cramer, Gertrude Martin Ringlin, Mrs. Effie Lane, Mrs. Lucille Perry, Jessie Jean Davis, Maybelle Hendrickson, Joann Schuh, Josephine E. Quinn, Mrs. Ellis Bufford Niblick, Artie Sue Britton, Mrs. Martha Wagner, Mrs. Chick Wodeski, Lee Ethel Ade, Dorinda Marie Reel, Margo Stallman, Mrs. Katherine Rivers, Mrs. Naomi Backer, Mrs. Bobbie Brown, Mrs. Mary M. McClanahan, Mrs. Lula Sharp, Mrs. Maybelle Campbell, Mrs. Earl Wagner, Martha Mae Moss, Amy Everitt, Sophia G. Mullins, Marguerite H. Stone, Trixie Clark, Olga Bishop, Mrs. Marlon J. Lambert, Jeanne C. McGee, Amanda Mayman, Mildred Joy Brown, Thelma Lee Jones, Mrs. Anna Bickford, Miriam E. Farris, Florence L. Alvino, Adabella Brown, Billie W. Brown, Mrs. Milo Anthony, Bertie B. Miller, Mrs. Estelle Y. Reid, Mrs. Eloise M. Lowe, Mrs. Jean Catherine Bartsch, Mrs. Harry Rubin and Mrs. Sid Hoey.

Auxiliary is sending out 85 checks to service sons of members, Frances Keller chairman of the committee. Rising vote of thanks was given Past President Edith Streibich for applications brought in

during summer in the membership drive. Reported ill were Ruth Martone, Gene Barnard, Agnes Henderson, Mrs. Al Miller and Mrs. Sam Glickman, who is in Research Hospital. Letter came from WAC Pvt. Hilda L. Miller, who is at March Field, California. The club donated 50 dozen doughnuts to the Servicemen's Center each month during summer.

This nominating committee was selected: Mrs. Lew Keller, Mrs. Nan Rankine, Mrs. Rose Page, Mrs. Lucille Hirsch, Mrs. Ann Sleyster, Mrs. Bessie Mossman and Mrs. Edna Stenson. Gift was given to President Carsky for baby Lynne Carsky from the members.



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1 Chromo 5¢ Play Vest Pocket. Each 65.00
3 Green 5¢ Play Vest Pocket. Each 40.00

PENNY MACHINES

15 Mercury's, 1¢ Play Token Pay Out. Each 7.50
12 Liberty Bells, 1¢ Play Token Pay Out. Each 7.50
10 Marvels, 1¢ Play Token Pay Out. Each 10.00

CONSOLÉS

1 Jennings Silver Moon, Fruit Reels, Free Play, and This Machine is Practically New. \$100.00
1 Jennings Bottall, Fruit Reels, Free Play, Practically New. 100.00

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From now until Xmas cash in our our Comic Xmas Cards. Every gas station, tavern, night club, beauty shop, etc., a potential customer. 40% per cent profit, part time. Will really pay off. Write for sample and particulars.

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S. C. (COLORED STATE FAIR) COLUMBIA, Week Oct. 23

WANT Glass or Fun House, Snake Show or any Grind Show with own outfit. Rides—Octopus, Rolloplane, Pony Ride and Auto Ride. Concessions—Ball Games, Penny Pitches, and All Ten-Cent Stock Concessions. Eating and Drink Stands. Now booking Stock Concessions only for Joyland Park, Tampa, Florida. Open there November 10. Write now for space. Have limited amount of space. Want Ride Help for all winter's work. No teardowns in Tampa. Notice—J. B. Hendershot, I wired you.

Marion, S. C., This Week — Columbia, S. C., Next Week.

Last Call—Gayland Shows

All people contracted report October 22, Sylacauga, Ala. Legion Fall Festival Downtown. 3 More in Alabama. Useful People, come on. Drinks, save your car fare. Girls for Girl Show. Popcorn, Candy Apples. All legitimate 10-Cent Concessions. No stores. Own 6 major Rides, 4 Shows. Contact me, Western Union, Sylacauga, Ala.,

H. B. ROSEN, Owner-Manager

PLAYLAND SHOWS

WANT for Cordele, Ga., Fair, October 23-28; Albany, Ga., American Legion Celebration, October 30-November 4; Moultrie, Ga., American Legion Celebration, November 6-11; Valdosta, Ga., American Legion Celebration, November 13-18; then Florida all winter. Want Shows and Concessions. Raymond Korhn, come on.

Will book or buy No. 5 Ferris Wheel and Chairplane.

All reply to SHAN WILCOX, Playland Shows, Americus, Ga., This Week.

Rampart Club and Showmen's Club Combined

122½ South Rampart, New Orleans, La.

All Show Folks and Visiting Show People invited to our Club Rooms.

WM. A. LATOUR AND A. R. "DUTCH" WHITESIDE

Carnival Routes

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

A. M. P.: Durham, N. C.
 Alamo: Waco, Tex.
 Allen & Nickerson: (Street Fair) Fayette, Ala.; (Fall Festival) Greensboro 23-28.
 American Model: (Fair) Starke, Fla.
 Ark.-La. States: (Fair) Hope, Ark.
 B. & H.: Fairfax, S. C.
 Berryhill United: Jackson, Ala.; Grove Hill 23-28.
 Blstany Greater: Belle Glade, Fla.
 Blue Ribbon: Starke, Fla.
 Buckeye State: Stuttgart, Ark.; Crossett 23-28; season ends.
 Byers Bros.: Lubbock, Tex., 16-28.
 Cavalcade of Am.: Enid, Okla.
 Central Am. Co.: (Fair) Robersonville, N. C.; (Fair) Scotland Neck 23-28.
 Cellin & Wilson: (Fair) Wilson, N. C.; (Fair) Greenwood, S. C., 23-28.
 Colley, J. J.: McAlester, Okla.
 Coastal Plain: St. Pauls, N. C.
 Crafts 20 Bldg: Delano, Calif., 17-22.
 Craig, Harry: Coleman, Tex.
 Crescent Am. Co.: (Fair) Bishopville, S. C.; (Fair) Concord, N. C., 23-28.
 Denton, Johnny J.: Eutaw, Ala., 19-21.
 Dickson United: Wilson, Okla.
 Dodson's World's Fair: (Fair) Beaumont, Tex.; Jacksonville, Fla., 24-Nov. 4.
 Dudley, D. S.: Hamlin, Tex.; Paducah 23-28.
 Dumont: Rockingham, N. C.
 Dyer's Greater: Tiptonville, Tenn.; Ridgely 23-28.
 Eddy Bros. & Proll: Savannah, Ga.; Jacksonville, Fla., 23-Nov. 4.
 Expo. at Home: (Fair) Orangeburg, S. C.; Charleston 23-28.
 Fay's Silver Derby: Fayetteville, Tenn.
 Fleming, Mad Ooby: (Fair) Moultrie, Ga.; (Fair) Sylvania 23-28.
 Gay Way: (Colored Fair) Macon, Ga.
 Gayland: Sylacauga, Ala., 23-28.
 Gentsch & Sparks: Natchez, Miss., 16-28.
 Gold Medal: (Fair) Kosciusko, Miss.; (Fair) McComb 23-28.
 Gooding Greater: (Fair) Circleville, O.
 Great Sutton: Blytheville, Ark.
 Greater United: Victoria, Tex., 19-28.
 Groves Greater: Church Point, La., 16-29.
 Hennessey Bros.: Panama City, Fla.
 Henry, Lew., Rider: (Fair) Suffolk, Va.
 Henson, L. L.: Lulu, Miss.
 Heth, L. J.: (Fair) Jasper, Ala.
 Johnston, Lloyd G.: Catron, Mo.
 Jones Greater: (Fair) Lyons, Ga.; Columbus 23-28.
 Jones, Johnny J., Expo.: (Fair) Laurel, Miss.
 Kaus, W. O.: Roanoke Rapids, N. C.
 Keystone Expo.: St. George, S. C.
 Kirkwood, Jos. J.: Winston-Salem, N. C.
 Lawrence Greater: Marion, S. C.; (Fair) Columbia 23-28.
 McKee, John: Manilla, Ark.
 Magic Empire: Springhill, La.
 Marion Greater: (Fair) Newberry, S. C.; (Fair) Chester 23-28.
 Marks: Wilmington, N. C.
 Monarch Midway: Arcadia, Fla.; Punta Gorda 23-28.
 Moore's Modern: (Fair) Searcy, Ark.
 Mound City: (Fair) Hope, Ark.
 Ozark: Poteau, Okla.; Sealsburg 23-28.
 Pepper's All-State: Clanton, Ala.; Luvern 23-28.

Pike Am. Co.: Joiner, Ark.
 Playland: (Fair) Americus, Ga.; (Fair) Cordele 23-28.
 R. & S. Am.: (Legion Thrill Circus) Wilmington, N. C.
 Regal Expo.: (Fair) Eastman, Ga.; (Fair) Lawrenceville 23-28.
 Rogers & Powell: (Fair) Yazoo City, Miss.; (Fair) Canton 23-28.
 Royal American: (Fair) Shreveport, La., 20-30.
 Royal Am. Co.: Claxton, Ga.; (Fair) Statesboro 23-29.
 Royal Expo.: (Fair) Fitzgerald, Ga.; (Fair) Pelham 23-28.
 Schaefer & Wrigley: Huntsville, Tex.; Livingston 23-28.
 Sheesley Midway: Gulfport, Miss.
 Siebald Bros.: Tucson, Ariz.
 Smith, George Clyde: (Fair) Suffolk, Va.
 Siapp Greater: Pine Bluff, Ark.
 Southern Valley: Ferriday, La., 16-29.
 Sparks, J. F.: (Fair) Marianna, Fla.
 Srader, M. A.: Wichita (Plainview addition), Kan.
 Star Am. Co.: (Fair) Hamburg, Ark.
 Strates, James E.: (Fair) Greenville, S. C.; (Fair) Orangeburg 23-28.
 Stumbo: (Fair) Heber Springs, Ark.
 Sundowner State: Sayre, Okla.
 Tassel Unit: Clarksville, Va.
 Texas, La. Fair: Tex., 16-28.
 Tidwell, T. J.: Memphis, Tex.; Spur 23-28.
 Tom's Am. Co.: Arlington, Ga.; Blakely 23-28.
 Tower Am. Co.: Johnston, S. C.; Wagener 23-28.
 Turner Bros.: Trumann, Ark.
 Virginia Greater: Carthage, N. O.
 Wallace Bros.: Jackson, Miss.
 Ward, John R.: Biloxi, Miss.
 Weer, J. C.: (Fair) Greenville, N. C.
 West Coast Victory: (Golden Jubilee Celebration) Mill Valley, Calif., 16-22; Pittsburg 24-29.
 Williams Southern: Concord, N. O.
 Wolfe, M.: Augusta, Ga.
 Wonder City: (Fair) Oak Grove, La.; (Fair) Farmerville 23-28.
 World of Mirth: Columbia, S. C.

Circus Routes

Anderson, Bud E.: Prescott, Ark., 19.
 Arthur Bros.: Deming, N. M., 17; Silver City 18; Lordsburg 19; Sanford, Ariz., 20; Wilcox 21; Benson 22.
 Bailey Bros.: Marietta, Ga., 18.
 Beatty, Clyde-Russell Bros.: Greenville, Tex., 17; McKinney 18; Dallas 19-22; Cleburne 23; Waxahachie 24; Terrell 25; Tyler 26; Jacksonsville 27; Henderson 28.
 Bradley & Benson: Elberton, Ga., 18; Abbeville, S. C., 19; Laurens 20; Waro Shoals 21; Newberry 23; Batesburg 24.
 Cole Bros.: Temple, Tex., 17; Taylor 18; Austerlitz 19; San Marcos 20; San Antonio 21-22; Beeville 23; McAllen 24; Harlingen 25; Corpus Christi 26-27; Bay City 28.
 Dalley Bros.: Cape Girardeau, Mo., 17; Blytheville, Ark., 18; Holly Springs, Miss., 19; New Albany 20; Tupelo 21; Corinth 23; Decatur, Ala., 24.
 Hamid-Morton: (Maple Leaf Garden) Toronto, Ont., Can., 16-21; Rochester, N. Y., 23-28.
 Jacobs, Terrell M.: Unit (Tom Pack's Circus) St. Louis, Mo., 16-22.
 Kelly-Miller: Caruthersville, Mo., 17; Osceola, Ark., 18; Wynne 19; Clarendon 20; England 21.
 Main, Walter L.: Laurel, Miss., 16-21.
 Polack Bros.: Ft. Worth, Tex., 16-21.
 Wirth, Frank: (Ulline Arena) Washington, D. C., 21-29.

Misc. Routes

Adams, Kirk, Dogs (Fair) Columbia, S. C., 16-21.
 Basile's, Joe, Band (Shrine Circus) Toronto, Ont., 16-21; (Fair) Columbia, S. C., 23-28.
 Campbell, Loring: Atchison, Kan., 18; Bethel 19; Kansas City, Mo., 20; Kansas City, Kan., 23-24; Higginsville, Mo., 25; Hamilton 26; Princeton 27.
 Conden, Doug & Lola: School Assemblies, Phoenix, Ariz.
 Dixiana Tent Show: Mayesville, S. C., 16-21.
 Faysoux: San Antonio, Tex., 16-19.
 Francis, Leo (Night Club) Greenfield, Ind., 16-21.
 Gallus, John (Jefferson Hotel) St. Louis.
 Hagar, Doc, Oddities: Paragould, Ark., 17-23.
 Henshaw, Bobby (Andy's Cafe) Minneapolis 16-21.
 Lang & Lee (Hi-Lo Club) Battle Creek, Mich., 16-21.
 Lippincott: Wilmington, N. C., 16-21; Chesterfield, S. C., 23-28.
 Long, Leon: Southern Pines, N. C., 16-19; Hamlet 20; Rockingham 21-23; Charlotte 24-31.
 Montague, Duke: Oden, Utah, 19; Salt Lake City 20-23; American Fork 24; Provo 25; Mt. Pleasant 26; Richfield 27-28.
 Ricton's Dogs: Murfreesboro, Tenn.
 Slout, L. Verne, Tent Show: Senath, Mo., 16-21; Paragould, Ark., 23-28.
 Virgil: Sunnyside, Wash., 18; Ellensburg 20; Roslyn 21.

VAUDE ROUTES

(Continued from page 30)

Dixon, Tina (Howard) Washington, D. C.
 Doney, Ken (Parliss Springs Park Rink) Cleveland, P.
 Douglas, Roy (Leon & Eddie's) NYC, nc.
 Dova, Ben (Lookout House) Covington, Ky., nc.
 Dowd, Tommy (LaSalle) Chi, h.
 Drake, Alan (Ball) Brooklyn, nc.
 Drake, Robt., & Jeanne (May's) Savannah, Ill., nc.
 Drayson, Danny (Center) Norfolk, Va., t.
 D'Ray, Phil (Jefferson) St. Louis, h.
 Duffy, Kathryn, Dancers (Beverly Hills) Newport, Ky., cc.
 Dumont, Marie (Marie Crisis) NYC, nc.
 Dupree, Bob, & Charlo (Stanley) Pittsburgh, t.
 Eason, Otto (Palace) Cleveland, t.
 Edwards Bros., Three (Adams) Newark, N. J., t.
 Edwards Sisters (Strand) NYC, t.
 Ernie & Ozzie (Primrose) Newport, Ky., nc.
 Fanchon (Glass Hat) NYC, h.
 Farney, Evelyn (Golden Gate) San Francisco, t.
 Fields, Lynn (Rainbow Inn) NYC, nc.
 Fisher, Hal, & Laura Kellogg (Kitty Davis Airliner) Miami, nc.
 Fishers, Bob, Flyers (Fair) Belle Glade, Fla.
 Forbes, Frances (Old Rumanian) NYC, nc.
 Forest, Lee (Aquarium) NYC, re.
 Fostaire (Esquire) Norfolk, Va., nc.
 Francisco & Dolores (Center) Norfolk, Va., t.
 Freed, Bob (State) Lowell, Mass., t.
 Froman, Jane (Chez Paree) Chi, nc.
 Froos, Sylvia (Latin Quarter) Chi, nc.
 Gaby, Frank (Oriental) Chi, t.
 Gallant & Leonora (Pierre) NYC, h.
 Gardener, Errol (Tondelayo's) NYC, nc.
 Gardner, Earl (Three Deuces) NYC, nc.
 Garrett, Patsy (State) Washington, t.
 Gaynor & Ross (Edgewater Beach) Chi, h.
 Gentry, Bob (State) NYC, t.
 Gordon, Al (Beverly Hills) Newport, Ky., cc.
 Gilbert, Gloria (Stevens) Chi, h.
 Gilbert, Johnny (Schelb's) NYC, nc.
 Glenns, The (Carman) Phila., t.
 Glover & Labaie (Washington Youree) Shreveport, La., h.
 Good, Margie (Primrose) Newport, Ky., nc.
 Grimes, Tiny (Tondelayo's) NYC, nc.
 Hale, Marilyn (Latin Quarter) Chi, nc.
 Halstead, Dave, Royalists (New Criterion) St. Paul, c.
 Harbers & Dale (Mayfair) Boston, nc.
 Harrington, Pat (Greenwich Village) NYC, nc.
 Hart, Marlon (Swing) Brooklyn, nc.
 Henning, Pat (Hipp) Baltimore, t.
 Henry, Art & Marie (Fair) Laurel, Miss., 16-21.
 Herbert, Jack (Edgewater Beach) Chi, h.
 Hickory Nuts (Majestic) Paterson, N. J., t.
 Hill, Dorothy Dancers (Glenn Rendezvous) Newport, Ky., nc.
 Hillard, Jack (Iceland) NYC, nc.
 Hoctor, Harriet (State) NYC, t.
 Holmes & Jean (Earle) Phila., t.
 Hoorary for the Girls (Circle) Indianapolis, t.
 Horne, Lena (Chicago) Chi, t.
 Hoveler, Winnie (LaSalle) Chi, h.
 Howe, Zip (Pastor's Uptown) NYC, nc.
 Hudson Wonders (Latin Quarter) Chi, nc.
 Hurley, Jacqueline (Brown Derby) Chi, nc.
 Jaffe, Nat (Kelly's Stable) NYC, nc.
 Janleys, The (State) NYC, t.
 Jenkins, Ann (Howard) Washington, t.
 Jerome, Betty (Ball) Brooklyn, nc.
 Jules & Webb (Bellevue) Kansas City, h.
 Juvelys, The (Palmer House) Chi, h.
 Karson's, Maria, Musicales (Plains) Cheyenne, Wyo., h.
 King, Karen (Caravan) NYC, nc.
 King, Muncie (Normandie Room) Cleveland, nc.
 Kinsman, Guy (Stevens) Chi, h.
 Klassen, Bern (Majestic) Paterson, N. J., t.
 Knapp, Marjorie (Glenn Rendezvous) Newport, Ky., nc.
 Kramer's, Henry, Midgets (Lido) San Francisco, until Nov. 13, nc.
 LaBato, Paddy (Olmedst) Cleveland, h.
 Ladies Be Seated (Hipp) Baltimore, t.
 Lane, Lovey (Caravan) NYC, nc.
 Layola, Don, & Carlotta (Utah Canteen) Salt Lake City, t.
 Lee, Lily (Brown Derby) Chi, nc.
 Lee, Rala (Havana Madrid) NYC, nc.
 LeFleur, Arthur (Majestic) Paterson, N. J., t.
 Lendi, Stephanie (Marie Crisis) NYC, nc.
 Leoita (Bismarck) Chi, h.
 Leo & Eddie (Hipp) Baltimore, t.
 Leonard, Ross (Pastor's) NYC, nc.
 Le Roy, Hal (RKO Boston) Boston, t.
 Lester, Buddy (Chez Paree) Chi, nc.
 Lester, Jerry (Rio Cabana) Chi, nc.
 Lester & Irma Jean (Clever) Ft. Worth, nc.
 Lewis, Happy (Pastor's Uptown) NYC, nc.
 Lewis, Ralph (Sak's Show Bar) Detroit.
 Libonati Trio (Edgewater Beach) Chi, h.
 Louis & Olerie (Casino) Pittsburgh 22-28, t.
 Lucas, Nick (Stork) Council Bluffs, Ia., 9-21, nc.
 Lynn, Herby (Casino) Chi, nc.
 Lynn, Janie (Pago-Pago Room) Miami Beach, Fla., nc.
 Lyon, Ladd (Palace) Cleveland, t.
 Lyons, Mickey (Rainbow Inn) NYC, nc.
 McGraw, Virginia (Greenwich Village Inn) NYC, nc.
 Mack, Johnny (Palmer House) Chi, h.
 Makula, Juan (Dempsey's) NYC, re.
 Marlow, Frank (Majestic) Paterson, N. J., t.
 Marquer & Marlys (365 Club) San Francisco, until Nov. 1, nc.
 Marsh, Trudy (Edgewater Beach) Chi, h.
 Martell, Anita (Chez Paree) Chi, nc.
 Martin, Frenchy (Kelly's Stable) NYC, nc.
 Masalle, Sally (Club Jinx) NYC, nc.
 Mason, Lee (Lookout House) Covington, Ky., nc.
 Maurita (Pastor's Uptown) NYC, nc.
 Mende, Gloria (Crawford House) Boston, nc.
 Miller, Jean (Cinderella) NYC, nc.
 Merry Macs (Center) Norfolk, Va., t.
 Miller, Glenn, Singers (Hipp) Baltimore, t.

Miller, Susan (Chez Paree) Chi, nc.
 Moore, George (Glenn Rendezvous) Newport, Ky., nc.
 Moore, Betty Jane (Iceland) NYC, nc.
 Moore, Muriel (Club Maxim) Bronx, N. Y., nc.
 Morey & Eaton (Center) Norfolk, Va., t.
 Morris, Doug (Arena) Phila., 12-28.
 Morrison, Russ (Bismarck) Chi, h.
 Munro & Adams (Ball) Miami, nc.
 Nadine (Zimmerman's) NYC, re.
 Nana & Bob (Dug Out) Brooklyn, nc.
 Nansen, Lew (Tropic Isle) Brooklyn, nc.
 Nilsen, Al (Bismarck) Chi, h.
 Nirska (Edgewater Beach) Chi, h.
 Nolan, Chissie (McGough's) Brooklyn, nc.
 Nevins, Thelma (Pastor's Uptown) NYC, nc.
 Oehman, Rita (Rio Cabana) Chi, nc.
 Olsen & Joy (Carman) Phila., t.
 Olympias (Capitol) Washington, t.
 O'Malley, Beth (Greenwich Village Inn) NYC, nc.
 Oranots, The (Billstrub Village) Boston 9-21, nc.
 O'Toole, Ollie (Paramont) NYC, t.
 Overman, Wally: Webster City, Ia., 18; Boone 21; Newton 22; Battle Creek, Mich., 23-29; Oxford boys (RKO Boston) Boston, t.
 Paddock, John (Club Jinx) NYC, nc.
 Palermo, Bill (Paris Club Chante) NYC, nc.
 Paradise, Peggy (Club Jinx) NYC, nc.
 Parker, Del (Armado's) NYC, nc.
 Parker, Selma (Flamingo) Brooklyn, nc.
 Patchen, Johnny (Papiannos) Salt Lake City, until Oct. 30, nc.
 Pickerts, The (Palace) Columbus, O., t.
 Pops & Louie (Paramont) NYC, t.
 Raft, Tommy (Brown Derby) Chi, nc.
 Ramey, Venice (Capitol) Washington, t.
 Rand, Lucille (Cow Shed) Cleveland, nc.
 Rardin, Joey (Earle) Washington, t.
 Raywin, Hal (Earle) Washington, t.
 Read, Kemp (Luke's Lodge) Newport Beach, R. I., h.
 Richey, Jean (Earl Carroll Theater) Hollywood, Ca., h.
 Roark, Edith (Tony Pastor's Uptown) NYC, nc.
 Rochelle, Jean (Pastor's Uptown) NYC, nc.
 Ross, Nita (Monte Carlo) NYC, nc.
 Ross, Dorothy (23 Room) NYC, h.
 Rossilano, Ludmila (Embassy) Phila., nc.
 Russell, Connie (Drake) Chi, h.
 Russell & Rene (State) NYC, t.
 Ryan, Tommy (Adams) Newark, N. J., t.
 Schultz Sisters (Maple Grove) Harrisburg, Pa., nc.
 Sella, Jay (Carman) Phila., t.
 Sailors, Three (Chicago) Chi, t.
 Semon, Primrose (Swan) Phila., nc.
 Shaver, Nita (Esquire) Norfolk, Va., nc.
 Shaver, Carl (Kelly's Stable) NYC, nc.
 Shaw, Patsy (Club Maxim) Bronx, N. Y., nc.
 Shaw, Ralph (Lotus) Washington 9-21, nc.
 Simpson, Carl & Faith (Sherman) Chi, h.
 Sinatra, Frank (Paramont) NYC, t.
 Singer, Troy (Tenthouse) Cleveland, nc.
 Siyas, Lydia (Old Rumanian) NYC, nc.
 Smith, Ted (Brown Derby) Chi, nc.
 Southern Sisters (Tic Toc) Milwaukee, nc.
 Stanley, Neil, & Marti (Oriental) Chi, t.
 Starr, Lew (Zombie Club) Cleveland, nc.
 Steele, Eddie (Cerulea) NYC, nc.
 Step Brothers, Four (Howard) Washington, t.
 Stothard, Irsi (Bismarck) Chi, h.
 Stuart, Stephanie (Caravan) NYC, nc.
 Sumner, Helen (Ivanhoe) Chi, re.
 Sunday, Vicki (Ball) Brooklyn, nc.
 Suns, Three (Piccadilly) NYC, h.
 Sutherland, Elaine (Louise's Monte Carlo) NYC, nc.
 Tapps, George (Rio Cabana) Chi, nc.
 Taylor, Jack & Sally (Primrose) Newport, Ky., nc.
 Teaman, Eleanor (Lookout House) Covington, Ky., nc.
 Terrell, C. Ray (Lynch's Walton Roof) Phila., nc.
 Thomas, Jimmy (Pennsylvania) West Palm Beach, Fla., h.
 Thompson, Johnny (Glass Hat) NYC, h.
 Tranger, Don & Alpha (Capitol) Binghamton, N. Y., t.; (Feeley) Hazleton, Pa., 23-25, t.
 Tutthill, George (Old Rumanian) NYC, nc.
 Vagabonds, Four (Downtown) Chi, t.
 Valdez, Miguelito (Golden Gate) San Francisco, t.
 Van, Sanye (Swing) Brooklyn, nc.
 Vernon, Wally (Latin Quarter) Chi, nc.
 Victoria Four (Neil Deigan's) Camden, N. J., c.
 Villierino, Geronimo (Havana Madrid) NYC, nc.
 Wallace, Joe (LaSalle) Chi, h.
 Warren, Annette (Carter) Cleveland, nc.
 Wayne, Cholly (Pickwick) Cleveland, nc.
 Weber, Jane (Club Jinx) NYC, nc.
 Weber, Rex (Glenn Rendezvous) Newport, Ky., nc.
 West, Harold (Three Deuces) NYC, nc.
 West & Lexing (Strand) NYC, t.
 Whitwinds, Four (Iceland) NYC, nc.
 White, Olive (Center) Norfolk, Va., t.
 Whitney, Vera (Pastor's) NYC, nc.
 Willys, Six (Chicago) Chi, t.
 Wilson, Garland (Cerulea's) NYC, nc.
 Wilson, Mary Lou (New Yorker) NYC, h.
 Winchell, Paul (Stanley) Pittsburgh, t.
 Winston, Jackie (Maxim's) Bronx, N. Y., nc.
 Woods & Bray (Torch) Youngstown, O., nc.
 Woytwa, Olga (Old Rumanian) NYC, nc.
 Wright, Earl, & Partners (Casino) Pittsburgh 16-21, nc.
 Wynters & Angeline (Wm. Penn) Pittsburgh, h.
 Zarco & Beryl (Beverly Hills) Newport, Ky., nc.



INSURANCE

CHAS. A. LENZ

"The Showman's Insurance Man"

A1338 INSURANCE EXCHANGE

CHICAGO, ILL.

PEANUTS

RAW JUMBO'S IN THE SHELL @ \$18.00 PER 100 LBS. ROASTED, \$21.00 PER 100 LBS. Packed in 90-Pound Containers. Prices F. O. B. St. Louis. On new accounts, payment with order. We do not have any other kind of Peanuts, nor do we have Pecorons.

PRUNTY SEED & GRAIN CO.

620 North 2nd St. ST. LOUIS 2, MO.

"In Our 70th Year"

YES—ENAMEL WARE FOR YOU

BINGO OPERATORS—NO NEED TO BE SHORT OF ITEMS.

Glass Cooking Utensils—Picture Frames—Mirror—Liquor Sets—Knife Sets—Dresser Sets—Towel Sets (Boxed)—Tourist Sets, Etc., Etc. COMPLETE LINE OF PREMIUM MDSE.

| Enamel | Price Doz. | Packed | Glass | Price Doz. | Packed |
|-------------------|------------|--------|--------------------|------------|--------|
| Dish Pan | \$7.00 | 24 | Vac Coffee Maker | \$18.50 | 12 |
| 4 Qt. Covered Pot | 6.65 | 24 | Tea Pot | 11.00 | 12 |
| 6 Qt. Covered Pot | 8.30 | 12 | Drip Coffee Maker | 11.00 | 12 |
| 2 Cup Percolator | 8.40 | 12 | Tea Kettle | 10.25 | 6 |
| 2 Qt. Rice Boiler | 8.50 | 12 | Sauce Pan | 12.25 | 12 |
| 12 Qt. Water Fall | 7.40 | 12 | Silux Coffee Maker | 24.00 | 6 |
| Dish Pan | 8.50 | 12 | 10 Pc. Gift Set | 10.80 | 6 |

WISCONSIN DELUXE CO. 1902 NO. THIRD ST. MILWAUKEE 12, WIS.

Ice Shows

Francy's, Dorothy, Ice Time (Adolphus Hotel) Dallas.
 Hats Off to Ice (Center Theater) NYC.
 Ice-Capades of 1945 (Arena) Phila 12-28.
 Lamb-Yocum Ice Parade (Treasure Island) Washington.
 McGowan-Blak Ice Revue (Hotel Chase) St. Louis, until Oct. 20.
 Ziegfeld, Doloris, Fantasy on Ice (The Boulevard) Elmhurst, L. I., N. Y.

MUSTER-OUT FUND UP

(Continued from page 32)

Leonard, Harry Martin, Joe Murphy, Eddie Phillon, Marshall Johnson and T. Regan. Other contributors were Ewing Griffin, \$14; Murray Goldberg, Nick Delano, Eddie Edwards, Joe Brown, A. Litvin, Joe Pontico, E. J. Reichler, Eddie Lazar, Louis J. Berger, Nick Buduson, F. Barfield, James H. Drew, Harold M. Gordon, A. R. Whiteside, Cliff Wilson, Max Sharp, C. M. Brock, Lewis Bakery, Frank Desplenter, Harry Snyder and T. R. Owens, \$10 each; Alex Rotter, Ernst Kappuni, Bill Stephens, J. F. Jones, Charles Fisher, Leo Hanis, Kelly Braz, Leo Rich, R. Peters, A. George, Harry Van, James Claire, Ed Murray, Nick Dallasandro, Sam Stefan, Sam Anscher, Harry Kaye and W. R. Hickman, \$5 each; Buddy Levine, \$7; Pete Norman, \$7; Cleven Julien, \$8; John T. Patton, \$2; E. M. Gibson, \$2; Joe Warner, \$1; miscellaneous, \$36, making a total of \$1,170.

M. J. Doolan, League treasurer and chairman with President Gooding of the Mustering-Out Fund, handled the drive at the Birmingham fair and had hearty co-operation of J. C. McCaffery, past president. Both were especially well pleased with the generous response of independent concessionaires.

FAIRS DRAW TROUPERS

(Continued from page 32)

Ewing Griffin, sheriff, Jackson, Miss., also were visitors.
 Mr. and Mrs. Vic Parr, who spent the summer in Eastwood Park, Detroit, stopped off on their way to Greater Mobile Gulf Coast Fair, where they were set on the independent midway. They will open a recreation center in New Orleans November 17.

Nate Warman left the Art Lewis enterprises at Norfolk and joined Hennies Bros. Shows here for remainder of the season. Max Goodman, who has the Scooter on the Hennies show, is now being addressed as "Mousey." Ask him how come and he'll tell you a Ripley Believe-It-or-Not story!

Indies Are Numerous

Independent concessionaires were numerous at Alabama State Fair. Andy Markham and Murray Goldberg each had a number of booths. The Delanos had handwriting. Floyd King had his wild life exhibit, which did well. Others on the independent midway included Frank Desplenter, Louis Leonard, Maxwell Adams, Jack Hawthorne, Maxwell Kane, Harold Gordon, Harry Snyder, T. R. Owens, A. R. Whiteside, Tommy Ragan, Max Shark, C. M. Brock, J. L. Frank, Eddie Edwards, Joe Pontico, James H. (Georgia Boy) Drew, Vince McCabe, Harry Martin, Nick Delano, A. Litvin, E. J. Ricker, Eddie Lazar, Nick Buttison, F. Barfik, Harry Kaye and W. R. Hockman.

In Atlanta E. Ross Jordan, secretary-manager of Georgia State Fair, Macon, and seven members of the board, and Paul M. Conaway, Macon attorney and fair publicist, were visitors. Paul V. Moore, secretary-manager of South Carolina State Fair, Columbia, spent a day. Others noted on the midway were Bill Breitenstein, publicity man and promoter; W. O. (Bill) Fleming, general agent of the Strates Shows; H. K. Wilkerson, Valdosta, Ga., and C. A. Hurlong, Greenville, S. C.

BLAKSTONE AD TANGLE

(Continued from page 23)

of an ad which Ronald Gerard, her manager, tried to place in two Coast trade papers.

The ad called attention to the fact that she was working at Florentine Gardens but panned the place for presenting her "inadequately" and said other unkind things about the club. The two papers not only refused to take the ad but informed the Gardens, says Rosenthal, which promptly canned the performer.

Arbitration Hits Blakstone

An arbitration was arranged before one D. Marshall Bitgood. He ruled that Miss Blakstone was responsible for Gerard's

action, and that by signing up to work at the Gardens she implied she would "do nothing" which would "endanger" the spot's reputation or "injure" its interests. The Gerard ad did both, Bitgood found, and therefore the Gardens could terminate her contract.

Moreover, Bitgood ruled that she didn't have to be paid for the time she worked, nor for the unexpired term. The Gardens, he decided, would have to pay the costs of the arbitration, including his fee, and the club was not entitled to damages.

Miss Blakstone stopped in New York on her way to an engagement at the Fensgate in Boston and asked that Bitgood's arbitration be set aside by AGVA.

Rosenthal says that he disagrees entirely with the ruling but will not act on it until he has determined whether Miss Blakstone asked for and agreed to accept Bitgood's findings. If she did not, Rosenthal states, the national office of AGVA will reopen the case.

\$100-\$125 TOP

(Continued from page 23)

treaties which expired last month after four years' duration.

The salaries of principals have been advanced from \$60 minimum to \$100 and \$125; the stipends of chorus people from \$40 minimum to \$60. Shows have been restricted to nine per week, with pro rata pay for extra performances. Rehearsals, which formerly ran unlimited hours over 15 weeks for the *Ice Follies* cast, have been cut down to 20 hours weekly for 10 weeks, with \$1 an hour over that. The *Ice-Capades* people will rehearse five weeks at \$40 per.

Two contract points which Shelvey regards as especially significant cover guaranteed length of run, and classification of principals. The 300 people involved in both shows are now guaranteed 35 weeks' work as against the former 15-week sure thing. And, skaters selected to make floor appearances in solo, duo or trio spots are to receive the minimums of principals, even though their routines and costumes may have been provided by the managements. According to Shelvey, blade-show producers formerly paid principals' salaries only to acts hired in this category while paying less to skaters selected from the ranks to do special bits.

The new contracts also call for the presence of a doctor at all performances, to stand by in case of accident, plus a registered nurse to travel with the two troupes on the road.

Johnny Harris, producer of *Ice-Capades*; Shipstead Brothers and Johnson, producers of *Ice Follies*, and Shelvey negotiated the deals.

The pacts are now being worded by lawyers for both sides and will be inked shortly, states Shelvey.

WM, MCA DEAL

(Continued from page 23)

playing at the Biltmore Hotel here. M. L. Tours, Inc., produces other types of shows, said Castrina, but would not say what kind. It was learned that it also turns out radio packages.

In addition to this subside, WM also has another underlying company called Stellar Radio, Inc., which originally started to produce radio shows but has since switched into cers, too.

With two companies in the field, it would not be surprising if WM formed another to carry on this type of work. Firm, however, has only one tank at present which restricts its activities. Rumored new company may go into action after the war, or when tanks become available. The name of the new MCA subside will be Elco Ice Extravaganza, according to trade talk.

General Amusement Corporation is a competitor in the hotel ice show field. It sells the two ice shows at the Hotel New York and Meadowbrook Country Club, Newark, on which Donn Arden receives billing as producer.

Near-Border Mexican Spot Angling for American Acts

MONTERREY, Mexico, Oct. 14.—The Parthenon, new night club here, now using shows. El Patio formerly was the only spot using floor entertainment. Opener at Parthenon had Christina and Marvin, U. S. dancers; Ruben Reyes, tenor, Gloria Berrones, dancer, and the Parthenon orchestra.

As Monterrey is only a few miles from the U. S. border, spot hopes to attract U. S. acts as stop-over to Mexico City.

WANT

FOREMEN for Ridee-O, Clutch Men, Second Man for Wheels, Truck Mechanics, Canvasman, Talkers; top salary. All winter's work. All answer

JOHN GILBERT—FRED KUCHENBACK

Care Endy Bros.-Prell Shows, Savannah, Ga.

WANT FOR ST. PETERSBURG, FLORIDA, PARK

ALL WINTER, OPENING NOVEMBER 23d, THANKSGIVING DAY

RIDES—SHOWS—CONCESSIONS and SKATING RINK.

No graft, no percentage. Big United States Merchant Marine Base, Defense Workers and Tourists.

NO GATE ADMISSION—FREE ACT CHANGED WEEKLY

Ride Help wanted; Free Acts, contact. Write all this week, Clarksville, Va.; then 4501 Madison St., Riverdale, Md., until November 1, after that St. Petersburg, Fla.

BARNEY TASSELL, Mgr.

THE EXPOSITION AT HOME SHOW

CAN PLACE AT ONCE FOR BALANCE OF LONG SEASON BOOKED NOW UNTIL DECEMBER 9th

Want Ride Help in all departments, semi drivers preferred. Top salary, but must be sober. Want Freaks for Side Show, Magician, Talker for Girl Show, Talker for Colored Minstrel, Girls for Posing Show, Girls for Miss America Show. Will book any show that does not conflict. Lightning Johnson wants Musicians for Colored Rainbow Revue. Concessions—Good opening for Penny Arcade, Candy Pions, Seals, Diggers, Guess Your Age, Swinger; in fact, the midway is open except Ball Games, Color Joints, P. C. Tables, Binzo, Custards, Popcorn and Apple and Ball Games. Edna Girard needs Agents. Homer Woods needs Agents. Office guarantees all salaries. If you want to play some good spots from now until Christmas, all answer what you have. Orangeburg, So. Car., Colored Fair, week of October 18th to 21st, inclusive; Charleston, So. Car., week of October 23rd to 28th, inclusive; Savannah, Ga., and Valdosta, Ga., follow; then Florida. ROX GATTO, Mgr.

JOS. J. KIRKWOOD SHOWS

America's Best Advertised Midway

American Legion Fall Festival, Thomasville, N. C., week Oct. 23; American Legion Annual Fall Fair, Chapel Hill, N. C., week Oct. 30; Richmond County Agricultural Fair, Hamlet, N. C., week Nov. 6; Charleston, S. C., Nov. 13-26. Watch next week's Billboard. This is the spot the shows claim to have, but this show has the contract. Selden, the Stratosphere Man, on our midway. Shows, Rides and Concessions, write or wire. All Address: RALPH DECKER, Mgr., Winston-Salem, N. C., this week; then as per route.

DUMONT SHOWS

Rockingham, N. C., October 16 to 21.

WANT to buy late model Rolloplane and Tilt-a-Whirl. Want legitimate Concessions of all kinds. Red Clayton wants Nail Store Agents. Want Ride Help that drive.

Address LOU RILEY.

SOUTHERN VALLEY SHOWS WANT

Concessions of all kinds, also Diggers. Want Agent for Roll-Down, Razzle-Dazzle, Clothes Pins and Pea Pool. Shows with own outfits. Will book one Flat Ride.

This Show stays out all winter, playing proven money spots. Write or wire SOUTHERN VALLEY SHOWS, Ferriday, La., on Streets, October 16 to October 29; then as per route.

P.S.—Also want Cook House Helper.

MONARCH MIDWAY WANTS

For all winter Florida spots; Punta Gorda next week, followed by Ft. Myers, West Palm Beach and Ft. Pierce.

Want Flat Ride not conflicting, high-class Shows and legitimate Concessions of all kind. Want sensational Free Act. First in all spots. Address N. P. ROLAND or HOWARD INGRAM, Arcadia, Fla., this week.

UNDER THE MARQUEE

(Continued from page 39)

Plantation, Corpus Christi, past two years. It is owned by the Alarcon Troubadours. The Sheelars trouped with Marmolejo with Russell Bros.' Circus in 1940.

MICKEY BLUE, in charge of the Po-lack promotion in Denver, left for Tulsa, Okla., to promote the show's second annual Shrine circus for Akdar Shrine Temple.

LEN O. (DOC) GUNN, who is with a USO-Camp Show in New Caledonia, pens that he will be coming home about November or December. He has been entertaining the boys one year over there.

DON KIDDER, former cat man with the Ringling show, has sold out the downtown garage, which he operated in Detroit for a number of years, and is now with the Cole show.

THE CIRCUS BAND, a one-reel short of circus band music, will be produced by Warner Bros. with Jack Scholl directing. Top circus bands will be auditioned to select one to be featured in the musical, which Gordon Hollingshead produces.

WE have our doubts about the stories relative to early-day circuses paying off with a bushel basket full of pennies on closing nights.

DR. H. H. CONLEY, circus fan of Park Ridge, Ill., journeyed to New Orleans to catch the closing stand of the Ringling show and reports they staged a beautiful show and did excellent business in spite of unfavorable weather.

BIG biz is being done by Beers-Barnes

in North Carolina. A new 30 by 90 side show tent has been received. Sl and Thilio Stadup closed recently and went to Bainbridge, Ga., to get ready for night club dates with their dog act.

BARON NOWAK, midget, received word that his brother, Joe Jr., attending Georgia Military College, has been promoted to a sergeant. They are the sons of Mrs. R. W. Rogers, Wallace Bros.' Circus.

M. W. JEFFEE, going from Dayton, O., to Sedalia, Mo., stopped at Muscatine, Ia., to visit A. J. Duffy. They were on the advance of Dalley Bros. first part of season. Duffy has a show playing schools and churches, using E. F. Hannan's three-act play, *Henry Goes to Town*.

WE'LL bet that the yesteryear sent butchers who toured Europe with the Bill and Barnum shows are following our troops' victories and reminiscing: "Those were good lemonade towns."

J. D. NEWMAN, general agent of Cole Bros.' Circus, arrived in Chicago October 12 from Texas on his way to the circus winter quarters at Louisville. He reported that the show has been doing excellent business since leaving Los Angeles. It will close at Memphis November 12.

PAUL M. CONAWAY, Macon, Ga., visited the Bradley & Benson Circus and Rodeo at Jackson, Ga., and reported that the arena was filled for the night performance. Show changed its route out of Jackson and headed for the South Carolina border. Capacity houses are reported to be daily occurrences.

SGT. BUDDY WAMSLEY, with the 580th AAF Band, Key Field, Meridian, Miss., visited nightly at the Meridian Fair, with John R. Ward Shows on the midway, and Walter L. Main Circus as grandstand attraction, reporting good biz. He visited with his friends, Art and Marie Henry, and the Atterbury family.

WIN PARTELO, formerly auditor of concessions on the Cole show, is at present a patient in a U. S. Army Hospital. For more than a year he has been a paratrooper and was wounded while taking part in the recent invasion of Holland. His address is APO No. 63, care Postmaster, New York.

AN old-timer advised: "Individuality reigned in every part of the early-day circus, even in baggage horses. When culled out to other industries one could stand on a street corner and pick out Ringling, Farepaugh-Sells, Hagenbeck and Barnum horses as they passed hitched to ice wagons."

SIDE SHOW Manager Gene Kight, of the Kelly-Miller circus, and Mrs. Kight attended a World's Series game in St. Louis, and Kight visited with his old partner, Roba Collins, former circus side-show manager. The latter has been in a war plant the past two years, but expects to troupe again next year.

CARL MARX, former circus clown, started his ninth consecutive year of clowning at Hotel Sherman, Chicago, last week. He started a two-week engagement at the hotel's College Inn October 9, 1936, and has been there ever since. The Inn has been remodeled three times during Carl's non-stop run, but he and his individual make-up remain the same—flashlight nose, exaggerated grease paint grin, baggy trousers, balloon-sized coat and fiery tangerine wig.

ACTS with Sun Bros.' Circus playing Spartanburg, S. C., Fair, week of October 9, included Will Hill's elephants, dogs and ponies; Dick Clements and his lions; Teeter Sisters, thrill girls; Flying Valentinos; Pat LaVola and Company, riding bicycle on a moving wire; George Royale, juggler; Silvers Johnson and his comedy Austin; Mme. Willa, balancing. Gus Sun Jr. announced and Harry Shannon Jr. was in charge of props and scenic backgrounds. Lester Groves was electrician, carrying a truckload of special lighting.

FRED W. SCHLOTZHAUER, circus fan of Oquawka, Ill., attended the A. F. and A. M. convention in Chicago last week. Fred's brother, Justus Schlotzhauer (Edwards), former agent for Russell Bros.' Circus and now assistant managing editor of the army newspaper *Yank*, has an interesting story, titled *Circus in Wartime*, in the October 20 issue. The two-page story carries photos of the Ringling show at Detroit; Grace Genders, of the Beatty-Russell Circus; the Mills brothers, Harry Hunt, town kids guying out Bailey Bros.' big top, and the DeRizkie family of acrobats.

THE passing of J. S. Kritchfield was briefly mentioned in *The Billboard*, October 7 issue. He was a troupier of the old school, having been in show business more than 40 years. He was band leader, 1901 to 1906, with the John H. Sparks Old Virginia Shows. For more than 10 years he toured the Middle West with his own show, J. S. Kritchfield *Uncle Tom's Cabin*, under canvas, (formerly Kadell & Kritchfield). He was with circuses under management of Jess Atkins, and for nine years on the staff of Charles Sparks' Downie Bros.' Circus. He was in charge of front door on Mills Bros.' Circus, 1942-'43.

DOC WADDELL, "Circus Parson," was the subject of a lengthy feature story in a recent issue of *St. Louis Post-Dispatch* written by F. A. Eshymer, an old friend of the doc. Illustrated with photos of the parson in action, the story gave an interesting account of Waddell's life, relating many incidents of his show career. The September 25 issue of *The Peru* (Ind.) *Daily Tribune* also carried a story of Waddell's visit to Peru, where he conducted memorial services for circus people at Mount Hope, Catholic and Reburial cemeteries, talked to prisoners at the county jail, addressed a meeting of the Townsend Club and a high school assembly.

WON, HORSE & UPP

(Continued from page 38)

gust, the primitive people wrapped their arms around each other and sobbed on each other's necks. It was love at first sight. That left the date undecided. Then the Solomon of the Sticks do-

cluded to let the elephants of both shows fight it out on the morning of circus day. The bosses figured that our bull, Crumwell, a male tusker, would slaughter the Chariot & Tableau bull, Big Tessie, in five minutes. While setting up of both shows was under way, with the grandstand again packed and our seconds on the ground, the battle-of-jungle-monsters was ready to start at 9 a.m. After snorting and pawing the ground, Crumwell rushed thru a side gate to give battle to his adversary. Snorting and trumpeting, Big Tessie crashed thru the back fence to meet the oncoming two-story mastadon. They met in the center of the diamond and wrapped their trunks around each other—with love in their eyes. The fight was a flop. From an old-timer on the show we learned that Big Tessie had been Crumwell's mate on the old Circus Bros.' Circus a half century ago. When his honor heard his constituents yell, "Fake!" the deal was off. In this biz wild people learn fast and bulls always remember.

CORRAL

(Continued from page 39)

Whatley, \$50; Fritz Becker, \$30; Bill Wakefield, \$20; wild ride, Bill Linderman, \$35.

Bareback Bronk Riding—First day (seven performances), Louis Brooks, \$440; Bud Spelman, \$360; Gerald Roberts, \$290; Clyde Hebert, \$220; Howard Brown, \$147.

Calf Roping—Second day (four performances), Clyde Burk (17), \$500; Gene Rambo (17.1), \$410; E. Pardee (19.4), \$325; Weldon Young (20.1), \$260; Toots Mansfield (21), \$157.00; Chuck Sheppard (22.3), \$70.

Saddle Bronk Riding—Second day (four performances), Gene Rambo, \$428; Raymond Ivory, \$350; Jack Wade, \$280; Jackie Cooper, \$215; Bill Linderman, \$130; Larry Finley, \$60.

Wild Cow Milking—Matinee, October 8, Gene Rambo (30.3), \$145; Jiggs Burk (37.2), \$87; Andy Curtis (47.3), \$58. Night of October 8, E. Pardee (28.4), \$145; Pat Parker (45.2), \$87; Irby Mundy (59.3), \$68.

Wild Horse Race—Matinee, October 8, Red Wilmer, \$50; Bill Linderman, \$30; Fritz Becker, \$20; wild ride, Bill Wakefield, \$35. Night of October 8, Bill Wakefield, \$50; Red Billingsley, \$30; Red Wilmer, \$20; wild ride, Marvel Rogers, \$35.

Bull Riding—Second day (four performances), Dok Griffith, \$416.92; Kid Roberts, \$345; Dale Adams, \$270; Fritz Becker, \$215; Ken Roberts, \$140; split, G. K. Lewellen, \$30; Todd Whatley, \$30. Wild Cow Milking—Night of October 9, Tom Taylor (28), \$145; Bill Breen (43.3), \$87; Roy Matthews (48.2), \$58.

Wild Horse Race—Night of October 9, Bill Linderman, \$50; Todd Whatley, \$30; Red Dougherty, \$20; wild ride, Red Billingsley, \$35. Jerry Brown, in bareback riding, sustained a broken shoulder night of October 6.

RODEO and Horse Show will be held at Georgetown, Tex., October 20-22, American Legion auspices.

ARIZONA JACK and company are with Walter L. Main Circus, now in Mississippi. They are producing the rodeo part of the show.

JOE SHARON'S Rodeo clicked at Utica, Mich., recently. It was sponsored by William Bell, who is affiliated with Joe Louis Springhill Farms. California Joe presented his horse, Pinto, and Roy Davis did comedy.

GIRLS GIRLS

\$40.00 Week

For Posing Show and Dancing Girl Show, with or without wardrobe, Hawaiian, Strip, Runaba, Fan or Oriental, etc. Wire

F. W. Miller

Care Carnival

Marianna, Fla., Oct. 17th to Oct. 26th

FUNLAND PARK WANTS

Agents for Penny Pitch, Ball Games, Pan Games, Rat Game and other Stores. Ride Help for Wheel, Chair-o-Plane, Whip and Dodgems.

J. E. KAUS, Mgr.

Jacksonville, Florida

HOWARD INGRAM

WANTS

Wheel Man, Second Man on Merry-Co-Round. Join this week.

Care Monarch Shows, Arcadia, Fla.

BILLPOSTERS WANTED

Good Town

Good Conditions

Opportunity for Right Men

Steady Employment

GENERAL OUTDOOR ADVERTISING CO.

Utica, New York

CRESCENT AMUSEMENT CO. WANTS

For CONCORD LIONS' CLUB FALL FESTIVAL, CONCORD, N. C., WEEK OCT. 23

(the only show playing Concord, N. C., this season inside city)

WANT—High FREE ACT; priced right. Wire.
WANT—Independent Show, Monkey, Side Show, Illusion, Snake. Dan Riley, Tracey Gilbert, wire.
WANT—RIDES, Roloplane, Octopus, Tilt, Whip, Caterpillar. Will pay CASH for immediate delivery the above rides.
CONCESSIONS that work for 10c; Lead Gallery, Photos.
FOR SALE—No. 12 Big Eli Ferris Wheel, with or without transportation. Can be seen in operation. Delivery Oct. 29. Come look it over.
Address L. C. MCHENRY, Mgr., Bishopville, S. C., Fair this week.

CENTRAL AMUSEMENT CO. WANTS

Grind Concessions, any worth-while Shows, Ride Help that can drive. All contact Sherman Husted, Manager, Central Amusement Co., Robersonville Fair, this week; Scotland Neck Fair, October 23 to 28; Rich Square Fair, October 30 to November 4; Kenly Fair, November 6 to 11; Mt. Gilcard Fair, November 13 to 18. All North Carolina; then South.

FOR SALE—GLASS HOUSE-CRYSTAL MAZE—FOR SALE

Now operating at the Shreveport, La., Fair, October 21-30. To be turned over to the purchaser to take away at the close of the Fair.

CLIF WILSON

WOLFE AMUSEMENT CO.

All this week, Augusta, Ga. Augusta, Ga., Colored Fair, next week; Walker Colored School Grounds. Can place Ten-in-One, Snake Show or any Show that can get money on small percentage. Any show will get money here, as Augusta is on the boom. Will book Octopus, Roll-o-Plane, Tilt-a-Whirl or any Flat Ride on small percentage. Can place following Concessions: Ball Games, Photo, Penny Pitches, Mitt Camp, Pop Corn, Candy Apples, Floss and any legitimate Concessions. All Malls and Wires to BEN WOLFE, Augusta, Ga. P.S.: Art Hanson, Disk Taylor, wire me at once.

EXPORT FACTS FOR INDUSTRY

OPA Says Machines In On Commission Are Not Rentals

WASHINGTON, Oct. 14.—In answer to a hypothetical question, attorneys for the Office of Price Administration expressed the official view that operators who place coin machines in locations on a commission basis are not renting such machines to the location under the terms of RMPR-165. When OPA originally issued its price control order No. 165 in 1942, it was the first order to specifically list

coin machines as being regulated. The order No. 165 was to regulate service industries of various kinds, and the question was always held in the background as to whether the operators' business of placing coin machines in stores would be considered a service covered by the order and hence his commission would be regarded as rent and subject to price control under the order. When OPA began to investigate the rental fees being charged for juke boxes rented for private parties, the question of machines placed in stores on commission again came to the front. Court action was taken against a firm in Philadelphia that had rented juke boxes for private parties at rates higher than was charged for such services in March, 1942.

While commissions paid to locations have remained rather stable thruout the war, the question was raised as to what would be the attitude of the OPA if a location demanded a high rate of commission or if the operator cut the rate of commission paid to a location. This was a hypothetical case, and attorneys of the OPA said that until specific cases were brought before them they would consider that such question of rates does not come under RMPR-165.

As one attorney pointed out, the usual transaction is for the owner of the machine to pay a commission for the use of space in a store in the form of a flat rate or a percentage of sales from the machines to the owner of the premises. The machine owner owns the merchandise in the machine and has responsibility for the maintenance and operation of the machine as well as for keeping it filled with merchandise. The owner of the premises has no access to the merchandise or to the receipts and merely supplies space therefore.

Coin Mach. Trade Concerned In Main Topics at Meeting

Common currency may give that needed boost to universal small coin—money exchange big factor in exports—some talk of quotas on exports and imports

NEW YORK, Oct. 14.—Front pages of financial papers featured reports on the National Foreign Trade convention here during the week. At the same time politicians were telling the public the pros and cons of the results of the Dumbarton Oaks conference. The convention on foreign trade will be the starter for discussions of ideas that will last well into the post-war period. Representatives of many business firms as well as shipping and banking interests were present at the convention. The first meeting showed a registration of 1,500 delegates. No information was available as to whether coin machine firms were represented at the meetings.

First reports indicated at least two big topics will be of direct concern to the coin machine trade if future exports of machines are to reach the quantities desired. Business leaders were discussing the possibility of a quota system for imports. If such an idea is adopted by the United States in order to regulate the goods we buy from other nations, everybody agreed that other nations would reciprocate by setting quotas on the goods they would buy from the United States. A system of quotas and allocations has become so widespread during the war that it is generally expected plans for the specific control of imports and exports will be advocated after the war.

This would be going a step farther than the reciprocal trade agreements

policy which the United States was advocating before the war. The reciprocal trade agreements really never had any direct application to coin machine exports but it was confidently expected that in time the agreements would be applied to them. Trade experts now agree that if the different nations agree on quotas for imports and exports, eventually quota assignments will be assigned to the coin machine trade as well as other industries.

The question of a common currency also was given considerable time. An official of General Motors strongly recommended a common currency to be used by the United States, Great Britain, Canada and the countries of Europe. The General Motors official was given good attention because it was assumed he was representative of the progressive business attitude in the United States. If big business boldly champions the cause of a common currency in order to speed up foreign trade, it is taken for granted that politicians will give heed. The General Motors executive said that a common currency to be used by the nations he had suggested would be one of the biggest advances to promote free trade that could be made.

Hunt Universal Coin

The coin machine industry has long been interested in the various steps toward a common currency thruout the world. In the economic conferences at Bretton Woods recently, some consideration was given to a common money system, but as in most conferences of the kind, the discussions were rather general in nature. The foreign trade convention here this week is expected to give an impetus to a common currency which has long been needed. Leaders in the coin machine trade say that once a common currency is adopted, it will soon result in a common system of small coinage also and hence be the greatest aid to the universal use of coin machines that possibly could happen.

Money exchange rates were also given considerable attention at the export meeting. Business leaders recognize that the money exchange rates will have much to do with foreign trade in the future and that there will be keen competition between the nations in the world money markets. Trade leaders at the meeting here agreed that all the nations should unite to keep money rates as stable as possible and also at such a level as to be equitable toward each member nation.

A few leaders in the coin machine trade recall that money exchange rates before the war were one of the biggest stimulants to the export trade in coin machines, particularly with Canada and England. One of the biggest boosts to exporting coin machines that was ever given, happened when President Roosevelt devaluated the American dollar. The 59 cent dollar was the subject of much bitter and confusing political agitation in the United States, but at the same time, it was a boon to American firms that had something to sell abroad. Coin machine firms in Canada and Britain well understood the situation and they bought American dollars on the money markets at the low rate and were able to exchange these dollars for high-priced American coin machines. During the war Canada and England were forced to conserve their supply of American dollars, and hence Canada put a ban on importing coin machines. Lack of shipping facilities prevented transferring any coin machines to England after the European war started. Canada removed its ban on such imports August 1 of this year, thus

(See EXPORT FACTS on page 60)

WPB Plans Speed For Approval of Reconversion Aps

CHICAGO, Oct. 14.—A report issued by the Federal Reserve Bank here this week said manufacturing plants in this area would require a longer time for reconversion than they did to convert to making war goods in the beginning. The report did have the encouraging statement, however, that including small plants in the area it would mean that the average time required to convert to civilian goods would be about three months. It has been generally understood in the coin machine trade that its manufacturing plants would be among the quickest to begin turning out civilian products when approval is finally given.

Reports from Washington this week said WPB officials had settled on the idea of speeding up approval of spot plan applications. When unfavorable war news began to come in a few weeks ago WPB officials were compelled to delay some of their planning for reconversion. Now they are making careful plans to speed up the original plan which went into effect August 15. Taking the country as a whole, manufacturers were slow to apply for civilian permits, and the machinery for approving these applications was moved still more slowly.

During the last week in September applications from manufacturers began to come in at the rate of about 500 per week for the country as a whole. WPB started off getting these applications approved at the rate of about 3 per cent, and by the first of October the rate of approval was about 10 per cent of the applications received. Officials say they will not be satisfied until they can get the rate of approval up at least 35 per cent of the total number received.

Biggest Bottleneck

The biggest bottleneck to approving the applications seems to be the delay caused by the War Man-Power Commission officials. Local WMC officials have been passing the applications from manufacturers on to regional offices and this has been causing considerable delay. WPB officials have asked that the local WMC offices pass on the applications themselves, and if this plan is adopted it would speed up approvals considerably.

Great interest is being shown in the materials situation as WPB removes controls on the more plentiful items. Recently a list of 13 materials which will continue to be scarce was announced by WPB, and at the same time it was announced that there are about 42 other materials that are now considered plentiful enough to remove controls. A more recent announcement says that copper may be plentiful enough to remove all controls as soon as Germany collapses. It will be recalled that the copper control order was one of the first to mention coin machines as being prohibited from using copper.

Among the more plentiful materials mentioned in the recent list, the coin machine trade will be interested in such items as beech, elm, gum and popular lumber and also plywood. Zinc is also said to be much more plentiful, and synthetic rubber is now plentiful and will find a number of uses in the coin machine trade.

Editorial

World Plans

By Walter W. Hurd

THE coin machine industry cannot sit idly by and say it has no direct interest in the big questions of world trade that are now being discussed. The National Foreign Trade Convention met in New York this week, and it was evident at once that some of the main topics for discussion will have much to do with the future of the industry.

It is understood that this industry is deeply interested in the plans for world peace just as all Americans are interested in the subject, but there are more direct reasons for the trade to be interested in the prospects for exporting coin machines in the post-war period. Even the operator must be interested in this subject, for it is the great safety valve to prevent early saturation of the home field.

Before the war, there were groups of operators already talking about some plan to limit the manufacture of coin machines, but all of these plans were based more or less on extra legal practices. In other words, they would not have stood up in the courts.

In order to prevent repetition of such conditions, it would be wise for all members of the coin machine industry to inform themselves on the legal means to prevent overcrowding of the operating field in the future. There are really two of these legal methods, and *The Billboard* has devoted considerable time and space in advocating these ideas.

It may have been true that some of the trade became tired of our repetition in boosting foreign trade and also boosting the idea of keep-

ing prices of new coin machines at a high level, but it still holds true that the only legal means for preventing crowding of the operating field is to maintain a fairly high level of prices on new machines to operators and also to encourage a large export trade.

If new machines are kept at a fairly high price level, it is the strongest factor in discouraging fly-by-night operators from entering the field. It is a legal way of reserving the field to the established operator and to men having good business experience.

By promoting a big export trade in coin machines, it will be possible to keep manufacturing plants running at capacity year after year, without flooding the home markets. Export trade also makes it possible to ship reconditioned machines to other countries when the home market has a plentiful supply. Both manufacturers and distributors are able to profit by export trade.

This is why we emphasize exports for the coin machine trade. It is generally estimated by industry leaders that manufacturing plants will be able to replace all the old machines in the home field within two years after the war. Then there will be the regular replacement market to take care of, but the factories will have a bigger capacity than this. If a good export trade can be built up from the start, it will enable manufacturers and distributors to maintain a big trade and at the same time avoid overcrowding the home operating field. Every member of the trade should be interested in this.

COINMEN YOU KNOW

New York:

Topflight disk artists are lined up for the annual dinner-dance of the Automatic Music Operators' Association scheduled for the Starlight Room, Waldorf-Astoria, October 21. Leading juke ops will meet with manufacturers' reps and distributors at blowout. . . . **TONY GASPARRO**, good-byeing New York crowd for Chicago, which will be his permanent residence. . . . **SAM SACHS**, of Acme Sales, off on combined pleasure and biz trip to New England. . . . **HARRY BRODSKY**, juke box op, is on the mend after narrow escape in auto collision. . . . **LANIER AMUSEMENT COMPANY**, of Montreal, big juke box buyer in local market. . . . **JOE FISHMAN'S** wife is ailing. . . . **ARCADE OWNERS ASSOCIATION** members readying for first meet of 1944-'45 season at Park Central, evening of October 19. Al Blendow, International Mutoscope Corporation exec and AOA prexy, just in from Chicago, to preside. . . . **JACK JAFFE**, New Orleans music man, snapped on the "Row." . . . **IKE BERMAN**, Economy Supply, okay after surgery, caught bawling out medico for keeping him in bed. . . . **LAWRENCE DRAPKIN**, Lawrence Novelty Company, Montreal, flashed on the "Row" in buying trip. . . . **DAVID DAVIDSON**, Franklin Music Machine Company, Baltimore, seen at Hyman Rosenberg's, reports selling his Manhattan music route and interested in building up new stops. . . . **MORIS MARDEN**, music op, in from Florida, all tanned and ready to worry about getting pop tunes. . . . Rave notices greet opening of **AL (SENATOR) BOTKIN'S** new office in Forest Hills, where the senator runs music route. . . . **HARRY ROSEN**, Atlantic Distributing exec, battling eye infection. . . . **MIKE MUNVES** back in action after siege of gripe, and still shaky. . . . **MICHAEL FORD** sold his music route to **PHIL SIMON**. . . . **JOE EISNER**, former Wurlitzer distrib, unloaded arcade in Porto Rico. . . . **NEW YORK DISTRIBUTING COMPANY** has acquired additional space at 604 10th Avenue and hired three men for shipping department in expansive move. Firm plans to add more space soon and also add to sales staff for post-war tie-ups.

One-wheel trailers which can be attached to back of any car is solving problem of ops who must cart boxes to repair sources and back, and can't get trucking facilities. Police department rules stipulate that such trailers must carry light in rear and if freight protrudes beyond extremity of trailer, red flag should be attached to part in excess of trailer length. . . . Sober-headed and experienced coinmen on the "Row" are cautioning visiting ops to refrain from airing their business affairs in public. Several instances have been noted in which certain ops indulged in verbal battles in connection with stops calling undue attention to

themselves and altogether creating a bad impression among those who overheard them. Ops should keep in mind that the public is watching them constantly whether in action or out, and should especially refrain from airing details on their routes where they might be overheard and a wrong construction put on their words.

Chicago:

C. E. VETTERICK, director of advertising and post-war promotion at O. D. Jennings Company, went on a business trip to Iowa last week. He visited his former home over the week-end and went fishing with a brother and nephew. **VET** says his biggest catch was bagging a 12-pound gander. . . . The Chicago telephone directory lists a firm known as the Chicago Coin Meter Company which places coin-operated washing machines in apartments. . . . **MAURICE KORENGOLD**, a popular operator of juke boxes in Chicago and now in the navy, was home on leave recently. He called on many of his friends in the trade and was looking so well that everybody said the navy must agree with him. He works with a hospital unit which is receiving wounded men from the South Pacific battle zones. He will be back in Chicago as soon as Tojo is licked.

Detroit:

SAM CALI, formerly with the J. & J. Novelty Company, as well as various cigarette companies, is entering the operating field on his own, with headquarters at 17302 Hene Avenue. He is specializing in music machines, buying out a route from the Oriole Record Company. . . . **SOL SCHWARTZ** and **MICHAEL WEINBERGER**, of the S. & W. Coin Machine Exchange, moved into their new enlarged quarters this week, retaining the former space next door for storage and service department. . . . **LEO WEINBERGER**, son of **MICHAEL WEINBERGER**, of the S. & W. Coin Machine Exchange, and **DOLORES TAPFET**, secretary with the company, nuptial in Detroit Thursday (12).

JIMMY DORSEY, currently appearing with his band at the Michigan Theater, made a personal appearance at the J. L. Hudson Department Store to autograph records for his fans. . . . **AARON LIPIN**, record manager of Allied Music Sales Company, reports a big demand for the new National Records releases by **DIK THOMAS**, with a big demand for hill-billies in this town. . . . **MAX LIPIN**, head of Allied Music Sales Company, has left for New York on a business trip. . . . **MRS. ALBERT ASH**, whose husband covers Ohio for the Brilliant Music Company, is recovering from a serious operation. . . . **MANFRED LINKNER**, of Triangle Amusement Games, made an extended visit to Chicago this past week, contacting most of the leading coin machine manufacturers there. . . . **DAVE**

News Highlights of the Week

CHICAGO.—Juke box trade took note of the meeting of the AFM executive board with Petrillo here this week. Anti-Petrillo newspaper editorials have been published in many parts of the country.

WASHINGTON.—Steps have been taken by WPB to go ahead with the spot plan and also to speed up approval of applications. Approval of applications so far has been very slow.

NEW YORK.—National Foreign Trade Convention was in session here this week, and prominent business leaders spoke. Some of the big ideas such as common currency, money exchange rates, export quotas, etc., will concern the coin machine trade.

WASHINGTON.—An OPA price control release announced dollars and cents prices on packaged popcorn sold thru vending machines.

LINCOLN, Neb..—A recording of *There Is a Tavern in the Town* has been put in juke boxes with a special campaign message to voters asking them to vote against prohibition.

WASHINGTON.—WFA recently ordered candy manufacturers to set aside 50 per cent of the candy bars for the armed forces.

CHICAGO.—News report published in the September 30 issue of *The Billboard* that the American Association for the Advancement of Science had favorable reports on the use of sugar in candy and soft drinks has attracted the attention of a national trade association in the soft-drink field.

SPRINGFIELD, Mass..—The test case of the law requiring a special license to play juke boxes on Sunday has been filed with the State Supreme Court.

NEW ORLEANS.—The regional Internal Revenue office reported collections of \$896,634 on gaming devices from July to October 1. An official said there is about 1,500 more slot machines in operation now than last year. The \$10 per year tax on juke boxes and pinball also showed an \$18,000 increase compared with last year. The total on these machines collected since July 1 this year is \$58,022.

TOLEDO.—The *Toledo Blade* reporting on cigarette shortages here mentioned cigarette vending machines also hit by the problem.

NEW YORK.—Cigarette Merchandisers' Association here is working on a plan to bring about closer co-operation between its members and the tavern trade association here. Cigarette operators have many machines in taverns, and they realize that there are some common problems which will require close co-operation.

NEW YORK.—A report is current here that social workers are building up a case against juke boxes in taverns, charging they are a cause of juvenile delinquency.

STEWART, who has been managing the Wayne Music and Novelty Company for his brother, Joe I. Stewart, now in the army, has joined the business as a partner. They operate a route of music machines in Detroit and pin games in territories outside the city. . . . **LOUIS FISHER**, of the R. & S. Novelty Company, reports that the cigarette shortage is still plenty serious for Detroit operators.

Buffalo:

Coin machine activities in the Queen City are stirring, and with the advent of fall weather and a return to full-time city operations, and with a successful summer season closed, ops are busy with future plans. Most of them are making post-war plans galore. . . . **BERNIE SIMON**, head of Music House, reports doing very well, selling many records to music ops. He plans enlarging the record store as soon as priorities on materials are lifted. His kid brother, **BILLY**, formerly manager of Music House, is now in the music biz in New York. . . . **HAROLD HARRISON'S** radio store (he is the nephew of coin operator **JIM BLAKESLEE**) now sports a record department and hopes for good biz after the ban is off and he can get enough disks. . . . **MRS. JAMES BLAKESLEE** has been recovering from her broken arm. They report biz okay but cigarettes very short, even worse than records, if possible. . . . **BEN KULICK**, well-known coinman, is back from another trip to Texas (seeing his son, Sanford, in the army) and biz in Chicago. It is rumored that **KULICK** will distribute a well-known radio here after the war; he used to distribute Seeburgs.

BOB MILLER, Mrs. Blakeslee's son of a former marriage, and formerly Mr. Blakeslee's associate in coin operations, writes home from India, where he is a staff sergeant in the army, that his company recently set a real record in unloading a liberty ship in 46 hours and 3 minutes, as compared to the average 72 hours. His C. O. was so pleased that he gave the boys a party with brass band concert and cases of American beer. Bob also says that *Pretty Kitty Blue Eyes* and *Is You Is or Is You Ain't?* are the G. L.'s favorites in India now.

Twin Cities:

PAUL IVERSON, serviceman for the LaBeau Novelty Company, St. Paul, went into navy uniform last week. . . . In Minneapolis to buy up as much equipment as he could get was **W. H. PICKRON**, of the Red Line Vending Company, of New Hampton, Ia. . . . **GIL HANSON**, of St. Peter, Minn., is another coinman who came to the Twin Cities to see what he could buy, as did **TED HELL**, of Gaylord, Minn. . . . **GERTRUDE SPECTOR**,

bookkeeper at the Hy-G Amusement Company, Seeburg distributors, was receiving condolences from coinmen on the death in action in France of her husband's brother, Sgt. Joseph Spector. Gert's husband, Jack, also is in Europe.

VAN MIDDLEMAN, of Bismarck, N. D., came to the Twin Cities to buy equipment. He was particularly interested in arcade machines, altho Van didn't pass up equipment he could put to use on his coin machine route. Van reported his arcade had enjoyed a good summer season and prospects for the fall and winter appeared to be quite bright. . . . **KENNY GLENN**, of the LaBeau Novelty Company staff, has gone to South Dakota on a combined business and pleasure trip. In addition to doing a little business, Kenny expects to spend some time hunting game.

FRANK DAVIDSON, of the Peerless Novelty Company, Spooner, Wis., is in the army and based in Iowa. His coin machine route is being cared for by his wife. . . . **ARVID KANGAS**, former Hy-G Amusement Company serviceman who went into the army and was injured on the Anzio beachhead, married Dolores, a Minneapolis girl, last weekend. . . . **HARRY LERNER**, of H. & L. Novelty Company, reports his music machine business is going very well, altho he could use a few more records for his phonographs. . . . **AMOS HELICHER**, the coinman, already in the kiddie clothes business as a sideline, has bought a cigar store formerly operated by **JACK EKRE** in the loop financial district.

Los Angeles:

WILLIAM HAPPEL JR., manager of Badger Sales Company, has been named on the war activity committee of the National Coin Machine Association. He is distributing posters urging people to write to the boys in service. En route to Los Angeles on a recent biz trip, he met **MIDGE RYAN**, of Mills Novelty Company, coming this way on the same train. . . . **BILL WOLF**, of California Amusement Company, is still in the East on business and is missing the party marking the first anniversary of his firm here. . . . **MAC MOHR** has gone East on business. These Eastern trips are claiming a lot of fellows on Coin Row at this time. Among those reported in the East, too, are **Harry Kaplan** of Southwestern Vending Machine Company, and **Phil Robinson**. . . . **A. M. KEENE**, of Taft, in town on the usual business. Spends time listening to Latin bands and bemoans the fact that he isn't in Mexico City. . . . **JACK ARNOLD**, of Barstow's, in the city on business. . . . **BILL TAYLOR**, of the Mills Sales Company, in Oakland making a tour of the Coin Rows. . . . **LOU WOLCHER**, of Advance Automatic, in San Francisco also in town on business.

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- 1 Sink the Jap—1 Sea Hawk—
- 1 Scoop
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- 5c Bonus Bells, brand new castings \$325.00
- 10c Bonus Bells, brand new castings 375.00
- 25c Bonus Bells, brand new castings 450.00
- 5c Chrome Bells 425.00
- 10c Chrome Bells 450.00
- 25c Chrome Bells 500.00
- 50c Jennings Chief 395.00

ABOVE MACHINES ALL EQUIPPED WITH KNEE ACTION AND CLUB HANDLES.

We are equipped to fill orders for all make SLOTS, CONSOLES, PHONOGRAPHS, ARCADE EQUIPMENT, SALESBOARDS. EXPERT REPAIRS BY FACTORY-TRAINED MECHANICS . . . AT NOMINAL COST

SOUTHWEST AMUSEMENT COMPANY

2916 MAIN ST. Riverside 5141-5142 DALLAS 1, TEXAS

\$30.00

SEEBURG GUNS—BALLY GUNS COMPLETELY OVERHAULED and REBUILT

PLUS PARTS F. O. B. Chicago (We also repair all types of amplifiers) CRITICAL TUBES FOR THE COIN MACHINE TRADE

- 6L6G\$1.50
- 8070
- 629G 1.10
- 39 1.10
- 2051 2.65
- 6807\$1.20
- 2A4G 2.35
- 6Y3QT70
- 39/4490
- 4580
- 6J5\$.80
- 6U4G 1.00
- 25L6GT 1.10
- 6V6GT 1.00
- 6J7GT 1.10

Consumers' Certificate Must Accompany All Orders.

REPLACEMENT PARTS

- 300 Ohm Adj. Resistors\$1.80
- Toggle Switches 1.75
- 10 MFD "Illinois Condensators," Ea. .75¢
- Other Ray Gun Parts In Stock.

MANOR ELECTRIC & APPLIANCE COMPANY

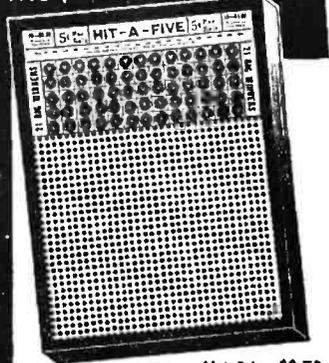
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RED HOT! FAST PLAY!

★ Quick Sellout Means

VOLUME PROFITS

TEN \$5.00 WINNERS
FIFTY-FIVE \$1.00



Net Price \$2.70
This board a SUPER THICK with 65 sewed seals

1184 Holes—Average Profit \$25.60
Write for COMPLETE PRICE ON FULL LINE OF FASTEST SELLING BOARDS TIP BOOKS—JAR GAMES

LC SALES CO. 855 PEARL STREET BEAUMONT, TEXAS

- 120 Tickets—Consolation Tip Books \$27.50 Gr.
- 1838 Jar Tickets 1.75 Set
- 2280 Jar Tickets 2.25 Set
- 2520 Jar Tickets 2.75 Set

LEW LONDON'S "TRUE VALUE" BUYS

- USED BELLS Factory Reconditioned
- Mills 5c Melon Bell (Like New), Motored\$219.50
- Mills 5c Blue Front 175.00
- Mills 10c Bonus 219.50
- Mills 5c War Eagle 95.00
- Jennings 5c Victory Chief 210.00
- Jennings Silver Club 215.00
- Jennings 1c 4-Star, Chrome 69.50
- Jennings 1c 4-Star, Brown 79.50
- 5-10-25c Goosecorks, Each 30.00
- COUNTER GAMES—USED
- Mercury\$8.75 | Sparks\$8.75
- American Eagle 8.75
- Liberty Bell & Sport Symbols, New, in Factory Sealed Cartons 24.50
- MISCELLANEOUS
- #2051 Ken Rad Tubes, Each \$ 1.85
- Seeburg Wall-to-Wall Wireless Wall Boxes, Each 21.50
- Famous Victory Conversions, All Numbers in Stock for Immediate Delivery.
- Blive Repair Slaves
- Special Prices to Quantity Purchasers.

LEADER SALES COMPANY

131 and 133 N. 5th St., Reading, Pa.
Phones: 4-3431 & 4-3132
Night Phone: 6077

WANTED OUTSTANDING SALESMAN

To cover West Virginia and Maryland, one of our old established territories, with one of the finest lines of Money and Plain Boards on the market. The right man must be aggressive and give full or part time to this proposition. Consistent effort will result in excellent income. Reply in confidence, giving age, experience last ten years, and enclose recent photograph. Write BOX D-269, The Billboard, Cincinnati 1, O.

- 20 Blue & Gold Vest Pockets, Metered, Ea.\$37.80
- 2 Mills Orig. Glitter Gold (Clean) Q.T.'s, 5¢, Ea. 85.00
- 1 Columbia G.A. Wide Fruit Reels Front & Back Door P.O. 52.50
- 1 Columbia Double Jack, Fruit Reels 42.50
- 1 Jennings Derby Day Console 22.50
- 2 1-Ball Arlington, P.O., Ea. 15.00
- 1 Radio Rifle, A-1 Condition, Clean, with 2 Rolls Film 89.50
- 1/3 Deposit With Order.

GLENN J. ROMKEY
1280 Washington St. BURLINGTON, IA.

WANT EAST COAST MUSIC CO.

One Bally, F.P., Blue Grass, Sport Event, Sport Special, Dark Horse, etc. Quote lowest prices.
1001 Walnut St. CHESTER, PA.

WHAT DO YOU WANT TO BUY?

IN SLOTS, PINS, MUSIC OR ARCADE EQUIPMENT!
WE HAVE IT! ALL MACHINES GUARANTEED, WITH THE PRIVILEGE TO RETURN IF NOT SATISFIED. WRITE US FOR YOUR NEEDS!

SPECIALS

NEW REVAMPS
WESTERHAUS "MARINES"\$199.50
ALL UNITED REVAMPS.....\$209.50

SLOTS AND CONSOLES

| | | | |
|------------------------------|----------|-------------------------------------|----------|
| Original Chrome, 5¢ | \$325.00 | Original Gold Chrome, 5¢ | \$350.00 |
| Original Chrome, 10¢ | 375.00 | Original Gold Chrome, 10¢ | 400.00 |
| Original Chrome, 25¢ | 425.00 | Original Gold Chrome, 25¢ | 450.00 |
| Club Console, 25¢ | 650.00 | Original Gold Chrome, 50¢, 1 Cherry | 850.00 |
| Club Console, Hand Load, 50¢ | 900.00 | 2 1/2 P.O. | 850.00 |
| | | 50¢ Hand Load, 3/5 P.O. | 950.00 |

ALSO COMPLETE LINE OF ORIGINAL BLUE FRONTS, BROWN FRONTS, CHERRIES, BONUS BELLS, ETC.

1/3 Deposit, Balance C. O. D.

WANT—WILL PAY TOP PRICES!

CONSOLES

SUPER BELL COMB.

2-WAY — 4-WAY

| | | |
|----------|------------|----------|
| Flickers | Oublo Play | Do-Ro-MI |
| Zombie | West Wind | Stars |
| Sun Beam | | |

PIN GAMES

| | | |
|-------------|-------------|------------|
| Mr. Chips | Formation | Blonde |
| Power House | Mills 1-2-3 | |
| Felitas | Big Town | 1940 F. P. |
| Big Lounge | | |

Need not be in working condition, but all parts must be included.

H. ROSENBERG CO. 627 10TH AVE., NEW YORK

MUSIC
Seeburg WS2Z Wireless Wall Boxes in Good Condition.
RECORDS—No Quantity Too Large; None Broken.

Send your list of music equipment!

EXPORT FACTS

(Continued from page 57)

the coin machine trade became acquainted with some of the facts about money exchange rates and how such rates affect the selling of their machines.

Now that money rates are being widely discussed by trade and government leaders, the coin machine trade will be compelled to take notice of money markets again when machines are ready for the export trade. Recent reports say that Britain may want a \$3 pound sterling after the war in order to boost its export trade. Trade leaders here are generally agreed that Britain must increase its exports after the war in order to maintain its standard of living. British representatives say that England must increase its export trade by at least 50 per cent above the pre-war level. The British Empire took 41 per cent of all United States exports before the war. Firms in England were the biggest buyers of coin machines from the United States, and they were in turn selling them to the trade in Europe and in South Africa.

Will Get Data

Several government officials were present at the foreign trade meeting here, and it was reliably reported that various government agencies are taking important steps to make plans for future world trade. The State Department is reported to be planning to add 1,000 men to its foreign staff after the war. These agents will co-operate with American firms in gathering trade data. It is also reliably reported that government agencies in Washington have a broad world trade plan all mapped out for presentation at the proper time, which will cover many important features in doing business with other nations. Among other things, the United States will take a strong position against cartel agreements and will promote reciprocal trade agreements wherever possible. It is announced that the United States will retain the German patents which were seized by the government when we entered the war. These will be available to American firms in the future. Trade leaders at the meeting discussed the possibility of removing trade barriers between the nations, and the conference ended with the prospect that the whole issue of foreign trade after the war will open up big possibilities for all lines of industry.

MUSIC-SUPPLIES ACCESSORIES

| | | |
|---|-------|----------|
| 1 Wurlitzer 950 | | \$700.00 |
| 5 Wurlitzer 616, Complete | | 159.50 |
| 1 Wurlitzer '41 Counter | | 108.50 |
| 2 Wurlitzer 600R, Acme Remodeled | | 340.00 |
| 1 Wurlitzer 600, Acme Remodeled | | 400.00 |
| 1 Wurlitzer 600K, Slug Proof | | 375.00 |
| 1 Wurlitzer 700 | | 575.00 |
| 2 Wurlitzer 24 | | 250.00 |
| 1 Rock-Ola Standard | | 295.00 |
| 2 Seeburg 8800, ROES | | 565.00 |
| 1 Seeburg Regal | | 295.00 |
| 1 Seeburg Gem | | 285.00 |
| 1 Seeburg 8200 Classic | | 465.00 |
| 1 Federal Voice Recorder without "Mike" | | 230.00 |
| 3 Mills Thrones | | 250.00 |

SPECIAL! WALL BOXES

| | | |
|-------------------------------------|-------|---------|
| 15 Wurlitzer #125 | | \$32.50 |
| 5 Wurlitzer #120 | | 27.50 |
| 5 Wurlitzer #320 | | 25.00 |
| 60 Buckley Lite-Up, 24, 20, 32 Sol. | | 17.50 |
| (In Lots of 25) | | 15.00 |

WRITE FOR ANYTHING YOU DON'T SEE LISTED! All Mtdse. Subject to Prior Sale! 1/3 Dep., Bal. C. O. D.

DAVE LOWY & CO.
594 10th AVENUE N. Y. C.
BRYANT 9-7519

JAR DEALS

Rod-White-Blue Tickets, new, flashy, 5 color, break style. 2160 tks. per deal. Profit \$36.00. 2 doz. deal carton, \$48.00.

SPECIAL!
E. Z. Pickin' Boards, 2400 hole, \$10 or \$50 top. Average profit \$47.20. 2 doz. carton, \$75 while they last. Order by carton only. 50% down, balance C. O. D.

SQUARE DEAL NOV. CO.
MANTENO, ILL.

ART NYBERG SPECIALS
CONSOLES
Silver Moon, F.P.
Super Ball, Conv.
High Hand, Conv.
Sun Ray, F.P.
Club Balls, Conv.
Saratoga, Conv.
MUSCOPES Ace Bomber
Bally Rapid Fire
FIVE BALLS
Free Play
Line Up
Play Ball
West Wind
Metro
Belle Hop
Attention
Sea Hawk
Star Attraction
Monicker
Topie
New Champ
Chicago Coin Hokey
Galloping Dominoes, Oash P.O.
"Special"—Bally Hawthornes, Automatic
Payout, \$85.00
Write for Prices.

CALVERT SALES COMPANY
708 N. Howard St. BALTIMORE, MD.
Phone: Vernon 3034

MECHANIC WANTED

Thoroughly experienced on Phonographs, Consoles, Slots, Pin Tables, Remote Selectors. Strictly sober. Salary \$75 for a Mechanic who can produce. Contact, phone or wire.

BLAND & WHITEHURST MUSIC CO.
215 S. Queen Street
Kinston, N. C.

FINAL SALE

| | | |
|-------------------------------------|-------|----------|
| 1 Bally Rapid Fire | | \$175.00 |
| 1 Exhibit Silver Ball | | 35.00 |
| 1 Bally Roll-Conv—Double or Nothing | | 20.00 |
| 1 Bally Prognosis | | 20.00 |
| 2 Keoney's 6-25. Each | | 450.00 |
| 1 Santa Anita | | 225.00 |
| 3 Tot, 1 Cent. Each | | 1.50 |

F.O.B. Pipestone. 1/3 Deposit.
Feldman & Hellmer
Pipestone, Minn.

MARBLE MACHINES

RECONDITIONED, RAILS SCRAPED AND REVARNISHED

| | | | | | |
|-----------------------------|-------|---------|----------------|-------|----------|
| AIR FORCE | | \$85.00 | PURSUIT | | \$42.50 |
| BELLE HOP | | 60.00 | BEVEN UP | | 55.00 |
| FOX HUNT | | 38.00 | BOHOO DAYS | | 47.50 |
| GOTTIEB BOWLING ALLEY, P.B. | | 30.00 | SLAP THE JAP | | 85.00 |
| GOLD STARS | | 39.50 | SLUGGER | | 60.00 |
| JUNGLES | | 70.00 | SMACK THE JAP | | 85.00 |
| LANDSLIDE | | 37.50 | SPYED BALL | | 65.00 |
| METRO | | 35.00 | SPOT POOL | | 70.00 |
| NEW CHAMP | | 75.00 | STARS | | 75.00 |
| PLAYBALL | | 35.00 | TRAPEZE | | 25.00 |
| 10¢ WAR EAGLE (REFINISHED) | | 25.00 | SERIAL #388487 | | \$220.00 |

\$17.50 ea.—MARBLE MACHINES AS IS—\$17.50 ea.
CHAMPION, JOLLY, POLO, SHORT STOP, SPORTS AND STONER'S BASEBALL.

ARCADE EQUIPMENT

| | | | | | |
|-----------------------------------|-------|----------|--|-------|----------|
| BALLY TORPEDO | | \$200.00 | CHALLENGER | | \$ 22.50 |
| BAKER'S SKY PILOT | | 225.00 | DOOKEYED CIRCUS ON BASE, Set Two Machines | | 110.00 |
| CASINO GOLF | | 25.00 | EX. FOOT EASE, L.M. | | 75.00 |
| CHOKER GAM (JAP) | | 125.00 | EX. MUSOLE BUILDER | | 125.00 |
| DRIVE MOBILE | | 350.00 | GOTTIEB GRIPS, L.M. | | 17.50 |
| EVANS SUPER BOMBER | | 350.00 | MODEL F BLUE, L.M. | | 25.50 |
| EVANS TEN STRIKE, L.D. | | 40.00 | MULTO, GYPSY GIRL, F.M. | | 75.00 |
| EVANS TEN STRIKE (Ref. H.D.) | | 65.00 | PUSS IN BOOTS (Console Base, 8,000 Cards) | | 100.00 |
| EVANS TEN STRIKE, L.M., Free Play | | 125.00 | PIKES PEAK | | 17.50 |
| EVANS TOMMY GUN | | 135.00 | SEEBURG HOROSCOPE (About 1,000 Horoscopes) | | 135.00 |
| KEENEY AIR RAIDER | | 200.00 | SELECTOR SCOPE, LIKE NEW | | 250.00 |
| KEENEY SUBMARINE | | 169.50 | VIEW A SCOPES | | 12.50 |
| PEO BAKER BALL | | 50.00 | WESTERN BASEBALL | | 65.00 |
| SEEBURG HOCKEY | | 75.00 | | | |
| TEXAS LEAGUER, De Luxe | | 45.00 | | | |

FOR SALE . . . ONE COMPLETE ARCADE . . . FOR SALE
WANTED—EXHIBIT ROTARY MERCHANDISER, PUSH ARM ONLY. MERCHANDISE FOR SAME.

CLIFF WILSON DISTR. CO.

310 MAIN JOPLIN, MISSOURI

ORDER NOW—SPECIALS

PHONOGRAPHS

| | | |
|---|-------|----------|
| Wurlitzer 412 | | \$ 89.50 |
| Wurlitzer 616, Plain | | 125.00 |
| Wurlitzer 616, Lite-Up | | 159.50 |
| Wurlitzer 24 | | 219.50 |
| Wurlitzer 600R | | 319.50 |
| Wurlitzer 600K, Remote | | 365.00 |
| Wurlitzer 24, Buckley Adapter, Collar Job | | 159.50 |
| Wurlitzer 600 Keyboard | | 265.00 |
| Wurlitzer 600K, Remodeled, with Packard Adapter & 2 Packard Boxes | | 465.00 |
| Seeburg 10 Record | | 49.50 |
| Seeburg Hi Tone 8800, E5 | | 499.50 |
| Seeburg Hi Tone 880, EBRO | | 665.00 |
| Seeburg Gem | | 295.00 |
| Seeburg Gem in Victory Cabinet | | 435.00 |
| Seeburg Oadst. Remodeled | | 369.50 |
| Seeburg Commander, Remodeled | | 359.50 |
| Seeburg Classic, Remote | | 410.00 |

| | | |
|-------------------|-------|----------|
| Rock-Ola Standard | | \$279.50 |
| Rock-Ola Master | | 325.00 |
| Rock-Ola DeLuxe | | 295.00 |
| Mills Throne | | 239.50 |
| Mills Empire | | 299.50 |

| | | |
|---------------------------------------|-------|----------|
| Seeburg 5-1025 Bar-o-Matics | | \$ 45.00 |
| Seeburg Beloot-o-Matics, 30 Wire | | 7.50 |
| Seeburg 24 Wall-o-Matics, Wireless | | 29.50 |
| Seeburg 20 Sel-Wal-o-Matics, Wireless | | 38.00 |
| Wurlitzer #320 Sweet Music, 5¢ | | 24.50 |
| Brackets for Wurlitzer Boxes | | 2.50 |
| Brackets for Seeburg Boxes | | 3.00 |
| Buckley Chrome and Gray Boxes | | 5.95 |

MISCELLANEOUS

| | | |
|----------------------------------|-------|----------|
| Mills Vest Pocket, Green | | \$ 39.50 |
| Mills Vest Pocket, Blue and Gold | | 49.50 |
| Mills Vest Pocket, Chrome | | 62.50 |
| Waiting 500 F. T. Soale, Latest | | 125.00 |

Terms—1/3 Deposit, Balance C. O. D.

NEW YORK DISTRIBUTING CO.

630 10TH AVE. (Circle 6-9570) NEW YORK 19, N. Y.

SPECIAL

FOR SALE — 5 MILLS FREE PLAY MINT VENDOR SLOT MACHINES

Especially Clean and Mechanically Perfect, High Serials

W. E. EASTBURN

Care Camp Exchange, Camp Shelby, Miss. Tel. Ext. Main 691

FOR SALE

10 Evans completely automatic Duck Pin Bowling Alleys, like new, 60 feet long, 4 1/2 feet wide. Can be set on any floor. Can make \$75.00 daily profit. Help necessary, only one man to collect money. Reason for selling is that I am in army and have large chain restaurants to contend with. Price for 10 Alleys, \$6500.00.

A. R. DIAZ

709 S. Alamo St. San Antonio, Texas Phone Garfield 3722

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300 Gearing Ave., Pittsburgh, Pa.

LIBERAL OPERATING DEAL

We furnish 5-Ball and 1-Ball Tables, Consoles, etc. Finest equipment obtainable. Ex-service men, formerly operators, as well as those now operating, have a wonderful opportunity with us. Write, giving references and full particulars, number of machines you can place and type of equipment permissible in your locality. BOX 614, The Billboard, 155 N. Clark St., Chicago 1, Illinois.

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FOR CASH

150 SLOT MACHINES — 70 PHONOGRAPHS
In legally operated territory. A paying proposition. No outsiders nor distributors need answer this "ad" because I will not sacrifice. Reason for sale—owner retiring.
Care The Billboard, BOX D-220 Cincinnati 1, O.

Central — The VALUE CENTER — Central
 "Our Reputation Is Your Guarantee"

REBUILDING & REFINISHING

ALL TYPES OF SLOT MACHINES

\$79.50

Your mechanism will be returned as good as new. You will not recognize your cabinet or machine because they look and operate like NEW AGAIN. We employ only factory trained mechanics. Our shop foreman has 20 years' experience at Mills Industries. All work guaranteed.

10-DAY SERVICE

SLOT MACHINE CABINETS
 completely REFINISHED
 and REBUILT like new

You have your choice of baked enamel, lacquer, glitter finish or original factory finish. Your entire cabinets, including Front, Top, Sides, Castings, will look and be as good as new. We include new club handles. Complete job, only **\$25.50**

SLOT MACHINE OPERATORS

Refinish your old slot machine like new. Use our GLITTER-GOLD, GLITTER-BLUE, GLITTER-RED, GLITTER-GREEN, GLITTER-SILVER DIAMOND DUST or BEADED FINISH. Complete kit with finishers, brushes and instructions, only **\$7.85**

"SCRATCH REMOVER" .. \$2.49
 (See "Billboard"—Oct. 7, p. 60)

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"Look for the Eagle — You'll Find the Best."

EAGLE PHONOGRAPH REPLACEMENT PLASTICS available at "RIGHT" PRICES!

WURLITZER

750 Top Corners or Lower Sides \$ 8.75
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 950 Lower Sides 10.50

SHEET PLASTIC, 50 Gauge
 (Thickness of a new penny),
 20x50" (Red Only) 12.50

Clear Transparent Plastic Windows for your Wurlitzer 850 Program Holder.

\$5.00 Per Set

ROCKOLA

Standards, Masters, DeLuxe or Super, Top Corners or Lower Sides .. \$12.75

SEEBURG

8800 or 8900 Side Plastics ... \$14.50

THRONE or EMPRESS

Top Corners or Lower Sides, \$14.00 Each.

Also Available
REPLACEMENT PLASTICS
 for All Other Phonographs

Write for Price List

EAGLE COIN MACHINE CO.

530 S. Dearborn St. • Wabash 1089 • Chicago 5, Ill.

PARTS FOR MILLS SLOTS

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|---|--|
| Large Clock Gears, Complete with Brackets and Springs Each \$3.00 | Vest Pocket Coin Chutes, 1¢ or 5¢, New Each \$3.25 |
| Idle Pinion Gear Each 3.25 | Payout Tubes, 25¢ Size (with Hopper) Each 3.75 |
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| Reward Cards, 2-5 or 3-5 Each .20 | 20-Stop Star Wheel Set 3.00 |
| Club Handles, Painted & Chromed .. Each 4.50 | Large Clock Gears, Complete with Brackets and Springs for Jennings Slots Each 4.25 |
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| Payout Discs, S.P., 1, 2 & 3 Set 7.50 | Other Parts for Mills Slots. |
| Disc Plugs Set .25 | |
| Oval Frames To Use Paper Reward Card on Brown Front Each 2.00 | |
| Cash Boxes Each 2.25 | |

We Have All Types of Springs and Other Parts for Mills Slots.
 1/3 Deposit Must Accompany All Orders.

SICKING, INC. 1401 CENTRAL PARKWAY, CINCINNATI 14, O.

WE HAVE IT!!

MARVEL'S NEW 5 BALL BASEBALL REVAMP \$179.50

| SLOTS | | |
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| Completely Reconditioned. | Ready for Location. | Look and Operate Like New. |
| Mills 5¢ B.F. Gold Giltter, O.H. ... \$225.00 | Mills 25¢ Roman Gold Giltter, C.H. ... \$275.00 | Jennings Chief, 5¢ .. \$125.00 |
| Mills 25¢ B.F. Gold Giltter, O.H. ... \$275.00 | Mills 5¢ Q.T. ... \$9.00 | Reliance, Disc 5¢ ... 49.50 |
| | Mills 5¢ V. P., Green ... 35.00 | Paco 10¢ Gold Giltter, O.H. 125.00 |
| | Mills 10¢ B.F. Gold Giltter, O.H. 225.00 | |

PIN GAMES

| | | |
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| Argentine \$69.50 | Gun Club \$70.00 | Sparky \$27.50 |
| A.B.C. Bowler 42.50 | Hi Hat 48.50 | Spot & Card 65.00 |
| Attention 39.50 | Horoscope 49.50 | Star Attraction 49.50 |
| Daily Mystic 35.00 | Jungle 65.00 | Snappy, '41 49.50 |
| Band Wagon 39.50 | Landslide 29.50 | Ton Spot 49.50 |
| Barrage 35.00 | Legionnaire 49.50 | Topic 75.00 |
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| Defense (Genco) 89.50 | Sara Buz 27.50 | Wild Fire 44.50 |
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Chicago Coin DIXIES—Any Condition—Will Pay \$25.00—Glass Not Needed. How Many Do You Have? Advise Before Shipping.

1/2 Deposit, Balance O. O. D., F. O. B. Chicago.

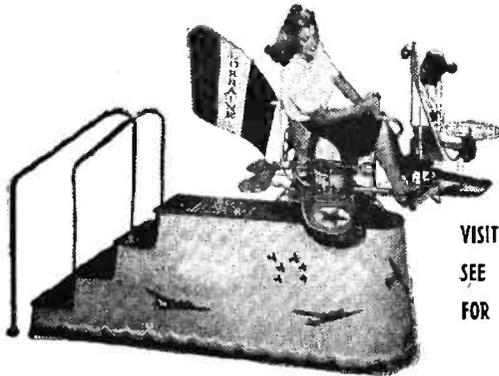
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AL MEYERS, ARCADE MAN FOR TWENTY YEARS, SAYS...

"'PILOT TRAINER' is greater than any game I have in my Arcade—and I have almost every game made!"

"In my opinion 'PILOT TRAINER' will be top money maker in any Arcade!"

"'PILOT TRAINER' has unlimited possibilities because it is a brand new Arcade piece!"



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 VISIT OUR SHOWROOMS AND SEE IT IN ACTION! SEND FOR COMPLETE CIRCULAR!
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TRAINER SALES CO.

GEORGE PONSER — JACK GARLINER

2 Columbus Circle, New York 19, N.Y.

ECONOMY SUPPLY COMPANY

GENUINE SEEBURG AND BALLY GUN LAMPS IN LOTS OF 10.....60c EACH

WRITE FOR SPECIAL PRICE IN LOTS OF 100!

BALLY MOTORS FOR RAPID FIRES\$12.50
 Small Quantity on Hand

TERMS—1/3 Deposit With Order, Balance C. O. D.

WRITE FOR PRICE LIST OF PARTS, SUPPLIES, TUBES, FUSES, WIRE, ETC., ETC.

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|----------------------------|---------------------------|-------------------------|
| Club Trophy \$325.00 | Sea Hawk \$50.00 | Spot Pool \$69.50 |
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| Knock-Out 125.00 | Wild Fire 49.50 | Attention 50.00 |
| Victory 84.50 | Loader 59.50 | Slugger 60.00 |
| Snappy 52.50 | New Champ 54.50 | Horoscope 50.00 |
| Monieker 98.50 | Texas Mustang 69.50 | Jungle 69.50 |
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WILL PAY \$100.00 FOR WURLITZER SKEE BALLS AND GENCO BANKROLLS. LIBERAL ALLOWANCE FOR CRATING. WIRE US COLLECT.

MUTOSCOPE PICTURE FRAMES, \$20.00 PER THOUSAND—LIMITED QUANTITY.

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You can get any size, style, type or shape of Salecard from us. We manufacture and maintain the largest Salecard stock and also make special cards to your own special design. You get the benefits of our years of experience and are sure of well-made, trouble-free cards which we guarantee. Plus fast service and LOWEST PRICES.

GET A SAMPLE OF OUR NEW "LOCKITITE" JP CARD WHICH IS REVOLUTIONIZING JP's. A REAL NEW AND SOUND DEVELOPMENT.

Also Available: 600-Hole JUMBO DISPLAY Card at only 6¢. Die Cut Fund Raising Cards. "ITEMATE" Cards for Merchandise Mailing Deals. Turkey Cards. And Scores of others. Write for FREE CATALOG today.

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Manufacturers

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Survey of Minneapolis Region

Govt. Agency Small Biz Aid

Coin machine firms note facts of retail gains and post-war expansion

MINNEAPOLIS, Oct. 14. — Following the plan of the U. S. Department of Commerce to feature small business in its recent reports, the regional office here has reviewed the plans of various business organizations in the so-called "mid-continent region." The report tells chiefly about the work of such organizations as chambers of commerce and trade associations that represent the retail field. The coin machine trade and the State and local associations here were not mentioned. However, the trade is vitally interested in the retail establishments in this area and all the work done to advance retail progress.

In some cases in the past, coin machine associations have had the co-operation of retail trade groups. The regional office of the Department of Commerce here includes in its territory Minnesota, North and South Dakota, Montana and a part of Wisconsin. The coin machine distributors here usually add Nebraska and Wyoming to this territory and a lot of machines are shipped to Idaho in normal times. Some distributors here also have sold machines to Iowa operators and at least one distributor has a branch in Des Moines, but it is usually felt that Chicago firms cover the Iowa territory. According to the report of the commerce office here, trade associations in this entire region are very busy making post-war plans.

Numerous instances can be cited where practical joint effort is making useful merchandising information available to small businessmen. An outstanding demonstration is the program developed by five separate manufacturers', wholesalers' and retailers' associations which organized for post-war planning as the

North Central Electrical Industries. Co-ordinated effort has provided a definite objective and an abundance of material helpful to the individual businessman in planning his post-war merchandising operations. The initiative, vision and over-all "know how" of each proprietor is recognized and counted on to translate the suggested program into practical operation.

The Chamber of Commerce of the United States supplies data from its Post-War Consumer Demand Survey for the use of several trade associations and many State and local chambers of commerce.

Small businessmen face other important problems as they plan for the transition period. They are urged to maintain both employment volume and high wage rates, yet they know that retaining inexperienced and less productive employees taken on during the war years will mean continuance of high operating costs per dollar of sales produced. Consequently, they realize that personnel selection, placement and training will be essential operating functions during the change-over.

Finding Help

A definite aid to businessmen in selecting employees as well as a practical help to returning servicemen is the counseling and consulting service sponsored by the Junior Chamber of Commerce and maintained at the Referral and Informational Center in Minneapolis. Here individual servicemen are given an objective appraisal of their abilities and interests, and are advised regarding job opportunities. Related services include facilities for aptitude testing at the University of Minnesota, which are utilized regularly by business organizations to supplement their own employee selection and placement procedures.

A Plant Urgency Committee has been set up in the regional office of the War Production Board. Specifically designed to aid manufacturers as they are permitted to transfer from war to civilian output, this committee will help to control the movement of personnel during the transition period.

Scarcely less important than provision for efficient personnel is reasonable preparation for financing small business in the transition period. For organizations shifting from war to civilian production contract settlements may well furnish

necessary funds. The typical retailer needing financial assistance, however, must depend on established credit sources to finance his modernization program and to provide additional working capital for increased merchandise requirements.

Many small businessmen point out that provision for loans at reasonable rates of interest would do much to assure successful shifting from war to peacetime activities. Loan terms are based on established credit standing, on the applicant's record for efficient management, and on the outlook for success in the specific venture for which the loan is sought. If these factors are considered, equitable terms should be forthcoming, for banks and other sources will undoubtedly seek expansion of loan opportunities in the transition period.

Credit policy in the individual establishment is closely related to financing and merchandising needs. Few small businessmen want outright removal of Regulation W, although durable goods dealers seek its modification to liberalize terms of installment sales.

Small business continues to be confronted with many problems of long standing. These, too, will require attention in the post-war era. One of the most important is the establishment of more favorable terms for procuring merchandise thru buying groups of small operators.

Trade Co-Operation

Another group relies on co-operation between manufacturer, wholesaler and retailer to reduce the costs of merchandise procurement. Those favoring this method stress the importance of maintaining personal relationships and of concentrated buying by retailers. Under this proposal, the existence of the individual retailer depends on continued operation of a few selected sources. Progressive retailers, however, continuously seek to have available alternative sources for emergency use when established sources prove inadequate.

A third plan recommends that the individual retailer adhere to a single wholesale house thru contractual agreement requiring the adoption of prescribed operating policy. Retailer-owned co-operative wholesale outlets are also suggested as a means of solving the problem of economical merchandise procurement.

Taxes which will encourage utilization of capital are counted on to help stabilize business activities in the post-war era. Such an incentive is predicted on levying taxes at graduated rates to reward management for productive use of capital and penalize for unproductive use. The yield derived from taxes so applied would be sustained by increased business volume and by the shifting of tax incidence from business operations to other tax sources.

As previously noted, many of the active participants in community post-war planning projects in the mid-continent region are small businessmen. Samples of the services rendered thru these community committees provide a record of helpful planning activity.

In Albert Lea, Minn., the Committee for Economic Development, together with the Chamber of Commerce of the United States, Minneapolis Federal Reserve Bank, University of Minnesota and Albert Lea Chamber of Commerce, instituted a community survey program, which has been used as a model thruout the nation. Specific items of practical help revealed by this survey include the expected employment and buying intentions in the community for two years after the war.

Unique Plan

One result—the follow-thru developed as a continuing part of the Albert Lea program—remains unique. When the basic survey indicated unemployment in Albert Lea after the war, a group of citizens organized Jobs, Incorporated, for the express purpose of aiding small concerns to develop additional job opportunities. Young men with ideas, but little capital, also look to the research and marketing committee of Jobs, Incorporated for help. If these ideas prove practical, capital is provided to initiate production, thus creating still more jobs.

In Duluth, Minn., an Industrial Advisory Panel, sponsored jointly by the Duluth Chamber of Commerce and the Duluth Committee for Economic Development, operates to make technical advice

and counsel available to the city's industries. Special emphasis is placed on helping the smaller concerns which are unable to employ experts in technical fields. The panel will also assist returning servicemen and help them to get established in civilian business activities.

A most progressive and forward-looking step is illustrated in the educational program of the Minnesota State Pharmaceutical Association, designed to train qualified young people as pharmacists. While this program will not be productive of results until several years after the war, the shortage of pharmacists is expected to be somewhat alleviated in the immediate post-war period by qualified returning servicemen.

Surveys have been conducted in many communities under the sponsorship of the Committee for Economic Development and the local chambers of commerce. There are variations in the fields covered, the study made in Great Falls, Mont., is representative. In that city survey functions were co-ordinated thru a central committee appointed by the chamber of commerce, assisted by eight community organizations. Data were prepared on markets, industries, financial resources, and consumer buying power for Great Falls, and Cascade County. These were summarized to present an over-all picture and were also published for community-size groups for practical utilization by market analysts.

In South Dakota

In South Dakota, State-wide co-ordination on post-war planning studies is provided thru the co-operative of the Greater South Dakota Association and the Committee for Economic Development. Emphasis is placed on agricultural and small industry data. Of special interest to businessmen serving the farm market is the survey conducted in Edmunds County, S. D., by selected neighborhood leaders, under the sponsorship of the Extension Service of the U. S. Department of Agriculture. It provides useful data on farmers' post-war buying intentions as estimated from a 64 per cent sample of all farms in the county.

A unique approach to the problems of small business is demonstrated by the deliberations of a committee of the Minneapolis Junior Chamber of Commerce. Groups representing the major kinds of business are consulted in separate conferences and their current and anticipated requirements thoroughly examined. From these conferences, in which the general background of small business as well as specific problems of selected industries are being surveyed, sufficient experience will be gained to formulate a practical program of aid. A number of civic organizations and trade associations are co-operating with the Junior Chamber in this program.

Basically the continued success of small business rests in providing favorable economic relationships for individual operators. Subsidizing small business either financially or with outside management advice cannot permanently overcome current weaknesses. Small business must strengthen itself thru improvement in operating methods, better accounting and record keeping, keener buying and merchandising policies.

The individual enterpriser who risks his own capital can build up small business—his business—if the rules of the business game are fair and if he has freedom to co-operate with other small and large businessmen.

Furthermore, sustained employment in the post-war period is more apt to be realized if individual enterprisers are strengthened thru the establishment of basic relationships in which competitive enterprise may be fairly carried on. The post-war period is an era of interdependence in business in which the individual can retain his competitive freedom of action only as he grants this same freedom to others.

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BAN CONTINUES DESPITE FDR

Still Looking For Big Stick

Victor and Columbia still fighting for what they feel is a basic principle

(Continued from page 14)

operation of a disk organization. It is, therefore, not the profit for which these two are fighting, but for the principle involved, a principle which has untold ramifications to all industry and union operations.

No End to Union Tap

Once the theory of corporate payments to a union beset by technological unemployment is accepted there is, say many management representatives on the Washington scene, no end to what can be asked in any and every industry. Decca, point out these reps. has no big biz affiliations and can operate as it sees fit without the industry implications of what it does pre-determining its actions. It was good business for this disk and the other 104 indie platter makers that have signed with Petrillo, to do so. It is not so for Columbia and Victor, according to these same sources.

Petrillo in Driver's Seat

Petrillo is in a unique position. There is no important unemployment in the musical field now. He can hold off from having his members disk for the hold-outs practically indefinitely. If the ban continues very much longer, he is prepared to issue orders that will break every contract held by Columbia and Victor with name bands and make these bands "free agents." There are indies in the disk field which are growing in distribution and importance every day the ban continues. They are "living in luxury" because of the fact that Victor and Columbia have been unable to disk pop numbers. Re-issues have carried these two plating companies thru the first two years of the ban but there is a limit to how much longer the barrel will hold out and how much longer they can continue to pay guarantees to bands whose contracts call for them.

FDR Still Seeking

FDR announced Friday (13) that he was still studying ways and means of exerting pressure on the musicians' union to comply with the WLB dictum that the International order its members back to work. He said when questioned that there were perhaps some 40 possible laws under which he could act and that these laws were being studied. He could not act at once without being a dictator, he stressed. Observers close to the picture point out, however, that the President had turned over this "study" to Stabilization Director Fred Vinson, who has already had exhaustive studies made for him before the President issued his "request" to the music union head. If Vinson couldn't find a legal way out before, they point out, what are the chances of his doing it now. Also, the WLB has "washed its hands" of the case and will do nothing further about it.

In a normal union vs. management squabble it is possible to predict with a degree of certainty what the outcome will be under specific conditions. The history of this case is one that defies all rules and regulations. Predictions are out.

Some Claim Board "Overruled"

Some Chi authorities, for instance, swear that in this case the international executive board "persuaded" Petrillo to mix the prexy on the grounds that the union should not give up what it had won, even for FDR. The aggressive West Coast group are said to have come to the Windy City with victory in their eyes. Others laugh this contention off and see the prexy mix as a typical Petrillo move,

Statement on Petrillo Situation Issued by RCA, Columbia, NBC

Officials of RCA-Victor, Columbia and NBC Thursday (13) issued the following statement on the Petrillo situation:

We are encouraged that President Roosevelt in his efforts to withdraw the ban of the American Federation of Musicians on the making of phonograph records and transcriptions has not taken Mr. Petrillo's "No" as a final answer in the case. The President's decision to study the law in order to find what he can do legally on the question is encouraging to us, who in this long drawn-out fight against an alarming and perhaps subversive principle have sought to uphold American tradition.

We deeply regret that Mr. Petrillo's refusal to obey the order of the War Labor Board has imposed upon the President the additional burden of a wartime strike by the American Federation of Musicians against our companies.

We have offered again and again, hoping to keep this issue from reaching the overburdened desk of the President, to pay into escrow the full dollar amounts which Mr. Petrillo demands, pending proper determination of the issues between us. These offers Mr. Petrillo has repeatedly refused. We have been fighting, not for competitive advantage, but against what we believe to be a dangerous principle. He would force us to pay a private tax on every record sold, directly into his union treasury. Obviously, such a tax would have to be added to the price of records purchased by the public. It would make the union officials financially independent of the union membership.

Mr. Petrillo made a basic misrepresentation in his recent statement to the President that the capitulation of other companies to his demands resulted from efforts of the War Labor Board itself. The true fact is that the War Labor Board panel expressly and officially disclaimed responsibility for the contracts which the other companies signed. With one single exception, these companies are small companies which yielded to economic coercion.

Further, Mr. Petrillo overlooks the fact that the War Labor Board concluded that the strike did impede the war effort. This conclusion was reached and publicly stated at least four separate times during the lengthy procedure before the War Labor Board and its panel as follows:

First, in July, 1943, the War Labor Board concluded that it had "substantial evidence" that the strike impeded the war effort when it first accepted jurisdiction in the case.

Second, in March, 1944, the same conclusion was reached by the panel which stated "The stark fact is that a union, by successfully halting the production of goods, has impeded the war effort."

Third, in April, 1944, in the hearing on the confirmation of the panel's report, Chairman Davis referred specifically to this labor dispute as one "which interferes with the war effort."

Fourth, in August, 1944, after Mr. Petrillo had for months defied the War Labor Board's back-to-work order, Mr. Frank V. Morley, the public member of the board designated as "specialist" on the case, again denied the union's claim that the strike had no effect on the war effort, with the statement "That is a claim which we find cannot be substantiated."

We are strong in our hope that the President under the law will find legal power to put an end to Mr. Petrillo's defiance of the administration and permit musicians to resume recording.

one motivated by what he feels is best for his musicians.

Victor Signing Rumors

There were rumors during the week that Victor was going to sign with Petrillo regardless. These, however, ran counter-wise with RCA prexy Sarnoff's statement during the battle when he was quoted as saying he didn't care if the fight cost RCA five millions he was prepared to battle to the bitter end. Sarnoff is in uniform abroad now, however, and what he said two years ago may not be a deciding factor. It is, however, far more logical for Columbia Records to sign, since it has far less "big business" ties than RCA, which is closely bound (not legally, of course) with General Electric, Westinghouse and a number of public utilities. The precedent that is set by the Petrillo deal might well be carried on to affect RCA's entire operations in the field of manufacturing and communications. RCA, therefore, has other things to consider than this contract alone. Therefore the rumor that they were ready to sign has been discounted.

The Victor, Columbia Contracts?

The contracts that Victor and Columbia are said to have proposed (*The Billboard*, October 14 and previous issues) were said to have been acceptable since they are supposed to have provided for royalty payments to a fund administered jointly by the union and industry representatives. There were also supposed to be certain clauses which did not accept the basic idea of paying money to a third party (the union) for work done by union members, i. e., the dough was to be for actual members of the union disk-ing, and paid to the union as rep of the artists, i. e., something like the ASCAP royalty payment idea. At one stage in the ban this clause was said to have been agreeable to the union. If it is not now, RCA has, of course, also been ban hit

thru its NBC Thesaurus (musical library service) which is virtually at a standstill now. However, because the stations feel that RCA is fighting the musicians' union as much for them as for itself (stations profit more from e. t.'s than NBC or any diskier) they have nearly all continued their contracts with the library. As stated last week the battle may be said to be all over—but there's going to be plenty of sound and fury, and at the end, when the smoke clears, despite everything that has happened thus far, Petrillo may still not have won 100 per cent, altho no one in Washington or any other place has the slightest idea of how he can lose.

Sunday Juke Music Test Case Already Before High Court

SPRINGFIELD, Mass., Oct. 14.—The question of whether a juke box can be operated on Sunday without a license has been taken to the State Supreme Court by mutual agreement between the attorney for an operator here and the prosecution. The State forbids the use of music in public locations on Sunday unless a special license is obtained for Sunday music. A test case was agreed on some time ago and by arrangement a patron deposited a coin in a juke box or Sunday in a local cafe. The cafe has a business license but it does not have a special license for Sunday music. The owner of the cafe was indicted and the local court decided in favor of the State in order to pass the case on to the higher courts for final decision.

Old Records Finding Favor With Juke Fans

BALTIMORE, Oct. 14.—Altho there has been some improvement in the flow of record supplies to juke operators here, it is still impossible to get enough disks to meet demands of locations for currently popular tunes in all spots. Many operators have met the demand by improvising a trick of circulating hit tunes which were in play in juke boxes two to three years ago. Patronage has fallen off in many locations which have not been able to give their customers the current radio plugged hit tunes, but an effort is being made to recapture this play thru diskling of tunes coming out of the storage bins.

The old stand-by Bing Crosby diskings are getting a terrific play by patrons, and operators consider themselves possessors of a "gold mine" when they have in circulation any of Bing's waxings. Many other favorites are hitting paydirt thru the coin chutes, despite the fact that they gave their best days when records were plentiful and they left the juke boxes for the shelf as customer's selections became fickle.

Rogers Sets A. M. I. To Distribute Seeburgs

TORONTO, Oct. 14.—Rogers Majestic Corporation, music distributing firm here, announced it had appointed A. M. I. Distributing Company to handle the distribution of Seeburg juke boxes in Canada. R. C. Gilchrist is vice-president and sales manager for the A. M. I. firm. He said that his firm plans to open branch offices in Vancouver, Montreal, Halifax and other important cities. Gilchrist has had wide experience as an operator of juke boxes before he joined the distributing firm here. He claims the honor of having been the first operator to install wall boxes in this city. He plans to visit Chicago to discuss with manufacturing firm in that city some ideas for selling juke boxes after the war. Later Gilchrist will tour Canada in order to contact juke box operators.

Quebec Phono Assn. Re-Elects Officers

MONTREAL, Oct. 14.—Quebec Phonograph Operators' Association, embracing most juke and pinball ops and distributors, re-elected officers here recently. Officers for the ensuing year are Romeo Laniel, president; Jack M. Schwartz, vice-president, and Moe Fine, treasurer, all of Montreal. Directors are Etouard Blouin, Sherbrooke; M. Monpetit, Montreal; M. Cardinal, Montreal; Sam Mallek, Montreal; M. Faust, Ste. Adele, and Frank Gorman, St. Johns. Camille Cote is secretary-manager of the association.

Disks Tell 'Em How

LINCOLN, Neb., Oct. 14.—The campaign on the prohibition issue in the State is reaching high heat, and a novel use for juke boxes has been found in the campaign. A recording has been placed in many juke boxes which makes the following speech when a patron deposits a nickel to hear *There Is a Tavern in the Town*: "Be sure to register so you can vote 'no' on prohibition November 7." The wets are not only using the juke box campaign record but are also using newspaper space and other forms of publicity. The prohibition question has even side-tracked the Presidential campaign subject. State officials say that if the vote is for the "drys" the State may lose about \$2,000,000 a year in revenue. At this time it is not possible to predict just how the election may go on the subject of liquor.

Differ on Wire Use In Place of Disks

ROCHESTER, N. Y., Oct. 14.—Statements by an official of Stromberg-Carlson, radio manufacturing firm here, show that high radio authorities differ on the future of wire recorders. Only recently officials of RCA-Victor and Columbia, radio firms, had stated they did not think the wire recorders would have much of a future in the home. They felt sure that disks would still be the major form of recorded music in the home as well as for commercial purposes.

The Stromberg-Carlson official here said there is no real mechanical problem in attaching wire recorder mechanisms to standard radio sets and that it will be necessary to connect the wire recorder to the phonograph mechanism. He said a magazine containing recordings for several hours of music could be inserted into the instrument and all or any portion of the magazine could be reproduced as desired directly thru the loud-speaker. He also predicted the possible use of a blank wire to make home recordings thru the present home recording sets.

The radio official admitted, however, that there were still several problems unsolved in connection with wire recordings in order to utilize this new idea to the fullest degree. He said his firm would go ahead with its plans for standard sets and would complete its developments with wire recorders as soon as possible.

Md. Juke Spots Feel Beer & Liquor Lack

BALTIMORE, Oct. 14.—Shortage of beer and liquor is hurting patronage at taverns and other spots here offering juke music. It is pointed out that patronage at these spots has fallen off in proportion to the decrease in beer and

Juke Box Day Okay

DALLAS, Oct. 14.—The special Juke Box Day in the local community chest drive was counted a big success, and newspapers gave it good publicity, including pictures. Members of the armed forces helped operators make a big occasion of it. The day's collection of nickels in juke boxes raised a total of \$1,200 for the fund. Songs that paid off most during the day were *A Hot Time in the Town of Berlin* and *Smoke on the Water*. There had been much interest to see just which tunes would be the most popular. Music operators said the idea was such a big success that they will keep it in mind for future patriotic drives.

liquor allotments. When patrons find that they cannot guzzle a glass of beer or a glass of the stronger spirits they have no desire for patronizing these spots.

Juke parlors are relocating or reshifting their machines according to patronage and the spots having the greatest patronage are those which are being able to get the greatest supply of liquor.

It is expected that the beer supply will be increased now that cooler weather has set in and consequently patronage will pick up. The combination of liquor shortages and gas rationing during the summer months was felt thruout most of Maryland, and was reflected in the play received by coin-operated phonos as entertainment seekers stuck close to the city rather than venture into the outlying districts for amusement, thru their hesitance to use gasoline.

Teen-Age Club Will Be Open 3 Evenings

CLINTONVILLE, Wis., Oct. 14.—The teen-age club, recently opened here, is officially known as the Youth Center and newspapers called it "jive dive" in their headlines. The club has a registered membership of 200 young people to start off with. The plan is to have the club open three evenings a week and the members have pledged themselves to go directly home after the evening programs close. A fraternal hall has been rented for the use of the club and a juke box already installed by an operator in this area. He says he will keep the machine in good working order. The city council, as well as a number of leading citizens, have been interested in the project for some time and they promise to keep up their interest as time goes on.

Jukes Shown at Junior USO Unit

CHICAGO, Oct. 14.—To demonstrate the expenditure of money collected during the Community and War Fund drive, a "USO Jr." was opened here recently in a big State Street department store.

The miniature service club is attractively furnished with a juke box, featuring the popular records men in the armed forces play, a refreshment counter, piano, dancing space and writing tables. "USO Jr." features the type of service units that are supported by the War Fund. Already there are 3,000 of these service clubs and a door-to-door campaign is being made here to collect more money for new units.

In an unofficial report made by one of the soldier visitors to "USO Jr.," it was said that the juke box was the top hit in all servicemen canteens and clubs. Said the spokesman, "Popular recordings played in the machines are not only big morale boosters, but they remind us of all the good things we've left behind—and what we want to come home to—but quickly."

POP. RECORD REVIEWS (Continued from page 21)

VICTOR HERBERT MELODIES (Hit)

Distinguishing from its Black label with the pop fare, Hit introduces with this album a White label to package the better brand of music. And to top off, the label fares well with eight sides of everlasting Victor Herbert melodies. The lyrical voices of Josephine Houston, soprano, and Fred Hufsmith, tenor, and with a large and capable concert crew conducted by Joseph Stopak, make the evergreens bloom again. Making for restful and attractive listening, the eight sides offer Miss Houston for *A Kiss in the Dark*, *Kiss Me Again* and *Ah! Sweet Mystery of Life*; Hufsmith for *I'm Falling in Love With Someone*, *Gypsy Love Song* and *Starlight, Starbright*; and the orchestra for *March of the Toys* and *Badinage*. Arrangements all follow the simple lines, selling the melody and the voices to best advantage, sans any musical frills or fuss.

PETE BROWN QUINTET (Savoy)

Pete Brown's Boogie—FT. Bellevue For You—FT.

The alto sax ravings of Pete Brown do not reproduce as well on these waxes as one would like, his "dirty" and blues blowing coming out muddy and wheezy. As a result, the alto sax ace does not show to the advantage that he might. His tone comes out as refined as Andy Devine's gravel-voiced singing. Backed solely by four rhythm instruments to make for his quintet, both of his original riffs—*Pete Brown's Boogie* and *Bellevue for You*—are strictly on the smoky side, and with the result that the listening enjoyment is naught.

Save for the rabid hot jazz fans who couldn't tell the difference even if the record were cracked, neither of these sides hold any promise for the phonos.

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Folk Singers Co-Operate

Nat Vincent, Pacific Coast representative for Peer International, Hollywood, goes on record with praise for the whole-hearted co-operation the boys and girls in the folk music field are giving one another in helping out on recorded tunes. Vincent points out that the Charlie Mitchell and Bonnie Dodds song, *If It's Wrong To Love You*; Bob Willis's disk, *We Might as Well Forget It*, and the record releases of Jimmie Davis's latest, *There's a Chill on the Hill Tonight* and *Is It Too Late Now?*, are receiving a number of plugs in ballrooms and on the air. Ted Daffan, Al Dexter, Happy Perryman, Spade Cooley, Bob Willis, Dude Martin, Ray Wade, Johnny Harrell, George Strange, Stuart Hamblen, Merle Lindsey, the Beverly Hill Billies, Shorty and Sue Thompson, Art Wenzel, Hal and Dixie Hart, the Sons of the Pioneers, Ray Whitley, the Milo Twins, Jimmie Dean Trio and many others have been featuring these four new publications almost daily since their releases. The same co-operative spirit was shown on Ted Daffan's *No Letter Today* and *Born to Lose*; Roy Acuff's *Night Train to Memphis*; the Carter Family's *I'm Thinking Tonight of My Blue Eyes* and others. "I'm happy to be able to tell the world that among our folk song singers there seems to be no jealousy prevailing," Vincent declares.

Hot Shots 11th Army

Hoosier Hot Shots celebrated their 11th anniversary on the Alka-Seltzer program October 7 when they did their 572d show on the *WLS National Barn Dance*. As far as is known they hold the time record for one sponsor.

On October 1 the boys signed a new contract with Alka-Seltzer and to celebrate the event and the completion of their latest picture, *Swinging Thru Texas*, they threw a party at the home of Gabe Ward in a Chicago suburb, which was attended by many of the WLS artists and members of the press. While in Hollywood doing the picture for Columbia the Hot Shots made a personal appearance on the *Phillips County Barn Dance*. They will return to Hollywood in December for another picture.

"Opry" Scores at Fairs

Units of the WSM *Grand Ole Opry* appearing at the Southwestern World's Fair, Atlanta, and the Alabama State Fair, Birmingham, made a tremendous hit and played to packed houses thru most of the week. The Folk Tunes editor had the pleasure of visiting with a number of the Opry stars at Birmingham and enjoying their programs. First two days of the fair George Dewey Hay, the solemn old judge; Ernest Tubbs and His Texas

Troubadours; Rod Brasfield, comedian; Drake Brothers, singers, and the Poo Sisters, singers, were featured. On Thursday they moved to Atlanta and Pee Wee King, the Duke of Paducah, Minnie Pearl and the Golden West Cowboys were the attraction for two days. For the closing day the John Daniel Quartet, Sam and Kirk McGee, Grandpappy Wilkerson and Brother Goldie appeared. The shows, staged in a large barn-like building, drew large crowds and rolled up a gross of more than \$12,000 for the five days. L. Montgomery and J. L. Frank handled the bally mike.

Tunester Tattle

Popular thruout the territory served by WOPI, Bristol, Tenn., are the Vanover Sisters, who play guitars and specialize in singing hillbilly songs. These two girls, 18 and 20, dropped their program some time ago when their work in a defense plant and their radio work proved too strenuous, but insistent requests for their return brought them back and they are heard on WOPI every Tuesday and Thursday.

Lazy Ranch Boys

Organized in January of this year, the Lazy Ranch Boys, trio, have become a popular feature on WIBO, Indianapolis. Original trio was made up of Verno Morgan, Casey Clark and Bill Stallard. Stallard left in July and was replaced by Chick Holstein, who sings lead. Clark and Morgan alternate with tenor and baritone. The boys sing Western and spiritual numbers. Casey plays fiddle, Verne the guitar and Chick bass. The trio is featured on the Saturday night Jamboree on WIBO.

Jack Patton, singing cowboy, who has been in Hollywood for some time, has returned to Schenectady, N. Y., and starting about November 1 he will be heard over WDEV, Waterbury, Conn. Patton's song, *Cowboy's Poika*, has been released in the Columbia picture, *Swing in the Saddle*, in which it is sung by the Wacky trio.

"Uncle Tom" Corwin, clever imitator of birds, animals, etc., celebrated his 75th birthday by appearing on the *WLS National Barn Dance* last week. He's just returned from a 16-month tour of USO centers.

Sammy Penn, singing cowboy, has taken over the emcee spot for the Western-styled floorshows at the Totem Ranch near Maple Shade, N. J., where Monte Walker and His Night Riders continue to make the music for the square dances featured on Fridays, Saturdays and Sundays.

The first of a series of square dances for the families of workers in defense plants was held October 7 at the Oxford Village, Philadelphia. Freda Klein is in charge of the music, with Julia Dwyer directing the dances.

Jack Howard, cowboy song publisher in Philadelphia, has returned to the city after an extensive summer tour of the radio stations in New England and Canada.

Hillbilly Music on WFIL

Hillbilly music and ballads of the mountain country are now heard twice daily over WFIL, Philadelphia. Some months ago this station signed Jesse Rogers, "America's No. 1 Blue Yodeler," for an early-morning solo stint. Last week Rogers' morning show was augmented to include Elmer Newman's Sleepy Hollow Gang, with which Rogers has appeared in outside performances. Together they are now heard daily over WFIL for two half-hour periods at 6:30 in the morning and 11:15 in the evening.

Course in Folk Dancing

Popularity of American folk music and old-fashioned dancing among the city dwellers in Philadelphia has resulted in the introduction of a course of study in folk dancing at the Junto, adult school in that city. Chris Sanderson and his group of musicians from Chadds Ford, Pa., will conduct the course, teaching the square dance, plain and waltz quadrilles, Schottische and Virginia Reel, with old-fashioned dances scheduled on Saturday nights at the Mercantile Library. The course is being given in cooperation with *The Philadelphia Evening Bulletin* and the Folk Festival Association which the newspaper sponsors.

FOLK RECORD REVIEWS

(Continued from page 21)

RED RIVER DAVE (Continental)

Time Will Tell the Story—FT; V. *Amelia Earhart's Last Flight*—FT; V.

Red River Dave (McEnery) couples two typical outdoor chants for this label in lively fashion with adequate instrumental support from the string band. Already a song classic at the whistc-stops in his song story of *Amelia Earhart's Last Flight*, a stirring tribute to the air lady with the tragedy attending her flight making for the sob appeal. His *Time Will Tell the Story* follows the

standard theme of the cowboy losing his gal to someone else. These, too, are rich in phono appeal.

ARTHUR "BIG BOY" CRUDUP (Bluebird)

My Mama Don't Allow Me—FT; V. *Standing at My Window*—FT; V.

The blues shouting of Big Boy Crudup serves in good stead for both of these race blues, both originals, with guitar and string bass adding some instrumental body to his big voice. *My Mama Don't Allow Me* tells the tale of the playboy who was done wrong by his woman. *Standing at My Window* is the characteristic wail that every woman he "gits" always wants some other man. It's the spinning that nickels were made for at the backwoods race locations.

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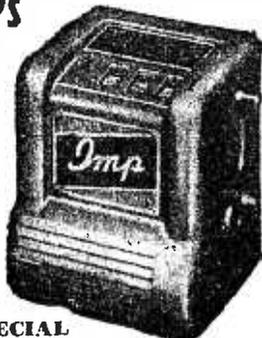


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- Jennings Club Bell, 10c, 3/5 275.00
- Jennings Silver Chief, 5c, 3/5 200.00
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- Jennings 4 Star, 5c, 3/5 125.00
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BUY MORE WAR BONDS AND STAMPS

Venders Can Help Pay Cost

Thousands of companies are making machines pay for employee programs

By Walter B. Lovelace

With the end of all-out war production in sight, corporation comptrollers are going to put on their blue-colored glasses and begin to ask unpleasant questions. There is, for example, the item "Employees' Recreational Activities" on the industrial relations department budget for 1945. To the man responsible for getting expenses down that item is intriguing. It looks like one place to use the ax. So he calls in the personnel manager and says in effect:

"Bill, I have just been looking over your budget for 1945 and notice this item of employee welfare activities. I can see where that sort of thing was necessary when there was a labor shortage and a high quit rate, but it is going to be different next year. They are going to line up waiting for jobs. Why can't we just lop that off?"

To be sure there are a hundred reasons why the item should be left in the budget, but somewhere, somehow, cuts have to be made. So, the smart industrial relations man will anticipate this situation, before he runs head-on into it. And the best way to anticipate it is to get it clean out of the expense side of the budget. Make it a self-supporting activity. Thousands of companies are already doing this.

The accompanying article on the use of vending machines to help finance recreational programs in industrial plants will provoke pros and cons in the coin machine trade. It is reprinted by permission of *Industrial Relations* magazine, the Dartnell Corporation, Chicago. Walter B. Lovelace, the author of the article, is news editor of the publication. He says that managers of industrial plants differ in their views on the usefulness of vending machines in plants. Because the idea will be more prominent after the war, we are reprinting the article for the information of the trade.

There are many ways that money can be raised to underwrite the cost of employee recreation. Some companies organize an employees' social club and let each employee who wishes to participate pay or dollar or so to support it.

Another way is to put on a show or a carnival. There was an article in our July issue which told how Bell & Howell, Chicago movie camera makers, raised several hundred dollars that way. Then there are ways of raising money from the company picnic. But perhaps the best way of all, and one which will certainly become almost universal after the war, is by equipping the plant with automatic vending machines and applying the profits to those recreational activities which are currently included in the budget. Profits of from five hundred dollars to several thousand dollars a year from that source are not unusual in plants where the coverage of machines is adequate and where the employees know that when they make a purchase from the machine, a portion of each nickel or dime goes into their fund for their pleasure.

Some Dislike Venders

Now there are some production men who are dead set against having any vending machines in the plant. "We are engaged in producing precision parts for winning a war," the production chief of a large plant in South Bend said, "and I can't for the life of me see how a man (See Financing Programs on page 68)

Peppermint Oil Supplies Gain

NEW YORK, Oct. 14.—Peppermint oil, important to a variety of industries, ranging from chewing gum to tooth paste, is becoming more plentiful. High prices have encouraged domestic production. The government weighs proposals to boost allotments, perhaps by as much as 10 per cent.

However, the pharmaceutical houses, big users of menthol made from peppermint oil, apparently will not benefit from larger U. S. crops. The great bulk of domestic peppermint has a low menthol content, so drug companies remain dependent on imported materials plus some synthetic production. Prior to the war most menthol came from Japan, but Brazil now is increasing production.

Cig Firms Now Eye Stock Pile

WASHINGTON, Oct. 14.—The frustration of smokers walking up to a cigarette machine and finding it empty and then going to a cigar counter and hearing the clerk say in words what the vending machine said with returned coins, will continue this winter.

Americans are not exactly kicking when they know that the boys across the seas are doing without a lot more—a comfortable home, evenings with the family and countless other luxuries taken for granted—but instead the public is willing to take this and other minor disturbances in their way of life for the guarantee that the future will hold a higher stake.

Nonetheless, civilians were warned that they would have to smoke cornstik if they couldn't get cigarettes, because reports from the Bureau of Agricultural Economics said that the shortages of cigarettes will continue thruout the fall and winter.

Of particular interest to the vending machine trade were the figures that cigarette consumption in this country in July was about 11 per cent below the same month last year. The bureau said that this was due to huge requirements of the armed forces abroad, and the shortages of labor and containers at home.

However, the bureau assured the industry that the present shortage is only temporary and it will become less acute in the future as the problems of labor and container shortages are gradually lessened.

In addition the government has bought large quantities of tobacco for lend-lease accounts and for export. Recently the government allocated 624,000,000 pounds of tobacco to the nation's cigarette manufacturers, but the concerns will be required to have \$250,000,000 in cash when they go to market. These purchases, however, will be financed with cash and bank loans, according to a survey from five major tobacco companies.

Cigarette manufacturers are extremely anxious to replace their stocks of tobacco so that the leaf can be properly aged. Price of tobacco has almost doubled, greatly increasing the amounts of cash needed to meet these higher prices, but wartime demands have been so pressing that cigarette manufacturers have had to dip into their reserve supplies of leaf. So the cigarette industry is faced with two-fold problems.

For this reason it is hoped that increased government allocations will enable the industry to buy a little more tobacco than it uses. However, even though the crop this year has been larger than other years and with the greater allocations to manufacturers, the industry still believes that it will be several years before it gets its inventories of tobacco back to normal.

Museum Uses Book Venders

Machines an aid to public rather than a profit to institution

NEW YORK, Oct. 14.—Coin machines vending booklets to the tune of eight units, six of which move 15 booklets at 25 cents each and two machines vending 600 booklets at 10 cents each, have been found by the American Museum of Natural History, considered one of the top museums of this kind in the world, to be a distinct aid in steering visitors to the many extraordinary exhibits. The machines also help in fulfilling the educational attempt of the museum.

At first the directors of the museum were skeptical of the machines. About six years ago they were prevailed upon to spot-test a few units for visitors' reactions. As a result of this experiment six venders were taken on a location owner basis while the two units vending 600 booklets apiece were purchased outright.

It is interesting to note that the venders are under the direct supervision of Harry Hawkins, who holds the title of manager of publications for the museum. He explains that the units are used in connection with the various halls or exhibits found at this institution. For example, at the Anthropological Hall, a machine vends a booklet which informs the visitor what anthropology is all about and the meaning of the specific exhibits. Similarly for other major halls where venders are found. Hawkins told a reporter from *The Billboard* that he feels the Museum of Natural History has done a pioneering job in this type of vending and that the installations are recommended to museums and institutions everywhere. The machines are not regarded by the museum authorities as extra touches. Admittedly operated on a non-profitable basis, they are viewed, however, as an integral part of the institution's mechanism for the enlightenment and entertainment of visitors from all parts of the United States and in peacetime, the world.

According to Hawkins, all of the eight venders stand up fairly well under continuous operation. There is a source of trouble, however, with young children who continually resort to the museum and who are not above slugs and who often round out their encounter with the machines by impairing the equipment. To overcome this grief, guards in uniform and civilian clothes keep an eye on the machines when more than the usual number of youngsters are known to be circulating in the place and the organization also cautions grown-ups who escort children into the institution to keep an eye on the kids.

Matter of Policy

Hawkins believes that while museums and public enterprises generally must remain essentially conservative and sound in what they offer to the public, the use of coin machine book venders is in line with this policy and also holds out splendid opportunities for these enterprises in the approach to a visitor who comes in green and is interested in getting as much information as he can at a fairly low price. The majority of museums are restricted in budget and consequently are limited in the amount of services they can supply and may very well welcome the installations of book and similar venders, tending as these machines do, to facilitate the visitor's appreciation of what a certain museum or perhaps only some of its exhibits signify.

Future plans of the American Museum of Natural History call for the addition of book venders, a task which will be undertaken after the war. New venders will be placed in exhibits curtailed by the (See Museum Uses on opposite page)

OPA Announces Popcorn Prices in Recent Release

Bulletin 4805 lists all types of product—section covers vending machine sales — increase permitted to cover higher costs

WASHINGTON, Oct. 14.—The almost forgotten popcorn vending machine was brought to mind this week in Bulletin OPA-14805 of the Office of Price Administration. The bulletin announced dollar and cents prices on popcorn and popcorn products of all kinds and at the very end of the bulletin a section was devoted to vending machine sales, setting ceiling prices of seasoned popcorn at 5 cents per 1/2 oz.; cheese-coated popcorn at 5 cents per 3/4 oz.; and caramel-coated popcorn at 5 cents per 1 1/4 oz. OPA officials stated they felt that a dollar and cents price ceiling for popcorn products will be more acceptable to the consuming public and at the same time it would be agreeable to manufacturers and sellers of such products. Establishing a flat rate of 5 cents for vending machines was acceptable to this branch of the industry. Historical price lines are maintained in the order but an adjustment in price is made by decreasing the net weight of consumer packages in which most popcorn products reach the public.

The new regulation (effective October 3, 1944) establishes specific prices for sales of the products in packages, in bulk and from vending machines, and increases prices in an amount sufficient to cover the higher cost of shelled popcorn to manufacturers. The increase in the shelled popcorn cost amounts to about 90 per cent above prevailing March 1942 levels. Prices of the manufactured popcorn products, based on the March 1942 levels for shelled popcorn, were frozen under the General Maximum Price Regulation.

30 Major Producers

There are approximately 30 major producers in the industry who manufacture three principal kinds of popcorn products, and it is estimated that they use about one third of the total yearly production of processed shelled popcorn, OPA said. These three types of manufactured popcorn are: (1) Seasoned popcorn, which may be seasoned with salt, butter, vegetable oils or other seasoning; (2) popcorn coated with cheese, and (3) popcorn coated with caramel confection.

Most of the manufactured popcorn products reach the consumer in packages, and for this type, the new regulation spells out specific prices for all sizes of standard packages and containers up to and including 16-ounce sizes. Prices are specified for sales to wholesalers and other distributors, sales to retailers and sales to consumers. All manufacturers are required to label packages with the consumer price for each size package.

Packaged Regulations

In the case of the packaged products, prices have not been changed for the different sizes of containers but net contents of the packages have been reduced. For example, a 10-cent consumer package of seasoned popcorn previously containing from 2 1/4 to 3 ounces net weight, will now contain not less than 2 ounces. A 10-cent package of caramel popcorn will now contain not less than 3 1/4 ounces net weight and a 10-cent package of cheese popcorn not less than 1 1/2 ounces net weight.

Prices have been established for all

standard sizes of containers and are the same for all three types of products, with net contents varying in the same proportion as in the 10-cent packages. Caramel popcorn, which is the least costly to produce, has the greatest net weight per package; while cheese popcorn, the most expensive to produce, has the smallest net content.

Tobacco Exports Increase With Germany's Defeat

WASHINGTON, Oct. 14.—The Bureau of Agriculture and Economics reports that tobacco exports will increase sharply after the collapse of Germany. Officials of the department did not say what effect this would have on domestic cigarette supplies.

It did state that consumption of all types of tobacco products at home and by the overseas forces is at the highest level in the history of the industry. During the last fiscal year tax records show that American people smoked 258,000,000,000 cigarettes. However, the use of tobacco stocks by the factories was 11 per cent below last year.

The government official explained that shortage of shipping containers and the limited supply of factory labels is helping to greatly increase the cigarette shortage. Shipments of tobacco to Europe after the war will be out of stocks which European firms bought before the war but could not get shipped overseas in time.

Fewer Cigars Available

Fewer cigars were made available for civilian consumption in July than any month since December, 1940. Tax-paid cigars totaled 352,000,000, a drop of 8 per cent from June and 17.5 per cent from July, 1943. Tax-free government purchases for shipment overseas are not included in these figures.

Carolina Tobacco Tax Down

Tobacco tax collections for August totaled \$598,023, as compared with \$624,675 in the same month of 1943, the South Carolina Tax Commission reports.

MUSEUM USES

(Continued from opposite page)

war but which, at the completion of hostilities, will be completed and opened to the public. As Hawkins sees it, book vendors not only fall in with the museum's educational policy, which is the bedrock of its foundation, but the machines also serve with the dispatch and economy of time many visitors at the museum require.

From a broader aspect of merchandising, Hawkins sees the machines catching a considerable overflow of impulse buyers, visitors who, for instance, may find the museum book shop too crowded at a particular moment and leave and who might otherwise not buy any literature if the machines hadn't been available. There are also those who had no intention of purchasing any reading matter and who, observing the vendors and discovering an extra dime or quarter in their possession, decide to use it if only thus to secure a souvenir or token of their time at the museum.

Hawkins is convinced that book vendors must come in for consideration by educators of tomorrow in any thoroughly rounded picture which deals with getting printed knowledge to the widest possible public. He sees this approach to the merchandising of all types of literature ultimately affecting normal retail book outlets as we know them today and, in instances, changing them. It is his contention and it may be substantiated that, perhaps, inadvertently, the American Museum of Natural History has demonstrated a new source for coin machine profits.



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Armed Forces To Get Fifty Pct. Candy by Govt. Order

WASHINGTON, Oct. 14.—Manufacturers of candy bars, rolls and in packages designed for the retail market at 5 cents were notified October 7 to set aside 50 per cent of their output for the armed forces. The order will not apply to the manufacturers of molded chocolate bars since military requirements for these are light and do not require a reserve supply. The War Food Administration issued the order and said it was utilizing its wartime powers to aid the men in the services. WFA explained that the use of candy by the armed services has increased sharply and that the procurement offices will not be able to get enough supplies thru regular channels. Order No. 115 will apply to all manufacturers whose monthly production of candy is in excess of 10,000 boxes in units of 24 items each. These manufacturers will be required to set aside 50 per cent of their monthly production based on the average of the first six months of 1944.

Further testimony to the use of candy by the armed forces was made in a speech before the American Public Health Association in its annual conference in New York recently. A high ranking medical officer of the navy said that candy bars account for about 40 per cent of the food eaten outside the mess hall by men in the armed services. The navy officer read his carefully prepared speech and said his statement was based on food studies of the mass feeding of as many as 7,500 men at a single meal. Careful checks were made on the amount of food consumed by each man, the amount wasted by being thrown into the garbage can and also the kinds of food consumed between meals. Enlisted men purchased their extra supplies at the regular canteens and thus it was possible to keep a check on the extra items they bought. It was found that men tend to reject fats served in their meals and purchase candy bars and soft drinks instead. Estimated purchase of candy bars for the first quarter of the year was about 100,000,000 per month. He said that the enlisted men apparently got one eighth of their calories outside the mess hall. Because of the large consumption of candy the speaker said the navy was asking that the candy trade

greatly improve its candy bars. The statement of the medical officer recalled a recent one made before the American Association for the Advancement of Science when it was stated that sugar in candy bars and soft drinks has proved to be a very useful brain food for workers in war plants.

Group Reports

The quantity (based on pounds) of confectionery and competitive chocolate products sold by 128 manufacturers in August, 1944, was 14 per cent over the quantity recorded for the corresponding month a year ago, while the sales value of these products for the same group of manufacturers was up 16 per cent. The average price per pound in August, 1944, was 22.3 cents as against 21.9 cents in August a year ago, 22.1 cents in July of this year, and 22.7 cents for the year to date (eight months).

A gain of 13 per cent was registered for manufacturer-retailers for August, 1944, compared with August, 1943; sales were down 4 per cent for manufacturers of chocolate products competitive with confectionery; and "other manufacturers" noted an increase of 20 per cent. A comparison of August sales with July sales in 1944 indicated that a 15 per cent increase was the experience of manufacturer-retailers, a 51 per cent increase was noted by manufacturers of chocolate products competitive with confectionery, and a 25 per cent gain was revealed for "other manufacturers." For the first eight months of 1944 compared with the first eight months of 1943, all three types of manufacturers showed increased sales: Manufacturer-retailers, up 12 per cent; manufacturers of chocolate products competitive with confectionery, up 18 per cent, and "other manufacturers," up 17 per cent.

Pennsylvania noted a substantial sales gain of 25 per cent for August, 1944, over August, 1943. Sales were up 21 per cent in New York, 19 per cent in Illinois, and 18 per cent in California, while in Massachusetts dollar sales gained only slightly (33 per cent). The West North Central Group of States showed an average increase of 29 per cent; the Atlantic, 24 per cent; the East North Central, 19 per cent; the Pacific, 17 per cent, and the

New England, 11 per cent. No decreases were noted by States and groups of States, on a year-to-year comparison. For August, this year compared with the preceding month, sales in Massachusetts rose 60 per cent, the highest gain recorded in this monthly report.

The seasonal change for Minnesota, North Dakota, and South Dakota was a gain of 47 per cent, and for Nebraska, Iowa and Missouri, a gain of 41 per cent. One slight (3 per cent) decrease was reported—for Virginia, North Carolina, and Georgia. All States and groups of States in this survey showed increased sales for the first eight months of 1944 over the corresponding eight months of 1943. Gains were from 7 per cent for Ohio and Indiana to 34 per cent for New Jersey, Maryland and the District of Columbia.

Data contained in this report are based on a sample survey conducted by the Bureau of the Census with the co-operation of the National Confectioners' Association. No adjustment has been made for seasonal or price fluctuations.

FINANCING PROGRAMS

(Continued from page 66)

can keep up with his job, and do accurate work, holding a sandwich in one hand and a bottle of 'coke' in the other. There is a time for snacking and a time working. The two just don't mix."

Others feel the same way. Yet, there is another side to the problem. Perhaps the best way to present it is by reviewing the findings of another production man who came up against the problem, and solved it to his own and his employees' satisfaction. Since he will not permit direct quotation, we will just call him Mr. Jones which, of course, is not his name at all.

Now, this Mr. Jones heads up a small war plant over in Michigan which recently had 90 per cent of its contracts canceled overnight. He had to do some plain and rapid retooling.

He was what you might call a "progressive" employer and believed in going the limit in making life more enjoyable for the folks who worked in his plant. During the war, he had gone in for employee recreational activities in what for him was a big way, and he was sold on the idea. It had paid off for him by attracting and holding workers when there were mighty few to be had, and the spirit of the workers was much better since they had a chance to have a little fun along with their jobs.

Mr. Jones had pondered the future and found additional justification for continuing his recreational program. The work week would be shorter, now that his contracts had been canceled, and that would give his employees more leisure time. Also, after the war, the returning servicemen, used to a vigorous outdoor life, would be glad to have a chance to let off a little steam in some active sports a few times a week.

"But," thought Mr. Jones, "I can't possibly continue to devote all my time to drawing up schedules and planning parties. What's more, these raffish for a new set of 'this or that' are becoming a nuisance, and are always unpredictable. I need help on the planning and some sort of fund to finance the program and make it self-supporting, if possible."

The idea of a sports club with dues-paying members was a little narrow for Dr. Jones. There were a lot of people who didn't play baseball and basketball, but who were interested in dramatics, music or parties, and who deserved some part in a recreation program.

He knew that Servel, Inc., somehow maintained a comprehensive program at an annual cost, including a director's salary, of \$1 per employee.

He discovered by writing the Industrial Recreation Association, a national association which furnishes suggestions, manuals and research service for members, that the Servel program was financed from the profits of the plant stores owned and operated by I. R. A. The funds from these stores contributed more than \$25,000 annual income to the employees' association.

Studying Example

Such a plan was out of the question at Mr. Jones's small plant, but he did discover that many of the large and small plants, like North American Aviation, Lockheed Aircraft Corporation and many others, finance their recreational programs with the profits resulting from the sales made thru the plant vending machines.

The profits from the vending machines may be a percentage of the profits paid as a rental fee by the distributor for the space where he places his vending ma-

chines; or the plant may buy vending machines outright from manufacturers and operate and service them. In the case of the Cliffs Dow Chemical Company the union owns the vending machines and allocates the profits in what has proved to be a satisfactory arrangement.

Mr. Jones, however, wondered about vending machines. Wouldn't workers waste a lot of time eating candy and drinking "cokes" or milk? He knew of several big companies that had decided against vending machines, or candy, and drink stands for that very reason. He talked it over with some of the foremen, and discovered that there had been numerous requests for some place to purchase candy and soft drinks. The foremen pointed out that the workers often wasted a great deal of time looking for someone who was going out of the plant and who could bring back a candy bar for a snack. In fact, the truck drivers had often complained about the nuisance.

In checking with other companies in the vicinity he discovered that they felt that the nourishment and convenience was enough of a boost to justify the little time lost in making the purchase of candy and soft drinks. Only a few reported workers taking advantage of the privilege, and these violations occurred when the worker had to go some distance to the cafeteria or to the one, lone vending machine in the plant to make the purchase.

Enough Machines

A few vending machines to serve many employees can be a big time waster. One company decided to put a drink machine in during an unusually hot summer, and the first morning when the manager stepped out of his office there were the employees lined up down the corridor and around the corner waiting for their turn to purchase a drink. The next morning there was no drink machine. The manager was "agin 'em." They were time wasters and he was never going to allow another one.

But this manager was unfair. He had put in only one machine to service several hundred employees. Of course, there was a long waiting line. A national distributor of vending machines recommends one machine for every 50 or 75 persons. Before this company places its machines it makes a survey of the plant. The survey considers the number of people, the number of shifts, the number of young people, other food services available, the type of work done in the plant. All these are carefully checked, for they help the distributor decide where and how many machines to place and what to offer for sale in the machines.

Mr. Jones's plant included a foundry that cast heavy machine parts. The extreme heat combined with the necessary physical exertion drained a great deal of the workers' energy, and he had noticed that the men often brought extra sandwiches to nibble on while on the job. Vending machines could fulfill a definite nutritional need for these workers as well as furnish money for his recreational program.

He planned to let the employees administer their own recreational program so that they would know where the money was going and realize the dual purpose that the vending machines served. Any suspicions as to what "the company was doing with the money" would in this way be eliminated.

Post-War Prospects

Once before he had tried to get soft drink machines, but there had been none available. He thought of installing ice chests at various points around the plant, and letting the employees select their own drinks and pay for them by dropping money in a box. Then after the war, if a vending machine seemed more practical, they could eventually replace the ice chests.

The delivery men for the soft drink companies reported that many plants prefer ice chests because in that way they can carry a variety of drinks.

As Mr. Jones looked back over his findings he realized that there was a great deal of planning to be done. It wasn't merely a matter of "from vending machines to recreation in one easy step."

His was a small plant, and so he and the employees decided to let a distributor place and service the machines. When they talked it over Mr. Jones explained the two-fold purpose of the machines, nutrition, and funds for continuing the recreation program, and their hearty approval assured him that he would receive their co-operation in the coming venture.

Vending machines will keep the recreational program going at the Jones plant. Perhaps they are the answer to trimmed budgets in other plants where recreation is about to be administered the last rites.

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FREE 3000 1c Sellers—Your Choice of 24 Different Card Series with Purchase of One Vendor...\$55

REPORTS STORY OF TRAINERS

How Air Corps Train Gunners

Devices with coin machine background do big training job in Southern camp

BATON ROUGE, La., Oct. 14.—They've taken the juke machines, rattle-dazzle pinball gadgets into which millions of good American nickels were poured before the war, made them respectable with a new coat of paint and a few ingenious changes and sent them off to war. It's hard to believe that these machines could fit any place in the war effort. But they are doing a mighty important job.

At Harding Field and other Army Air Forces training stations these ex-pinballers are contributing greatly to the air forces' gunnery training program. Early in the war commanders in the various theaters were crying frantically for air power to give them an even chance against the enemy. As a result our fliers found themselves learning gunnery the hard way. Their targets were planes bearing the Rising Sun or the Swastika and they could fight back.

The plan couldn't be topped for realism, but it frequently resulted in enemy fliers who lived to fly another day because our pilots weren't too sure of angles of deflection and other gunnery factors which make the difference between a hit and a miss—or a live Jap and a dead one.

The situation has changed considerably since those early days of the war. Today American fighter pilots fly into combat capable of literally shooting a squirrel's eye out at a hundred paces. Partially responsible for their deadly accuracy are two fugitive "juke" boxes—the Fixed Gunnery Deflection Trainer and the Air-Gun Trainer. Both are being used extensively for training fighter pilots at the AAF's Fighter Pilot Training Station here at Harding Field.

Changes Made

Altho outwardly there is little resemblance, these two gadgets are blood brothers of the novel aerial gunnery machines in amusement centers throughout the country. Not only do they utilize the same principles, but they are manufactured in the same factories and carry the same manufacturer's trademark.

Trainee pilots spend many hours of their ground training at Harding Field in perfecting their gunnery skill on these two devices. This is in addition to the scores of hours they devote to "live" firing at ground targets and long wire mesh targets used in aerial gunnery.

The deflection trainer brings the trainee into direct contact with the complicated prism sight used by navy and army planes. The narrow device is about 15 feet long, and at one end has the "gun" which the pilot trains upon the small miniature plane held by an adjustable rod against a sky-like background.

While the operator of the machine varies the speed and the flight of the plane by twisting a few wheels, the pilot is required to make allowances for speed and direction so that his shots will strike the target ship. As he presses the trigger a beam of light streaks toward the target plane. If the aim is correct, the beam strikes a photo electric cell, relaying the hit or miss to scoreboards under the gun of the trainer.

Deflection shooting is one of the most difficult tricks in aerial fighting, an observation regularly voiced by combat veterans. For example, Major Richard I. Bong, leading American fighter ace, contends that his bag of Nipponese ships would have been considerably higher if he had mastered the art of shooting. Hunters, especially duck hunters, learn early that to fill the family larder they must lead their targets, taking into account the speed and direction of the bird's flight. They know only too well

Special Tribute

The accompanying article on the contribution coin machines have made to the training of men in the services was published in *The New Orleans Times-Picayune* September 17. It bore the title of "Juke Box Plays a Martial Role" and is reprinted in full by special permission.

The article is in the form of a letter to the editor and apparently was written by a staff reporter. It was illustrated by two photographs of the air gun trainers in use.

how difficult it is to hit a target traveling at 300 miles per hour.

Realistic Work

The queens of the Synthetic Training Section at Harding Field are two big air-gun trainers, which are so realistic that some trainees do everything expected of air sickness after a few minutes of simulated flight. Sheltered in a large tunnel-like structure, sealed off completely from the light, the trainees do everything expected of a plane except take off and barrel roll. When in operation, recording devices aided by hidden amplifiers reproduce the drone of engines and the staccato sound of machine guns. The whole illusion of flying is enhanced by a false horizon which responds to the slightest touch on the controls. By pulling the control stick back the horizon drops away, while a push forward starts the horizon rushing toward the inert trainer. Pressure on the rudders tilts the projected film sharply, creating a banking effect in the trainer.

Mechanically, the trainer consists of a mock fuselage of a plane, which to the untrained eye would look like the real thing. The cockpit is equipped with a sliding canopy and the usual controls including rudder bars and control stick. In the spot usually reserved for the engine, there is a second place for the instructor.

Directly in front of the trainer is a large rubberized screen upon which photographic images of target planes are projected and controlled by the instructor from his forward position. When in operation another film projector throws a cloud background upon the screen. With instructor and trainee at independent controls the machine is capable of simulating the most hectic aerial encounter.

The make-believe flights in the trainer are so authentic that in one instance a trainee pilot became so intent on the action depicted on the screen that he attempted to bail out when the instructor cut off the amplifier providing the engine sound effect. He sheepishly admitted that the illusion of flying had been so great that for an instant he had visualized himself thousands of feet in the air when his engine failed.

Definite Spot

Altho these trainers are direct descendants of the bell-ringing, light-flashing "juke" boxes in the drugstore around the corner, they've found a definite spot in the Army Air Forces gunnery training program. At Harding Field veterans of months in combat, many with confirmed victories over Japs and Nazis, enter into the new synthetic training with enthusiasm. One major with an impressive string of victories, upon arriving at the combat training school, headed for the deflection gunner trainer, and explained that he wanted to perfect a shot with which he downed a Nazi fighter.

"I haven't been able to figure out to this day," he confided, "how I got that burst in. It seemed like an impossible shot."

As the days pass the gunnery trainers gather more adherents from the ranks of the Army Air Forces training officials who admit that the air-gun deflection trainers are but glamorized "juke" boxes, but they point out that the boys are getting the misses out of their systems over here in training camps, where they can always go back and figure out what happened, instead of in the combat areas, where the first miss might be the last.

Federal Tax Gains in La.

Collections from July 1 to October 1 show gains over same period last year

NEW ORLEANS, Oct. 14. — Louisiana gaming devices, mostly slot machines, paid the federal government more taxes for the July 1-October 1 period this year than they did during the entire fiscal year 1943-1944, according to records of J. O. Fernandez, collector of internal revenue.

The records showed that revenue for the three-month period this year totaled \$896,834.82, compared to the previous fiscal year total of \$703,198.90. "Such an increase is unprecedented," Fernandez said, "and while part of it may be attributed to the enforcement drive conducted by this office during July and August, most of it undoubtedly is due to the increase in the number of slot and pinball machines now in use."

Allowing for penalties, Fernandez estimated that about 1500 more slot machines are being operated now than were in operation during the previous fiscal year. The government collects a \$100 use tax on each slot.

Amusement taxes on such devices as juke boxes showed a similar increase. These taxes for the three months starting July 1 of this year totaled \$68,022.26, compared to \$40,331.44 for the 1943-1944 fiscal year.

Ask Court To Drop Case; Machines Sold

MILWAUKEE, Oct. 14.—The end of a test case on the legality of pinball games may have ended here this week when operators asked the Circuit Court to drop their appeal because they had already sold the 260 games involved in the case. Legal authorities say that the case can still be appealed to the State Supreme Court if the operators desire even tho they have sold the games involved.

Operators who had filed the appeal said they had not yet decided whether to carry their cases to the State Supreme Court. The State high court had previously decided unfavorably to operators on an appeal taken from this city earlier in the year.

It is felt in the trade here that this is merely another step of the long issue involving the legality of pinball games. The city still collects its license tax on pinball games, but some city officials are still crusading against them. The legal question has had its ups and downs for more than two years now.

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IMMEDIATE SHIPMENT ONE BALLS

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| 3 San Anita | 275.00 |
| 1 Dust Whirls | 225.00 |
| 1 Whitlaway | 225.00 |
| 2 Fortunes | 275.00 |

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| | |
|------------------------------------|----------|
| 1 Four Bell, HI Hand, Late 4-5c | \$850.00 |
| 5 Jumbo Parades, Cash, Late | 175.00 |
| 2 High Hands, Free Play | 150.00 |
| 1 Super Bell, 5c | 275.00 |
| 1 Pacas Races, Brown Cabinet, Cash | 150.00 |
| 1 Silver Moon, Free Play | 85.50 |
| 3 Jennings Fast Times | 50.00 |
| 1 Saratoga, Rails, Cash | 85.00 |
| 2 Jennings Daily Double | 35.00 |
| 1 Square Bell | 75.00 |

SLOTS

| | |
|-------------------------------------|----------|
| 4 Blue Fronts, 5c | \$150.00 |
| 1 Blue Front, 50c | 475.00 |
| 1 Blue Front, 25c | 325.00 |
| 1 Blue Front, 10c | 175.00 |
| 1 Jennings Chief, Late 5c | 150.00 |
| 1 Roman Head, 5c | 125.00 |
| 2 Melon Bell, 5c | 175.00 |
| 1 Brown Front, 5c | 225.00 |
| 1 Waiting Rotator, Cherry 5c | 100.00 |
| 2 Waiting Rotator, 5c M. Front | 75.00 |
| 5 Waiting Treasures, 1c | 45.00 |
| 1 Silver Chrome, 10c | 400.00 |
| 2 Gold Chrome, 10c | 375.00 |
| 1 Bonus Bell, 5c | 250.00 |
| 1 Bonus Bell, 10c | 275.00 |
| 1 Columbia Bell, 5c | 50.00 |
| 1 War Eagle, 5c | 100.00 |
| 4 Giffiter Gold, 1c Q. T. | 90.00 |
| 5 Blue 1c Q. T. | 50.00 |
| 1 Silver Chief, Melon, 5c | 200.00 |
| 1 Jennings Triple X Bell, 5-10-25 | 200.00 |
| 1 Jennings Cigarola XVV | 125.00 |
| 5 Mills Round the World, Q. T. Size | 30.00 |

ARCADE

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| 1 Rapid Fire—No Gun | \$125.00 |
| 1 Chicken Sam Gun | 150.00 |
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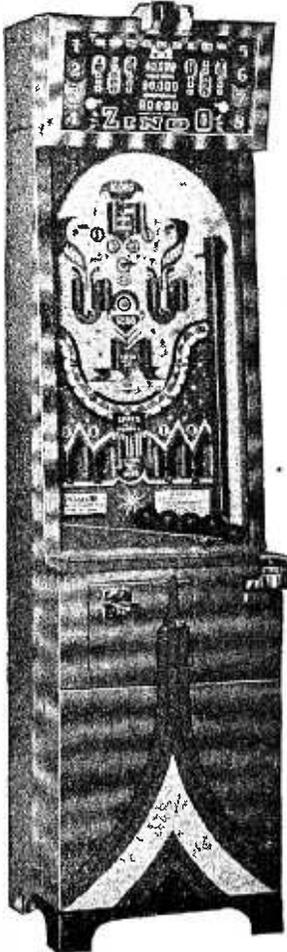
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|--|----------|------------|----------|-------------|----------|
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| 1 Mills Empress | 285.00 | Shantzi-La | 145.00 | Eagle Squad | 145.00 |
| 1 Wurlitzer | 150.00 | Belle Hop | \$45.00 | | |
| 1 Twin 12, Steel Cabinet Adapter, Amplifier, Speaker | 155.00 | | | | |

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Rotary Cookery All Set for Near Future

CHICAGO, Oct. 14.—Groetchen Tool Company, well-known manufacturer of coin machines, used big newspaper space this week, during the National Restaurant Association convention here, to tell about a cooking device which the firm developed shortly before the war.

The Groetchen firm developed a rotary cooker which is expected to be a big innovation in the restaurant field after the war. About 25 of the cookers were made before the war in time to give them thoro tests. Richard Groetchen, head of the firm, also opened a restaurant in Chicago to feature the devices and to test them to his own satisfaction and also make improvements, if possible. Many members of the coin machine industry have enjoyed steaks at the Groetchen restaurant during recent years.

The rotary cooker will prepare a steak any way the customer likes it in three to five minutes and its operations are entirely automatic after the steak is inserted in the cooker. Meats, chicken and fish may also be prepared in short order. The automatic cooker is based on the latest scientific ideas for cooking under such intense heat that not a drop of the natural juices escape. The heat is so intense that as soon as the meat is inserted in the cooker, the outside of the meat is sealed. Since the device is automatic, the cooked meat is always uniformly the same.

Groetchen says he expects to do a marvelous business in this field after the war in addition to his products in the coin machine field.

ATTENTION!
CANADA AND LATIN AMERICA:
We can continue filling your coin machine requirements promptly!

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| 2 L.D. Ten Strikes | 50.00 |
| 2 39 Western Baseballs | 75.00 |
| 1 Shoot the Chutes | 139.50 |
| 3 Slap the Japs | 139.50 |
| 2 Rapid Fires | 195.00 |
| 1 Shoot the Bull | 125.00 |
| 3 Keeney Submarine Guns | 185.00 |
| 1 Anti-Aircraft Gun | 75.00 |
| 1 Chicago Coin Hockey | 195.00 |
| 1 Low Magic Finger | 110.00 |
| 1 High Magic Finger | 110.00 |
| 5 Electric Diggers, All for | 225.00 |
| 1 World Series | 95.00 |
| 1 New Scientific Upright Basketball | 135.00 |
| 1 Kirk's Blow Ball | 125.00 |
| 1 Gottlieb Skeeball | 85.00 |

SCALES

- | | |
|------------------|----------|
| 1 Watling Lo Boy | \$ 75.00 |
| 2 Mills Lo Boys | 45.00 |
| 1 Toledo Lo Boy | 65.00 |
| 3 Exello Lo Boys | 35.00 |

SLOTS

- | | |
|-----------------------------------|----------|
| 2 5c Watling Rollatops, 3/5 | \$ 95.00 |
| 1 10c Watling Rollatop, 3/5 | 125.00 |
| 1 10c Watling Rollatop, 2/4 | 100.00 |
| 2 5c Mills Brown Fronts | 225.00 |
| 2 25c Mills Blue Fronts | 325.00 |
| 2 25c Mills Brown Fronts | 350.00 |
| 1 5c Mills Special Mystery | 150.00 |
| 2 5c Mills Hand Load Chrome Bells | 275.00 |
| 2 5c Pace Comets, 3/5 | 95.00 |
| 1 10c Pace Comet, 3/5 | 125.00 |
| 1 5c Jennings Blue Skin | 150.00 |
| 1 5c Jennings 1 Star Chief | 110.00 |
| 1 5c Jennings Silver Chief | 175.00 |
| 1 10c Jennings Silver Chief | 210.00 |
| 1 5c Mills Double Bell | 165.00 |

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| 3 Wurlitzer 616 | 165.00 |
| 1 Seeburg 9800, ES | 550.00 |
| 1 Brand New Seeburg Remote Console and 1 Seeburg Gem, wireless remote in hideaway box for cellar use | 550.00 |
| 2 Seeburg Casinos | 295.00 |
| 1 Seeburg Rogal | 295.00 |
| Rockola Bar & Wall Boxes | 20.00 |

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| 10 Buckley Wallboxes | Each 10.00 |
| 1 Wurlitzer #560 | Each 57.00 |
| 1 Wurlitzer #500 | Each 325.00 |
| 2 Latest Model Rockola Commandos | Each 550.00 |
| 2 Club Bells | Each 335.00 |
| 1 Sea Hawk | Each 225.00 |
| 1 Rockola Ten Pins | Each 65.00 |
| 1 Second Front Marble Machine Board | Each 125.00 |
| 1 Jeep Marble Machine Board | Each 125.00 |
| 1 Action Marble Mach. Board | Each 125.00 |
| 4 U-Need-a-Pack Cigarette Vending Machine, 9-Column | Each 75.00 |
| 4 U-Need-a-Pack Cigarette Vending Machine, 15-Column | Each 120.00 |
| 2 Shoot Your Way to Tokyo | Each 225.00 |
| 2 Owl Marble Board | Each 60.00 |
| 1 Sportsman Marble Board | Each 250.00 |
| 1 Ace Bomber | Each 275.00 |
| 1 Drivemobile | Each 325.00 |
| 1 All Star Hockey | Each 200.00 |
| 2 Skyfighter | Each 275.00 |

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|---|----------|
| 2 Seeburg \$200. SLMS, Ea. | \$550.00 |
| 4 Rockola 12 Record, Cabinets Refinished Red & Green, Green & Gold, Etc., Ea. | 111.00 |
| 1 Wurlitzer 412 Cabinet, Refinished | 127.50 |
| 1 Wurlitzer Model 430 Sensitive Speaker, 5-10-25c | 87.50 |
- CONSOLES**
- | | |
|---------------------------|----------|
| 1 Super Bell | \$275.00 |
| 1 Jumbo Parade, Cont. | 100.00 |
| 8 Jumbo Parade, F.P., Ea. | 67.50 |
| 2 Grandstand, P.O., Ea. | 50.00 |
| 2 Thistle-down, P.O., Ea. | 50.00 |
| 2 Hawthorne, P.O., Ea. | 50.00 |
| 8 Ray Track, Ea. | 39.00 |
| 4 Skill Time, Ea. | 25.00 |
- SLOTS**
- | | |
|---|----------|
| 3 5c Mills Blue Front, Orig., Ea. | \$150.00 |
| 2 5c Mills Melon Bells, Ea. | 175.00 |
| 1 5c Mills Cherry Brown Front | 185.00 |
| 1 5c Mills Roman Head | 109.50 |
| 2 5c Mills Glittered Gold Q.T., Ea. | 104.50 |
| 1 5c Mills Q.T. Blue Front, Refinished Glitter Gold | 87.50 |
| 3 1c Mills Q.T. Blue Front, Ea. | 37.50 |
| 3 1c Watling Treasury, T.J.P., Ea. | 20.00 |
| 2 1c Watling T.J.P. | 20.00 |
| 3 5c Galle, Ea. | 15.00 |
| 4 Jennings Cigarette, Ea. | 20.00 |
| 1 1c Jennings Little Duke | 20.00 |
| 1 25c Jack Pot Dice Game | 35.00 |
| 5c Goosenecks, Glittered Gold, Ea. | 17.50 |
- PINBALLS**
- | | |
|----------------------|---------|
| 1 Airliner | \$15.00 |
| 1 Blackout | 15.00 |
| 1 Blondie | 28.50 |
| 1 Box Score | 15.00 |
| 1 Buekeroo | 15.00 |
| 1 Baseball (Stone's) | 15.00 |
| 1 O. D. D. | 22.50 |
| 2 Cowboy, Ea. | 15.00 |
| 1 Crossline | 35.00 |
| 1 Limelight | 22.50 |
| 1 Lone Star | 20.00 |
| 2 Major, Ea. | 15.00 |
| 1 Major, #4 | 49.50 |
| 8 Nippy, Ea. | 15.00 |
| 8 On Deck, Ea. | 30.00 |
| 3 Polo, Ea. | 25.00 |
| 1 Punch | \$15.00 |
| 1 Red Hot | 15.00 |
| 2 Roller Derby, Ea. | 22.50 |
| 3 Rocky, Ea. | 35.00 |
| 1 School Days | 15.00 |
| 1 Score Champ | 15.00 |
| 5 Skyline, Ea. | 30.00 |
| 2 Sports, Ea. | 20.00 |
| 1 Sporty | 15.00 |
| 1 Stratoliner | 35.00 |
| 1 Super Charger | 20.00 |
| 1 Super Six | 20.00 |
| 2 Vacations, Ea. | 15.00 |
| 1 White Ball | 20.00 |
| 9 Yacht Club, Ea. | 18.50 |
- ONE BALLS**
- | | |
|-------------------------------|----------|
| 4 Victory (Bally), Ea. | \$ 49.50 |
| 1 Sport Special | 150.00 |
| 3 Mills 1-2-3, P.O., '39, Ea. | 28.50 |
- MISCELLANEOUS**
- | | |
|--|---------|
| 1 Pokerina | \$85.00 |
| 1 Evans Ten Strike | 35.00 |
| 1 Kicker & Catcher | 22.50 |
| 2 Tom Thumb Scales, Ea. | 60.00 |
| Double Barre Stands, Ea. | 60.00 |
| Folding Stands, Ea. | 2.00 |
| Q.T. Stands, Ea. | 7.00 |
| Sparks, Moroury, Liberty, Ea. | 12.50 |
| 1/2 Deposit, Balance Eight Draft of C. O. D. WE BUY AND SELL ROUTES. IF WHAT YOU WANT IS NOT LISTED SEND FOR OUR LIST. | |

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WILL SELL TO QUICK BUYER
AT YOUR FIRST OFFER!
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SLOTS

For Immediate Delivery

- 2 Mills 5c Gold Chromes, 2/5
- 3 Mills 10c Gold Chromes, 2/5
- 5 Mills 25c Gold Chromes, 2/5
- 2 Mills 25c Gold Chromes, 3/5
- 4 Mills 25c Brown Fronts, Drillproof, Knee Action, C.H.
- 1 Mills 10c Brown Fronts, Drillproof, Knee Action, C.H.
- 5 Mills 25c Blue Fronts, Drillproof, Knee Action, C.H.
- 2 Mills 10c Blue Fronts, Drillproof, Knee Action, C.H.
- 2 Mills Four Bells, 4-5c
- 1 Mills Four Bells, 1-25c, 3-5c
- 4 Mills 5c Blue Front Q. T.'s
- 2 Mills 5c Q. T.'s, Originally Blue, made Gold Gitter
- 3 Mills 10c Q. T.'s, Originally Blue, made Gold Gitter
- 2 Mills 25c Q. T.'s, Originally Blue, made Gold Gitter
- 5 Mills Blue & Gold Vest Pockets
- 4 Mills Green Vest Pockets
- 1 Watling 50c Rolo-top
- 1 Jennings 25c Club Special
- 1 Paces Reels
- 1 Paces Races Red Arrow
- 2 Mills Spinning Reels
- 1 Keeney Tokio Gun
- 8 Sheffer Lobby Scales
- 1 Watling Scale-Mirror
- 5 Organ Type Speakers

TITLE STRIPS IN 5000 LOTS, \$2.65 PER M.

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- 1 Seeburg 8800, R. C. E. S.
- 1 Seeburg Rex
- 1 Seeburg Royal
- 1 Wurliitzer 500
- 1 Wurliitzer 61 Counter Mod.
- 1 Wurliitzer 41 Counter Mod.
- 1 Wurliitzer 24
- 1 Rock-Ola Monarch

IF WHAT YOU WANT IS NOT LISTED, WRITE US, AS WE HAVE A LARGE STOCK OF ALL TYPES OF VENDING MACHINES. WRITE FOR PRICES. Terms: 1/2 Certified Deposit, Bal. C. O. D.

STERLING NOVELTY CO.
669-671 S. Broadway, Lexington 20, Ky.
Wholesale Distributors

Amusement Mch. Ops Cautioned Against Unfavorable Reaction

NEW YORK, Oct. 14.—The amusement game industry must rouse itself from its defensive attitude and stop apologizing for being allowed to breathe if it is to get anywhere, Max Levine, Scientific Machinery prexy, states. He points out that the highest courts have upheld games as entertainment and wherefore the apologies? If, for instance, adverse publicity has cast aspersions on the industry, it could be impressed upon ops and distributors alike that, in the main, what the trade offers is essentially aboveboard fun without a trace of the illicit or suggestive, and nothing a police officer or judge has unearthed has yet contradicted this fact.

The entire approach in the merchandising and placing of amusement machines has been defective, Levine believes. Just as cigarette ops are a part of the tobacco industry, juke box routemen, the music industry, amusement game column belong and must think along the lines of the entertainment business. They are not selling machines as such. They are selling entertainment, the wherewithal for a man, woman or child to be amused or perhaps even enlightened for short intervals at low cost.

Patience Necessary

After long experience in the industry, experience which has not been confined solely to manufacturing games, Levine believes that behind the ills of the business and in back of the uncertainty on the part of both the manufacturing and operating ends is the spectacle of operators who insist on quick profits and refuse to get the long range view. The same man, who would not dream of overnight riches if he were to go into the appliance, grocery or furniture fields, somehow feels he must have his fortune made at once in the amusement game trade. Entering the business with this premise he is off on the left foot, and successive steps only impound the original error. Were the same individual in another field would observe caution and count himself happy with moderate returns. By the time this individual is half way in the coin machine trade he is dissatisfied because he is making only 5 or 6 per cent on his investment.

Levine, Scientific prexy, is optimistic. He says that he is certain the amusement industry will undergo a change after the war. He sees the introduction of games in amusement centers and in individual locations. If all this is to come true the op of today will have to change his tactics. He will have to be more of a business man and less speculator. If the operator refuses to meet the times and mechanical advances in the industry outstep the progress made by individuals in their understanding and appreciation of the trade, then any predictions as to a change will have to be qualified with the stipulation that the changes will be uncertain and irregular.

Needs Public Relations Job

Levine believes that much can be done for the amusement game trade with a good public relations job. He would have the industry appeal to the public

for support in its claim to the making of an honest dollar. The facts that most of the opinion against machines in New York has been on the merest technicality. He makes the suggestion that a code of ethics be drawn up for the industry by representative members, which would dedicate the industry solely to entertainment, and to publicize and rigidly adhere to this code the industry would be taking a step in the right direction.

In the last analysis Levine holds that the public, and not police authorities or the courts, be the final arbiter in only the acceptance or rejection of coin amusement machines. It is therefore of major importance to sell the industry to the public and sell it in such a way that it stays sold and the effect not be upset by one local ordinance or another, Levine states. While such a project would seem to call for an over-all, concerted action, basically it rests with the individual operator. He must get in the fight and stay in it, always keeping in mind that in his hands rests the continuance or cessation of a big business operations in the coin machine industry.

OLIVE'S SPECIALS THIS WEEK

RED, WHITE AND BLUE TICKET DEALS

2040 (Single). Profit \$30.00 Per Deal.

ONLY 4 CROSS LEFT. Don't Delay—Order Now!

\$250.00 PER GROSS
Less Than Gross Lots, \$2.25 Per Deal.

Terms: 1/2 Deposit With Orders, Balance C. O. D. or Sight Draft.

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The Famous, Patented Chicago "ACE" Lock insures "UTMOST Security!"

Only the Ace ROUND Key Opens It

Note patented 7-pin Tumbler construction. Only the properly notched "Ace" ROUND Key will properly engage ALL 7 tumblers to open this "ACE" of all locks. Can be keyed alike. Remember—There's a Chicago Lock for Every Need—and ALL Insure—"UTMOST Security." Write for catalog complete line.

CHICAGO LOCK CO.
2024 N. Racine Ave., Dept. 68, CHICAGO

S-A-C-R-I-F-I-C-E

| | |
|--|----------|
| 8 5c Bl. Front, D.J. | \$135.00 |
| 2 5c Bl. Front, S.J. | 150.00 |
| 2 25c Brn. Fronts | 295.00 |
| 1 10c Jennings Chief | 115.00 |
| 1 5c Watling, Latest | 75.00 |
| 1 50c Pace | 245.00 |
| 1 5c Watling Roi-a-Top | 65.00 |
| 1 10c Watling Rolo-top | 75.00 |
| 1 5c Pace Kitty | 130.00 |
| 1 5c Pace Deluxe | 135.00 |
| 1 1c Mills Q.T., Blue | 37.50 |
| 1 5c Mills Q.T., F.P. | 25.00 |
| 3 1c Watling Slots | 22.00 |
| 3 25c Reliance Dice | 25.00 |
| 1 Twin Pace Control, 1c and 5c | 225.00 |
| 1 Rockola Spectrovox and Playmaster | 240.00 |
| 1 Rockola 5-10 and 25c Wall Box, Painted | 25.00 |
| 23 Packard Wall Boxes | 27.50 |
| 20 Buckley Wall Boxes | 7.00 |
| 5 Wurliitzer 100 Wall Boxes, New | 27.50 |
| 1 Skyfighter | 225.00 |
| 1 Bally Rapid Fire | 175.00 |
| 1 Wurliitzer 24 and Adapter | 175.00 |
| 1 Wurliitzer 81 | 100.00 |

WANTED—MILLS FOUR BELLS AND JUMBO PARADES C. P., late heads

One-Third Deposit, Balance C. O. D.

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SALESBOARDS

IMMEDIATE DELIVERIES

| Holes | Name | Def. | Profit | Price |
|-------|------------------------|------|---------|-------|
| 800 | 5c Deluxe Charley | Def. | \$19.00 | \$ 72 |
| 1000 | 5c Nickel Charley | Def. | 17.00 | 89 |
| 1000 | 5c Double Finn | Def. | 24.50 | 98 |
| 1200 | 5c Bingo | Def. | 20.80 | 139 |
| 800 | 5c J.P. Bell Boy | Avr. | 20.40 | 185 |
| 1000 | 5c J.P. Rose Bowl | Avr. | 25.40 | 239 |
| 1000 | 5c J.P. Texas Charley | Avr. | 108.28 | 239 |
| 1000 | 5c J.P. Beat This Card | Avr. | 33.00 | 259 |
| 1184 | 5c J.P. Jumbo Bingo | Avr. | 27.80 | 269 |
| 1500 | 5c J.P. Scotchman | Avr. | 38.25 | 298 |
| 1800 | 10c Lulu Thlok | Def. | 40.00 | 288 |

Punchcards, Tickets & Boards, 1c to \$1.00 Play.

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High type, compact pin-ball operation, located in New England and consisting of late, clean games, now netting earnings in excess of \$500 weekly.

Purchaser who has music and other equipment could triple the business as it now is. The territory is very clean, not too competitive and has never had any trouble or shut-downs.

The price is \$15,000 in cash.

For full particulars write or contact **MR. ALVIN BORKIN** at the **Bork Manufacturing Co.**
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WANT
All kinds of Vest Pockets. Quote lowest prices.
EAST COAST MUSIC CO.
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MUSIC & CONSOLES—LIKE NEW

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|---------------------|----------|-------------------|----------|
| 2760 Wurlitzer | \$700.00 | Bobtail, FP | \$100.00 |
| Rock-Ola Super | 400.00 | HI Hands, Comb. | 150.00 |
| Big Tops, FP | 125.00 | Jumbo Parades, FP | 100.00 |
| Jumbo Parades, PO | 150.00 | Big Game, FP | 100.00 |
| Big Game, PO | 150.00 | Pacet Races, PO | 150.00 |
| Stanco Bells, PO | 100.00 | Bally Bells, PO | 150.00 |
| Fastime, PO | 100.00 | Silver Moons, FP | 100.00 |
| Rock-Ola Com-mandos | 550.00 | 1-2-3 Mills | 75.00 |

GUNS

| | | | |
|-----------------|----------|--------------------|----------|
| Shoot Chute Jap | \$140.00 | Drivemobile Ralder | \$850.00 |
| Chicken Sam Jap | 140.00 | Chicken Sams | 100.00 |
| Bally Bull | 100.00 | Bally Bulls | 100.00 |
| Hitler | 100.00 | Ray-o-Lite Duck | 100.00 |
| Tom Mix | 100.00 | Sky Fighters | 300.00 |
| | | Rapid Fires | 200.00 |

ARCADE

| | |
|-------------------------|----------|
| Western Baseball DeLuxe | \$100.00 |
| Bally Bowling Alley | 50.00 |
| Battling Practice | 100.00 |
| Texas Leaguer DeLuxe | 50.00 |

5c 68L 6K5 42 28 6U5 5X4
6F6 6N7 30 41 6Q7 5U4 2A4
605 79 32 6D6 6R7 5Y4 2A4
6F8 78 31 6L6 6Q6 6R7 2051
6V6 80 37 2A3 6Z4 5Y3 89Q7
25Z6 78 56 87 6K7 608
6B8 1B8 6A4 6A6 25L6 25A7 68C7
6B7 523 38 27 7F7 2A4 6B8

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PUT THE AXIS AWAY WITH A BOND TODAY



WE CAN REBUILD YOUR OLD SCALES AND MAKE THEM LOOK LIKE NEW

Get your Scales rebuilt now and have them ready for your big season

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Jackpot Fruit Reel

\$47.50 BRAND NEW



A Great Automatic Payout Machine for 5c Play. Colorful design. Pays out a flashy nickel plated token (25c size) when winning fruit symbols come up, such as two cherries, etc. Complete with 138 tokens bearing odds low as 3 to 1, high as 50 to 1.

JACKPOT consists of large "Goldward" coin which is usually redeemed at counter for \$5.00 cash. Takes space 10x10 in. Ht., 19 in. Wt., 25 lbs. Send \$10.00 deposit, balance express C. O. D. While they last, Each, \$47.50.

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Excellent Condition & Clean

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| 5 Seeburg 8300, ESRC | \$525.00 |
| 1 Seeburg 8300, ESRC | 500.00 |
| 1 Seeburg 8300, ES | 400.00 |
| 1 Seeburg 8200 (Conv.) | 490.00 |
| 3 Seeburg Colonels, ESRC | 400.00 |
| 4 Seeburg Colonels, ES | 385.00 |
| 1 Seeburg Colonel, M | 395.00 |
| 2 Seeburg Majors, ESRC | 395.00 |
| 4 Seeburg Envoys, ESRC | 395.00 |
| 1 Seeburg Envoy, ES | 385.00 |
| 1 Seeburg Commander, M | 385.00 |
| 1 Seeburg Cadet, ESRC | 375.00 |
| 1 Seeburg Cadet, ES | 350.00 |
| 1 Seeburg Classic, M | 325.00 |
| 1 Seeburg Rex in Vogue Cabinet | 300.00 |
| 2 Seeburg Gems | 255.00 |
| 1 Rockola '40 Master | 300.00 |
| 1 Rockola Deluxe | 285.00 |
| 4 Rockola '39 Standards | 275.00 |
| 1 Mills Throne of Music | 215.00 |
| 1 Wurliitzer 600 K | 350.00 |
| 1 Wurliitzer 618 Lite Up | 135.00 |
| 1 Wurliitzer 616 Plain | 115.00 |
| 1 Wurliitzer 812 | 100.00 |
| 6 Jennings Silver Moons, FP | 85.00 |
| 2 Keeney Anti Air Craft Guns | 50.00 |
| 1 Bally High Hand | 110.00 |
| 1 Mills Owl (Top Glass Broken) | 50.00 |
| 1 Mills Jumbo | 75.00 |

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1055 S. Florida Avenue, Lakeland, Florida
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GET OUR PRICES

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- MILLS BONUS BELLS
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ALL MODELS — ALL COIN PLAYS
WE SPECIALIZE IN REBUILDING
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BAKER NOVELTY CO.

1700 WASHINGTON BLVD., CHICAGO 12, ILL.

Govt. Official Says Curb May Remain on Installment Selling

WASHINGTON, Oct. 14.—A high official of the Federal Reserve System stated this week that curbs on installment selling may be kept after the war. This prediction added further interest to the prospect that coin meters may be found useful to get modern electrical devices into the home after the war. Installment selling of electrical appliances was the biggest aid to selling these devices before the war. With so many new devices ready for the home after the war some means of paying for them on terms must be found.

Discussions in business circles have recently aroused interest in the use of coin meters which would enable the average family to pay in the form of daily installments by simply depositing coins in the meter. The wide use of the coin box telephone has shown that thousands of people prefer to pay for the actual use of home conveniences rather than to pay a flat monthly rental fee. This suggests that in order to get all the new electrical improvements into the average home that wants them, service organizations may be formed to install modern appliances and to collect the rent from coin meter boxes.

According to the government official, even merchants would prefer not to have the old installment system of selling revived after the war. They want the government to keep the curbs on installment selling so that the retail trade will not have to bear the headaches of bookkeeping and collections. Leaders of finance companies say that if the government keeps its curbs on the selling of appliances to the home on the installment plan, there will still be greatly increased needs for financing in other fields.

Over 75,000 Now Giving Trouble-Free Service!

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\$9.90

WHILE THEY LAST! Regular Price \$12.50.



BRAND NEW

Wings.....\$11.50 | Yankees.....\$11.50

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- Champion..... 14.90
- Vitalizer..... 69.50
- Evans Playball..... 195.00
- Love Testers..... 149.50
- Exh. Merchantsmen..... 49.50
- Fan Front Telescope Diggers..... 79.50

BLISTER GUNNER CONVERSION FOR AIR RAIDER \$12.50
TOKYO RAIDER CONVERSION FOR DRIVE MOBILE 16.75
KLIP-A-NIP CONVERSION FOR SKYFIGHTER 16.75

1/8 Deposit With Order.

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DISTRIBUTING COMPANY
(Successors to Garbar & Glass)
914 DIVERSEY • CHICAGO 14, ILL.

Something New In Jar Deals 3 for 25c Red, White and Blue



Tickets in Bundles of 3. Take in\$170.50
Pay Out 120.00

Profit\$ 50.50

Sample 2.50

Add 25c If You Need Glass Jar.
Jobbers, Write for Quantity Prices.
Tip Books, Jar Deals, Salesboards.
GLOBE NOVELTY COMPANY
715 E. Adams St. SPRINGFIELD, ILL.

FOR SALE

ALL MACHINES COMPLETELY RECONDITIONED—IF NOT SATISFIED RETURN WITHIN 10 DAYS, MONEY WILL BE REFUNDED

- ONE-BALL PAYOUTS**
- BALLY 1 Turf King.....\$510.00
 - 11 Jockey Clubs..... 480.00
 - 11 Sport Kings..... 275.00
 - 18 Santa Anita..... 175.00
 - 7 War Admiral..... 160.00
 - 19 Grand Nationals..... 100.00
 - 5 Paen Makers..... 100.00
 - 6 Kentucky..... 335.00
 - 6 Long Shot..... 335.00
 - 3 Grand Stands..... 80.00
 - 5 Thistle Down..... 95.00
 - 1 Stables..... 30.00
 - 3 Fairground..... 25.00
 - 2 Fleetwood..... 25.00
 - 1 Golden Wheel..... 25.00
 - 3 Preakness..... 20.00
- KEENEY**
- 3 Fortunes.....\$275.00
 - 1 Stepper Upper..... 60.00
- GOTTIER**
- 3 Derby Days.....\$ 20.00
- CONSOLES**
- MILLS 24 Bells, 3/5 & 1/25.....\$750.00
 - 4 Bells, 5c..... 650.00
 - 42 Jumbo Parades, Late Models, Like New, C.P..... 125.00
 - 1 Jumbo Parade, Froo Play..... 90.00
 - 4 Mills Fishers..... 75.00
 - 1 Dice Machine, 25c..... 60.00
- KEENEY**
- 24 Way Super Bells, 3/5 & 1/25.....\$875.00
 - 4 2 Way Super Bells, 5c & 25c..... 600.00
 - 1 Skill Times, 38 Late Head..... 95.00
 - 3 Track Times (Red Head)..... 75.00
 - 1 Dark Horse..... 60.00
- JENNINGS**
- 2 Ogarolla.....\$175.00
 - 2 Silver Moon..... 125.00
 - 2 Bob Tall, F.P..... 100.00
- 1 Liberty Bell.....\$ 25.00**
- EVANS**
- 1 Paces, '42, Like New.....\$400.00
 - 3 Lucky Lucra, Late Model..... 325.00
 - 5 Galloping Dominoes, Late Head..... 225.00
 - 9 Lucky Stars, '42, Like New..... 175.00
 - 1 Bangtalls, 25c Late Head..... 175.00
- BALLY**
- 1 Lincoln Field.....\$ 95.00
 - 2 Big Top, F.P..... 95.00
 - 1 Ray's Track..... 50.00
- EXHIBIT**
- 1 Chuck-A-Luck.....\$ 35.00
- PACES**
- 1 Races, Brown.....\$150.00
 - 3 Sarnogas, '41..... 130.00
- BAKER**
- 12 Paces, D.D., Late, Like New.....\$195.00
- SLOTS**
- 1 25c Chroma.....\$500.00
 - 2 10c Chromes..... 450.00
 - 2 25c Blue Fronts..... 375.00
 - 1 Club Bell, 5c..... 308.00
 - 1 Brown Front, 5c..... 250.00
 - 3 Bonus, 5c..... 325.00
 - 1 Cherry Bell, 5c..... 240.00
 - 1 10c Blue Front..... 210.00
 - 2 War Eagles, 10c..... 180.00
 - 17 Blue Fronts, 5c..... 168.00
 - 1 Roman Head, 5c..... 135.00
 - 7 War Eagles, 5c..... 125.00
 - 1 Extraordinary, 5c..... 150.00
 - 2 Futurity Dial, 5c..... 85.00
 - 4 Q.T., 5c..... 75.00
 - 2 Q.T., 1c..... 30.00
 - 1 Lion Head, 5c..... 45.00
 - 1 Rock-Ola J.P., 10c..... 40.00
 - 1 Rock-Ola J.P., 5c..... 30.00
 - 1 Arrow Vendor (Re-built), 5c..... 25.00
 - 1 Arrow Vendor (Re-built), 1c.....\$ 25.00
- JENNINGS**
- 1 Chief, 10c.....\$200.00
- 1 Chief, One Star, 5c.....\$ 85.00
 - 2 Little Duke, 1c..... 25.00
- GROETZHEN**
- 1 Superior 25c (Like New).....\$ 95.00
 - 10 Columbia Bell, 1c, 5c, 10c or 25c..... 65.00
- PACE**
- 1 Late Model Slug Ejector Slot, 25c.....\$295.00
- COUNTER GAMES**
- MILLS 5 Vest Pocket Balls, Green, 5c.....\$ 45.00
- BUCKLEY**
- 1 Buckley Bonus.....\$125.00
- ARCADE**
- 1 A.B.T. 6 Gun Air Rifle.....\$360.00
 - 1 Keeney Submarine..... 225.00
 - 1 Bally Rapid Fire..... 225.00
 - 1 10c Your Destiny Astrology..... 105.00
 - 4 Bally Bulls..... 85.00
 - 2 Keeney Anti-Aircraft..... 75.00
 - 2 Radio Rifles..... 75.00
 - 4 Poker Rolls..... 70.00
 - 100 Five Ball Free Play Games. Write for List and Prices.
 - 1c, 2c, 5c Coin Chutes.
 - New Replacement Rectifiers.
 - All Types of Bulbs and Ray Gun Lamps.
 - 30 Wire Cable.
 - Poker Roll Rubber Balls.
 - Large Stock of New and Used Game Parts.
 - 500 Other Machines Not Listed.
- Crating Charge on Floor Machines, \$7.00 Each.
- \$15,000 Superior and Container Salesboards at 40% Less Than Factory Prices.
- We also manufacture our own Merchandise Salesboards. Write for prices and sample Board.

SLOTS

MILLS...JENNINGS...WATLING...PACE
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Ops See Big Airport Boom

Want public financing as in past highway programs —trade sees new centers

CHICAGO, Oct. 14.—Members of the Aeronautical Chamber of Commerce, meeting in convention here this week, are more optimistic about airport locations than government agencies. The organization foresees a need for 16,000 airports and small landing fields to accommodate the public after the war. They urge public support of this program just as the nation and the States have supported the auto industry by building a \$25,000,000,000 road system.

Government officials had recently predicted that airports would easily climb from the present 3,000 to 6,000 after the war. Other industry leaders had urged the need of at least 5,000 air parks in small cities after the war. Now aviation leaders raise the number to 16,000. The coin machine industry looks on with eagerness, for every modern airport means a small trade center and a group of new establishments to use coin machines of various types.

The blueprint prepared by the aviation chamber recognizes well-implemented plans for the expansion of major air terminals and auxiliary airports—the "grand central and union stations of the air"—but bases its foundation for private flying on the public development of "air parks," "flight stops" and "air harbors" within communities, comparable to the centralized parking facilities provided for car owners.

3,000 Airports Now

At present, with approximately 25,000 privately owned planes listed, there are available to individual fliers about 3,000 airports in the country, many of them of questionable usefulness, the study shows.

Before the war there were 38 established airports, one special glider port and one intermediate landing field within a radius of 50 miles of the Loop. Not counting transport and military planes, there are 800 airplanes in the region, ac-

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110 5Z3 to 5U4G
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\$1.50 Each

#205 2A4G to 2051 (Seeburg Guns)
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- All Machines must be in working condition, no parts missing or broken.

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ording to the airport program committee. Only 12 of the 38 airports furnish hangar space for planes.

In Illinois there are about 65 landing fields listed in a report today by Lieut. Col. George C. Roberts, executive secretary of the Illinois Aeronautics Commission. He declared the State should have at least 250 airports within the next 10 years.

One plan submitted to the commission calls for 368 community "air parks" at an estimated cost of \$91,500,000. These fields, following the pattern of the national plan, are described as small airports developed in suburban, downtown and business districts where such parks are economically possible. Landing fields would consist of green sodded areas, with two landing strips for private planes. Runways should be 2,000 feet long by 300 feet wide and constructed in the shapes of X's, T's, L's or V's.

Cost \$25,000 to \$500,000

The cost of such projects has been estimated to lie somewhere between \$250,000 and \$500,000, depending upon the terrain, amount of drainage, soil preparation and other construction factors. Where funds are not readily available in the municipalities, it is considered reasonable that public subscriptions could raise the amount necessary.

"Many communities are considering such air parks as memorials to their military leaders," says the Aeronautical Chamber of Commerce report. "As community improvements they will furnish recreation spaces and relaxation centers. In most cases, where space is available, it is recommended that a small pedestrian park be constructed immediately adjacent to the runway areas.

"The operation of personal aircraft today is so simplified that it is reasonable to provide this type of facility in thickly populated downtown areas for incoming and outgoing shoppers, business men and visitors. It is considered a vital step in making personal aircraft use as great a utility as the automobile. It should put a community in the forefront for consideration where feeder lines are being developed as connecting links to the main transcontinental air transport routes."

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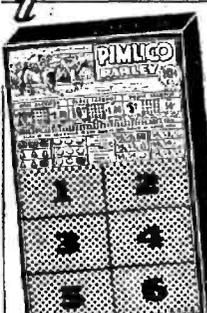
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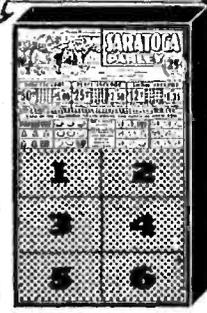
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| A.B.T. F.P. or Reg. Coin Chutes | \$3.75 | Bally Alloy Balls | \$1.00 |
| Old Rectifiers, Repaired | 2.50 | Submarine Balls | .02 |
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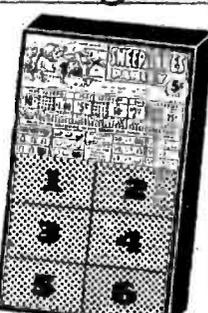
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THE FOLLOWING OUTSTANDING VALUES—WIRED BUMPERS— ORDER MUST CONSIST OF FIVE OR MORE \$20.00 EACH \$15.00 EACH

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Beauty Hold Tight Rebound Super Six
Big Show Lancer Rod Hot Charger
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Champion Lucky Derby Topper
Chubby Nippy Roxy Vacation
Contact Ocean Park Scoop Yacht Club
Cowboy Zip

- CONSOLES
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Sun Ray, F.P. 135.00
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3 SPORT PARADE
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1 STREAMLINER
2 TEN SPOTS
1 TEXAS MUSTANG
1 THUMBS UP
WE WILL INCLUDE FIVE ASSORTED OLD GAMES FOR PARTS IN THIS ORDER
MISSISSIPPI VENDING CO.
PHILADELPHIA, MISS. — Phone: 283

End of Phone Slugs Comes to Chicago

CHICAGO, Oct. 14.—The Illinois Bell Telephone Company recently completed the job of changing the coin chutes of nearly 14,000 pay telephones in drugstores and other establishments throughout the city. No wall public phones use nickels. This move was decided a few months ago following many years of complaints from citizens who were annoyed by having to buy slugs to operate public telephones. The telephone company held a store responsible for any bogus slugs and thereupon merchants demanded that the company furnish its own special slugs to operate public phones.

This practice started about 35 years ago. Telephone officials explained that in those days users of coin box telephones in the homes started the practice of slugging public phones because they frequently kept metal disks in the home when nickels were not handy. It was an easy matter for citizens to take these metal disks from home and deposit them in public phones. At first merchants began putting their own home-made slug devices on telephones and then Henry Goetz, a druggist, developed a special slug which later became the foundation of the Goetz Telephone Slug Service which has remained in business to this day. His son is preparing to fold up the telephone slug business now that they are no longer being used in Chicago.

The coin machine trade took special interest in the telephone slug situation here because it was recently reported in trade circles that a special slug had been developed for juke boxes exported to Brazil. The use of this special slug had solved the coinage problem in Brazil, it was reported. The coin machine trade was also interested in the telephone slug situation here because there are some possibilities that the coin box phone in the home may suggest ideas for installing electrical appliances in the homes after the war and operate them by means of a coin meter.

Telephone officials say there are about 210,000 coin box telephones in the homes of Chicago citizens at the present time. Much curiosity has been aroused as to why people want coin box phones in their home instead of paying a monthly rental rate. Telephone officials admit the reason people want the coin-operated phones is because they regard it as the best and surest way to keep a check on the number of calls they make.

Manufacturers of electrical appliances are considering if it will not also be true that many apartment dwellers would prefer to have coin meters in their homes and in that way pay for the actual use of various electrical devices such as television, FM radio, facsimile machines and even kitchen appliances.

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75 DuGRENIER CIGARETTE MACHINES

V-VD-W-WD and S MODELS All 20c Operation

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WANT PENNY 4-STAR

CASH WAITING FOR 1c JENNINGS 4-STAR CHIEFS Jackpot Must Be Attached to Mechanism. State Quantity and Price. F. BURGESSON BARRINGTON, ILLINOIS

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2—SEEBURG 8800, ES. 535.00
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1—SEEBURG COLONEL, ES. 400.00
1—SEEBURG ENVOY, ES. 400.00
4—ROCK-OLA STANDARDS WITH DIAL-A-TUNE 325.00
1 MILLS THRONE 255.00
1—AMI HOSTESS 75.00
1—WURLITZER 850 710.00
1—WURLITZER 600R, Slug Proof 350.00
1—WURLITZER 50 90.00

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2 Koeney Anti-Aircraft 55.00

FIVE BALL FREE PLAY

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1 Lancer 30.00
1 Double Feature 25.00
1 Rotation 25.00
1 Sparky 30.00

WALL BOXES

- 15 Seeburg Wallomatics \$40.00
8 Wallomatic 24 Selection 32.50
3 Packard 32.50
4 Wurlitzer 111 Bar Boxes 19.50
10 Buckley Lilo-Up 14.50
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Rock-Ola Spectravox and Playmaster Combination. Must be in excellent mechanical condition as well as appearance. Also Supers, Masters, Deluxes, Standards.

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| Pimlico, F. P. \$415.00 | Dark Horse \$189.00 |
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| Club Trophy, F. P. 350.00 | Late Head 129.50 |
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| Knockout 129.00 | Now Champ 69.50 | Attention 49.50 |
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| Mills 5c Cherry Brown Fronts, Club Handles, A-1 Condition | \$200.00 Each |
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| Mills 25c Blue Fronts, Club Handles, A-1 Condition | 300.00 Each |
| Paces Races, Factory Rebuilt, A-1 Condition | 300.00 Each |
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One-Third Deposit Must Accompany Each Order.

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NEW 5-BALL REVAMP—FEATURING A KICK-OUT-POCKET! MOST SENSATIONAL GAME ON THE MARKET—ORDER NOW!

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| TEN SPOT | 57.50 |
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| STAR ATTRACTION | 60.00 |
| MONICKER | 89.50 |

NEW REVAMPS

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| 1 NEW STAGE DOOR | \$219.50 |
| CANTEN | 59.50 |
| UNITED'S | 209.50 |
| OKLAHOMA | 209.50 |
| MIDWAY | 209.50 |
| STREAMLINER | 209.50 |
| BELL'S | 209.50 |
| PIN UP GIRL | \$209.50 |
| WESTERHAUS | 199.50 |
| MARINES | 199.50 |
| KEEP 'EM FLYING | 149.50 |
| Gott. SHANGRI-LA | 154.50 |

USED PIN GAMES

| | |
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| KNOCKOUT | \$129.50 |
| BROADCAST | 49.50 |
| SHOW BOAT | 59.50 |
| TOWERS | 89.50 |
| TOPIC | 89.50 |
| BIG CHIEF | 44.50 |
| CROSSLINE | 49.50 |
| CAPT. KIDD | 79.50 |
| E-10-20 | 129.50 |

WILL PAY \$45.00 FOR EXH. WEST WIND, SUN BEAM, DO-RE-MI, STARS AND DOUBLE PLAY, \$40.00 FOR LEADERS AND FLICKERS, \$200.00 FOR SUPER BELLS, AND \$105.00 FOR HI HANDS. SEND LIST OF OTHER GAMES.

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

BLOCK SPECIALS!!!

SIX NEW AWARD CARDS in 5 Beautiful Colors

- #1—3-5 P. O., SPECIAL GOLD AWARD
- #2—3-5 P. O., SILENT
- #3—2-4 P. O., SILENT
- #4—3-5, PACE COMET
- #5—3-5, EXTRAORDINARY
- #6—3-5, EXTRAORDINARY GOLD AWARD

| | |
|----------------|----------|
| 1 TO 5 CARDS | 50c EACH |
| 6 TO 49 CARDS | 35c EACH |
| 50 TO 99 CARDS | 25c EACH |
| 100 CARDS | 22c EACH |

PHOTO CELLS FOR RAY GUNS

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| #CE23 | \$2.50 EACH |
| #92B—ALL DIRECTIONAL | \$3.50 EACH |
| FOR BALLY RAPID FIRE | \$3.75 EACH |

Send for Complete Catalog of Parts and Supplies!

BLOCK MARBLE CO. 1527 FAIRMOUNT AVE., PHILADELPHIA 30, PA.

GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

THE NEW MODEL MAY-BELL IS NOW READY!

This LATEST RECONVERSION of the famous MAY-BELL has eliminated practically all service calls. Now sold on a 10-day money-back guarantee. Write for details and price. Will reconvert older models of May-Bell at nominal cost.

SAM MAY INDUSTRIES

2000 N. OAKLEY AVE. HUMBOLDT 5497 CHICAGO 47, ILL.

ORIGINAL JAR-O-DO • ORIGINAL JAR-O-DO

CANDIDATE NO. 1!!! "JAR-O-DO" RED, WHITE, BLUE "SUPER CHARLEY!"

A brother to "JAR-O-DO's" preceding smash hit, "Big Charley," this latest addition will surpass all others! Only "JAR-O-DO" could combine ingenuitly with public appeal for "something different" and present such an outstanding superlative dealf! Do not accept substitutes! Our tickets are machine folded, machine taped and machine counted. NO SEWING OR BUNDLING ON OUR TICKETS! If your jobber can't supply you with original "JAR-O-DO" tickets, write direct to us!



Tickets stapled seven to a bundle! Sells for 50c per bundle! (Original "JAR-O-DO" tickets are stapled with genuine staples—seven loose in one—not with a band and not by sewing where it is necessary to open seven at one time. By our method of stapling the players can play high-low!) "Super Charley" will prove to you, with your first order, that it deserves top honors! You'll understand, too, why we designate this amazing new deal as the "SUPER Charley!"

| | | |
|--|---|----------|
| RED-WHITE-BLUE "SUPER CHARLEY" PAYOUT (Stapled 7 to a Bundle) | 2170 — 310 Bundles to a Bag | 2170 |
| 60 Tickets in Red Shields ending in 0 each receive | 0 Tickets in White Shields ending in 55 | \$1.00 |
| 6 Tickets in Blue Shields ending in 11 each receive | 6 Tickets in Blue Shields ending in 22 | 1.00 |
| 6 Tickets in Blue Shields ending in 33 each receive | 6 Tickets in Blue Shields ending in 44 | 1.00 |
| 6 Tickets in Blue Shields ending in 55 each receive | Takes in 2170 Tickets at 7 for 50c | \$165.00 |
| Pays Out (Actual) | | 114.00 |
| Profit (Actual) | | \$ 51.00 |
| The Proceeding Hit You're All Familiar With! "JAR-O-DO" RED-WHITE-BLUE "BIG CHARLEY" (Stapled 5 to a Bundle) | Takes in 2170 Tickets at 5 for \$4.00 | \$434.00 |
| Pays Out (Actual) | | 360.00 |
| Profit (Actual) | | \$ 74.00 |

A New Candidate Will Be Introduced Next Week—Watch for Another Hit!! UNIVERSAL MANUFACTURING COMPANY Originators of the Original "JAR-O-DO" Deals! 405 E. 8TH ST. "WE MANUFACTURE ONLY" KANSAS CITY 6, MO.

ORIGINAL JAR-O-DO • ORIGINAL JAR-O-DO

ATTENTION! ATTENTION! OPERATORS OF WIRED TELEPHONE MUSIC! PHONOTONE 5c WALL BOX

\$34.95 EACH

- ★ Beautiful New 6 Color Screening!
- ★ Microphone for 2-Way Talking!
- ★ Simple to Hook-Up!
- ★ Marbletone Plastic Cover!

Here is the Box You Are Waiting For—Made for Booth or Bar in Your Hostess Locations.

NEAT — COMPACT — EFFICIENT

WIRE, WRITE, PHONE YOUR ORDER! DO NOT DELAY! SUPPLY LIMITED!



Automatic Equipment Co.

919 N. BROAD ST., PHILA. 23, PA. PHONE: POPLAR 1333

IMMEDIATE DELIVERY

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|---|----------|--|----------|
| Mills Blue Front, 5c Play, Repainted, Overhauled, Club Handle | \$215.00 | Jennings Century, 25c Play, Ready for Location | \$115.00 |
| Mills Blue Front, 25c Play, Repainted, Overhauled, Club Handle | 300.00 | Galite, D.J., 25c Play, 2-4 Pay | 49.50 |
| Mills Extraordinary, Excellent Condition | 145.00 | OOLUMBIA'S Olgarette Reels, Front or Back Pay, Gold Award | \$ 69.50 |
| Mills War Eagle, Repainted, Overhauled, Club Handle | 185.00 | Fruit Reels, Front or Back Pay, Gold Award | 69.50 |
| Pace All Star Comet, 5c Play, First Class, Ready for the Best Location | 119.50 | Large, Latest Models, Fruit Reels, Cash Pay, Gold Award | 69.50 |
| Pace All Star Comet, 10c Play, First Class, Ready for the Best Location | 129.50 | Small Model, Fruit Reels, Double Jack | 64.50 |
| Watling Rol-a-Top, 5c Play, First Class | 95.00 | Mills Jumbo, Combination, Free Play or Cash | 165.00 |
| Watling Rol-a-Top, 10c Play, First Class | 115.00 | Want Keene Super Balls, All Models, for Resale, Terms: 1/3 Dep., Bal. C.O.D. or Sight Draft. | |
| Jennings 1 Star Chief, 5c Play, Ready for Location | 115.00 | | |
| Jennings Dixie Ball, 5c Play, Perfect, Ready for Location | 135.00 | | |

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DOES IT AGAIN

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Original Sensational

Did you get your supply of "Blackie's"?

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SUPERIOR PRODUCTS

14 N. PEORIA ST. CHICAGO

FLOOR SAMPLES, REBUILTS & SLIGHTLY USED

SLOT MACHINES EQUIPPED WITH DISCS AND REELS
OUR GUARANTEE—MONEY REFUNDED IF NOT SATISFIED ON ARRIVAL UPON RETURN OF GOODS, CHARGES PREPAID.

| | |
|--|--|
| 10 5c Gold Chrome, Used 10 Days ... \$385.00 | 4 10c Original Chrome, Used 10 Days \$400.00 |
| 2 5c Copper Chrome, Used 10 Days ... 400.00 | 4 25c Original Chrome, Used 10 Days 425.00 |
| 13 5c Original Chrome, Like New ... 375.00 | 1 25c Brown Fronts, Like New ... \$350.00 Up |
| 12 5c Brown Fronts, Like New ... 225.00 | 1 25c Blue Fronts, Like New ... 350.00 Up |
| 3 5c Melon Bells, Like New ... 200.00 | 1 50c Blue Fronts, Rebuild, New ... \$525.00 |
| 5 5c Cherries, Like New ... 200.00 | 1 10c Oalle Cadet ... 50.00 |
| 4 5c Blue Fronts ... 200.00 | 1 Columbia Bells, Cash ... 42.50 |
| 1 5c War Eagle ... 125.00 | 19 Columbia Bells, Cn. Sep. ... 335.00 |
| 1 1c Walling Twin Jackpot ... 27.50 | 7 Super Track Times ... 118.00 |
| 1 1c Pace Bantam ... 27.50 | 5 Kentucky Club ... 118.00 |
| 1 1c Mills Gossensck, Single J.P. ... 49.50 | 40 5c Eat 'Em Hot Peanut Macins, New 15.00 |
| 2 Longacres, Brand New ... 600.00 | 3 Gold Chrome, 10c, Used Ten Days ... 400.00 |

| | |
|---|--|
| 19 Galloping Domino, Oash, J.P., Dark Cab., Factory Rebuild ... \$225.00 | 8 Mills 5c Jumbos, F.P., Late Heads ... 89.50 |
| 15 Galloping Domino, Cash, Light Cab., Like New ... 335.00 | 2 Mills 5c Jumbos, Cash, Late Heads ... 189.50 |
| 9 Galloping Domino, J.P., Chk. Sep., Light Cab., Like New ... 345.00 | 1 5c Paces Races, Brown Cabinet ... 175.00 |
| 1 Mills Four Bells, Original Style Head, 5/7 1/2 / 25c, Rebuild Like New ... 800.00 | 2 25c Paces Races Red Arrow ... 200.00 |

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| 15 Box Stands, Used Ten Days ... \$ 27.50 | 1 Santa Anita, Cash ... \$250.00 |
| 3 Jack In Box Stands ... 59.50 | 1 Watling Scales ... 100.00 |
| 3 Folding Stands ... 5.50 | 3 '41 Derby, Free Play ... 300.00 |
| 1 Mills Single Safe, No Locks ... 29.50 | 2 Fortune, Cash or Free Play ... 300.00 |
| 1 Chicken Sam ... 129.50 | |

SUPPLIES

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| 2 Chicago Metal Safes for Bally Slots ... \$ 50.00 | Slot Machine J.P. Glass, Per Doz. ... \$ 13.50 |
| 8 Mills Four Bell Cabinets, New ... 20.00 | Brand New Jackpot Domino Glasses ... 25.00 |
| | Lots of 5 or More ... 22.50 |

NEW MACHINES IN ORIGINAL SEALED CRATES

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| 14 Mills Copper Chrome, 10c ... \$425.00 | 2 Mills Jumbo Parade, Conv. 5c ... \$200.00 |
| 13 Mills Copper Chrome, 25c ... 525.00 | 2 Keno Super Truck Times ... Write |
| 50 Mills Brown Fronts, 5c ... 385.00 | 3 Galloping Dominos, J.P. ... 425.00 |
| 9 Mills Brown Fronts, 10c ... 395.00 | 4 Columbia Bells, Gold Award ... 99.50 |
| 3 Mills 5c Handicap Emerald ... 400.00 | 5 Mills Jumbo Parade, 5c Cash ... 200.00 |

FACTORY REBUILTS IN ORIGINAL SEALED CRATES

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| 15 Mills Brown Fronts, 5c ... \$275.00 | 10 Mills Consoles, 5c, New ... \$375.00 |
| 7 Mills Brown Fronts, 10c ... 295.00 | 2 Mills Consoles, 10c, New ... 385.00 |
| 10 Mills Brown Fronts, 25c ... 350.00 | 1 Mills Console, 25c, New ... 450.00 |
| 9 Mills Gold Chrome, 5c ... 400.00 | 5 Mills Mystery Bonus, 5c, New ... 275.00 |
| 1 Mills Gold Chrome, 10c ... 425.00 | 3 Mills Mystery Bonus, 10c, New ... 285.00 |
| 1 Mills Gold Chrome, 25c ... 450.00 | |

PHONOGRAPHS AND SUPPLIES

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| 1 Wurlitzer 618 ... \$125.00 | 2 Playboys ... \$ 25.00 |
| 3 900 Wurlitzer Victory Model, New ... 225.00 | 9 1000 Waldo-Matics, Perfect ... 17.50 |
| 1 Wurlitzer 416, Walnut ... 125.00 | 2 120 Wurlitzer Speakers, New ... 125.00 |
| 1 Wurlitzer 416, Marble Glo ... 135.00 | 1 Seeburg Vogue, MS ... 350.00 |

NOTICE

Distributors for Super Torpedo and Zingo Machines. Write, Wire or Phone for Prices and Descriptive Circulars.

Wanted To Buy—50 Seeburg 8200's and 100 Seeburg Wall-n-Matics, 20 selection, and also Wurlitzer 750's. Write us, giving price and guaranteed condition of what you have to offer.

TERMS: FULL CASH MUST ACCOMPANY ALL ORDERS IN THE FORM OF POST OFFICE, EXPRESS, TELEGRAPH MONEY ORDERS OR CERTIFIED CHECKS.

If We Are Unable To Fill Your Order We Will Make Refund of Your Deposit Promptly.

MOSELEY VENDING MACHINE EXCHANGE, INC.
60 BROAD STREET, RICHMOND, VIRGINIA. DAY PHONE 3-4511—NIGHT 6-5328.

McCALL NOVELTY CO.

ST. LOUIS COIN MACHINE HEADQUARTERS

All A-1 Reconditioned—Ready for Locations.
5 BALL FREE PLAYS GAMES

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| Alert ... \$89.50 | Double Feature ... \$32.50 | Salute ... \$37.50 |
| All-American ... \$4.50 | Doughboy ... 25.00 | Score Champ ... 32.50 |
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| Big Show ... 25.00 | Fishin' ... 24.50 | Sky Ray ... 29.50 |
| Big Six ... 25.00 | Flagship ... 19.50 | Spooky ... 39.50 |
| Blackout ... 25.00 | Follies ... 19.50 | Sports ... 28.50 |
| Blondie ... 35.00 | Formation ... 39.50 | Shorts ... 45.00 |
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| Cadillac ... 32.50 | Home Run ... 59.50 | Tramps Up ... 25.00 |
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When Ordering 5 or More Games Deduct 10% of Above Price
Terms: 1/3 Deposit, Balance C. O. D.

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WE BUY, SELL AND EXCHANGE

WHILE THEY LAST! DOMINO JR.



A Complete Casino Game in Deluxe Junior Size—Top Attraction for Big Play on Counter Locations!

All the Zip and Play Appeal of Galloping Dominos!

Colorful, flashy cabinet and layout panel set up conveniently on counter. Button control spring pointer on dial. 32 combinations—odds from 2 to 1 up to 20 to 1. Also operates on wall or back bar with remote control. Built to last. Hardwood cabinet, simple mechanism. 115 V., 50 Cycle A.C. operation. Size 17 1/2" high, 13 1/2" wide, 4 1/2" deep. Shipping wt., complete, 16 lbs.

Ideal Counter Game—No Slot—No Tax!
Write for Information

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO 7, ILLINOIS

On the Conversion Front—It's the ARMY AND NAVY

(For Knock-Out)

HERE IS GOOD NEWS FOR KNOCK-OUT OPERATORS
If You Want New Game Appearance
If You Want Higher Cash Box Earnings
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Then—RUSH YOUR ORDER TODAY FOR ARMY & NAVY

STILL GOING STRONG { G. I. Joe for Jungle Play Ball for Champ

Here is What You Get:
A New 14-Color Back
Glass Showing High Score From 1,000 to 70,000
New Colorful Army & Navy Bumper Caps
New Instruction and Score Cards.

All This for Only
\$9.50 Per Game
Cash With Order
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America's Pin Game Conversion Headquarters

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1836 Tip Combination

2050 and 1950 Red-White-Blue
Standard Printing—Protected Numbers—Banded With Tape.
Distributors and Operators, write for special prices.

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ROTOR TABLES



Coin-operated game rotates under glass top while players sit with drink, food, etc. 5¢ play. Every Restaurant wants a table. Games are in first-class condition. Thoroughly reconditioned, ready to operate.

ONLY A FEW LEFT—\$79.50

NATIONAL NOVELTY COMPANY
183 MERRICK ROAD, MERRICK, L. I., N. Y.

BINGO

LOCATION DESIRED

Experienced Operator with high-grade equipment and personnel desires location. Finest references. Will go anywhere!
Organizations, Landlords, Promoters—what have you?

Write in strict confidence!
Satisfactory arrangements can be made!

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OKLAHOMA

CONVERTED FROM
(LEADER)
UNITED'S LATEST REVAMP

WE ARE ALSO REVAMPING
STREAMLINER
From STARS

GRAND CANYON
From DOUBLE PLAY

SANTA FE
From WEST WIND

ARIZONA
From SUN BEAM

MIDWAY
From ZOMBIE

BRAZIL
From DO-RE-MI

You'll Get and Hold the Play With Games Revamped the UNITED Way!

SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

UNITED MANUFACTURING COMPANY
6125 N. WESTERN AVE., CHICAGO 45, ILL.

acme UNBREAKABLE PHONO PLASTIC REPLACEMENT PARTS
FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS

NON-INFLAMMABLE

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RIGID MATERIAL

EXPERTLY MOLDED

PERFECT FIT

GUARANTEED

WURLITZER MODELS

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| 24 Top Corners | Each \$ 1.20 |
| 24 Lower Sides | 4.00 |
| 61-71-41-600, 500 Top Corners | 4.00 |
| 700 Top Corners | 7.00 |
| 700 Lower Sides | 9.50 |
| 700 Back Sides | 8.50 |
| 800 Top Center (Right or Left, Red) | 8.00 |
| 800 Back Sides (Green) | 9.50 |
| 750 Top Corners | 8.75 |
| 750 Lower Sides | 8.75 |
| 750 Top Center | 4.25 |
| 750 Middle Sides | 2.00 |
| 850 Top Corners | 9.50 |
| 850 Lower Sides | 8.75 |
| 850 Top Center | 11.00 |
| 950 Lower Sides | 10.50 |

ROCK-OLA MODELS

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| Standard, Master, DeLuxe or Super | Each |
| Top Corners | \$12.75 |
| Lower Sides | 12.75 |
| Top Door Plastics | 6.75 |
| The Above Available in Solid Red, Yellow, Green | |
| COMMANDO | Each |
| Top Corners | \$ 8.00 |
| Top Center | 7.00 |
| Long Sides | 12.75 |
| Combination Yellow and Red Color Scheme | |

SEEBURG MODELS

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| "Hi Tone"—Model 9800, 8800, 8200, | Each |
| Lower Sides | \$12.50 |
| "Classic"—"Colonel"—"Major" | |
| Top Corners | 6.00 |
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The Above Available in Solid Red, Yellow or Green

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Available in Red, Yellow or Green
Three-Emboss-Top Corners, Each...\$14.00
Three-Emboss-Lower Sides, Each...14.00

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Side Plastics, Per Set...\$ 2.00

SHEET PLASTIC
20" x 50"—Non-Brittle-Pliable Per Sheet

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| 50 Gauge Red, Yellow or Green (Thickness of a new penny) | \$12.50 |
| 60 Gauge Red, Yellow or Green (Thickness of a new half dollar) | 14.50 |
| 80 Gauge Red or Yellow (Thickness of a new silver dollar) | 16.00 |

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

TERMS: 1/3 Deposit with order. Balance C.O.D. F.O.B. New York.
Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!

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REPLACEMENT PARTS

FOR
SEEBURG RAY-O-LITE GUNS
"SHOOT THE JAP," "CHICKEN SAM," "JAIL-BIRD," "SHOOT THE CHUTES"

★ WRITE FOR COMPLETE LIST ★

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| TOGGLE SWITCH | \$2.50 | PHOTO ELECTRIC CELLS (All Directional) | \$3.50 |
| 3000 OHM VAR. RESISTOR | 1.75 | 2A4C TUBES | 2.35 |
| GUN LAMPS, #1489 | .90 | 38 TUBES | 1.10 |
| MUZZLE LENS | 2.00 | 80 TUBES | .70 |
| SHOULDER LENS | 1.00 | 2051 TUBES | 2.55 |
| AMPLIFIERS (Complete with Tubes) Write | | GUN CABLE (8 Feet) | 1.90 |
| MOTORS | Write | MAIN CABLE (40 Feet) | 9.90 |
| PHOTO ELECTRIC CELLS (CE #23) | 2.50 | 3rd Rail Wipers | .70 |

All orders for above must be accompanied with signed consumer's cert. L265

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| KEENEY AIR RAIDER | \$225.00 | "SHOOT THE JAP" (Chicago Nov.) | \$179.50 |
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| KeeneY Anti-Aircraft (Brown) | 59.50 | BALLY BULL | 79.50 |

SEEBURG RAY GUN AMPLIFIERS REPAIRED 24-HOUR SERVICE

RIFLES
For All Seeburg Ray Guns Complete With Cable and Lamp...\$35.00

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LOU WOLCHER Offers Machines at
Largest Distributor in the West "REAL BARGAIN PRICES"

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| 1 Mills 4 Bells, Late Head, 4/5c | Write | 2 Pariscopo (Brand New) | @ \$325.00 |
| 1 Mills 4 Bells, Late Head, 3/5 & 1/25c | Write | 1 Pariscopo (Used 1 Week) | 275.00 |
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| 2 Paco Reels, Comb. F.P.-P.O. | @ 175.00 | 1 Rookola World's Series | 75.00 |
| 3 Saratoga Jr., P.O. with Rails | @ 130.00 | 1 Mountain Glimmer | 100.00 |
| 2 Paco Reels Jr., P.O. with Rails | @ 135.00 | 2 Warner Victor Records | Write |
| 4 Saratoga Sr., P.O. with Rails | @ 140.00 | 2 Jumbo Oranges (Pusher Type) | Write |
| 1 Paco Reels Sr., P.O. with Rails | @ 180.00 | 5 Ideal Lo-Boy Scales (Like New) | @ 85.00 |
| 1 Jennings Ex. Clearallin | 65.00 | 2 Exhibit Rotary Merchandisers | @ 150.00 |
| 1 Lucky Lucre, 5/5c | 225.00 | 1 Simplex Nameplate Machine | 100.00 |
| 2 Galloping Dominoes (Old Head) | @ 50.00 | 3 Liberators (Brand New) | @ 325.00 |
| 1 Buckley Track Odds, D.D., no J.P. | 325.00 | 1 Exhibit Muscle Builder | 185.00 |
| 1 KeeneY Skylark, F.P.-P.O. | 250.00 | 1 Mills Punching Bag | 100.00 |
| 1 KeeneY Fortune, F.P.-P.O. | 325.00 | | |
| 1 Sugar King | 40.00 | | |
| Bally Big Top, F.P. | 125.00 | | |
| Bally Big Top, P.O. | 140.00 | | |

ARCANE

SLOTS

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| 50c Brown Fronts | Write |
| 50c Gilted Gold Blue Fronts | Write |
| 50c Gilted Gold War Eagles | Write |
| 50c Gilted Gold Roman Heads | Write |

MUSIC

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| 1 Mills Throno | \$250.00 |
| 2 Rookola Commandos | @ 60.00 |
| 1 Rookola Standard | @ 325.00 |
| Wurlitzer 950 | Write |
| Wurlitzer 750E | Write |
| Wurlitzer 800 | Write |

16 Select-o-Matic Boxes (24 Record 30 Wire) @ \$7.50 Ea.
1 Rookola Playmaster with Spectrovox and Series E Speakers. Complete @ \$500.00

Terms: 1/3 Deposit, Balance C. O. D.

ADVANCE AUTOMATIC SALES COMPANY
1350 HOWARD STREET SAN FRANCISCO 3, CALIFORNIA

FOR SALE

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| PHONOGRAPHS | ONE BALLS & CONSOLES | 1 Exhibit Jeep | \$105.00 |
| 4 Wurlitzer 950, Ea. | 1 Pimlico, F.P. | 1 Exhibit Duplex | 45.00 |
| 2 Wurlitzer 600A, Ea. | 2 Club Trophy, F.P., Ea. | 2 Genco Zig Zag, Ea. | 49.50 |
| 1 Seeburg 8600 | 325.00 | 2 Genco Capt. Kidd, Ea. | 68.50 |
| 1 Wurlitzer Model 580 | 325.00 | 2 Genco Victory, Ea. | 69.50 |
| Selective Speaker | 5 Bally Club Balls, Ea. | 2 Genco Bombardier, Ea. | 69.50 |
| 250.00 | 225.00 | 1 Genco Jungle | 52.50 |
| GUNS | 7 Coin Horse Race Machine | 1 Genco Hi Hat | 47.50 |
| 1 Seeburg Chicken Sam | 135.00 | 1 Genco South Paw | 59.50 |
| 4 Seeburg Converted Shoot the Jap, Ea. | FIVE BALLS | 1 Genco Four Roses | 39.50 |
| 3 Bally Rapid Fire, Ea. | 1 Exhibit Knock Out | 1 Genco Bosco | 65.00 |
| 167.50 | \$110.00 | 2 Chicago Coin Sport Parade, Ea. | 25.00 |
| 2 Bally 8by Battle, Ea. | 1 Exhibit Big Parade | 1 Gottlieb Border Town | 30.00 |
| 237.50 | 105.00 | | |
| 1 Bally Defender | 2 Exhibit Second Front, Ea. | | |
| 245.00 | | | |
| 1 Rook-Ola Ten Pins | | | |
| 39.50 | | | |

One-Third Deposit, Balance C. O. D.

CENTRAL TEXAS AMUSEMENT CO.
1701 Guadalupe St. Austin, Texas

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FREE PLAY GAMES — MUSIC — CONSOLES
STATE CONDITION AND BEST PRICE IN FIRST LETTER

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| Bally Santa Anita, P.O. 234.50 |
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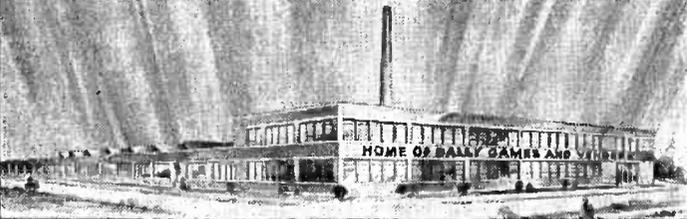
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Payouts and Free Plays Thoroughly Reconditioned.

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