

The **Billboard**

NOVEMBER 4, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

TELEVISION

IA MOVES IN ON VIDEO STUDIOS



TONY PASTOR

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

GENERAL NEWS

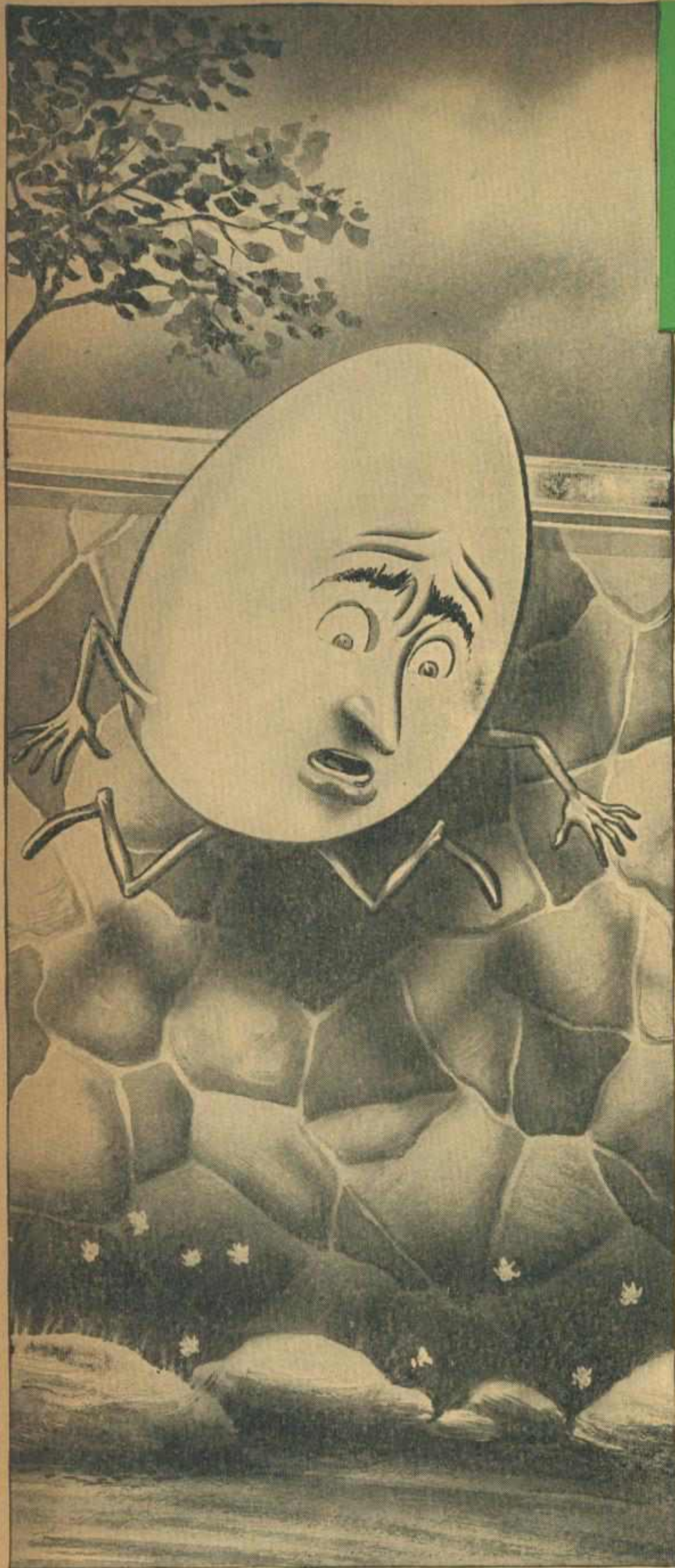
**Tabbing the Legit Crix in
Boston, Philly & Washington**

NIGHT CLUBS-VAUDE

**Nitery & Lounge Yuletide
Drinkables May Be Okay**

GENERAL NEWS

EAST-WEST SHOWBIZ HURDLES



CMAC *Financing*

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

HUMPTY-DUMPTYS

NOTHING is more liable to cause a company to do a Humpty-Dumpty and "have a great fall" than to get its capital frozen in side-line ventures like carrying its own installment paper.

It will be doubly dangerous in the postwar period when every dollar will have vital work to do in developing, building and promoting new lines.

Far safer, more sensible, more profitable for manufacturers to rely on CMAC to finance customer paper. The same goes for Distributors, too!

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A SPECIALIZED CREDIT AND FINANCING AGENCY FOR MANUFACTURERS AND DISTRIBUTORS OF COIN OPERATED MACHINES

East - West Showbiz Hurdles

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

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

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

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

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

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

Four Steps Taken

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

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

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

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

Happy Birthday

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

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

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

man. A large group of motion picture viewers, who work under direction of the board, criticized theater managements for offering such shows as the spook program. After the meeting, Freck announced:

"If there is in the ordinances of the city any legal authority for us as a board to prohibit such occurrences, we shall do so."

Peace Drop'll Hit East First

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

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

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

AC Steel Pier Wide Open to Attractions

Sherman Loses Spot

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

It finally leaked out that Sherman hit a snag as a result of what is commonly known as "going Hollywood." Sherman, who manages Abbott and Costello, among others, and is making his own movies as Biltmore Productions, is reported to have sent a "sassy" letter to Frank Elliott, who is in charge of the pier's Music Hall.

Impasse is reported to have been the result of the pier preeming Sherman's A WAVE, a WAG and a Marine movie the past summer. While Elliott will not disclose the reason for or contents of the letter in question, it is said to concern the rental of the film and length of run, in both cases said to be unsatisfactory to Sherman.

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

Brooklyn Hears Song Shark Case

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

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

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

TRYOUT TOWN CRUX TABBED

Ability to Call Stem Successes

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

By Bob Frances

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

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

To date, Boston has passed upon five

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

Hughes Leads Hub

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

In This Issue

Table listing contents: Bands & Vaude Grosses, Legitimate, Reviews, Night Club, etc.



CHIPS ON FM & TELE HF

Army Engin'r FCC Report

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

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

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

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

Talks With Stimson Okay

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

TONY PASTOR

Still Pastor-ized, Still Grade-A Musical Nutrition

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

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

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

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

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

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

Miller in German

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

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

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

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

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

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

Window Tapping Out In Des M. Niteries

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

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

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

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

Crix Tabbed on Ability To Pick Stem Successes

(Continued from page 3)

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

D. C. Crix Have Three Chances

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

Philly Rating on Two Only

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

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

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

UP Distributes Col On Latin Showbiz

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

Column is air-mailed weekly from

Musical Spoils

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

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

Louis Cohan Doubles As Booker-Manager

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

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

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

Victory Water Follies Okay At Buffalo's Auditorium

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

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

Mexico City to principal bureaus of UP for redistribution.

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

<p>STOCK TICKETS</p> <p>One Roll \$.75 Five Rolls 3.00 Ten Rolls 5.00 Fifty Rolls 17.00 100 Rolls 30.00</p> <p>ROLLS 2,000 EACH. Double Coupons. Double Prices.</p> <p>No C. O. D. Orders. Size: Single Tkt., 1x2".</p>	<p>God: If It's Thy will that my son must sacrifice his life that liberty might survive, then Thy will be done.</p> <p>For</p> <p>TICKETS</p> <p>of Any Description, Write</p> <p>THE TOLEDO TICKET CO. Toledo (Ticket City) 2, Ohio</p>	<p>SPECIAL PRINTED Cash with Order, Prices:</p> <p>2,000 \$4.29 4,000 4.83 6,000 5.87 8,000 6.91 10,000 7.15 30,000 10.45 50,000 13.75 100,000 22.00 500,000 88.00 1,000,000 170.50</p> <p>Roll or Machine Double coupons. Double prices.</p>
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MBS CENTRALIZES IN KOBAK

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

Div. Almost Autonomous

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

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

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

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

Duopoly Clears In So. California

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

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

New Waxery

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

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

Mutual Starts Tinkering With Program Mood Sequences

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

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

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

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

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

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

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

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

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

Brooks Overseas For New Coverage

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

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

Ed Gardner Has Miss Duffy Aches

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

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

Pal Razor Looking For Post-War Time

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

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

New News Duo on KFI

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

Mutual Gets Key Web Exec

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

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

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

Builds Stations and Segs

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

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

Mutual's Opportunity

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

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

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

Keith McLeod To Mike Arquette's 'Glamour Manor'

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

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

Bits and Parts of Shows Don't Give Collector Rights

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

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

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

News Still Number 1 Promotion in Philly

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

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

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

Shows on NBC Fight Compet Or Else--

They've Got To Be Good

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

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

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

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

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

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

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

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

Close Off Sheaffer Dec. 10

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

Another Blue Co-Op

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

John Kelly WIP Flack, S. E.

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

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

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

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

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

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

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

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

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

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

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

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

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

Opfinger on Way Out at Mutual

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

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

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

2-Way Educational Tie-Up Set at WJLB

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

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

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

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

Longmire To Report For NY Post's WLIB

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

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

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

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

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

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

Peace Will Have Showbiz Aches

(Continued from page 3)

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

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

Radio Expects That \$

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

Radio May Suffer, Too

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

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

"Make Sense"

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

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

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

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

Judy Cortada Set for Blue Affiliate Promotion Slot

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

Vaill WEAFF Pro. Mgr.

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

"...by the company it keeps"

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

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

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

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

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

this...is Mutual



The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN" HOOPERATINGS for evening programs

VOL. 1. No. 22E

OCTOBER 30, 1944

PROGRAM	HOOPERATING	WEEKS TO DATE	NET & NO. STA.	OPPOSITION	AGENCY	SPONSOR & PRODUCT	TALENT COST	COST PER POINT
BOB HOPE	25.8	241	NBC 134	Service to Front—CBS Gram Swing—Blue Hicks—Blue Amer. Forum—MBS Schubert—News—MBS	Foote-Cone & Belding	The Pepsodent Company	\$15,000	\$ 581.39
FIBBER McGEE & MOLLY	25.6	407	NBC 134	This Is My Best—CBS Spotlight Bands—Blue Coronet Story—Blue Amer. Forum—MBS	Needham, Louis & Brorby, Inc.	Johnson (Floor Wax)	\$10,500	\$ 410.16
WALTER WINCHELL	25.3	576	Blue 169	M-Go-Round—NBC R. Digest—CBS Steel Horizons—MBS	Lennen & Mitchell	Jergens (Hand Lotion)	\$ 6,000	\$ 237.15
LUX RADIO THEATER	23.1	455	CBS 142	Various—NBC Various—Blue Various—MBS	J. W. T.	Lever Bros. (Lux)	\$16,000	\$ 692.64
EDGAR BERGEN	22.3	289	NBC 135	Blondie—CBS A. L. Alexander—MBS G. Field Choir—Blue D. Thompson—Blue	J. Walter Thompson	Standard Brands (Chase & Sanborn Coffee)	\$14,500	\$ 650.22
ABBOTT & COSTELLO	20.0		NBC 135	First Line—CBS Gram Swing—Blue G. Hicks—Blue Gladstone—MBS Carnegie—MBS	Win. Esty	R. J. Reynolds Tobacco Co. (Camels)	\$12,000	\$ 600.00
JACK BENNY	18.3	463	NBC 141	Kate Smith—CBS Drew Pearson—Blue Gardner—Blue Cleveland Ork—MBS	Ruthrauff & Ryan	Amer. Tob. Co. (Lucky Strike)	\$22,500	\$1,229.51
MR. DISTRICT ATTORNEY	17.8	280	NBC 127	Spotlight Bands—Blue Coronet Story—Blue First Nighter—MBS Jack Carson—CBS	Doherty, Clifford & Shenfield	Bristol-Myers (Vitalis)	\$ 4,500	\$ 252.81
EDDIE CANTOR	17.0	343	NBC 130	Sinatra—CBS Dunninger—Blue G. Heatter—MBS Screen Test—MBS	Y & R	Bristol-Myers (Sal Hepatica)	\$13,500	\$ 794.12
HILDEGARDE	16.7	20	NBC 130	Congress Speaks—CBS Tony Pastor—CBS Let Yourself Go—Blue Sterney Ork—MBS	R. M. Seeds	Brown & Williamson (Raleigh Cigs)	\$ 9,500	\$ 568.86
SCREEN GUILD THEATER	16.6	218	CBS 123	Contented Hour—NBC Gram Swing—Blue Ted Malone—Blue Gladstone—MBS Schubert—News—MBS	Blow	Lady Esther (Face Powder)	\$10,000	\$ 602.41
H.V. KALTENBORN	16.2	237	NBC 32	Various—CBS, Blue, MBS	Leo Burnett	Pure Oil	\$ 3,000	\$ 185.18
TRUTH OR CONSEQUENCES	16.2		NBC 130	Inner Sanctum—CBS Various—Blue Clisco Kid—MBS	Compton	P. & G.	\$ 7,000	\$ 432.10
HIT PARADE	16.2	443	CBS 139	Barn Dance—NBC Chi Theater of Air—MBS Various—Blu	Foote-Cone & Belding	Amer. Tob. Co. (Lucky Strike)	\$11,500	\$ 709.88
TAKE IT OR LEAVE IT	16.1	234	CBS 142	H. of Charm—NBC Life of Riley—Blue Goodwill Hour—MBS	Blow	Eversharp (Pens, Pencils)	\$ 4,500	\$ 279.50
Sunday Afternoon								
JOHN CHARLES THOMAS	6.9			W. News Today—CBS Sun. Vespers—Blue Carrol Glenn Ork—MBS Pet Shop—MBS	McCann-Erickson	Westinghouse	\$ 8,500	\$ 416.67
ANDRE KOSTELANETZ	6.6	178	CBS 136	World of Song—Blue Roosty of AAF—MBS Music Amer. Loves—NBC	D'Arcy	Coca-Cola	\$ 6,500	\$ 984.85

The Average Evening Audience Rating is 9.0 as against 8.4 last report, 10.3 a year ago. Average sets-in-use of 29.8 as against 27.7 last report, 29.2 a year ago. Average available audience of 29.6 as against 26.9 last report, 28.7 a year ago. Sponsored network hours reported on number 73½ as against 83 last report and 75 a year ago.

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

Detroit Holds AFRA Hearing

DETROIT, Oct. 28.—Hearing on the petition of Detroit local of AFRA for a wage boost for all classes in their jurisdiction at WXYZ has been skedded for today after two adjournments and will be argued at length before the board. Position of the station management, which is being presented in detail in its brief, is that to grant the increases sought, running as high as 50 per cent in some cases, over the 1942 scale, would create inequities in the station staff. Position of the union was stated in detail in *The Billboard* last spring when the petition was filed.

Kyser No. 1 Rumor-Pepsi-Kollege Seg

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

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

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

Al Levy Has Show Idea For Goodwin-Silvers Duo

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

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

Singers

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

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

FRANK MELVILLE

1697 Broadway (53rd) NEW YORK 19



ROY SHIELD

Musical Director WMAQ (NBC), CHICAGO and other musical directors use this 3x5 VISUAL record of song hits of over 100 publishers, plus old favorites. Includes lead sheets and lyrics of chorus. Samples free.

1619 Broadway New York 19

TUNE-DEX

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

STUDIO SERVICE CO. 1564 Bway., N. Y. 19 B'y. 9-9657

KOIN Plans FM Outlet for Portland

PORTLAND, Ore., Oct. 28.—Prospects are that KOIN will be the first station in this area to come up with FM, Charles W. Myers, president and principal stockholder, planning to construct a new station here for that purpose. Application is before the FCC, and Louis S. Bookwalter, chief engineer at KOIN, said that the International Derrick & Equipment Company in Southern California, which installed the original KOIN transmitter, would be engaged to provide the new FM transmitter in Sylvan Hills, west of Portland.

Prosit!

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

Benrus Going After FM Station Breaks

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

NBC, CBS Distrib Election Score Tabs

NEW YORK, Oct. 28.—Both CBS and NBC are plugging election night "score cards," which are being given to listeners to help line up returns. The two webs are telling audiences to write in for the promotion gimmicks. NBC got the jump on its rival in distribution, air plugs starting two weeks ago. CBS started talking about it yesterday with spots adjacent to news shows. NBC has been plugging on news programs, women's shows and spots.

"There's something NEW on the BLUE"

What Can You Expect of THE WORLD AHEAD

Let these Leaders of our National Life Give You the Picture in one of Radio's Most Vital Programs

MONDAY, OCTOBER 16 8 TO 9 P. M.

TUESDAY, OCTOBER 17 8 TO 9 P. M.

WEDNESDAY, OCTOBER 18 9:30 TO 10:30 P. M.

OVER STATION **WJZ** 770 ON YOUR DIAL

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

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

Governor Dewey—Admiral Nimitz and Julius Krug—Bernard Baruch and Henry J. Kaiser—Clare Luce and Helen Gahagan—are among those who will appear. They will talk about the meaning

of this year's Presidential election, about jobs; about the 12,000,000 returning veterans; about the vast task of reconversion from war to peace; ABOUT THE KIND OF WORLD AHEAD

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

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

SPEAKERS WILL INCLUDE:

- GOVERNOR DEWEY ★ ADMIRAL NIMITZ ★ JULIUS KRUG
BERNARD BARUCH ★ CLARE LUCE ★ HELEN GAHAGAN ★ HENRY J. KAISER
JOHN B. KENNEDY will summarize each of the three programs

TUNE IN "BUILDERS OF THE WORLD AHEAD"

WJZ of The Blue Network

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

THE Blue Network

AMERICAN BROADCASTING SYSTEM, INC.

"In the Service of the People"

Pic Exec Says Video's Ad Biz

Tele Ready To Go to Work

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

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

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

Now Not Tomorrow

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

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

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

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

Landsberg listed three steps in preparation of video shows, technical considerations, types of programs and style of presentation. "To build a television program," he said, "fear of highly involved technical facilities should be dispensed with, and that instead producers should learn to use the technical aspects to create special effects and illusions which the trade claims are as important to a good television show as are sound effects to a current radio production. Electronic control of a picture is much superior (See TELE AD BIZ on page 12)

REVIEWS

DuMont

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

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

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

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

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

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

In one of the interpretive dances, Margaret Severn used masques, as she has on the stage for many years, to satirize several types of personalities and, wearing them, danced out her interpretation of the people. Dances would have been more effective if Nelson had used close-ups of the masques, thus giving (See DuMONT on page 12)

Balaban & Katz

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

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

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

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

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

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

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

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

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

Balaban & Katz Sets Lyons as Video Flacker

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

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

Philco Asks FCC For Test Tele Outlet In Wash'gton

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

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

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

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

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

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GENERAL AMUSEMENT CORP.
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Chips Are Down On FM and Tele In FCC Report

(Continued from page 4)

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

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

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

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

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

Hit Job Angle Hard

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

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

Attacks "Certain Broadcasters"

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

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

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

The Movie "Dream"

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

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

Review

Sunday at 4:30

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

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

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

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

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

Cleland Card to Free-Lance

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

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

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

Alburty Buys Into WHBQ

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

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

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

D-F-S Takes Option On Strip Quizzer

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

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

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

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

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

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

Colgate Steps Up Romance Theater; Budget Hiked 50%

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

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

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

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



KATE SMITH 34.3 *

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

WTAG

WORCESTER

GLAMOUR TIME

The Regional Airshow

Attracting Nationwide Interest



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

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

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

Produced by MUSIC CORPORATION OF AMERICA

802 GROUPS JOCKEY ON PLANS

Three Slates for Local 802 Officers

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

Three Slates Announced in Forthcoming 1945-'46 Vote

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

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

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

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

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

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

\$\$ Backers Speak Up

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

Petrillo Deals Himself Out

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

Unity Ticket Most Active

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

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

Next week, "Platforms."

MPPA & 802 Reach Okay On All Staffers

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

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

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

Fisher Again Asks ASCAP Up Rating

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

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

AHA, ASCAP Meet And Talk Skeds

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

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

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

Decca Dickering For Coast Plant

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

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

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

Two Mil Bucks Down-Payment Bid for Col'bia

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

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

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

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

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

Freddie Fields a Booker

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

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

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

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

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

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

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

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

Private Bandstand

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

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

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

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

Petrillo a Foreign Country?

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

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

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

Jimmy Dorsey Set For 8 Hotel Penn Weeks and Maybe 16

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

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

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

Ellington Stages Third Carnegie Date

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

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

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

Heidt Vs. MCA At 1/2-Way Mark

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

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

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

BMI-ers Meet, Nix Happens

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

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

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- 4 Started rolling by Cafe Society Uptown and Downtown
ONE MEAT BALL
Recorded by JOSH WHITE (Asch)
- 5 Melodic magic
I'LL REMEMBER APRIL
Recorded by BING CROSBY (Decca)
- 6 Louis Jordan's
IS YOU IS, OR IS YOU AIN'T (MA' BABY)
Recorded by BING CROSBY and THE ANDREWS SISTERS (Decca)
COOTIE WILLIAMS (Hit) • ADRIAN ROLLINI TRIO (Feature)

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PART 1—The Billboard

SONGS WITH MOST RADIO PLUGS

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

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

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

Lucky Strike HIT PARADE

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

Wks. to Date	POSITION Last Wk.	TITLE	PUBLISHER
11	1	1. I'll Walk Alone (F)	Morris
3	2	2. Dance With a Dolly	Shapiro-Bernstein
—	—	3. Trolley Song (F)	Feist
10	4	4. Is You Is or Is You Ain't? (F)	Leeds
3	—	5. Together (F)	Crawford
5	3	6. How Many Hearts Have You Broken?	Advanced
9	5	7. It Had to Be You (F)	Morris
2	8	8. Always (F)	Berlin
2	—	9. Let Me Love You Tonight?	Robbins

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

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

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

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

'Voice' Wants To Show the G.I.'s

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

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

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

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

Jim Wakely Set at Manana For Four More Week-Ends

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

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

has been getting bonuses of \$7,500 per week from management. He will walk off with somewhere around \$6G clear for the three weeks there.

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

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

Music Popularity Chart

Week Ending
Oct. 26, 1944

BEST SELLING SHEET MUSIC

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

POSITION Last/This Wk./Wk.	NATIONAL	East	Mid- west	South	West Coast
1	1. I'LL WALK ALONE (F) Morris	1	1	1	1
3	2. DANCE WITH A DOLLY Shapiro-Bernstein	3	3	7	5
7	3. THE TROLLEY SONG (F) Feist	4	4	8	2
2	4. HOW MANY HEARTS HAVE YOU BROKEN? Advanced	8	2	6	4
4	5. TOGETHER (F) Crawford	2	5	3	—
5	6. SWINGING ON A STAR (F) Burke-Van Heusen	—	6	5	3
10	7. ALWAYS (F) Berlin	7	9	2	—
6	8. IS YOU IS OR IS YOU AIN'T? (F) Leeds	10	7	4	—
8	9. IT HAD TO BE YOU (F) Remick	—	8	10	6
—	10. YOU ALWAYS HURT THE ONE YOU LOVE Sun Music Company	5	—	—	—

"HARLEM" HIT PARADE

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

POSITION Last/This Wk./Wk.	Record	Artist	Label
1	1. Gee, Baby, Ain't I Good to You?	King Cole Trio	Capitol 169
5	2. Into Each Life Some Rain Must Fall.....	Ink Spots and Ella Fitzgerald	Decca 23356
2	3. Hamp's Boogie- Woogie	Lionel Hampton	Decca 18613
6	4. Cherry Red Blues	Cootie Williams	Hit 7084
4	5. I Wonder	Pvt. Cecil Grant	Guiltdedge 500 G G 1
7	6. You Always Hurt the One You Love.....	Mills Brothers	Decca 18599
3	7. I'm Lost	Benny Carter	Capitol 165
—	8. I'm Lost	King Cole Trio	Excelsior 2986
10	9. Is You Is or Is You Ain't? (F)	Cootie Williams	Hit 7108
—	10. No One Else Will Do	Five Red Caps	Beacon 7130

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES:
 Atlanta: Cox Prescription Shop. Beverly Hills, Calif.: Martindales's. Birmingham: Norlen's Radio Shop; Louis Plitz Dry Goods Co. Boston: The Melody Shop. Bridgeport, Conn.: Gilman Music Store; Howland Dry Goods Co.; Whiting Radio Service. Butte, Mont.: Drelbelbis 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; Galety Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Strauss, Inc.; Broadway Melody Shop. Philadelphia: Downtown Record Shop; Alex A. Gettlin; Highpoint Record Shop. Pittsburgh: Volkwein Bros., Inc. Portland, Ore.: Meier & Frank Co. Raleigh, N. C.: C. H. Stephenson Music Co.; Joseph E. Thiem Co. Richmond, Va.: Gary's Record Shop; Walter D. Moses & Co.; Corley Record Co. St. Louis: Aeolian Co. St. Paul, Minn.: Mayflower Novelty Co. Salt Lake City: Z. O. M. I. Gramophone Shop. San Antonio: Alamo Piano Co. Washington, D. C.: George's Radio Co. Westwood, Calif.: Music Shop.

Dale Evans Wants Out on Carson Show

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

MCA ASKS PARA

(Continued from page 14)

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

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

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

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

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

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

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 7003—TAKE IT EASY
 AMOR
 7004—PRETTY KITTY BLUE EYES
 IF I WERE THE MOON
- DICK THOMAS—Cowboy Songs**
 5003—IF MEMORIES WERE MONEY
 DOWN IN OLD WYOMIN'
 5004—SEND THIS PURPLE HEART TO ME, SWEETHEART
 THEY'LL NEVER TAKE THE TEXAS OUT OF ME
- 5001—BROKEN HEART
 YOU NEVER LOVED ME
 5002—A COWBOY IN KHAKI
 SAN ANTONIO SERENADE
- THE EMMETT BERRY FIVE—Hot Jazz Series**
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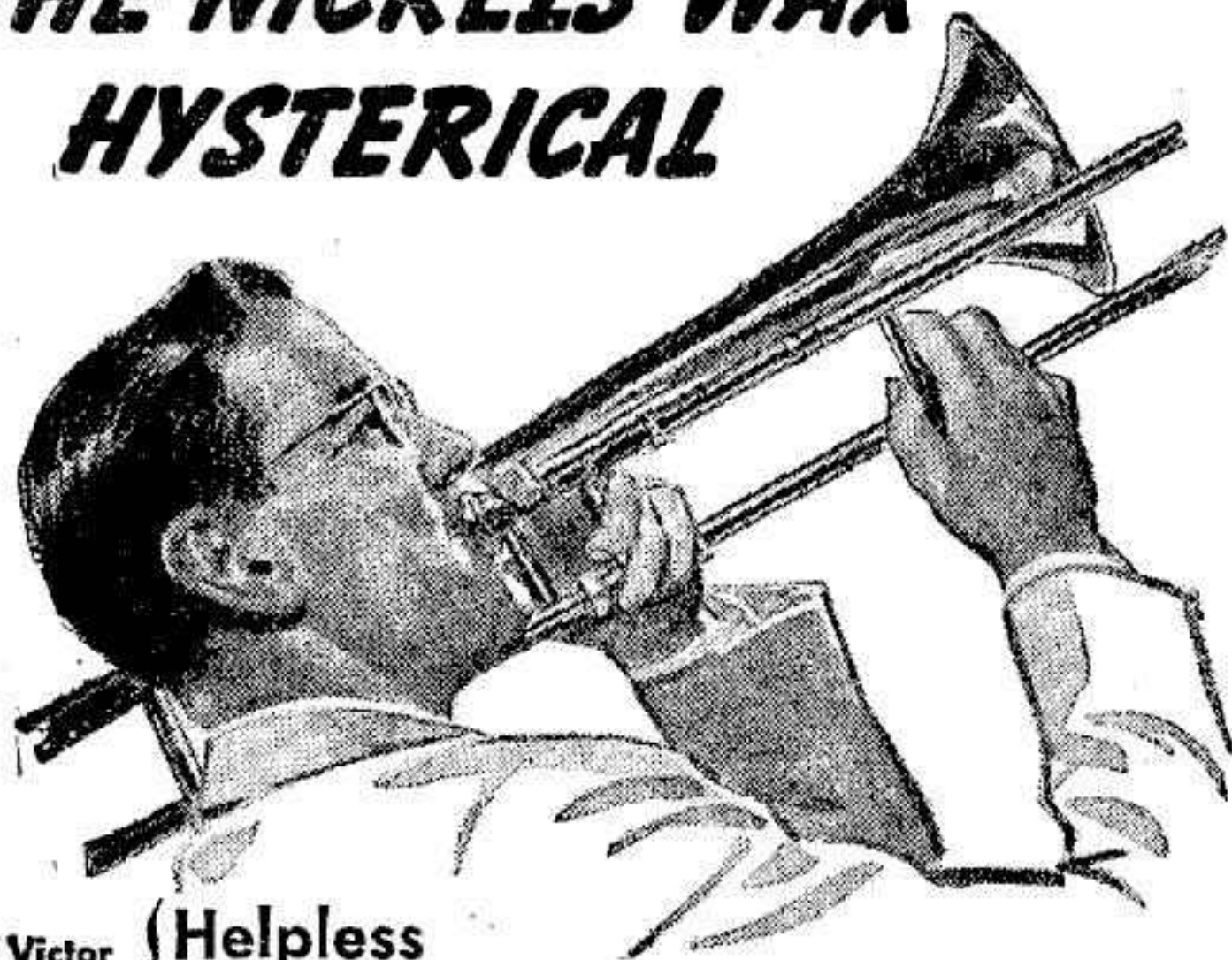
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Cliss Me Agin
Johnny Guarneri Trio with
Slam Stewart and Sammy Weiss |
| 509 Basic English
Exercise Swing | 531 Always—Vocal
By Billy Daniels with
Stuff Smith Trio |
| 511 Salute to Fats
These Foolish Things Remind Me of
You
Johnny Guarneri with Lester Young
and All Star Orchestra | Embraceable You—Vocal
By Bonnie Davis with the
Bunny Banks Trio |
| 519 Sunny Side of the Street
(Tenor Sax Solo)
Jersey Jump Off
Coleman Hawkins with
Cozy Cole's Orchestra | 532 I'll Always Love You Just the Same
Red Cross
Tiny Grimes Quintette |
| 520 Uncle Sam's Blues
Paging Mr. Page | 533 Duces Wild
Deuces Mild
Johnny Guarneri Trio |
| 521 Dance of the Tambourine
I Keep Rollin' On
Hot Lips Page | 3000 I'm a Convict With Old Glory in
My Heart
I'd Rather Die for My Country Than
Live With My Wife
Red River Dave |
| 522 Pete Brown's Boogie
Believe for You
Pete Brown | 3001 I'll Never Change
As Time Goes By
Ralph Hillsworth and
Ross Leonard |
| 523 Ooh-Wee
Moppin' the Blues
Pete Brown | 5511 Hey-Lawdy Mama
Groovin' the Blues
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| 524 Bass-C-Jam
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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	NATIONAL	East	Mid-west	South	West Coast
2	1. I'LL WALK ALONE (F) Dinah Shore—Victor 20-1586 <i>It Could Happen to You (F)</i>	1	3	1	—
1	2. YOU ALWAYS HURT THE ONE YOU LOVE Mills Brothers—Decca 18599 <i>Till Then</i>	2	2	2	—
6	3. TOGETHER (F) Dick Haymes-Helen Forrest—Decca 23349 <i>It Had To Be You (F)</i>	3	—	5	4
4	4. TOO-RA-LOO-RA-LOO-RAL (F) Bing Crosby—Decca 18621 <i>I'll Remember April</i>	—	1	—	2
9	5. I'LL WALK ALONE (F) Martha Tilton—Capitol 157 <i>Texas Polka</i>	5	—	—	1
5	6. IS YOU IS OR IS YOU AIN'T? (F) Bing Crosby-Andrews Sisters—Decca 23350 <i>Hot Time in the Town of Berlin</i>	4	—	3	—
7	7. I'LL WALK ALONE (F) Mary Martin—Decca 23340 <i>Goodnight, Wherever You Are</i>	7	5	6	—
—	8. AND HER TEARS FLOWED LIKE WINE... Stan Kenton—Capitol 166 <i>How Many Hearts Have You Broken?</i>	—	9	—	3
—	9. HOW MANY HEARTS HAVE YOU BROKEN? Stan Kenton—Capitol 166 <i>And Her Tears Flowed Like Wine</i>	—	6	—	7
—	10. IT HAD TO BE YOU (F) Artie Shaw—Victor 20-1593 <i>Don't Take Your Love From Me</i>	—	—	8	5

Other Records Reported in Best Selling Lists by Sections

EAST: *How Many Hearts Have You Broken?*—Three Suns, Hit 7092; *Swinging on a Star (F)*—Bing Crosby, Decca 18597; *The Trolley Song*—Pied Pipers, Capitol 163; *It Had To Be You (F)*—Dick Haymes-Helen Forrest—Decca 23349.
MIDWEST: *Dance With a Dolly*—Russ Morgan, Decca 18625; *Swinging on a Star (F)*—Bing Crosby, Decca 18597; *The Trolley Song*—Pied Pipers, Capitol 163; *Is You Is or Is You Ain't? (F)*—Louis Jordan, Decca 8659.
SOUTH: *Till Then*—Mills Brothers, Decca 18599; *I Don't Want To Love You*—Phil Brito, Musicraft 15018; *Dance With a Dolly*—Evelyn Knight, Decca 18614; *Time Waits for No One (F)*—Helen Forrest, Decca 18600.
WEST COAST: *I'll Be Seeing You*—Bing Crosby, Decca 18595; *Dance With a Dolly*—Tony Pastor, Bluebird 30-0827; *It Could Happen to You (F)*—Jo Stafford, Capitol 158; *Is You Is or Is You Ain't? (F)*—Louis Jordan, Decca 8659.

MOST PLAYED JUKE BOX FOLK RECORDS

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

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

ADVANCE BOOKINGS

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

Music Popularity Chart Week Ending Oct. 26, 1944

MOST PLAYED JUKE BOX RECORDS

Going Strong

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

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

Coming Up

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

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

Territorial Favorites With Juke Box Operators

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

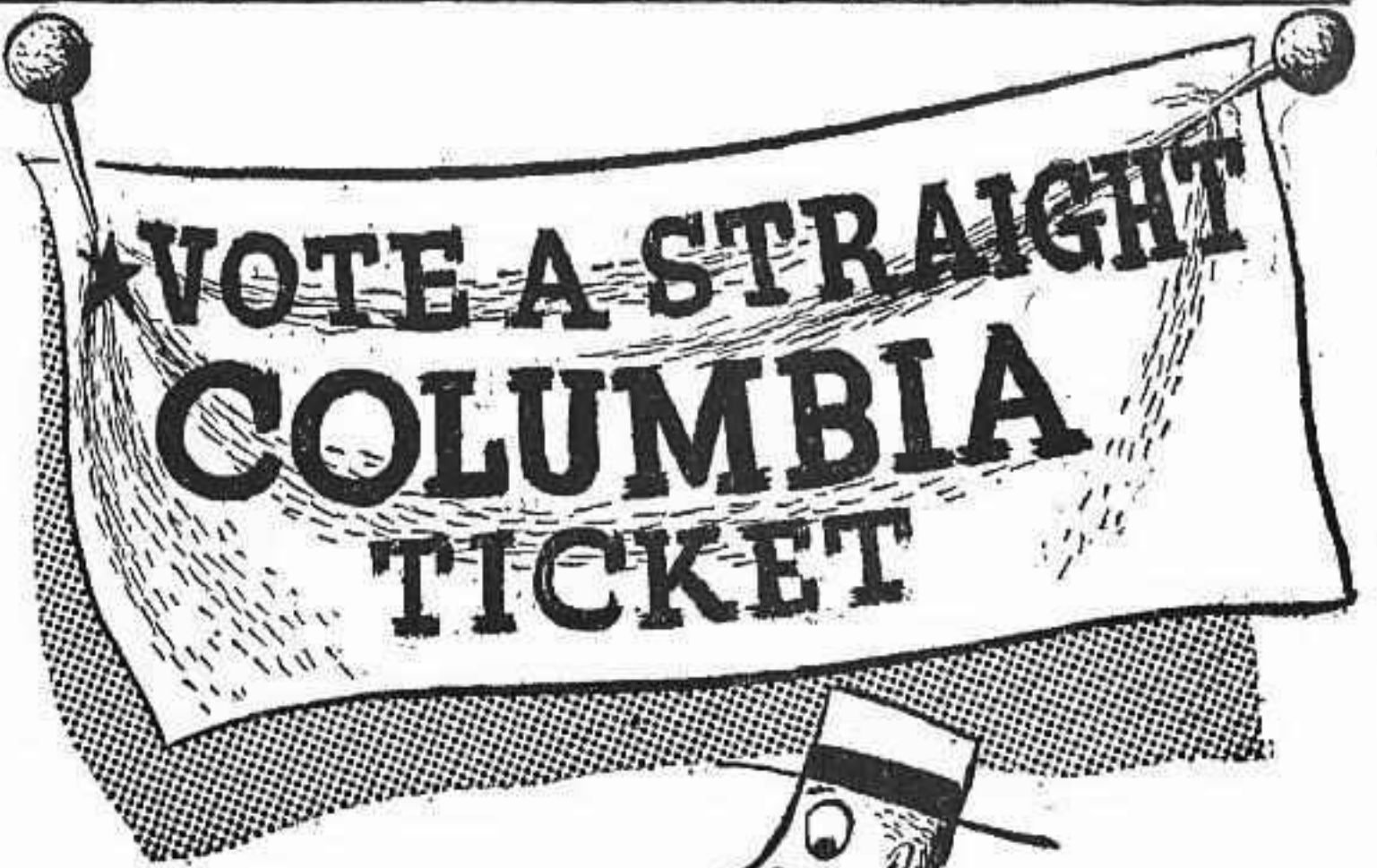
GEORGE PAXTON: Roseland, New York, until Dec. 25.

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

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

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

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



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

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PART 3—The Billboard

RECORD POSSIBILITIES

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

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

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

ONE MEAT BALL..... Josh WhiteAsch 348-2B

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

POPULAR RECORD RELEASES

(From October 26 thru November 2)

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

Majestic Radio To Become Disker

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

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

Leeds' Folios In Davega Shops

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

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

Music Popularity Chart

Week Ending
Oct. 26, 1944

POPULAR RECORD REVIEWS

By M. H. Orodener

JO STAFFORD (Capitol)

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

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

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

GINNY SIMMS (Columbia)

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

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

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

HELEN FORREST (Decca)

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

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

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

(See Popular Record Reviews on page 66)

FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Orodener

TEX RITTER (Capitol)

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

I'm Wastin' My Tears on You—FT; V.

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

(See Folk Record Reviews on page 66)

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

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

WANTED

Bass Fiddle Player. Other Musicians write.
\$60 per week.

TINY LITTLE

Worthington, Minn.

Pancho Into Prov. Biltmore

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

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

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

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<p>JOAN BROOKS Popular CBS Star, with her Network Orchestra directed by Jerry Bittick RECORD #15019</p> <ul style="list-style-type: none"> ★ SOMEDAY, SOMEWHERE ★ WHAT A DIFFERENCE A DAY MADE RECORD #15020 ★ IF YOU WERE THE ONLY BOY IN THE WORLD ★ SEVEN DAYS A WEEK 	<p>PHIL BRITO Radio Singing Star, with Paul Lavalle and His String Orchestra RECORD #15018</p> <ul style="list-style-type: none"> ★ I DON'T WANT TO LOVE YOU ★ YOU BELONG TO MY HEART
---	---

EXTRA-ORDINARY RELEASES

BOOGIE WOOGIE IN BLUE

HARRY (The Hipster) GIBSON at the Piano

- 290—THE HIPSTER'S BLUES, OPUS 6 7/8
HANDSOME HARRY, THE HIPSTER
- 291—RIOT IN BOOGIE
STOP THAT DANCIN' UP THERE
- 292—GET YOUR JUICES AT THE DEUCES
THE HIPSTER'S BLUES, OPUS 7 1/2
- 293—BARRELHOUSE BOOGIE
4F FERDINAND THE FRANTIC FREAK

MUSICRAFT CORPORATION

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

Pirates' Den, Hollywood

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

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

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

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

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

Clover, Miami

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

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

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

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

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

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

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

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

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

Chi or Coast Preem For New V&Y Show

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

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

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

Emcee-Comedian

TOM O'NEAL

"Staring" at the
COPA CABANA

NEW YORK

Personal Representative PAUL MARR
203 N. Wabash Chicago

Follow-Up Reviews

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

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

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

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

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

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

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

Zanzibar Plunging On Next Show; Sets Robinson, Rocco

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

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

Joe Howard is currently dickering for Lena Horne to follow.

Fischer Unit Due On Road by Jan. 1

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

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

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

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

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OPS STIR ON NEW SET-UPS

W. T., R. & W. Are Combined

Big motorized org set to take road in spring—all equipment in Muskogee

ST. LOUIS, Oct. 28.—Preparations are under way to bring out for the 1945 season the largest and most imposing motorized carnival by combining the World of Today Shows and the Reynolds & Wells Shows. Org will have a fleet of 64 trucks, 18 rides, 15 shows and from 30 to 40 concessions, show officials said.

There are 15 men now in winter quarters at Muskogee, Okla., repairing and getting the combo in condition for an early opening next spring. Owners L. C. Reynolds and H. Wells said there would not be a truck, show or ride that would not be repaired and painted during winter. An order for 10 new show tops and the same number of new concession tops has been placed with a manufacturer.

Reynolds & Wells owned and operated the Reynolds & Wells Shows for eight years, and at the close of the 1943 season purchased the World of Today Shows (See WT, R & W Combined on page 56)

Lynch Fire Blamed On Juve Arsonists At Close in Halifax

HALIFAX, N. S., Oct. 28.—On Closing day of the season for the Lynch Shows, October 14, fire destroyed a large tent, a small tent and dealt heavy damage to a trailer and its contents, including a motion picture machine. Had there been a wind the whole carnival would have burned quickly, as the blaze had been started at shortly before 5 a.m. with a canful of gasoline.

Three youths were suspected of being the incendiaries by Eli Wilson, a mentalist on the show, who discovered the fire. He was burned about arms and legs in trying to fight the flames before arrival of firemen and apparatus. Wilson was sleeping in one of the burned tents. The trailer and contents belonged to him and he was ready to leave for Toronto during the day.

He attributed the motive of the firebugs as revenge for not giving them jobs when they asked him several days previously. They had threatened him when he refused, he said, Roy Lecroix, shows' night watchman, said he had not seen any sign of fire 20 minutes prior to its discovery. Damage was estimated at about \$2,000, including four auto tires.

Nancy Carroll, formerly active on the screen and more recently doing stage work from New York City, made a surprise appearance with a party on the Halifax lot, while spending two weeks here visiting military hospitals. She went on nearly all the rides, favored the Ferris Wheel, saw all the shows and waited for the free act at 11 p.m.

SLA Red Cross Fund Over 12G

CHICAGO, Oct. 28.—The Showmen's League has made an excellent record of contributions to the Red Cross during the season just closing. Chairman J. C. McCaffery and committee have been active in solicitations and, altho many shows have closed their season, contributions continue to come in. This week a check for \$1,935.88 was received from President F. E. Gooding, representing contributions from his five units. This brings the total to \$12,438.87.

Solomon Heads League Ticket

Nominating group names Kressmann, Phillips and Carsky for vice-presidents

CHICAGO, Oct. 28.—Sam Solomon, one of the owners of the Royal American Shows and first vice-president of the Showmen's League of America, has been chosen to head the League's regular ticket for 1945. Announcement of the choice was made by the nominating committee at the regular meeting Thursday night. For remainder of the ticket the committee named: First vice-president, Fred H. Kressmann; second vice-president, E. Lawrence Phillips; third vice-president, William Carsky; treasurer, G. L. (Mike) Wright; secretary, Joseph L. Strelbich.

Sam Solomon, one of the best known and best liked carnival operators in the country, has been in the business more than 30 years and for many years operated Sol's Liberty Shows, which played leading county fairs of the Midwest. Two years ago he purchased the Rubin & Cherry Exposition. Shortly thereafter Carl J. Sedlmayr bought a half interest and the name was changed to the Royal American Shows. Solomon has long been active in League affairs.

One League trustee is to be elected this year, and B. S. Gerety was nominated to succeed himself.

For members of the board of governors the committee nominated M. H. Barnes, (See Solomon Ticket Head on page 56)

Soltau's St. Paul Case Is Dismissed

ST. PAUL, Oct. 28.—Libel case against Rev. Henry J. Soltau, brought by directors of Minnesota State Fair, was dismissed in Ramsey County District Court here October 23 by Judge Clayton Parks on motion of James F. Lynch, county attorney. Lynch told the court that after reading proceedings of the trial before Justice of Peace Nic Lebens in the State Fairgrounds court last September that he was satisfied there was insufficient evidence for prosecution.

Lebens had given Soltau a 60-day suspended sentence and the defendant appealed to District Court. Lynch said he was convinced that even if Soltau were tried by a jury, a step made mandatory by the appeal and a verdict of guilty were returned, evidence would not be sufficient to stand up under an appeal.

Asked by the court if he had any objections to the dismissal, Arthur Leseuer, Soltau's attorney, said he had none and he expressed the belief that the action "was a little tardy." Soltau, declaring the "action speaks for itself," added: "I haven't reneged on any statement I have made and I am not now."

CA Goes to Quarters After Far Trek, 10 Record Takes

TULSA, Okla., Oct. 28.—Al Wagner's Cavalcade of Amusements closed a successful season in Enid, Okla., last Saturday and left for Tulsa and new winter quarters Sunday afternoon, arriving here at 9 p.m. In Enid when Garfield County Fair officials made the contract they gave the downtown streets as the location, adjoining Convention Hall, where farm exhibits and livestock contests were to be, an ideal layout, reported William B. Naylor, show publicity director.

Immediately after the first publicity residents and a near-by church started protests, but the difficulty was event-



JOHN M. (CAPTAIN) SHEESLEY, who died October 28 in Pensacola (Fla.) Hospital, had been owner and operator of the Greater Sheesley Shows, known more recently as the Mighty Sheesley Midway, over 32 years, which is considered the record in the field for long and uninterrupted ownership and management. He had remained active until a few months ago and a lingering illness caused him to sell the show equipment October 11 to Pete Kortez and Mel H. Vaught. Details in the Final Curtain in this issue.

WM Enlarges Macon Space; Initial Biz Big

MACON, Ga., Oct. 28.—World of Mirth Shows, favored with ideal weather, had big business in the first half of Georgia State Fair here October 23-28. Monday, usually a poor day, was best in history. Tuesday, Children's Day, had a huge throng during the day and a big night crowd. Wednesday was unusually good, day and night.

Show arrived from Columbia, S. C., a run of more than 200 miles, about 10 p.m. Sunday. Unloading started at once and the midway was ready for operation at 5 p.m. Monday. At the last minute it was found that more space would be necessary. Gerald Snellens, agent, recruited a bulldozer and road-building crew and in a few hours on Monday a large adjacent cornfield was leveled, giving the midway very attractive appearance.

Guests of Max Linderman, general manager, on opening day included Owner Max Goodman, Wonder Shows of America, and Charles Sparks, retired circus owner living in Macon. This year's fair was on six days, compared to a 10-day fair last year.

usually overcome, altho only for the days of the fair. Show had been booked by the committee to play a week following fair, but county officials later declared against Sunday showing. Business was fair on the first three days and a big children's matinee Saturday and a good night gave the show a better-than-average week. During the season the Cavalcade traveled as far west as Montana and New Mexico and as far north as Minot, N. D. At 10 fairs the show broke previous records for midway grosses. The show started with 37 railroad cars and Owner Wagner left them in use until the close. (See CA in Record Grosses on page 56)

Goodman To Go Out Again

Prepping to resume with Wonder Shows after passing up season of 1944

LITTLE ROCK, Oct. 28.—Max Goodman will resume touring with his Wonder Shows of America next season. Because of war conditions the show did not go out this year.

He announced that he had decided to come out of retirement and would open winter quarters here December 1 to rebuild and revamp equipment and that he intended to turn out an organization outstanding for quality, material and personnel.

On a scouting trip during the past seven weeks, he said, he had gathered some interesting material and that his outlook for bookings was excellent. Upon his return to Little Rock about November 20 he will lay out the work and then leave for the Chicago outdoor meetings. His son, Joe, is still with a USO-Camp Show.

Martone Sells To Ops' Group

DES MOINES, Oct. 28.—Heart of America Shows have been purchased from Toney Martone, Kansas City, Mo., by Ross L. Sinderson, Frank Ward and Madison Bros., it was announced here by Frank Ward.

Equipment includes three rides, Swing, Ferris Wheel and Tilt-a-Whirl, semi-trailers for transportation of the entire show, transformer truck and shows and concessions. Co-Owner Ward said the equipment had been stored in winter quarters, 3937 Douglas Avenue, here, and would be overhauled and repainted after January 1.

Middle West territory will be played and an early opening is planned by the management.

Collins Buys Sheesley Ride

PENSACOLA, Fla., Oct. 28.—During a visit here William T. Collins, head of the William T. Collins Shows, purchased a Fly-o-Plane, which John D. Sheesley, son of the late Owner John M. Sheesley, has had on the Mighty Sheesley Midway. It will be shipped to Collins winter quarters in St. Paul. New owners of the Sheesley org, Pete Kortez and Mel H. Vaught, are here putting the show into quarters. Collins is buying considerable equipment in various spots to enlarge his show. He announced contracting these North Dakota fairs for 1945: Fessenden, Flaxton, Bottineau, Langdon, Cando, Jamestown and Hamilton.

Levy Names Heads Of SLA B. and B.

CHICAGO, Oct. 28.—Sam J. Levy, chairman of the annual Showmen's League Banquet and Ball, has named these chairmen of committees:

Special events, Frank P. Duffield; reservations, Edward A. Hock and R. L. Lohmar; reception, William Carsky; entertainment, David P. O'Malley and Charles Zemater; eastern committee, Frank D. Shean; program, Irving Malitz; press, Nat S. Green.

Each chairman will name the members of his own committee. Chairman Levy left Chicago early this week for a two-week rest and upon his return will announce details of the banquet and ball program.

reported Louis Bright. A bingo top was erected in the lawn of the Gray home on Reid Street, with a long table down the middle. Turkey, ham and other viands were augmented by a 20-pound cake with 58 candles, over 100 attending the party. Roy Gray Shows have not been on the road since Pearl Harbor, rides and concessions being in a park on North Main Street, Houston.

In Conference

ABOUT this time of year it is safe for idle ones to sit around and discuss what the show owners should do next season—without much danger of being told to do something themselves. —Whitey Gooks.

In the Armed Forces

CORP. CHARLES (OLSEN) OLZEWSKI, former concessionaire on shows in the South and Midwest, has been promoted to rank of sergeant.

VERNE M. BELL, who had been overseas 21 months, visited Tim and Jeanette Waters in New Boston, Tex. He formerly worked a ball game for the Waterses.

STANLEY (BUTCH) PLAS, Detroit concessionaire and member of the Michigan Showmen's Association, was sent to a Southwest Pacific station after a stay in Australia.

LOUIS (LITTLE LEON) McLEONDON, former concessionaire with the F. H. Bee, Frank West and Motor City shows, has been a parachute rigger in the South Pacific for two years, reported Larry Biggers.

J. D. (SWEDE) TAYLOR, formerly with the John T. Wortham Shows, T. D. Tidwell Shows, Crowley Shows and the Ringling circus, is in Italy, driving in the First Canadian Motor Ambulance Convoy, reported Jack Delmar.

PVT. DAVE FERGUSON, formerly with Wish concessions in Eastwood Park, Detroit, has been visiting his family in Chicago and his brother, Marshall Ferguson, Eastwood Park, Detroit. A leg that was shattered in Normandy is now in a cast.

ALLEN E. BRYANT, chief boatswain mate, who has been in the South Pacific

two years, is on a month's furlough. He had been with the World of Mirth Shows and Sol's Liberty Shows as scenic painter. While in Cincinnati last week, he gave *The Billboard* a call. His home is in Griffin, Ga.

CAPT. KENNETH (DUKE) WILSON, formerly with the Royal American Shows, penned from Sydney, Australia, that he expected to be back in the States soon. He expressed his enjoyment in reading *The Billboard* in the Southwest Pacific. Captain Wilson had 12 months' service on a patrol boat and spent three months in a hospital.

PVT. LOUIS C. BESTLAND, 44037405, youngest son of Mr. and Mrs. H. O. Bestland, who is a former ride owner and now owner of a theater in Broxton, Ga., is stationed with Co. A, 233 I.T.B., 68th I.T.R., Camp Blanding, Fla. Another son, Corp. Harry L. Bestland, received an honorable discharge from Army Air Force Hospital, Fort Logan, Colo. Corporal Bestland, who was in service two years, spent five months in a hospital after being injured in a jeep accident. He is at his parents' home in Broxton, Ga.

S/SGT. WESLEY D. CHARLES, who was singing emcee on the Johnny J. Jones Exposition, World of Mirth Shows, Cetlin & Wilson Shows and several others before the war, spent a furlough, after completing aerial gunnery training and receiving his wings at Kingman, Ariz., with friends on the Jones shows and Cetlin & Wilson Shows. He did a couple of songs for the National Showmen's Association benefit on Cetlin & Wilson before catching a train for his home in Richmond, Va. He was to report for duty with the Third Air Force, Tampa, at end of his furlough.

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Wilmington Legion Post's Gala Week Hits High Marks

WILMINGTON, N. C., Oct. 28.—American Legion Thrill Circus and Gala Week Celebration, sponsored by Wilmington Post in Legion Stadium October 16-21 was declared a huge success, despite chilly weather first half of the week and rain Thursday. Attendance was called the best ever registered by a similar outdoor event in this vicinity. Coastal Fair here was canceled in 1941 and this was the first big outdoor event since.

Monday night, with temperature at 44 degrees, had 11,000 paid admissions at main gate and 6,555 paid in the grandstand. Tuesday, warmer, saw a marked increase and Wednesday there was 15,000 attendance. Grandstand program had Flying Romas Troupe; Three Skyrockets, high aerial; Daredevil Bruffy, high act; Mal Lippincott and Company, magicians;

Heardrinks Duo, acros; Melchior and Marie, trampoline; Capt. Frank Doss's Trained Animal Circus; Australian Rollos, gymnasts; Pansy, Borden cow; Harry, novelty act, and others.

R. and S. Amusements and John H. Marks Shows combined on the midway with 19 major and three kid rides, 12 shows and a Skooter owned by A. L. Mansfield, local ride owner, and packed them in daily. On Children's Day all schools closed at 1 p.m. and midway and grandstand did near-capacity. A special show for night-shift workers of North Carolina Shipbuilding Corporation Thursday started at 11:30 p.m. and ended at 3 a.m., with special tickets sold in advance and big attendance. On Friday, Auto Thrill Day, Jack Kochman's Hollywood Hell Drivers worked in front of the grandstand at advanced prices to turnaways, afternoon and night. There were harness racing at the Saturday matinee and a Saturday night Victory Mardi Gras Celebration.

James M. (Jimmy) Raftery, head of R. & S. Amusements and a local resident, was director-general. Eddie M. Lewis had charge of promotions and Walter D. Nealand handled publicity, directed the grandstand program and announced the acts. Exploitation included 30 24-sheet stands, three banners across principal streets, 3,500 sheets of paper and window cards, 28 trash-can cards, two daily newspapers, four weekly papers, 12 out-of-town papers and five daily announcements over Station WMFD. Thomas B. Hughes, chairman of the Legion Post committee, was assisted by Commander Norwood S. Westbrook and William L. Farmer.

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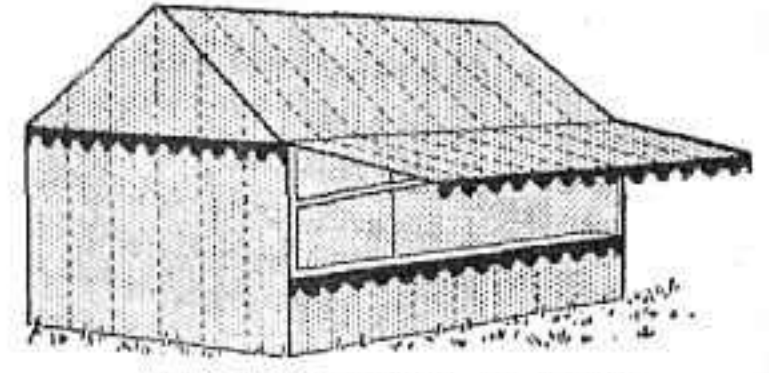
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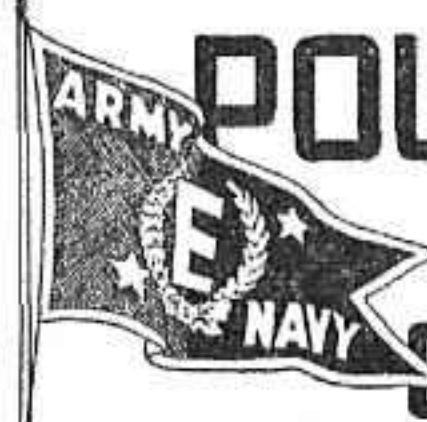
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Hurricane Hits American Recreational Equipment Association NAAPPB Pro'm Near Completion

By R. S. Uzzell

Daytona Gently; Damage 200G

DAYTONA BEACH, Fla., Oct. 28.—The hurricane that blew in here last weekend rendered considerable damage, but not nearly as much as was expected by the citizenry, who for 30 hours before its arrival were hearing of its devastation in other areas. An estimate of about \$200,000 was set on damages of city and privately owned property.

Largest of the places hit by the gale, which passed here at an 83-mile-per-hour pace, was the Casino Pier, whose owner, Earl Warner, said losses ran into many thousands of dollars. The spot was open, however, a few days after the storm.

Florida Theater, in the beach region, sustained damages of about \$3,000, while the Bath and Tennis Club, tony nitery, was battered to the extent of about \$2,000. A score of small concession buildings, many unoccupied, were mauled by the elements.

The ocean came up to one of the furthest points in the resort's history, but at no time did it imperil the Boardwalk. Full illumination was not restored in all areas of the town for several days.

Lifesaving equipment and shrubbery around the ocean's edge was damaged by the gale, and considerable damage was done to plate glass in the Streamline Hotel, one of the biggest hostels here.

Right after the storm a crew was put to work removing debris.

There positively will be a convention at Chicago December 5 thru December 7. Many surprises are in store for the convention.

The sea lanes are again opening for export business, and shipping space can again be had for Central and South America. Space has been engaged and an order is being collected and prepared to go to South America. It begins to sound like pre-war times.

Gulliano's large Merry-Go-Round at West Haven, Conn., which was put out of business by the snow load that wrecked the building last winter, goes to Edward J. Carroll at Riverside Park, Agawam, Mass., who has a building large enough to accommodate it.

Brady Lake, in the Cleveland district, is coming to new life thru new management.

Jack Greenspoon and associates are building a Coaster, the first one at Virginia Beach, Va. They have purchased additional land to accommodate it. Howard Balsler will do the job.

The war prosperity, with its attendant big grosses, has stimulated much talk of new parks. The inquiry is for a comparatively large city with but one park at present. History does considerable repeating.

The blackout of beaches along the Coast was a hard blow but not as bad a calamity as the blank-out which some places in the pathway of the September

hurricane got. Most of the operators who sustained damages are pleased with the promptness of insurance settlements. The cost is so small for this extra coverage that parks in the storm area cannot afford to fail to have it annexed to their policies.

Morris Goldberg, of Skee-Ball fame, has made good with the Silver Baths at Coney Island, N. Y., and has purchased the Ravenhall property next to Tillyou's Steeple Chase Park where he will put in some amusements. At 50 years of age he talked of retiring, now, at 66, he says he just cannot retire and retain his health.

How could Goldberg better show his confidence in Coney Island's future. He has known it for 50 years, has made a fortune there and lost it, and is now on his feet again as a result of the operation of Silver Baths, which he runs thruout the year. Steeple Chase scored the best season this year in its history.

Shillan, Deals Set, Returns to London

NEW YORK, Oct. 28.—J. W. Shillan, British amusement device manufacturer, is winding up a business trip covering the Eastern United States and Canada and, priorities permitting, returns to London next week.

Shillan has several deals pending with American ride builders for post-war exchange of manufacturing rights thru which his firm will be licensed to make American devices for the European market, and American firms will be granted rights to produce Shillan's devices—auto and water scooters—in this country.

Mayor's Tax Plan Decides A. C.'s Post-War Picture

ATLANTIC CITY, Oct. 28.—A picture of a greatly improved and more attractive post-war Atlantic City has been drawn by Mayor Joseph Altman, predicated upon the public support and ultimate approval of a proposed toll tax and seasonal luxury tax which he has been advocating publicly over the radio and before local civic groups.

The mayor declared, among other things, that a thought has been advanced by Ezra C. Bell, of the planning commission, with respect to the future of Garden Pier, now involved in litigation hinging on the beachfront park easement deed. This thought encompasses demolition of the Garden Pier theater and building next to it, and the erection in its place of a 250-foot ornamental brick and glass tower to be illuminated at night, with water cascading into a rock pool. Altman stated. Around the pool will be an amphitheater and a bandstand. In the bandstand will be an ice rink for year-round use. Persons entering the tower would pay 10 cents toward maintenance. The project would cost \$500,000.

This and numerous other equally attractive improvements outlined by the mayor could be realized as post-war developments, together with the immediate and more pressing necessity of rebuilding the Boardwalk and street ends destroyed by the recent hurricane, with the estimated \$1,150,000 annual income which would be provided thru his tax proposals.

Details of these have already been well publicized. In the main, they include a 25 to 50 cent toll tax on visiting motorists, and a 2 per cent seasonal luxury tax designed to have but slight effect on permanent residents. The toll will bring in an estimated \$350,000 annually, and the luxury tax an estimated \$800,000. This fund would be earmarked for public improvements.

Quincy Pilots New York Pool

NEW YORK, Oct. 28.—T. Jay Quincy, manager of the swim pool at Eastwood Park, Detroit, last summer, has returned to New York to take charge of the indoor pool at the Park Crescent Hotel on Riverside Drive for the winter.

RSROA SET NEW CLASS

(Continued from opposite page)
dance and pairs has been announced by RSROA headquarters here. Arrangement for the new class resulted from plans of early figure and dance committee. The figure competition has not been changed, but the intermediate class will skate the figures which were originally set up for the novice competition.

Fred J. Bergin, Bal-a-Roue Rollerway, Medford, Mass., chairman of the judges, tests and competitions committee, said: "We were getting too far ahead of the novice skaters. They were no longer novices, but intermediate competitors because they were skating loops and other advanced figures which any real novice could not possibly perform. Let's keep the novice group really low enough in quality so that a real bunch of skaters will take part annually."

The novice class will skate competitive figures from the same group as the juniors. In skate dancing the competition has been selected from the old novice and senior dance groups so that a real intermediate contest will be possible.

Under RSROA rules recently made effective, figures, pairs and dance competitive skaters will progress from one class to another as follows: Junior, under 12, first, second, third national and first state move when over 12th birthday. Losers when over age move to novice class, move to first, second, third national, first State and then after win move to intermediate, as do winners in the previous group. From the intermediate first, second, third national and first State winners enter the senior. Any person who has won any place (first, second, third) in any senior competition must thereafter stay in senior class. This year skaters who are not bound by competitive wins in senior class or by age to junior class may choose their class (novice, intermediate) and thereafter skate in that class.

YMCA RINK, Daytona Beach, Fla., opened October 19, with a no-admission arrangement for its season's debut. Rink has arranged an auspicious seasonal program, with sessions for youngsters and women. Milo Smith is managing and present program calls for emphasis on serving men of the armed forces.

\$215,000 Bang-Tail Plant Planned for Jantzen, Portland

PORTLAND, Ore., Oct. 28.—A \$215,000 horse-race plant looms for Jantzen Beach Park here, in addition to the myriad of present entertainment devices, with organization of Portland Downs, Inc.

The organizers, Harvey Wells, president of the park board; Ralph Cake, Portland attorney, and J. B. Dodson, vice-president of Jantzen Knitting Mills, have applied to the Oregon State Racing Commission for a license to stage horse racing at the amusement resort. The commission is expected to act on the application at its next meeting.

The incorporators plan a \$90,000 grandstand and clubhouse and a \$35,000 racing oval, plus a \$40,000 stable and \$50,000 worth of equipment.

"Already we have been contacted by leading turfmen of Oregon, Washington and California," Wells said. "We will launch the building program as soon as materials are available and, if given approval by the State racing commission, hope to be in operation some time next year."

Three years ago Bill Kyne, now operating Bay Meadows tract in San Francisco, came to Portland with a plan for building a big racing layout at Jantzen Beach. He announced he would stage a race program within a year but dropped the plan when the United States entered the war. The organizers would not comment on whether Kyne would figure in the new plans.

Daytona Swim Biz Zooms; Looks for Hefty Winter

DAYTONA BEACH, Fla., Oct. 28.—Statistics released by the Daytona Beach Red Cross Life-Saving Corps in its annual report show that between June 1 and September 4 of this year 687,910 persons bathed under guard protection in the Daytona region. Last year, during a corresponding period, the number of bathers was slightly short of 300,000. The feeling is that the winter will find figures that are equally as encouraging.

Charlie's bingo game doing bang-up trade and hotels are readying for a busy season. Ferris Wheel on the Walk jams 'em on week-ends. One of the first post-war improvements to be discussed here is expected to be in connection with the possibility of lengthening the Boardwalk.

Fact that bars and clubs have a 9 p.m. curfew accounts for the fact that the spots fill up early in the evening, with patrons wishing to take advantage of the brevity of nocturnal drinking time. Drinking is banned on Sundays.

McSwigan to release details soon — early reservations indicate big attendance

CHICAGO, Oct. 28.—Plans for the 26th annual convention of the National Association of Amusement Parks, Pools and Beaches are shaping up well and A. B. McSwigan, of Kennywood Park, Pittsburgh, program chairman, announces that details of the program will be released soon. Round-table discussions on topics of vital interest to park men are being arranged, and Chairman McSwigan expects soon to announce a speaker of national prominence.

The manufacturers' section of the organization has changed its meeting date from Monday to Tuesday, December 5, because many manufacturers intend to come to the convention a day later than usual due to the fact that there will be no trade show. Meeting will be held in the Grey Room of Hotel Sherman at 8 p.m., December 5. Henry A. Guenther, chairman of the special pool section, will release details of the section's round-table discussions in another week and promises an interesting program. NAAPPB board of directors will hold its preliminary meeting Monday afternoon, December 4.

Secretary A. B. Hodge says reservations are coming in rapidly even tho no letters have yet been sent out, indicating a large attendance.

New Bedford Spot Includes Coaster In Revamp Plans

NEW BEDFORD, Mass., Oct. 28.—Lincoln Park here has contracted with Ackley, Bradley & Day, Pittsburgh architects and engineers, for construction of a modern, streamlined Coaster, work on the new ride to begin immediately following V-Day in Europe.

Deal was consummated following a survey of the Lincoln Park ride situation by Vernon Keenan, of the Ackley, Bradley & Day staff, and a conference between Harry A. Ackley, of the same firm, and John Collins, president of the Lincoln Park Amusement Company. Preliminary studies and development of the plans are now under way and the job will be in blueprint form within a few weeks.

Parallel with the construction of the new Coaster, Collins has plans for other improvements for Lincoln Park to make it one of the outstanding funspots in the New England sector.

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LA., GA. STATES GO OVER BIG

All Angles Up In Shreveport

Early counts soar at 39th annual, with huge RA midway and topmost B-C revue

SHREVEPORT, La., Oct. 28.—With ideal weather, early records were broken at the 39th Louisiana State Fair and National Hereford Show here October 21-30. Opening-day attendance with a free gate was estimated at over 30,000 and on Sunday over 60,000.

Dedicated this year to greater food production, the fair offered large exhibits, judging of prize livestock and poultry and extensive 4-H Club exhibits, in addition to the Hereford show with 36 exhibitors from Texas, South Carolina, Louisiana, Mississippi, Oklahoma, Tennessee and Illinois competing. Judging of the 364 entries by Frank Scofield, Austin, Tex., nationally known cattleman, got under way Wednesday. More than 750 animals took all space in the cattle barns heretofore found adequate. Cattle overflowed into the horse barns and some were taken care of beneath the football grandstand.

A greater number of entries in all contests were on hand than ever before and premiums were increased. Adult premiums for poultry have been re-established this year, and Clyde Ingram, superintendent of the poultry division, declared the poultry show was the largest ever held in the States. A delegation of 12 legislators from Alabama and representatives of civic and industrial groups in that State were visitors Monday to examine facilities for showing livestock which may be adapted to a similar showing in Alabama, where plans are under way for a prize livestock show, said T. C. Reed, Alabama State Chamber of Commerce.

Eighth Service Command's war exhibit, with displays of local war plants and plastics and several thousands of articles which are made from them, drew thousands of spectators.

Barnes-Carruthers State Fair Revue of 1944, with many top-notch acts, drew capacity on the first five nights and W. R. Hirsch, secretary-manager of the fair, said grandstand receipts showed an increase of 30 per cent over last year's.

Royal American Shows on the midway doubled the early business done at the fair last year, reported Co-Owner Carl J. Sedlmayr, who predicted a new attendance record if good weather continued.

About 250,000 in Six Days

Secretary-Manager Hirsch estimated attendance on the first six days at about (See Shreveport Goes Up on opp. page)

Extra Added

FORT SMITH, Ark., Oct. 28.—"Saturday afternoon, just before the Sensational Marion was to perform, her helper noticed a large swarm of hornets on the top section of the high pole," recounted General Manager G. B. Boyd, Arkansas-Oklahoma Fair and Livestock Exposition here October 9-16, and also secretary-manager of Ozark Empire District Fair, Springfield, Mo. "The helper went up to try to smoke 'em out but there were hundreds and they did not want to move. The act finally went on, with the assistant going up with her, standing on the rigging and keeping the hornets away with a spray gun while she worked. Needless to say, the act was cut a little short. She told me it was her first experience of the kind in 10 years of work. It sure was a new one on me."



WHEN THE WORLD OF MIRTH SHOWS were signed for 1945 for the 11th consecutive year at South Carolina State Fair, Columbia, a photog caught this group during the '44 annual October 16-21. Standing, left to right: General Manager Max Linderman, of the shows; Fair Secretary Paul V. Moore; Gov.-Elect Ransome J. Williams, of South Carolina; Fair President D. D. Witcover, Darlington. Seated, left to right: Mrs. Max Linderman and Nancy Ransome Williams, daughter of the governor-elect.

Rare Rain Hits Columbia Gates; Game a Washout

COLUMBIA, S. C., Oct. 28.—Heavy rains that fell on two days of the 75th annual South Carolina State Fair here October 16-21 cut attendance to about 25,000 below the record 100,000 of 1943, officials estimated. Big Thursday, which features the traditional University of South Carolina-Clemson College football game, was practically washed out by rain that started about noon.

Altho the football crowd was up to capacity, 20,000, few spectators remained after the game. Spectators to the grid contest are required to pass thru the fair gates to reach the stadium. Fair Secretary Paul V. Moore said that between 20,000 and 25,000 school pupils from over the State usually attend the fair on Friday, School Day, but that only about 10,000 persons passed thru the gates Friday. The grandstand show did not give a performance Thursday due to rain, but presented a night stanza.

Secretary Moore said that this was the first rain to fall on the fair in 42 years and the first to fall on a Carolina-Clemson football game of the series started in 1896 at the fair. He said fair officials had received praise from over (See Rain Curbs Columbia on opp. page)

Middle Ga. Colored Annual, Curbed by Rain, Ups Exhibs

MACON, Ga., Oct. 28.—Despite bad weather, the 5th annual Middle Georgia Colored Fair here had a successful run. Rain and cold kept it closed two nights of first week and hold-over week was decided upon. Four nights of the second week were lost to bad weather.

W. E. Franks furnished midway attractions. He leased Ferris Wheel, Chairplane, Kiddie Ride, Funhouse and other attractions from the J. L. Johns Gay-Way Shows, added his Tilt-a-Whirl and other attractions from Playland Park, Macon, and gave the fair its biggest midway.

Homosophian Club, Negro civic organization, which sponsors the fair, gave out a statement thru C. W. Sellers, president, expressing gratification. "We had more exhibits than ever before and better attendance when weather permitted," Sellers said. "We are highly pleased with the outcome."

ST. LOUIS.—Pat Purcell, many years with Jimmie Lynch's Death Dodgers, and for the past several years sports writer on *The Minneapolis Times*, spent several days here, arranging for *Skating Vanities* to show in Kiel Auditorium next month. He is still on *The Times* and handled the work here and in several other cities for the skating troupe on a special arrangement with publishers of the newspaper.

Fort Smith's Bow So Good Stockmen Figure on Annual

FORT SMITH, Ark., Oct. 28.—This community's first attempt at holding a complete fair proved satisfactory, reported Collier Wenderoth, chairman of the Chamber of Commerce Livestock Committee, sponsor of Arkansas-Oklahoma Fair and Livestock Exposition, October 9-15. Fair was held at Andrews Field, a ball park, all exhibits being under canvas.

World of Today Shows set up in an adjoining tourist park, with entrance into the exposition grounds. The more than 37,000 square feet of canvas was furnished and set up by the Campbell Tent & Awning Company, Alton, Ill. E. G. Campbell was a visitor during the week. Free act was Sensational Marion, high pole, working on the fairgrounds

twice daily. Despite cool weather the carnival had good business, and excellent quality of livestock and other exhibits attracted good crowds all week. Wednesday and Saturday were given over to children, prices to all shows and rides being reduced.

Livestock committee plans to make this an annual event and has hopes of obtaining necessary ground for building a modern rodeo arena and fair plant. Besides Chairman Wenderoth the committee comprises A. D. Murphy, secretary-manager; Carroll S. Morrow, general superintendent, and G. B. Boyd, secretary-manager of Ozark Empire District Fair, Springfield, Mo., general manager and advisor. Members of all committees worked hard and contributed greatly to success of the show.

Macon Sales Take Upshoot

Advance chalks 45% rise —6-day annual supplants big 10-dayer of last year

MACON, Ga., Oct. 28.—E. Ross Jordan, general manager of Georgia State Fair here October 23-28, at the halfway point in the 89th annual, termed it "unquestionably one of the most successful" in history. Advance ticket sales by committees of the Macon Exchange Club showed an improvement of about 45 per cent over last year. Sale halted on Saturday before opening day.

Last year's fair ran 10 days and chalked up the biggest grosses on record. This year's event was held to six days on request of Exchange Club members, who said they did not have sufficient man power to handle another 10-day fair. About 90 members of the club donate their services. This year they pledged 2,000 man-power hours.

First-half weather was ideal. Children's Day on Tuesday saw one of the biggest crowds in many years. War theme was still predominant, with hundreds of articles of armament displayed by Warner Robins Air Depot, three displays by WAC's and other military events. There were five separate cattle shows, a horse show and special agricultural competitive events among nine Middle Georgia counties.

Free-act program included Will Hill's Society Circus, Silvers Johnson and Company, Teeter Sisters and fireworks. Acts were booked thru the Gus Sun Agency.

Third Chicago World's Expo Is Talked Up

Victory Fair Advanced

CHICAGO, Oct. 28.—Allan Carpenter, a member of the editorial staff of *Popular Mechanics* and an authority on world fairs, has advanced a plan for a third Chicago World's Fair to commemorate the coming victory of the Allies, and several leading commercial groups to whom it has been presented have expressed much interest in it.

Civic and business leaders have been informally discussing the possibility of a Victory Fair for some time. They have felt that Chicago, with its background of two successful world's fairs, would be the logical site for such a celebration because of its strategic location, its excellent transportation and hotel facilities and its position as one of the world's greatest cities. Carpenter's proposal is the first concrete plan to be presented and the favorable response it has received from influential groups is expected to lead to some definite action.

Benefits Are Pointed Out

"A world's fair somewhere in America is inevitable as a victory celebration," Carpenter declared, "and the most logical place to hold it is Chicago." He pointed out that Chicago has successfully held two great fairs and that the city would profit immeasurably from another. It would provide post-war employment for thousands of workers and hotels, restaurants, retail business and transportation companies would benefit from influx of visitors.

Proposed name for the international exposition is the World's Victory Fair. (See *Chi W. F. Proposed on opp. page*)

Around the Grounds

SUFFOLK, Va.—Fire of undetermined origin early on October 19 destroyed seven individually owned concession tents on Tidewater Fairgrounds, causing damage estimated at \$1,000. Fire chief said rain helped to prevent the flames from spreading. He reported several persons were believed to have been sleeping in the burned tents, tho all except two apparently escaped without injuries. They were D. W. Dwyer, owner of four of the destroyed stands, and Johnny Rivfull.

HOUSTON.—Directors of Houston Fat Stock Shows and Livestock Exposition have called on city council to provide additional space for the 1945 show and post-war expositions. Plans would call for added floor to present annex and building of a temporary structure for housing livestock on Buffalo Bayou. City claims foundation of the building is not strong enough to stand any added structures. Julian Weslow gave the council a verbal spanking for lack of recognition of the show and its worth to the community.

DALLAS.—Improvement plans for the State Fair of Texas here, including expansion of buildings and grounds, so as to be ready as soon as possible after the war, will headline considerations of stockholders at the annual meeting December 11. Secretary Roy Rupard said. Election of officers and directors is carded. Directors have gone on record approving building of suitable quarters to house 4-H Boys' and Girls' Clubs and the best stock arena in the Southwest. Interest centers in a 100,000-capacity stadium to replace the present 45,000-seat Cotton Bowl.

RAIN CURBS COLUMBIA

(Continued from opposite page)

the State on the exhibits which depicted the slogan, "Food for Victory."

Contract between General Manager Max Linderman, World of Mirth Shows, and the fair board was signed for 1945, which will be the 11th consecutive year for the show on the fair midway here.

SHREVEPORT GOES UP

(Continued from opposite page)

250,000. Rube Liebman, clown, celebrated his 25th consecutive year here, doing announcing on the grounds day and night. Ace Lillard and His Circus of Death Thrill Show, skedded attraction in front of the grandstand on the two Sunday afternoons and today, on the first Sunday played to over 8,000 paid admissions. Among acts presented every afternoon were Three Jig Saws, Gaudschmidt Brothers, Rainbow Troupe, Edlison Family, Mandel Trio, Greer's Horses, Hankow Troupe, Florence King Company and the Zaccchini cannon act.

Barnes-Carruthers elaborate revue featured LaTasha and Laurence, Hild Dance Ensemble; the Melodists, song stylists; Rouse Company, some of the acts appearing in the grandstand afternoon shows, with Bert Lynn as emcee and Cervone's Band furnishing music. Army Service Forces Show, presented by the Eighth Service Command, was under direction of Maj. Gen. Richard Donovan, commanding. Lieut. Francis J. Murphy, former Southern California newspaperman, was co-ordinator in charge of the show, and Sgt. Joe Rosten, former advertising manager of Sanger Bros., Dallas, handed promotion and public relations. Thousands of dollars' worth of War Bonds were sold at the show, any purchaser of a bond receiving as a gift a 4-pound loaf of G. I. bread baked before their eyes in huge army ovens. Barksdale Field also had an army display separate from this show. The Marine Corps and Waves also had splendid exhibits.

Among those operating on the independent midway, all with several concessions, were B. S. Gerety, Phil Little, Madison Bros., Rex Howe, N. C. Scullin, Leo Moriarity, Charles Golding, E. S. Webb, Clayton Holt, Dave Stevens, Murray Goldberg, Charles DeLenz, Cady Groecelose, Harold Pickett and Ernie Kaapuni. Many prominent fair men and showmen were guests of Secretary-Manager Hirsch and his assistant, Joseph Monsour.



Meetings of Assns. of Fairs

International Association of Fairs and Expositions, December 4-6, Hotel Sherman, Chicago, Frank H. Kingman, secretary, Brockton, Mass.

Fair Managers' Association of Iowa, December 11 and 12, Des Moines. E. W. Williams, secretary, Manchester.

Iowa State Fair Board, December 13, Des Moines. Lloyd Cunningham, secretary, Des Moines.

Association of Tennessee Fairs, January 9 and 10, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Ohio Fair Managers' Association, January 10 and 11, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Massachusetts Agricultural Fairs' Association, January 18 and 19, Hotel Bradford, Boston. A. W. Lombard, secretary, 24 State House, Boston.

Virginia Association of Fairs, January 22 and 23, John Marshall Hotel, Richmond. C. B. Ralston, secretary, Staunton.

Nebraska Association of Fair Managers, January 23 and 24, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Pennsylvania State Association of County Fairs, January 24-26, Penn Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

INQUIRIES are being made and secretaries of associations of fairs should send in the dates of their annual meetings.

CHI W. F. PROPOSED

(Continued from opposite page)

In his prospectus Carpenter suggests that logically the exposition should be divided into three major zones, with an amusement zone to be worked out later. "These zones," he says, "would best fit a triangular space, with one to each, and a dominant building in the center to tie the whole fair together. The major groups are government, business and industry, and religion and the people. From this basic idea the division of the grounds into sections, streets, paths, plots and an integral system of transportation and landscaping can be worked out. He suggests that the concessions and amusements might be given a separate belt all the way around the triangle of the fair itself.

Bond Issue Is Suggested

Carpenter thinks a convenient site could be found on the lake front or possibly in a demolished slum area which, after the fair, could be developed into a desirable residential section. As to the year in which the fair would be held, that would be largely dependent upon conclusion of the war and probably would be before 1950. As a preliminary step, Carpenter suggests the floating of a bond issue to finance the fair and a campaign for advance sale of tickets.

URO ANNUAL IN N. Y.

(Continued from page 40)

that the organization is not subject to income taxes, capital-stock taxes or any other tax, altho an income information report had to be filed.

President Earl Van Horn, Mineola (L. I.) Rink, reported receipt of an invitation to participate in the forthcoming national infantile paralysis drive and asked its reference to the entire body at the national meet in December.

In addition to the president and secretary, those attending were Walter Kleifer, treasurer, White Plains (N. Y.) Rink; Willard Holland, Bridgeport, Conn.; Jesse Carey, second vice-president, Circus Gardens, Philadelphia; Ozzie Nelson, secretary-treasurer, Amateur Roller Skating Association; John Bockman, at present in armed service, and Tom Legge, Boston.

JOHNNY DALEY, comedy acrobat on skates, is at Club 509, downtown Detroit spot.

PHYLLIS SPROCK is the new pro at Kahn's Rollerdrome, Atlanta. She was

formerly affiliated with the Coliseum spot in Baltimore.

TONY SAVARD operates a rink in the Royal Stadium, only spot in Montreal. It is located in the east end of the city and biz is reported okay.

THIRD ANNIVERSARY of Rollerland Rink, Indianapolis, will be observed by the Rollerland Skating Club which has been sanctioned to present it December 5-7 for the benefit of the ESROA fund.

WELLS RINK, Wyandotte, Mich., maintains a register for all visitors. A. C. Fisher, of the spot, is especially proud of the signatures of service men and women.

FOUR MACS, fern skating act, are booked into the Latin Quarter, topflight Detroit night club, for a month's engagement, with the entire line of Wally Wanger Girls on rollers in a novelty finale.

CORRAL

(Continued from page 39)

well (39.4), \$87; Floyd Peters (51.3), \$58; night of October 19, Gene Rambo (26), \$145; Jiggs Burk and Tom Taylor (39.2), split, \$72.50 each. Matinee, October 20, E. Pardee (28.4), \$145; Pat Parker (41), \$87; Irby Mundy (41.1), \$58.

Saddle Bronk Riding—Sixth day (four performances), Shirley Hussey, \$428; Claude Morris, \$350; Carl Olson, \$280; Bill McMacken, \$215; Gene Pambo, \$130; Jack Wade, \$60.

Bull Riding—Sixth day (four performances), Dick Griffith, \$416.92; Jimmie Hazen and Fritz Becker, split, \$307.50 each; Smoky Snyder, \$215; Bob Estes, \$130; Glenn Tyler, \$60.

Wild Horse Race—Night of October 18, Bill Wakefield, \$50; Fritz Becker, \$30; Todd Whatley, \$20; Wild Ride, Fritz Becker, \$35. Night of October 19, Red Billingsley, \$50; Bull Linderman, \$30; Marvel Rogers, \$20; Wild Ride, Marvel Rogers, \$35; matinee, October 20, Paul Gould, \$50; Red Billingsley, \$30; Bill Linderman, \$20; Wild Ride, Marvel Rogers, \$35.

Bareback Bronk Riding—Fourth day (seven performances), Milt Moe, \$440; Bill Iler, \$360; Eddie Curtis and George Mills, split, \$255 each; Clyde Hebert, \$147.50.

Calf Roping—Seventh day (four performances), Jack Skipworth (15.4), \$500; George Wilderspin (16.3), \$410; Buck Sorrells (17.1), \$325; Jiggs Burk (18.2), \$260; Dick Truitt (18.4), \$157; Ike Rude (20.2), \$70.

Saddle Bronk Riding—Seventh day (three performances), Bill McMacken, \$428; Bob Burrows, \$350; Jackie Cooper, \$280; Steve Heacock, \$215; Gene Rambo and Ken Roberts, split, \$95 each.

Bull Riding—Seventh day (four performances), Dick Griffith, \$416.92; Buck Dowell and Bobby Burns, split, \$307.50 each; Clyde Hebert, \$215; Gerald Roberts, \$130; Jack Spurling and Slick Ware, split, \$30 each.

Wild Cow Milking—Night of October 20, John Bowman (38.3), \$145; Buck Sorrells (43.2), \$87; Ralph Bennett (49.2), \$58; matinee, October 21, Chuck Sheppard (26), \$145; Tony Salinas (27.4), \$87; N. A. Pittcock (29), \$58; night of October 21, Everett Bowman (37), \$145; Toots Mansfield (60), \$87; Bill Greenough (61.2), \$58; matinee, October 22, Jack Skipworth (29.1), \$145; Clyde Burk (31.1), \$87; Ike Rude (60), \$58; night of October 22, Choate Webster (28.2), \$145; Hugh Bennett, (31.4), \$87; Earl Moore (34), \$58.

Wild Horse Race—Night of October 20, Bill Linderman, \$50; Paul Gould, \$30; Wild Ride, Fritz Becker, \$35; matinee, October 21, Bill Linderman, \$50; Bill Wakefield, \$30; Todd Whatley, \$20; Wild Ride, Red Wilmer, \$35; night of October 22, Bill Linderman, \$50; Wild Ride, Bill Linderman, \$35.

Saddle Bronk Riding—Eighth day (four performances), Raymond Ivory, \$428; Johnny Tubbs, \$350; Carl Olson, \$280; Manuel Enos, \$215; Louis Brooks, \$130; Cecil Henley, \$60.

Steer Wrestling—Fifth day (six performances), Homer Pettigrew (5.3), \$750; George Yardley and Fritz Becker (7), split, \$537.50 each; Claude Morris (7.1), \$365; Andy Curtis (7.2), \$240; Art Jones (8.1), \$130; Dick Truitt (8.3), \$75.

Bull Riding—Eighth day (three performances), Fred Badsky, \$416.92; Glenn Tyler, \$345; Kid Roberts, \$270; Todd Whatley, \$215; Manuel Enos and Jack Spurling, split, \$95 each.

Wild Cow Milking—Matinee, October 23, Ralph Stockwell (29.1), \$145; Floyd Peters (37), \$87; Jiggs Burk (43), \$58;

night of October 23, N. A. Pittcock (25.3), \$145; Tom Taylor (27.3), \$87; Irby Mundy (34.3), \$58.

Wild Horse Race—Night of October 23, Red Billingsley, \$50; Red Dougherty, \$30; Bill Linderman, \$20; Wild Ride, Fritz Becker, \$35.

FIRST prize winners in the two-day rodeo sponsored by the American Legion, Mason, Tex., October 17-18, were: Calf roping, Cliff Martin and Ted Powers (tied); Bull riding, Paul Umphrey and Alfred Cox (tied); bronk riding, Cox; bulldogging, Royce Sewalt.

JACK ANDREWS' RODEO and Hollywood Thrill Circus, played at the Coliseum, Des Moines, October 14-21. It played to 62,000 people, according to Larry Sunbrook. The acts were somewhat handicapped by the small arena, but were able to put on a show that was well received. Due to the short run in the arena, the car making a ramp leap was forced to start its run across the street back of the Coliseum, with traffic on the main thoroughfare stopped during the time. On one leap the car cleared two parked machines on which it was intended to land and instead crashed into the chutes which had to be repaired.

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Pix Men Must Work Together To Expand Post-War Prospects

CHICAGO, Oct. 28.—Latest figures on the distribution of 16mm. films by the non-theatrical division of the Office of War Information were recently made known to estimate 750,000 a month. There are between 25,000 and 30,000 16mm. projectors in use in the United States, exclusive of those being used by the armed forces.

All these indications and figures tend, even among the excitements and headaches of war, to solidify this busy, rapidly evolving and at times experimental picture business to an industry in fact. The 16mm. field has realized this structural process, but along with it there are problems facing the field, problems which involve self-regulation in order to keep pace with the current developments it has seen.

According to industry spokesmen, one important problem the 16mm. industry faces—and one, by the way, which has split distributors and exhibitors and equipment manufacturers in their various opinions of a solution—is that of the coming and eventual disposal of government surplus 16mm. equipment. There are some who urge that 16mm. projectors be allocated to educational institutions to be used for film teaching after the war. There are others, mostly manufacturers, who urge that the equipment be returned to their plants for reconditioning so that they can be resold by them on the market.

Then there are other problems about which the industry is concerned. It is not to be forgotten that the government had made efforts in the 16mm. field for "information services," both here at home and perhaps in other countries as well. That project may still assume concrete proportions in the event that its government sponsors carry out their plan.

Experts in the production, distribution and exhibition fields of the non-theatrical film industry have expressed opinions that production of 16mm. feature films, which are at the present time curtailed by wartime regulations and restrictions, cannot develop to any great measure until after hostilities cease. As for the post-war period, however, they all join hands in viewing it as a new era in the important growth of 16mm. entertainment pictures.

Along with the progressive advances

that have been currently developed or are being considered, especially in the industrial and educational fields of expanded 16mm. use, leaders in the industry see a move in the direction of self-regulation for the entire industry.

Already different associations have been formed to work in conjunction with the Office of War Information, and recently a group of 16mm. producers in New York formed the Educational Film Producers' Association. All these and others are important because among other things the organizations have been established to encourage trade practices and protected their interests. It is viewed now that organizations of 16mm. branches will eventually see the broad possibilities of joining together and in this way taking joint action to improve business and avoid past mistakes.

Last week *The Billboard* wrote about the first feature-length entertainment film produced with 16mm., this being but one post-war trend in the field of 16mm. All other trends, whether they be actual developments or yet in stages of being developed, point to the fact that the industry faces tremendous post-war activity from every point of view—educational, industrial, in production, distribution and entertainment.

An important thing to remember is that these activities cannot be reached unless, as one spokesman put it, "leaders in the 16mm. business don't get together now . . . and all gains made in their field and the tremendous amount of money poured into it during the war by government agencies will result in a waste of effort and money."

Hot Notes From Pix Spots

WASHINGTON.—As a result of F.D.R.'s dog, *Fala*, getting publicity in his opening political speech, *Fala, the President's Dog*, a Pete Smith short, has been getting requests for repeated bookings. Requests so far: 1,439.

HOLLYWOOD.—Telefilm camera news, filming the life of the late Gustavus Swift in 16mm. Kodachrome, have left for Fort Worth, Dallas, Chicago and St. Paul to take background shots. Film being made in collaboration with the American Film Center, New York.

WASHINGTON.—Ted Gamble, national director of War Finance Division of Treasury Department, recently said to the 16mm. industry: "You will again be called upon to perform services (in Sixth War Loan Drive) and this time the 16mm. industry is on an equal footing with all other media . . . 25,000 showings to better than 10,000,000 people! Why not 25,000,000 in the Sixth!" War Loan Committee Headquarters are at 330 W. 42d Street, New York 18, N. Y.

NEWARK.—A new automatic, high-pressure mercury arc lamp has been developed and was recently presented before a meeting of the Society of Motion Picture Engineers. Provides steady light for printing motion picture film and may be used for recording sound on film by the variable density process.

SOMEWHERE OVER THERE.—Army Air Forces personnel at shuttle-bombing bases in Russia are now regularly receiving the motion picture industry's 16mm. gift entertainment films.

SFA Celebrates Home's 2d Year

CHICAGO, Oct. 28.—Show Folks of America celebrated the second anniversary of the Ann Lynch Home Sunday (22) with a gathering of some 500 old-time showfolks at the home from 2 to 10 p.m. Music, entertainment and refreshments were continuous afternoon and evening and many new members made their first inspection of the home.

Originally organized a few years ago as Show Folks, Inc., by a few old-timers from rep, stock and legit, the organization later changed its name to Show Folks of America. Its membership rapidly increased and soon included men and women from every branch of show business. A campaign was started to establish a home for aged show people, and Ann Lynch, herself an old-timer, donated a three-story residence at 1839 West Monroe Street. Other friends donated furnishings for the home.

During the last two years it has been the gathering place for many performers. Among the troupers who were on hand for the anniversary were Chet Gentry, who was featured in the *Hi Henry Minstrels* half a century ago, and Bud Schaffer, who was the *Potash*, of the comedy, *Potash and Perlmutter*.

Rep Ripples

CAPT. J. W. MENKE, owner-operator of the Cotton Blossom Showboat, was in Chicago last week recruiting people for his floating theater which is now in its seventh year in St. Louis. . . . LIEUT. (J.G.) BENNY WULLKOTTE, who recently arrived at his home in Cincinnati for a furlough after three years in the merchant marine, for the past week has been taking treatment at the U. S. Merchant Marine Hospital, Louisville, for a hand injury sustained in the African campaign. He's due back in Cincy late this week. . . . BAILEY'S ALL-TEXAS SHOW is reported playing to satisfactory returns around Brownville, that State, with 16mm. pix and two flesh performers. . . . LON DAVIS, veteran advance agent, is readying a picture-vaude combination to work a circle of Connecticut and Massachusetts towns, with a change of bill weekly. Herbert Davis will furnish the flesh and music. . . . BILLY BRYANT and his mom and pop, Sam and Lady Violet, have taken an apartment in Cincinnati for the winter. Billy has been hopping in and out of town in recent weeks filling lecture dates before college drama groups, while his wife, Josephine, is still playing piano and organ at a nitery in her home town in Indiana.

BEBE WHITE (Mrs. Nellie Woodford), popular in Midwestern rep and tab circles and off the road now nearly eight years, is now head of social work at Union Bethel, Cincinnati, where her numerous duties include the direction of the Bethel T-A-C (teen-age club), with a membership of 168 teen-age boys and girls. Her handling of the kiddies' club has won her much favorable comment in the Cincinnati area, and her efforts have brought about a great improvement in the juvenile problem in a neighborhood where juvenile delinquency has caused much concern. Bebe operates the club much along the line of a regular nitery, with the exception of the hard drinks and late hours. Entertainment is a regular feature. A recent attraction was Homer Meachum, well-known rep, tab, vaude and minstrel comic, now on the staff of WKRC, Cincinnati. Meachum and his radio partner, Cowboy Copus, are regular contributors whenever Bebe is in the need of talent to panic the kids.

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WING, FANG AND CLAW, released by Castle Films, Inc. An adventure film with a strangely assorted cast, including a puppy, kitten, lion, penguin and raven. A special thrill is provided when the lion wrestles with his trainer.

VANITY FAIR, released by Ideal Pictures Corporation. Thackeray's great historical novel brought to the screen, with a cast headed by Miriam Hopkins, Alan Mowbray and C. Aubrey Smith. Shows the deep significance of England's victory at Waterloo. Running time, 80 minutes.

MAIL ON HAND AT CINCINNATI OFFICE

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Akins, Tony
Allen, Bob
Allen, Cecil
Allen, Jackie (Mr.)
Allen, Jimmie
Allen, Leonard T.
ALLEN, Paul
Allen, Robt. (Bob)
ALLISON, Arthur
Anderson, Ralph A.
Annin, Ralph J.
ANTHONY, John
Aquinto, Pvt.
Arbogast, Geo. M.
ARCARO, Anthony R.
Archer, Babe
Arnett, Mrs. Danny
Arnett, James Edw.
Arnold, Art
Arnold, Mae Joe
Arnott, Jack (Foreman Painter)
Atkins, Al
Atkins, Gertrude
Atterbury, Mrs.
Louise
Babbs, S. W.
BALLIE, John R.
BAKER, Carl
Baker, James
BALDWIN, Ruel
BARADELLI, Jack
Barber, Eugene
Barber, Johnny
Bard, Giles Hess
Barfield & Simpson
BARKER, Rand
Barker, Vee
BARMAN, Leslie W.
Barnes, Lola
(STAGE NAME)
BARNES, Wm.
Barnhart, Wm.
Baxter, J. A.
Bearfield, Eddie
Beam, John H.
Beament, Conley
Benway, Pete
Bergman, Leo H.
Bergman, Mrs. Lila S.
Bernard, Arthur
Berry, Bobby & Frank
Bert, Bertha
Biggerstaff, Ernest C.
Billen, Steve
Binbo, Miller
Bishop, Ole A.
Bishop, Ole Mae
BLAKELY, Wm.
BLEDSOE, Robt.
Bluestein, Rubin
BOISONEAU, Chas. B.
Bortz Show
BOSWELL, Wm.
Bolter, Harry P.
BOWMAN, Edw.
BOYD, Chas. R.
BOYD, Elder
Boyle, Mrs. John R.
Brusmann, Bob

COX, David
Duncan
COX, John Wm.
Craden, Sam
Craig, C. F.
Crandall, LeRoy C.
Crane, Pte. Geo. M.
CRAWFORD, Calvin E.
Crawford, Vogel
CREECH, Titus
CRISLIP, Ernest
CRISTO, Pedro
Cromley, G. C.
Cummings, Faye I.
Cyr, Mrs. Conrad
D'Orto, Mrs. Jos.
DAIL, Edw.
Dakoff, Mike
DAMON, Ernest
DANIEL, Norman L.
Darge, John J.
Darnell, Hugh H.
Davido, Nick F.
Davis, Calvin
Dawson, Clifford
DeFelice, Nick
Dean, Aloha
Dedman, A. V.
Delmont, Freedy
Demetro, Tom
Denitcha, Tom
Dickerson, Ralph R.
DICKERSON, Verne Wm.
Dillin, Edwood
Donlevy, John W.
Dorman, Chas. R.
Dorner, Armond
DOSS, Clifton
Douglass, John J.
DOWELL, Clarence E.
DuBois, Mrs. Wm. E.
Duffield, Rebecca
DUNAVANT, Jimmie W.
DUNCAN, Alvah B.
DUNCAN, Luther Albert
Dundee, John
Dunlap, C. F.
Dwyer, Howard S.
Eanes, Raymond
EBARDT, Norman Albert
EDWARDS, J. D.
Edwards, Mrs. I. L.
EDWARDS, Wm. Floyd
Elder, Chas.
Ellis, R. C.
ELWOOD, Ola B.
ENGLAND, Harold Lee
Eubank, Mrs. James J.
Evans, Mrs. James
EVANS, Mrs. Tom
Ewell, Peggy
Ewen, Chuck
Exler, Joe
EYSTED, Benj.
FAGAN, Thos. J.
FAIRCLOTH, James Robt.
Fallon, Mrs. Margo
Faraday, Harry C.
FAULCONER, Granville D.
FAUSTINO, Roy Cleo
FEEL, Harold
Few, Wm.
FINN, Frank
FINN, Jos. Leo
Fisher, Francis
(Fisher Show)
Fisher, Dr. John
(Fish Lung)
Fleet, Chas.
Fleming, Tom
FOREST, Wilfred J.



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Because of the serious paper shortage, letters, etc., will be advertised in this list only one time. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

Notice, Selective Servicemen!

The names of men in this list who have Selective Service mail at any office of The Billboard are set in capital letters.

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Francis, Geo.
Frank, Geo.
Frederick, James
FREE, Wm. Byrd
Freeman, Billie
FREEMAN, Morris
Frisbie, Alfred L.
Frisbie, Mark
Fry, Gilbert
FULKNER, Robt. Wm.
Fulmer, Howard
Galler, Frederick
Gallagher, Mrs.
Gardiner, Ed M.
GARLAND, Albert C.
Garson, Gwen
Gee, Robt. H.
George, Sunnie
(Gardner)
GERAGHTY, Wm.
Gerber, Joe
Gerry, Frank J.
Gersh, Geo.
GILLISPIE, Girtus
Glinther, Homer
Golden, Chas.
Goldie, Jack
Gonzales, Jerry
Gorst, Jessie M.
GRABERT, Jos.
GRAHAM, Chas.
Grant, Harry
Gray, Don
Green, Russell
Green, Victoria
Greer, Jack
Gregory, Carolyn
Greska, Penny
GRIFFITH, Lewis
Grinc, Pete
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Hamlin, Burnell E.
HAMMOND, Carl
Hancock, Mrs. Vera
Hannaman, Morris
Hansen, John
Hardman, Mrs.
HARRIS, Daniel H.
Harris, Bingham
(Horse Races)
HARRIS, Raymond
HARRIS, Thos.
HART, Roy Otto
HART, Wayne
Harthan, Henry
Hartley, Mrs. Chas.
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HAYNES, James
Hebert, Jean
HECK, Wm.
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HEGGINS, Pat
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Hendrtr, Weldon
HENNESSY, Frank Wm.
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HILL, Wilbur Jos.
Huckley, Robt.
HIXON, Edw.
HOBBS, Arthur
Hoffman, Arthur
HOFFMAN, John
Hogle, Art
HOLLINGSHEAD, Jesse C.
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Holt, Edna
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Hopper, W. A.
Hoskins, Lorene
Houser, W. D.
Houser, Sam
Housner, Mrs. Ruth
HOWER, Geo. W.
Hudspeth, Fred W.
Hulbur's Animals
Humes, Marie
HUNTER, Ray
Hutler, Mrs.
Hutter, Margaret & Virgil
Ibrahim, John S.
Irby, Luther
Iley, Mrs. W. L.
ISON, Earl E.
JACKSON, Herbert
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JACKSON, Riley
JACKSON, Robt.
JACOBS, Earl
Jaeger, Thelma Mae
JEFFERSON, Thos.
Jeffries, Herman
JENKINS, Jimmie
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(Nell & Margie)
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JOHNSON, Jessie
Johnson, Mary
Johnson, Mike R.
Johnson, R. Glen
JOHNSTON, Doc E.
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JONES, Leland
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Jonson, Pet
Jonson, Thos.
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Joshua, Mario
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Kelly, Wm. F.
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Ketrow, Wm.
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Lee, Joseph
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MEADOWS, Dewey
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Meyers, Horseback
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Miller, Len B.
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Mitchell, George
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MITCHELL, Nick
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Montana, Ruby
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Ritz, Capt. R. V.
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Robbins, Clarence
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Robinson, Fred
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ROBERTSON, Fred
ROCK, Randall
Rockwell, Sidney
RODEN, Thos.
Rodgers, Dan Steve
Rogers, Jeannie
ROGERS, Robt. E.
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Romanley, Tony
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ROSE, Wesley
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Ross, Charley
Ross, Patsy Ann
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Rothwell, J. H.
Roxana, Mme.
Rubavettes, Tho
Ruddy, George
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RUSSELL, Jos.
Russell, Paul
Russell, Silin
Sadler, Thomas
SAFFORD, Carl
SAKOBIE, Geo.
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Saraault, Sylvain
Saunders, Nettie
SAWYER, Bill
Scarrett, Robt.
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Schreiber, Harry
SCOFIELD, Clifford
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Seiferth, Charles
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Shepherd, June
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Shlyen, Ben
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Siebrand, Hiko
Sinzars, Danny
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SMITH, Willie Love
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SMITHLY, John
SNYDER, Dawson
SNYDER, Ernest
SNYDER, Whittie
Sorensen, Katherine
Soule, Verne
South, Martha
SPEAR, Barney
SPEIGHT, Sol
Spiker, Thomas E.
SPIVEY, Chas. M.
SPYROPOULOS, Harry A.
Stadelman, Paul
Stancy, J. D.
STANCIL, Needham Elwood
Stanley, Inez
STANSBERRY, Mearl Robt.
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Staples, Norman
Stark, Mrs. Lillian
Steele, J. E.
Steele, Mrs. Margie
Steffen, Hazel
Sterling, Donald B.
STEVENSON, Jack
Stevens, Pats
Stewart, Iris
Stewart Jr., R. E.
Stewart Sr., R. E.
STIEHM, Melvin Paul
STINE, Chas.
Stoball, Bob
Stoffel, Walter
Stoltz, L. F.
Stone, Stella
Stophel, W. R.
Stout, Leo Roy
Strassburg, Ed
Strickland, Mrs. Jas.
STROM, Peter
Studebaker, Paul
Sturgeon, Leslie D.
Stutzman, Jas. F.
Styles, Talmadge
Sullivan, Randolph
Sullivan, John Leo
SUMMERS, Wm.
Sutherland, Pat
Sweizer, F.
Swords Jr., J. D.
Switzer, Jimmie
SYLVER, James E.
Taishoff, Sol
Talbot, Geo. Burl
Taylor, Dennis
Taylor, Dick O. L.
Taylor, Mrs. Earl
Taylor, Ethel
TAYLOR, Herman
Taylor, Howard Ray
TAYLOR, Major
Teighman, Earl
TEMPLE, Jus.
Templeton, Ralph
THOMAS, Arney
Thomas, Calber
Thomas, Jack
Thomas, Rev.
Thorne, John E.
Thrush, Paul
Thrush, Wm.
Thughman, Earl
TIPTON, Fred
Tom, Mrs. Rosie
Tom, Walter
Towell Jr., Robt. H.
TOWNSON, Scott II.
TRIMMER, Paul
Triplet, Mrs.
Trustee, Lou
Turner, Richard
Turner, Willie E.
UNDERHILL, Andrew Daniel
UNDERWOOD, Ralph Neal
VALLEGO, Tony
VAN CAME, Arthur John
Van Driver, Robert
Van Horn, C. M.
VANCE, Robt. C.
Vann, Robert
VAUGHN, Hamp
Vancie, Jimmie
VEALE, Wm.
Venable, Bill
Videto, Ken.
VILLERS, Charles
VINCENT, Carlton
Voges, Bill.
Hollywood Homes
Voyze, Wilson
Wade, Brodie S.
WAGRAN, Geo.
Wabstrom, Ensl C.
Wald, Frank
Walker, Allan
Walker, Fred
WALKER, George
Walker, Lorano
WALKER, Martin
Wall, Johnnie
Wall, Valaria
WALLACE, Earl
WALTER, Tom
WARD, Kenneth
WARE, George
WARFIELD, Earl
Warner, George
WARD, Edward
WARD, George
WARD, Edward
WARD, George
WARD, Edward
WARD, George
WARD, Edward
WARD, George
WARD, Edward

CLASSIFIED ADVERTISEMENTS

AT LIBERTY—GIRL TRUMPETER, 18, READ, ad lib., fake. Also Girl Tenor Sax, double Alto, Baritone, Clarinet. Both union. Prefer all-girl band. Will not separate. State full details in first letter. Contact Erma Miller, 1258 Elizabeth St., Brownsville, Tex.

EXPERIENCED LEAD ALTO — HONORABLE discharge. Prefer large jump band. Also arrange. Musician, 1512 Kemp, Wichita Falls, Tex. no18

GUITAR CELLO AMPLIFIER. SOBER, dependable. Gene Smith, 12 T St., N. W., Washington, D. C.

RINK ORGANIST, NOW EMPLOYED, DESIRES change about November 15. Bess Mayo, 733 Essex Ave., Ft. Worth, Tex.

VIOLINIST — WISHES TO JOIN SMALL combination; Florida or hotel locations preferred. Age 28, good appearance, 4-F. All around ability. Fine tone and intonation. Can double Sax and Vocals if needed. Available November 10. Joe Marsh, 284 West Ave., Buffalo, N. Y. no11

VIOLINIST — AVAILABLE IMMEDIATELY. Thoroughly experienced in concert and dance. Now playing first but will consider second or third. Write or wire Box C-215, c/o Billboard, Cincinnati 1, O.

AVAILABLE — SENSATIONAL HIGH TRAP-ape Act for Southern fairs. For open time contact Jerry D. Martin, General Delivery, Charlotte, N. C. no25

E. R. GRAY ATTRACTIONS — SPIRAL TOWER. Swinging Ladder, Rolling Globe, Single Trapeze, Contortion, Comedy Acrobats. Harding & Keek, Evansville, Ind. de2

OUTSTANDING. ORIGINAL NOVELTY TRAP-ape Act. Available indoor, outdoor events. Platform required outdoors. Flashy paraphernalia. Charles La Croix, 1304 South Anthony, Fort Wayne 4, Ind.

PIANO PLAYERS

A-1 PIANO MAN — READ, FAKE; STRICTLY sober, dependable, union. Double Clarinet in concert band. Have car. Jody Kichey, Hazard, Ky.

AT LIBERTY AFTER NOVEMBER 4 — JACK Rodgers, Piano Player and Entertainer for clubs, taverns. Work single, novelty numbers and standards. Prefer New York State or Pennsylvania. Write or wire Jack Rodgers, c/o Johnny J. Jones Exposition, Week October 30, Dothan, Ala.

PIANO ACCOMPANIST WANTS NEW YORK studio spot. Eight years with singers, soloists. Swing artist. Classical background. Union, 4-F. L. Zeslow, 229 W. 105th St., New York.

SINGERS

GIRL VOCALIST — EXCELLENT VOICE. Plenty of experience. Age 20. Popular band. Will travel. Anne Simone, 21 W. 70th St., New York 23.

VAUDEVILLE ARTISTS

ATTENTION! — LONDON PUNCH AND JUDY. The kiddies' theatre, department stores, toyland, theatres, clubs, museums. Dec Candler, R. 2, North, Mt. Clemens, Mich.

FIVE OR SIX GIRL LINE — ROUTINES, wardrobe; for theatre, camp shows and clubs. Thelma Carmen, 252 E. Lakeview Ave., Columbus, Ohio.

AVAILABLE AFTER NOVEMBER 4—FEMALE impersonator. Talking, Singing, Comedy. Wardrobe flash. Connect with stage shows, vaudeville, clubs. Have twelve minute act. Agents and managers, contact. Open for winter dates North, South, East or West. Sellers, General Delivery, Hattiesburg, Miss.

Communications to 155 North Clark Street, Chicago 1, Ill.

Ask Mdse. Trade To Furnish Jobs

Must Play Big Post-War Role

2 million new jobs must be provided by mdse., service trades, says prexy of USCC

NEW YORK, Oct. 28.—Several hundred jobbers and retailers were told here this week that they must play a big part in furnishing jobs after the war.
The speaker who proposed this idea was Eric H. Johnston, president of the U. S. Chamber of Commerce. Johnston suggested that the merchandise and service trades should at least plan on providing 2,000,000 new jobs after the war in order to help prevent general unemployment. (See MDSE. TRADE on page 50)

MERCHANDISE TRENDS

By Evelyn Mareneck

CHICAGO, Oct. 28.—There was a patriotic spurt in war work last week with the Philippines invasion on A-Day. But the view of industry as a whole was that the shift from munitions to civilian goods would be much more gradual than previously expected after the cut-backs with Germany's defeat. . . . Japan will take to about late in 1945 to defeat, according to certain theories from Washington and that means that war business will still be a big business.

The spot plan has been moving along in good shape, slowly increasing the number of permits for reconversion. Many of the firms already given approval for reconverting to civilian production are now turning out specialty merchandise.

Novelty Jewelry Gains

Retail sales volume, accentuated by heavy trading on Columbus Day, rose 10

to 14 per cent above the same week a year earlier. There was a brisk demand for gift items, and novelty jewelry sold well, according to Dun & Bradstreet's reports. Accounting for part of the heavy volume of sales were gift purchases made just before the deadline, October 16. Independent store volume sales in September were 9 per cent ahead of the same month a year ago. . . . Wholesale activity was reported to have picked up a little as buyers attempted to fill out depleted seasonal lines.

Spot Requests Granted

Among the local approvals of the regional WPB in New York were items of interest to the specialty merchandise field. Portable electric lamps, ash trays, sunglasses, buckles, metal photo frames and other similar articles have been given the okay by WPB. The manufacturers who were granted approvals had shown that this production of needed specialty items would not interfere with the war effort, according to the regional director of WPB.

Variety Stores See Gain

Variety chain stores—the huge outlets for manufacturers of specialty merchandise—have embarked on a 3-point program of merchandising activity, according to recent reports in the newspapers. It is expected that this activity will maintain a year-by-year gain of 6 per cent in sales—despite the fact that it is expected there will be a 9 per cent reduction in family income after the war. Chain variety stores are advising small manufacturers of popular-priced merchandise. (See Merchandise Trends on page 52)

Zippers Sell Fast, But Some Surpluses Need Smart Selling

WASHINGTON, Oct. 28.—The army is turning over the disposal of surpluses to smart salesmen and merchandising experts, the Treasury Procurement Division revealed. In one case, bolo scarabards made satisfactory tool kits with a few readjustments, and now sales are booming. But there are other surplus goods, from toilet soap to mining machinery, that required salesmanship and ingenuity plus in disposing them for civilian consumption.

The easier goods found markets of their own accord, but the harder types of merchandise needed expert readjustment, the army discovered, and now the division is disposing of surpluses at the rate of \$9,000,000 monthly.

It is easy to sell trucks and automobiles and a recent surplus of 10,000,000 zippers—but mine-sweeping nets, snow shoes and kindred items are white elephants and ways must be found to make the public purchase-conscious.


Mine marker kits, complete with danger signals and code to warn of German mines or booby-traps, are being sold as markers to rope off danger areas around fallen buildings or repair jobs.

Mosquito net outfits for malarial areas are being offered as play pens for children or as boy scout hiking equipment.

Five-man pneumatic life rafts, surplus to the Army Air Force which now has a

STERLING SILVER CHARMS OR BANGLES

EITHER SILVER OR GOLD FINISH!

 <p>B1</p> <p>B2</p> <p>B3</p> <p>B4</p>	<p>STERLING SILVER</p> <p>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 "</p>	<p>GOLD PLATED</p> <p>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 "</p> <p>B5</p> <p>B6</p> <p>B7</p> <p>B8</p>
<p>BULK CHAIN</p> <p>Sterling Silver Cable.....12c Ft. Sterling Silver Curb.....15c " Sterling Silver, Gold Plated Cable14c " Sterling Silver, Gold Plated Curb17c " Sterling Silver, Gold Filled Cable24c "</p>		
<p>CATCHES</p> <p>Sterling Silver\$4.00 Gr. Sterling Silver, Gold Plated. 5.00 " Sterling Silver, Gold Filled. 7.50 "</p>		
<p>JUMP RINGS</p> <p>Sterling Silver\$2.25 Oz. Sterling Silver, Gold Plated. 2.75 " Sterling Silver, Gold Filled. 4.50 "</p>		
<p>ORDER NOW!</p> <p>IMMEDIATE DELIVERY!</p> <p>1/3 Dep., Bal. C. O. D., F. O. B. N. Y.</p> <p>MURRAY SIMON CO. 114 East 32d St., New York 16, N. Y. Phone Lexington 2-5788</p>		

WE HAVE WITHOUT DOUBT THE RICHEST ASSORTMENT OF BEAUTIFULLY COLORED FIGURINES, MADE OF TERRA COTTA COMPOSITION, AT POPULAR PRICES.
Over One Hundred Different Designs From \$4.80 Per Doz. to \$90.00 Per Doz. Each One a Work of Art.
Illustrated Price List K of the Entire Line Mailed to Any GIFT SHOP ON APPLICATION. We Illustrate One Here. One Carton of a Number Smallest Quantity Sold.

#3577 K The Philosophers, or Three Emotions.

★★



#3582 K Peasant girl, offering flowers.

10 inches high, \$21.00 per doz. 1/12 doz. in carton.



★★

About 3 inches High. American Pottery, in light brown, with dark brown and black spots. About 3 inches high. Packed 1 doz. in box, each containing four of each posture. They are the three funniest looking canines you can find. Price \$3.25 per doz. pieces. 6 doz. for \$18.00. 1 gross for \$33.00.

★★

Be sure to send for our complete set K of GIFT GOODS, WE HAVE THEM FROM \$1.80 to \$90.00 per doz., all big sellers.

LEO KAUL IMPORTING AGENCY, Inc. 115-119 K SOUTH MARKET ST., CHICAGO 6, ILLINOIS.

"Chip-Diamond" Rings In 10K and 14K Gold Mountings Unlimited Quantities

No. 3B56 10K Gold

No. 3B60 10K Gold

No. 3B201—10K Gold

No. 3B206—14K Gold

One chip diamond solitaire. "3" chip diamond wedding ring. 10K and 14K gold mountings. Individually or in sets. Other styles available. (State your business)

HARRY PAKULA & CO.
5 N. Wabash Ave. Chicago 2, Ill.

10K GOLD

No. 3B60 Solitaire \$2.25 each Bulk

No. 3B56 Wed. Ring \$2.25 ea. Blk.

No. 3B201 Bridal Set \$4.50 ea. Box.

14K GOLD

No. 3B206 Bridal Set \$5.25 ea. Box.

Sizes 5-7

WORLD NOVELTY CO. OFFERS

LIGHTERS All-Metal, Varied Colors, Streamlined.....	\$3.00 Doz.
CIGARETTE CASES Beautiful Plastic-Varied Colors	2.00 Doz.
KEM 10c FLINTS Takes In \$3.00. Per Card	1.80
BOXING GLOVES Miniature (Pairs), Leather	3.60 Doz.
WALLET INSERTS Clear #4003 — 3 Compartment	1.80 Doz.
SEAL-TITE POUCHES Acetate #380 — 5 Compartment	3.00 Doz.
CALF WALLETS Seals as it closes; Zopper, Leather, Full Size; Mounted on Beautiful Display Cards	8.00 Doz.
Limited Amount—4 Extra Compartments for Cards and Photos. Beautiful Grains, Assorted	7.20 Doz.

WORLD NOVELTY CO. 238 W. JEFFERSON AVENUE, DETROIT 26, MICH. Phone: RAndolf 4221



Popular Items

Outstanding Offer

A valuable 10-window pass case for photos, driver's license, identifications, etc., is being offered free with customer's orders for a genuine leather key chain by National Novelties, Chicago, Ill. Said to be worth double the value, this offer is only good for a limited time. The key chain is made of rich leather with a crystal clear window to protect, personalize and identify keys, luggage or other effects. It comes with a flexible, self-locking ball chain.

Luxurious Shave Kit

Two great names have combined the finest in blades and leather to make a compactly arranged, beautiful, stitchless shave kit. The Caravan consists of 10 Personna precision razor blades, with a precision plastic razor and a 20-gauge steel mirror in a genuine pigskin case by Worthington Fifth Avenue, New York. This offer is almost pre-sold by its name and style and dealers are urged to order the Caravan kits for the holiday season.

Rings for Unity

Unity Jewelry Company, New York, is offering unique, eye-catching rings, which—according to reports—are rapidly becoming the biggest talk of the town. They're saying, "Unity will save the day with Victory for the U. S. A.!" These rings, made of sterling silver and with hands joined together in gold design, are proving to be more than a novelty—they are a symbol that all good Americans will want to wear. And as new as tomorrow's Victory headlines!

Sealed Mysteries

Here's a great for the beginner in magic or puzzles. It is especially good to send to boys and girls in service or for Christmas or other occasion gifts. Orders are coming in fast Theron Fox, San Jose, Calif. There are 15 tricks in a box and many of the items have sold for more than the price of the entire lot. Each trick in a sealed envelop and all boxed attractively with instructions that are easy to follow.

A Broadway Hit

Brite-Glo Products Company, New York, is featuring a new plastic novelty, Lucky Ducky, a luminous duck figure four inches high. Lucky Ducky has made a humorous appearance on Broadway, according to glowing reports, and is amusing and attractive in its own right with its satin pearl, washable finish and its bright colors. According to these same reports, wholesalers are looking forward to a nationwide duck panic—and with Lucky Ducky there'll be good eating for those who get on the bandwagon and jump their sales.

MUSIC BOX SPECIALS

Every woman wants a fascinating Musical Powder Box! These are made of wood, enameled in dainty pastel colors, with a bird and floral top decoration in soft, delicate hues. 3 gold gilt ball feet. Roomy powder container is furnished with soft puff. Size 3 1/4 x 3 1/4 x 3 1/4". Sh. Wt., 2 lbs.

Each \$2.25.

B20H104 — Assorted Colors. IN DOZEN LOTS—EACH \$3.95.

Prices Less 2% Cash Discount.

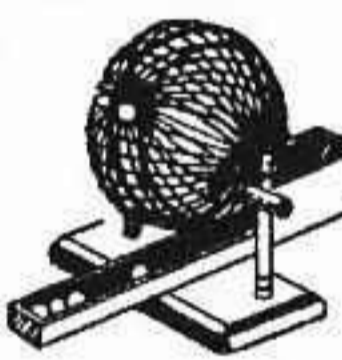
25% Deposit Required on C. O. D. Orders. Wholesale Only. Catalog Sent on Request.

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WHOLESALE DISTRIBUTORS SINCE 1911
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Sizes 12 to 20

SPECIAL \$27.50

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Adorable Ear Wires for pierced ears, made of lovely rolled gold on sterling silver. Exquisite design.

\$6.00 Per Doz.

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25% Deposit on C. O. D.'s
Ask for Catalogue

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Dept. EE Wheeling, W. Va.

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REGULAR SPECIAL—7 COLORS

REGULAR SPECIAL—10 COLORS

Mounted Bingo Cards

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COMIC CARDS

Over 25 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 25¢ for sample cards and folder.

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LOWEST JACKETS PRICES CAPES • SCARFS
ALL GENUINE FURS!

Our new 1945 Victory Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW GIANT CATALOG! Satisfaction guaranteed or money refunded. Same day deliveries.

H.M.J. FUR CO.

150-B W. 28th St., New York 1

OPERATORS BIG FLASH TIMELY MERCHANDISE

Attractive, Well Made, Well Stuffed



JUMBO PANDA BEARS

#105

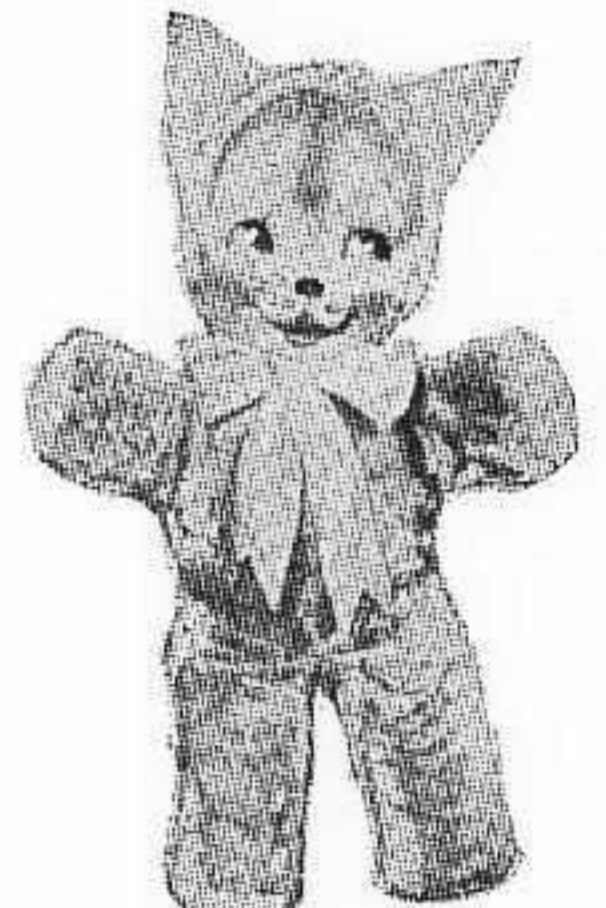
In plush and duvetyne combinations, MASSIVE in Appearance, WELL STUFFED, FLASHY COLORS. 34 inches high. It's love at first sight with anyone who sees them.

Packed 14 to the carton

\$3.25 each

Samples \$3.50 Each

Immediate Delivery 25% Dep., Bal. C. O. D.



Flashy Colors

They'll Sell FAST

KUTIE KAT

#102

26 inches tall, made of high lustre pile rayon plush. Popular demand forced us to bring this item back, Making FAST money with this item should be a cinch.

Packed 12 to the carton

\$48.00 doz.

Samples \$4.50

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928 Broadway, Between 21st and 22d Streets
In the Heart of New York

FAIR AND CARNIVAL SPECIALS

Our buyers have scoured the markets for merchandise U. S. MADE SLUM

	Per Doz.
Worth Covered Base Balls	\$ 2.00
White, Blue or Tan Yacht Caps	1.90
Horseshoe 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.	12.50
Swaggers, Gro.	10.75
Jumbo Fox Tails With Comic Cards, Per 100	23.00
Knife Rack Rings, Per 100	2.50
Cane Rack Rings, Per 100	2.50
Shooting Corks, Per 1000	2.25
4 to 7 Inch Hoop-La Rings, Doz.	.55

GLASSWARE

	Gross
Heavy Whiskey Glasses	\$ 3.50
Ash Trays	3.75
Tumblers	4.00
Nappies	4.50
Sugar Bowls and Creamers	4.80
Saucers	4.80
Cups	5.20
6" Bowls	6.75
8 1/2" Bowls	10.80

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CATALOG NOW READY

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FOR
SOLDIERS - SAILORS - MARINES

MADE WHILE-U-WAIT

SAMPLE IMPRESSION ACTUAL SIZE

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G-9347

- RUBBER TYPE\$35.00 THOUSAND
- TYPE HOLDERS 1.00 HUNDRED
- INDELIBLE INK 10.00 HUNDRED
- METAL PADS 15.00 HUNDRED

DEPOSIT REQUIRED ON ALL ORDERS

LOS ANGELES GLOBE

809 SOUTH FIGUEROA, LOS ANGELES, CALIF.

MDSE. TRADE

(Continued from page 48)

ployment. This address and a number of others on related subjects were delivered at a two-day marketing conference of the Chamber of Commerce this week.

Important Statistics Recited

Johnston was emphatic in his statement that the merchandise and service trades would have to take the lead in furnishing new jobs after the war because the manufacturing industry could not really furnish so many extra jobs. Then Johnston launched into a recital of important statistics to support his idea.

He told the conference that the manufacturing industries in 1940 employed a total of about 10,000,000 people. During the present war, employment in factories has risen to about 16,000,000 people. He thinks that after the war factories over the nation should be able to employ a maximum of about 14,000,000 people.

This gives the idea that some other lines of business than the manufacturing field will have to take up the slack in employment.

Johnston added that farms and factories will be able to employ about 30,000,000 people all told and these millions will be producing the raw materials and manufactured goods for the consuming public. In order to furnish jobs for employable people, the merchandise and service trades must take up the rest.

Another speaker gave some data on the total volume of business being done by retail outlets and merchandise industries in general. He said American retailers would have to handle a total volume of \$110,000,000,000 worth of goods yearly after the war, and it was inferred that this large increase in the volume of total sales would also furnish employment for additional thousands of people. The total retail sales in 1929 was \$74,000,000,000, and the record high was reached in 1943 when the total was \$91,000,000,000.

Sales Estimated for 1944

While these figures were being quoted early in the week, the U. S. Department of Commerce issued an estimate on the probable retail sales in 1944. The estimate shows the total for this year at about \$67,000,000,000, or an average of \$510 for every man, woman and child in the U. S. The speakers at the marketing conference were interested in all lines of trade and chiefly in boosting employment in the future. They had no specific data on the part that the specialty merchandise field will play in the future.

There are no definite statistics which show the percentage of the total merchandise sales per year in the U. S. that go to novelty and small items. In time it is expected that the excise tax reports will give reliable data on the total vol-

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- Pins
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- Lockets
- Identification Bracelets
- Rings
- Bracelets
- Crosses
- Charms
- Etc.

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(Complete selection of Costume and Staple Jewelry)

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37 S. Wabash Ave., Chicago 3, Ill.

SPECIAL!!!
For Limited Time Only!

SNOW STORM TABLETS



No. 300—A fortunate purchase of a large supply of raw material enables us to offer this popular item at a reduced price—while the supply lasts! (Still packed 3 dozen boxes to display card.) Order today!

30c DOZ.—\$3.30 GROSS

Send for list of many other items!
1/3 Dep., Bal. C. O. D.,
F. O. B. N. Y.

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72 SPRING ST., NEW YORK 12, N. Y.

FREE—LEVIN'S XMAS CATALOG—FREE

With an Order Selected From This CONCESSIONAIRES' PRICE LIST

GLASSWARE

No.	Article	Pack Ctn.	Per Gross
2986	Salt and Pepper Shakers	Gross	\$3.00
2918	Coasters	Gross	3.00
3420	Gustard Cups	1/2 Gross	4.75
833	Juice Tumblers, 5 Oz.	Gross	3.75
8009	Water Tumblers, 9 Oz.	Gross	3.85
1684	Nappies	Gross	3.90
2003	Coaster Ash Trays	Gross	3.00
320	5 Oz. Sherbets	1/2 Gross	4.75
2545	4 3/4 In. Bowl	1/2 Gross	4.25
2545	5 1/4 In. Bowl	1/2 Gross	4.50
2539	Measuring Cup	1/4 Gross	5.40

Also Butter Dishes, Refrigerator Jars, Water Bottles, Fruit Bowls, One Gallon Cookie Jars, Seven-Piece Sets, Eight-Piece Ovenware Sets—All at Lower Prices.

CAMPAIGN

1 1/4" Roosevelt Buttons	Per 100	\$ 2.00
1 1/4" Dewey Buttons	Per 100	2.00
12x30 Roosevelt Pennants	Per 100	15.00
12x30 Dewey Pennants	Per 100	15.00
K223-R—Donkey Pin, K213-D—Elephant Pin, K225-D—Elephant Head Pin, K214-R—Donkey Head Pin.	Per Doz.	75c

Prices F. O. B. Terre Haute, C. O. D. Orders Must Be Accompanied by 25% Deposit.

LEVIN BROS. Since 1886 Terre Haute, Indiana

AMERICAN MADE SLUM

No.	Article	Pack Ctn.	Per Gross
2126	Paper Flag on Stick	Gross	.65
2127	Paper Bow Flag Pins	Gross	.75
2950	Monkey Mirrors	Gross	2.95
1180	Band Rings, White Metal	Gross	1.00
9716	Rayon Bow Flag Pins	Gross	1.35
6923	Bean Blower	Gross	1.00
75	Comic Pennant	Gross	.75
3403	Lucky Charms, Carded, Box, 120 Ct		.85
8273	1 1/4" Comic Buttons	Per 100	2.25
116	Penicils, No Eraser	Gross	1.44
2149	Shoe Laces, 72 Pr. in Box	Box	1.00
8634	Paper Masks	Gross	.75
3120	Plastic Thimbles	Gross	1.20
FOR YOUR BALL GAME			
25	Baseballs	Doz.	2.00
8920	Swaggers	Gross	10.00
4023	Large Paper Lels	Gross	6.75
1618	16-18" Talls	Per 100	16.50
810	6-10" Talls, W/Cards	Per 100	4.50

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ME 3-5794



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243 W. 30th St., N. Y. C.

INVASION— PICTURES POST CARDS

ACTUAL ACTION PHOTOS BY U. S. SIGNAL CORPS.
FRANCE - ITALY - GERMAN AND JAP
15 CARDS IN ATTRACTIVE PACKAGE — NO PRICE MARKS
10 BIG 5x7 PICTURES IN PACKAGE — NO PRICE MARKS
A RED HOT HUSTLING ITEM — SELLS BIG
SEND ONE DOLLAR FOR ALL SAMPLES — PRICES IN QUANTITY
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ALSO MIRROR BOXES & VANITIES
Filled or Empty. Write for Circular.
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CHOCOLATES

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#59	Large Mirror Chest, 1 Lb. Choc. & Conf.	\$ 2.85
#11	Vanity (All Mirror), 2 Lb. Choc. & Conf.	3.60
#37	Wood Chest (Mirror), 2 Lb. Choc. & Conf., 12 1 Lb. and 1 2 Lb. Choc. & Conf.	11.75
#32	Wood Chest Vanity, 2 Lb. Choc. & Conf., 24 1 Lb. and 2 2 Lb. Choc. & Conf.	21.50
#521	1 Large, 2 Medium Panda Bears & 12 1 Lb. and 12 1/2 Lb. Choc. & Conf.	20.85
#12	Vanity (All Mirror), 2 Lb. Choc. & Conf., 24 1 Lb. & 2 2 Lb. Choc. & Conf.	21.75
#27	Musical Chest, 1 Lb. Choc. & Conf., 24 1 Lb. & 2 2 Lb. Choc. & Conf.	24.50

50% Deposit or Full Remittance.
DELUXE SALES CO.
BLUE EARTH, MINN.

14 Karat GOLD Wedding Band

Set with **5 GENUINE DIAMONDS**



Greatest Value! \$3.95

Diamonds have risen in price—and they're going even higher! Think of a genuine 14K Gold Wedding Band, in beautiful new modern style, with chip 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 \$6.00 to \$10.00 and up. While limited supply lasts your cost only \$3.95 each. They'll go fast at this close-out price. So rush your order today. Send 25% deposit with order. We'll ship C. O. D. for balance, plus postage. Specify ring size wanted.

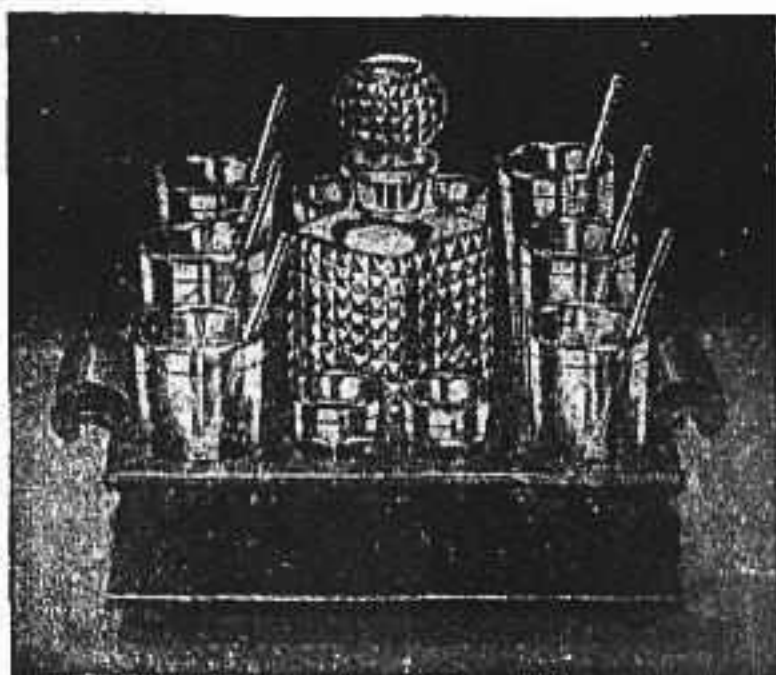
ILLINOIS MERCHANDISE MART
500 N. Dearborn St., Dept. AL 22, Chicago 10, Ill.

TELESCOPES



LIQUIDATING ENTIRE STOCK

Good vision, wide range telescopes. Used for all sports, hunting, spotting planes, ships, etc. Regular \$1.00 retailer. For quick sale only \$72.00 per gross. Address: **BOX 375, Palos Heights, Ill.**



**"BARETTE"
19 Piece Set**

- 1 Walnut Finish Cabinet, 10 1/4" by 14 1/2" by 3 1/2" with 2 easy grip handles.
- 6 Crystal Hi Ball Glasses with Gold Edge.
- 4 Crystal Spirit Glasses with Gold Edge.
- 6 Crystal Swizzle Sticks.
- 1 Crystal Decanter.
- 1 Stopper.

INDIVIDUALLY BOXED.

Complete 19 Piece Set—Wt. 8 Lbs.

PRICES:

36 Sets or More	\$2.37 Per Set
12 Sets	2.50 Per Set
6 Sets	2.67 Per Set
Less Than 6 Sets	3.00 Per Set

Also Furnished in a Salesboard Deal as Follows:

Barette Deal #232

1500 Holes @ 5c. Takes in \$75.00. Gives out 6 Barettes, 10 \$1.00 winners, 10 50c winners and 20 25c winners. Total payout \$20.00. Profit \$55.00 less cost of deal.

Price per deal complete
\$18.65

25% Deposit With All Orders.

A.N.S.CO.

312 Carroll St.
Elmira, N. Y.

ume sales on a number of specialties including luggage, jewelry, fur coats and other items.

Other speakers at the conference discussed such ideas as disposing of surplus goods by the government and problems of taxation. The consensus of opinion among business men on the surplus goods question was that the government should distribute the merchandise thru regular channels as had been planned.

Discuss Gov't Policies

Ernest L. Ohlrich, Assistant Secretary of the Treasury, attended the conference and explained government policies at the present time. Ohlrich has gone on record as having said that the surplus goods law recently passed by Congress should be changed in order to speed sales of surplus goods to wholesale channels. It will be recalled that President Roosevelt signed the bill reluctantly, and now department officials are leading the move to have the law amended to eliminate a lot of red tape.

Other representatives at the meeting discussed OPA price politics, and some manufacturers who were present said that OPA was delaying the return to the manufacture of civilian goods because it was trying to maintain price controls even after the war ended.

The marketing conference of the Chamber came soon after the conference on distribution which was held in Boston last week. The New York conference on distribution has become a national institution, and a number of the delegates who were present at the meeting here had attended the one in Boston.

Speakers at both conferences emphasized that the distribution trades, including both wholesale and retail, have a big future provided that they plan to increase their services. Leaders in business also agree that merchandise and service industries must do much to furnish jobs in the future.

**BIG PROFITS
with these
FAST SELLERS!**

INSERT PLUG
out of sight in cigarette.
When the "Moocher"
smokes down to the load—
IT GOES BANG!



**CIGARETTE
LOADS**

A harmless, practical joke! These are little wooden plugs, loaded same as the Trick Matches. Inserted in any Cigar, Cigarette or Pipe, they explode when the fire reaches them. Much better seller than ready-loaded Cigarettes, as each man may load his own particular brand. Every smoker a prospect for these! Packed 12 loads in illustrated envelope.



They shoot with a loud bang!—Immediately after striking. They are loaded to give a big scare, but not enough to be at all dangerous. Every man who smokes is a prospective customer. Every "victim" wants to know where he can get some, so every box you sell advertises your store. A big repeat seller! Packed 12 matches in a box, 6 doz. in carton, 10¢ seller. Shipped by express only.



Something new! Catch your unsuspecting friend. These are regulation book matches, consisting of two rows of 10 matches each. The back row is regular. The front row is explosive. YOU light up with a regular match from back. YOUR VICTIM takes one from the front row—BANG! Assorted color covers, novelty designs. Packed 48 books in carton with display card. Shipped by Express.

Trick Matches and Cigarette Loads are the fastest moving repeat sellers in the entire Novelty field. Low priced. Big Profits to Dealers.

SOLD BY
Leading Novelty Jobbers in principal cities all over the United States.

If your Dealer cannot supply you write me for address of your nearest source of supply.
LYLE DOUGLAS
Joke Novelties
238 W. DAVIS DALLAS 8, TEXAS

ZIPPERS SELL FAST

(Continued from page 48)

new model, are sold as rowboats for sportsmen and children.

The armed services, which find less need for horses and mules in this war, have turned over thousands of surplus spurs. These will find their way to the public as premiums on a radio program if procurement's negotiations with a prospective purchaser are successful.

Nearly all surplus is sold to manufacturing or distributing concerns, and is then re-sold to the public thru regular trade channels. Present sales, while large, are only a trickle compared to the vast quantities expected to become surplus when the war in Europe ends.

Procurement anticipates that surplus washing machines, refrigerators and many other war-scarce items will then be for sale. And there will be "left-overs" nobody will buy, which may be stored away in government warehouses for many years.

Procurement, while struggling with the mounting surpluses of this war, is still trying to sell surplus property from the last war—including a supply of World War I leggings.

TIES 3c EACH

AT last attractive men's ties, the kind that men like and buy, at low prices to you as distributor. In gross lots, your cost \$12 per gross. In 5 gross lots or more, \$11.50 per gross. We would suggest that you start with a gross or more ties—then you get a full selection of colors and designs that you can't get in a few samples. These ties can be sold quickly at 23¢ each, 5 for \$1.00. There are some choice designs amongst them that can be sold for more if you pick them out.

Special for limited time only—We can send you postpaid a few dozen ties at \$1.40 dozen—or we will send you 6 sample ties for a dollar. As always, money back PRONTO if you are not satisfied. For speedy service always include full amount with your order—avoid C. O. D.'s, it means extra fees and shipping delay.

BOOTH AUCTIONEERS CO.
1129 Sixth Avenue New York 18

WOOD JEWELRY

Write for our New No 44 & 45 Illustrated Price Lists Over 100 Items

CHARLES DEMEE MFG. CO.
116 E. WALNUT ST. MILWAUKEE, WIS.

HAND MADE

ATTENTION!

**SALESBOARD STAR SELLER
GIANT 30 in. WOOL PLUSH BEAR**

Order Now for Immediate Delivery
\$48.00 PER DOZ.
Samples of Other Salesboard Numbers Sent on Request.
25% Deposit With Order, Balance C. O. D.

MAYFAIR MDSE. CO.

WAYNE PRODUCTS
16 W. 23D ST., NEW YORK 10, N. Y.



BREAKING SALES RECORDS!

SKYLARK 5c Plastic Whistle 5c

FEATURES: Plastic, washable, unbreakable, sanitary; musical effects, bird imitations, kazoo effects.

BIG MONEY MAKER FOR CONCESSIONAIRES AND DEALERS

Sold Exclusively Through Jobbers

GROSSMAN MUSIC CO. 210 Prospect Cleveland, O.



(Actual Size)

HOT CHRISTMAS ITEM!

New Juvenile Game... KIDDIE PUZZLE... Is Sweeping the Nation Fast. Send \$1 for Samples and Low Distributor's Price.

A. M. WALZER CO.

MIDLAND BANK BLDG.,
MINNEAPOLIS, MINN.

COMMANDO KNIVES—HUNTING KNIVES

Commando Knife has 7 in. double edge steel blade. Encased in high-grade leather sheath. \$37.50 Doz. Sample \$3.50.
Hunting Knife has 6 in. single edge steel blade. Encased in high grade leather sheath. \$33.00 Doz. Sample \$3.00.
Samples, cash with order. Dozen Lots, 25% with order, balance C. O. D.

VULCAN KNIFE CO.

P. O. Box 4036 Birmingham 6, Ala.

Limited Supply of These FAMOUS

**FLAME-MASTER
All-Purpose
LIGHTERS**

30¢



Neat Design—Handy Size

Good lighters are scarce. Here's a 50¢ retailer that looks like a \$1.00 value. Lights instantly. Two-tone all-metal cases. A sure money-maker. Your cost only \$3.80 per dozen. Flashy counter card free with every 3 dozen order. Send 25¢ deposit, balance C. O. D.

ILLINOIS MERCHANDISE MART, Dept. AL
500 N. Dearborn St. CHICAGO 10, ILL.

**Pipes
For Pitchmen**

By Bill Baker

Communications to 25 Opera Place, Cincinnati, 1

PADDLES MAC . . .
shoots a "hello" to all the boys and gals from the Terrell, Tex., hospital where he has been a patient for some time.

ANY REPORTS from the tobacco fairs?

IRVING ROTH . . .
has a spot in Kresge's, St. Louis, as well as a studio for his astro work.

GEORGE EARL . . .
needle threaders, is reported convalescing from a stroke in St. Louis.

THERE IS NO SHORTAGE of opportunity.

RAY C. HERBERS . . .
and Madaline E. Ragan are set in St. Louis until the Christmas holidays. Duo reports good passouts there, with Johnny Gates doing escape with them. Jackpots were cut up in the Mound City with Sid Sidenberg, Ray Marsh Brydon and Doc Broadsworth.

KEEP ABREAST OF THE TIMES and you will be proud you are a pitchman.

KID CARRIGAN . . .
is working for Doc Paul Hunt in Los Angeles and Long Beach, Calif., with health books. The Kid made a recent trip from the Coast to Pittsburgh and back.

A. E. FITCHETTE . . .
pipes from Milwaukee that he is running several rooming houses there. He infos that Fred Walters of bingo, is in department stores there; Red Taylor, on jewelry; Mickey Romanelli, is cheffing; Fat Henke, on dairy paper; Fred Altonburg, is sheeting; Doc Wilson, demonstrating magic in stores, and Walter Fitzgerald, electioneering with Horace O'Hara.

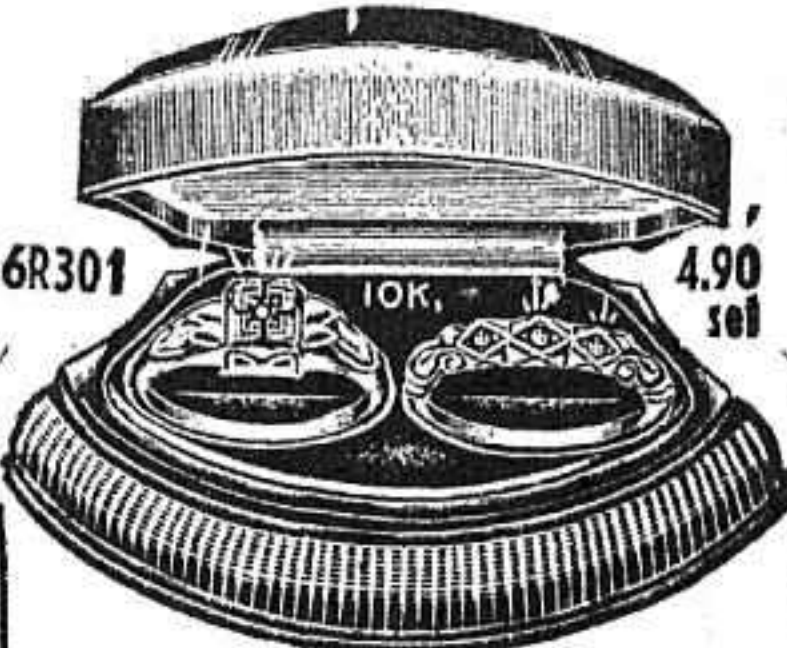
CHIEF OWEN RED FEATHER . . .
was a Pipes desk visitor last Friday (27) and reported he would work the weekend for Linden at his El Vin shop in the market district on Cincy's Sixth Street. Red Feather has been working in a steel plant in Johnstown, Pa. He was on the night shift and hustled med to the workers on the side. Previously gendarmes had shooed him from outside the plant's gates. He plans to open a store in Johnstown soon.

Balleo sold these same Punch whistles at Austin & Stone's Museum, Boston. He vanished from Boston and now and then over the years I would ask someone who might know "whatever became of the little whistle man?" No one knew.

One day I was on Sixth Avenue, New York, and stepped into a novelty store. The little man who came out to wait on me was none other than Balleo. "What did you ever do with the Punch whistles," I asked. "I kept them," he said, and then he showed me some 20-odd novelty items that he had made and sold at various times. But he still had a trade on his Punch whistles and when he passed away he left bankbooks that showed that he hadn't done so bad. Pitchmen's items may be old, but the public is always new.

**Events for
Two Weeks**

- October 30-November 4
- ALA.—Birmingham. Dog Show, 4-5.
 - LA.—New Orleans. Legion Celebration, 30-Nov. 12.
 - MICH.—Gaylord. Potato & Apple Show, 1-2.
 - Ionia. Fat Stock Show, 31-Nov. 2.
 - Lansing. Dog Show, 5.
 - N. J.—Elizabeth. Dog Show, 4-5.
 - TEX.—Houston. Shrine Circus, 3-16.
 - UTAH—Ogden. Livestock Show, 4-8.
- November 6-11
- GA.—Atlanta. Shrine Circus, 6-12.
 - KY.—Louisville. Fat Cattle Show, 8-10.
 - LA.—New Orleans. Legion Celebration, 6-12.
 - ME.—Lewiston. Poultry Show, 7-9.
 - N. J.—Newark. Dog Show, 12.
 - N. Y.—New York. Dog Show, 12.
 - PA.—Harrisburg. Dog Show, 11.
 - Nazareth. Farm Products Show, 9-11.
 - TEX.—El Paso. Old Frontier Days, 10-11.
 - Houston. Shrine Circus, 6-16.
 - WASH.—Seattle. Dog Show, 11-12.



DIAMOND RING SETS

- In Beautiful Plastic Boxes
- 6R301—1 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—3 Diamond Engagement Ring and 5 Diamond Wedding Ring . . . Set 8.85
- WRITE FOR NEW CATALOG FEATURING DIAMOND RINGS & COSTUME JEWELRY.

BIELER-LEVINE

37 South Wabash CHICAGO 3

**CLOSING OUT
ARMY AND NAVY GOODS**

- Army and Navy Sewing Kits . . . Gr. \$18.00
- Zipper Furlough Bags . . . Doz. 8.00
- Zipper Furlough Bags . . . Doz. 9.00
- Zipper Furlough Bags . . . Doz. 10.80
- Small Duffie Bag . . . Gr. 12.00
- Large Duffie Bag . . . Gr. 24.00
- Money Belts . . . Doz. 3.00
- Army & Marine Hanky Cases, Doz. Boxes 2.50
- Wallets With Insignia . . . Doz. 5.00
- Army Stationery, 96 Sheets, 50 Envelopes . . . Doz. Boxes 2.75
- Webb Belts . . . Doz. 2.00
- Waterproof Cap Covers . . . Doz. 1.75
- 4 Leaf Pass Case . . . Gr. 15.00
- Large Pillow Cases With Baltimore, Md. . . . Doz. 2.50
- S.S. Insignia Pins . . . Doz. 1.50
- S.S. Guard Pins . . . Doz. 2.75
- 7" Zipper Army Week End Bag, Doz. 2.50
- 7" Zipper Navy Week End Bag, Doz. 3.00
- Large Hanky Case, Navy, Doz. Boxes 4.80

25% Deposit, Balance C. O. D.
BENGOR PRODUCTS CO.
119 Fifth Ave., New York 3, N. Y.

VETERANS, BIG MONEY, OUTSIDE WORK
1945 Patriotic Art Calendars Ready . . . Be First. Sell our magazine published for veterans and service men. Their mouthpiece. HOT SPECIAL INVASION ISSUE and other snappy, strikingly illustrated service men's joke and story books. Quick sellers, also official Flag Respects Book. Free copy U. S. Supreme Court decision protects salesman, kills ordinances. Special inducements for disabled. Bulk sales. Earn \$10 to \$50 daily for few hours' work. Samples 10¢.

VETERANS' SERVICE MAGAZINE
169 Duane St. 28th Year N. Y. 13, N. Y.

NO SMUT, BUT

LAST SELLING FUN FOLDERS, JOKERS' ITEMS AND MAGIC TRICKS
List and Liberal Supply of Samples, 10¢.
Cheshire's Fun House
602 Gravier St., New Orleans 12, La.

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**
5411 Gurley St. Dallas 10, Texas

FINE WATCHES

MEN'S & LADIES'
And Novelty Jewelry. Wholesale Only.
WRITE FOR CATALOGUE.
MARLENE SALES
5 N. Wabash Ave. Chicago 2, Ill.

15 Magic Tricks AND PUZZLES

In Large Four-Color Box. \$1.00 retail — \$7.20 dozen prepaid. One-third cash. Sample 50¢. Jobbers write.
Theron Fox
1024 CAROLYN - SAN JOSE 10, CALIFORNIA



Nothing New

By E. F. HANNAN

A VISIT to several small fairs in the East proved to me that there is little that's new in selling lines. Pitchmen I watched work were exploiting the same stand-bys. Curiously the champion money-getter at one small Maine fair was a salesman who put out the old-time Punch and Judy whistle and did it in champion style. Not only kids but adults tossed him 15 cents for his unwrapped item after a Punch concert that was good enough for vaude.
Years ago a small-size man named



FAST SELLING JEWELRY
FOR ENGRAVERS, FAIRS, MILITARY STORES, RESORTS, PROMOTIONS, etc. FAST SERVICE!
Latest styles of Locketts, Identification Bracelets, Anklets, Signet Rings, Earrings, etc.
Send \$10.00 or \$20.00 for Samples.
MAJESTIC BEAD & NOV. CO.
307 Fifth Avenue NEW YORK 18, N. Y.

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 WHOLESALE

LADIES' FULL FASHION HOSE

45 Gauge 75 Denier Real Sheer. "Grade A" seconds of a very high grade Rayon Hose, sizes 8 1/2 to 10 1/2; 1/2 Doz. packing. Latest shades, \$5.20 per Dozen Pair; for Sample Dozen add 25¢ postage.
FALLS CITY MERC. CO.
BOX 305 NEW ALBANY, IND.

JEWELRY ENGRAVERS

We have a few of the famous Vibro-Tool for engraving on jewelry, wood, hardest metals, glass, etc. Delivered PREPAID on receipt of P. O. M. O. for \$10.00. Includes 20 needles and one special needle for use on jewelry, wood, etc. Diamond Point Needle for long wear and use on even hardest metals, glass, etc., \$8.50 extra. Order now our famous Professional Model No. 3 Electric Engraving Pencil, 6 foot safety cord, with six rolls SUPERIOR GOLD FOIL, 1" by 400", \$7.25, delivered PREPAID on receipt of P. O. M. O. Extra rolls gold, silver and waterproof colors, white, black, blue, red, green, orange, brown, yellow—6 rolls, \$2.50. 12 rolls, \$4.80. Our pencil is used by nearly all the 5 & 10's, pitchmen, libraries, industries. Engraves fine, small lettering or medium or big, wide lettering just "with a twist of the wrist." R. E. STAFFORD, 2434 N. Meridian St., Indianapolis 8, Ind.

FUR COATS

JACKETS—CHUBBIES
LARGE assortment of NEW 1944 outstanding creations. Perfect quality. Excellent workmanship. Distinguishing fur 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 Furrer
236 W. 27th St. (Dept. b-3), New York 1, N. Y.

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, 80c
30 boxes to case, minimum order.
Send full amount or 50% deposit by M. O., Bank Draft or Certified Check.
ACE SALES CO.
Dept. C Buffalo 3, N. Y.

Sell VITAMINS

Start a business of your own. We pack under your own label, assuring you of repeat business. Get in on this big paying field. Millions and millions sold annually. Complete stocks of standard formulas, or we make to your specifications. Literature FREE. Write today. **THE GIBSON COMPANY**, 103 Gibson Building, Marian 1, Iowa.

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.

Beatty Buys Wallace Bros. Circus; Is To Retain York Quarters Till Zoo Is Ready

Staff and Plans To Be Announced Later

CINCINNATI, Oct. 30.—Clyde Beatty announced in a telegram that he had bought Wallace Bros. Circus October 21 in Dallas.

Also present when the deal was closed, he said, were Roy Rogers, who was co-owner of the circus; Ralph J. Clawson, who had been managing it, and Sterling (Duke) Drukenbrod, personal representative of Beatty on the Clyde Beatty-Russell Bros. Circus, with which Beatty has been this season.

Wallace show will go out all new next

season, Beatty said, and he will retain its winter quarters in York, S. C., this winter while building new quarters in Fort Lauderdale, Fla., in conjunction with his Jungle Zoo there. He expects to announce later the make-up of department heads, staff and innovations to be installed.

American Carnivals Association, Inc.
—By Max Cohen—

ROCHESTER, N. Y., Oct. 28.—Some problems to be discussed at the 11th annual meeting night of December 4 in the Hotel Sherman, Chicago, are those of rationing and priorities, as well as new tax changes which may be probable prior to the opening of the 1945 season. Annual report will recommend to members interested in these subjects that they participate in one or more conferences with the general counsel and associate counsel Richard S. Kaplan, Gary, Ind.; Louis Herman, Toronto; Paul M. Conaway, Macon, Ga., and assistant general counsel Hymen G. Gould, Rochester, all of whom are expected to be present.

PEANUTS
RAW JUMBOS IN THE SHELL @ \$18.00 PER 100 LBS. ROASTED, \$21.00 PER 100 LBS. Packed in 90-Pound Containers. Prices F. O. B. St. Louis. On new accounts, payment with order. We do not have any other kind of Peanuts, nor do we have Popcorn.
PRUNTY SEED & GRAIN CO.
620 North 2nd St. ST. LOUIS 2, MO.
"In Our 70th Year"

6 CORK GUNS 8 CUSTER CARS
Best offer takes them Battery operated and charger. Best offer takes them.
JAS. CANTE
Union Beach, N. J.

YES—ENAMEL WARE FOR YOU
BINGO OPERATORS—NO NEED TO BE SHORT OF ITEMS.
Glass Cooking Utensils—Picture Frames—Mirrors—Liquor Sets—Knife Sets—Dresser Sets—Towel Sets (Boxed)—Tourist Sets, Etc., Etc. COMPLETE LINE OF PREMIUM MDSE.

Enamel	Price Doz.	Packed	Glass	Price Doz.	Packed
Dish Pan	\$7.00	24	Vac Coffee Maker	\$16.50	12
4 Qt. Covered Pot	6.85	24	Tea Pot	11.00	12
6 Qt. Covered Pot	8.30	24	Drip Coffee Maker	11.00	12
8 Cup Perc.	8.40	12	Tea Kettle	10.20	6
2 Qt. Rice Boilers	8.50	12	Sauce Pan	12.25	12
12 Qt. Water Pail	7.40	12	Silox 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.

FOR SALE

Two Carrouseis, 7-Car Tilt, No. 12 Wheel, Rolloplane, two 1940 GMC Y License Tractors with 28 Feet Van Body Trailers, also Miscellaneous Carnival and Park Equipment. All Rides portable except the one Carrousel; this ride is one of the finest Spillman built, three rows jumpers, 66 animals, two chariots, is beautifully carved and decorated, rim ceiling and enclosure wired for 1700 lamps, 20-HP motor, large-size double Tracker Organ, platform 51 feet diameter, rim 58 feet diameter. This equipment can be inspected by appointment only. Must be dismantled and removed by December 1, 1944.

P. C. BAKER, Lakewood Park
BARNESVILLE, PA.

GROVES GREATER SHOWS
MORGAN CITY, LA., NOVEMBER 6-19
American Legion Victory Fair and Armistice Celebration
Can place Ten-Cent Stock Concessions, Ride Help for Wheel, Merry-Go-Round, Chairplane. All replies
ED GROVES, Arnaudville, La., this week; Morgan City, November 6-19.

AERIAL ACTS WANTED
for Moultrie, Ga.; Valdosta, Ga.; Madison, Fla.; Perry, Fla., and Lake City, Fla. Out all winter.
Shan Wilcox, Playland Shows
Albany, Ga., This Week

Carnival Routes

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo: Austin, Tex.
- Allen & Nickerson: Jackson, Ala.; Flomaton 6-11.
- Arcade: Brownwood, Tex.
- Berryhill United: Linden, Ala.; season closes.
- Bill's Rides: Dozier, Ala., 2-7.
- Bistany: Gainesville, Fla.
- Blue Ribbon: Cocoa, Fla.
- Central Am. Co.: (Fair) Rich Square, N. C.; (Fair) Kenly 6-11.
- Cetlin & Wilson: (Fair) Florence, S. C.; (Fair) Sumter 6-11.
- Colley, J. J.: Durant, Okla.
- Crafts 20 Big: Oxnard, Calif., 2-12.
- Craig, Harry: Midland, Tex.
- Crescent Am. Co.: Gastonia, N. C.
- Dixieland: Holly Bluff, Miss.
- Dodge's Greater: San Luis Obispo, Calif., 3-12.
- Dodson's World's Fair: (Fair) Jacksonville, Fla.
- Dyer's Greater: Obion, Tenn.
- Edy Bros. & Prell: Jacksonville, Fla.
- Expo. at Home: Savannah, Ga.; Valdosta 6-11.
- Fay's Silver Derby: Dallas, Ga.
- Gay Way: Fort Valley, Ga.
- Gentech & Sparks: (Fair) Meadville, Miss.
- Gold Medal: (Fair) Hattiesburg, Miss., 30-Nov. 11.
- Greater United: Victoria, Tex.
- Groff United: Santa Paula, Calif., 31-Nov. 5; San Fernando 7-12.
- Groves Greater: Arnaudville, La.; Morgan City 6-11.
- Hannum, Morris: Charleston, S. C.
- Hennes Bros.: New Orleans, La., until Nov. 12.
- Henson, J. L.: Gunnison, Miss.; Benoit 6-11.
- Jones Greater: Columbus, Ga., 30-Nov. 10.
- Jones, Johnny J., Expo.: Dothan, Ala.
- Kaus, W. C.: Plymouth, N. C.
- Kirkwood, Jos. J.: (Fair) Hamlet, N. C.
- Lamb, L. B.: Demopolis, Ala.; Aliceville 6-11.
- McKee, John: Campbell, Mo.
- Magic Empire: Plain Dealing, La.
- Marion Greater: (Fair) St. George, S. C.; (Fair) Bowman 6-11.
- Marks: New Bern, N. C.
- Mighty Monarch: Fort Pierce, Fla.
- Omar's Greater: Mellwood, Ark.
- Ozark: Bragg, Okla.; Van Buren, Ark., 6-11; season ends.
- P. & W. Greater: Marionville, Mo.
- Peppers All-State: Atmore, Ala.
- Pike Am. Co.: Lone Oak, Ark.
- Playland: Albany, Ga.; Moultrie 6-11.
- R. & S.: Wilmington, N. C.
- Regal Expo.: Albany, Ga.; Valdosta 6-11.
- Rogers & Powell: Lexington, Miss.
- Royal American: (Fair) Mobile, Ala., 3-12.
- Royal Am. Co.: Hinesville, Ga.; Savannah 6-11.
- Royal Expo.: Bainbridge, Ga.
- Siebrand Bros.: Yuma, Ariz., 30-Nov. 2.
- Singleton's United: Arcadia, La.
- Southern Valley: Jena, La.
- Sparks, J. F.: Ozark, Ala.; Montgomery 6-11.
- Strates, James E.: (Fair) Anderson, S. C.
- Stumbo: Hampton, Ark.
- Sunflower State: Vernon, Tex.
- Toyland: Alexandria, La.
- Texas: Harlingen, Tex.
- Tom's Am. Co.: Donaldsonville, Ga.
- Tower Am. Co.: Lexington, S. C.
- Turner Bros.: Charleston, Mo.
- Ward, John R.: Pascagoula, Miss.
- West Coast Victory: Emeryville, Calif., 1-15.
- Wonder City: Bastrop, La.
- World of Mirth: Augusta, Ga.

Circus Routes

- Anderson, Bud E.: Drumright, Okla., 2; Guthrie 5.
- Arthur Bros.: Holtville, Calif., 31; Calexico Nov. 1; El Centro 2; Brawley 3; Calipatria 4; Indio 5.
- Balley Bros.: Thomasville, Ga., 1.
- Cole Bros.: Lake Charles, La., 31; Baton Rouge Nov. 1; Alexandria 2; Monroe 3; Vicksburg, Miss., 4.
- Dalley Bros.: Sylacauga, Ala., 31; Columbus, Ga., Nov. 1; Troy, Ala., 2; Andalusia 3; Union Springs 4.
- Hamid-Morton: Atlanta, Ga., 6-12.
- Polack Bros.: San Antonio, Tex., 30-Nov. 2; Tulsa, Okla., 6-12.
- Sunbrock, Larry, Rodeo: Birmingham, Ala., 2-5; Chattanooga, Tenn., 10-12.

Misc. Routes

- Birch: Emmett, Idaho, 1; Caldwell 2; Nampa 3-4; Gooding 6; Burley 7; Idaho Falls 8; St. Anthony 9; Pocatello 10.
- Blond Rumba Team (Federal Gardens) Buffalo 1-4.
- Campbell, Loring: Decatur, Ill., 6; Springfield 7.
- Couden, Doug & Lola: School assemblies, Coolidge, Ariz.
- Enos, Rue & Phil (Shrine Circus) Houston, Tex., 3-16.
- Fayssoux: McAllen, Tex., 1; Edinburg 2; Mission 3; Rio Grande City 4.
- Francis, George (Latin Quarter) Fall River, Mass., 1-4.
- Francis, Leo: Indianapolis, Ind., 1-4.
- Hagar's, Doc, Oddities: Pittsburgh 1-11.
- Lankford, Walter L., Animal Show: Rich Square, N. C.
- Lippincott: (Fair) Anderson, S. C., 1-4; Chesterfield 6-11.
- Overman, Wally (Riviera Club) Columbus, O., 1-5.
- Ricton's Dogs: Murfreesboro, Tenn., 1-4.
- Sadler, Harley, Show: Slaton, Tex., 2-4; Post 6-8; Snyder 9-11.
- Slout, L. Verne, Tent Show: Fordyce, Ark., 1-4; Atlanta, Tex., 6-11.

WANTED

Man and Wife with experience to promote, assemble and operate amusements for night club and outside recreation. We have large government training camp here and these boys are looking for winter sport. Park and night club will be operated in buildings and grounds of Wayne County Fair Association, Goldsboro, N. C. Write for details. Fine proposition for winter months.

W. C. Denmark, Operator
FUNLAND PARK & PLAYGROUND
Goldsboro, N. C.

John R. Ward Shows
WANT

Capable Ride Superintendent and Foremen for Merry-Go-Round, Wheel and Tilt. Want Girl Show and Chorus Girls for Minstrel Show. Want Man and Wife Manager Cook House. Want Concessions, Pascagoula, Miss., this week.

ARTHUR (POP) SMITH

Contact me immediately via Western Union collect. Good proposition for you.

J. P. BOLT, Mgr.

Royal Exposition Shows
Bainbridge, Ga., this week

WANTED

Sober, reliable Griddle Men; also Night Men. Permanent work in sandwich shop. Good salary and pleasant surroundings. Drunks, save your time and money.

JOE DECKER
SOUTHERN GRILL, INC.
301 East Main St. NORFOLK, VA.

WANT

Shows, Merchandise Concessions, Man and Wife to operate Bingo, Ride Help. All winter's work. Defense towns on coast.

PEARL'S VICTORY SHOWS
Galveston, Texas

FOR SALE

Parker 40 Ft. Merry-Go-Round, in good mechanical condition. Top poor shape. Wire or write

L. B. "BARNEY" LAMB
Care L. B. Lamb Shows, Demopolis, Ala., Oct. 30-Nov. 4; Aliceville, Ala., Nov. 6-11.
P.S.: Can use few good Ride Men for all winter's work. Will buy Kid Rides in A-1 condition.

WANT TO BUY CUSTARD MACHINE

Must be all electric. Electric Freeze or Thomas make. Will pay premium cash price.

Charles McDougall
755 E. Mulberry St. SAN ANTONIO, TEX.

WANTED
NOVELTY ACTS
For Indoor Circuses and Theaters
CAN ALWAYS PLACE GOOD ACTS
For Quick Action—Wire
TOBY WELLS, 643 N. Clark, Chicago

WILL PAY CASH FOR CARNIVAL

Not less than six Rides, Bingo with Blower and Sound System. Wire or write where can be seen.
Address: **BOX 2352, Miami 14, Fla.**

WANTED for the South's Greatest Armistice Day Celebration

AT WARSAW, N. C.

NOV. 7 — Five Days and Nights — NOV. 11.

LEGITIMATE CONCESSIONS

of all kinds. Everything open except Bingo, Cookhouse and Frozen Custard. Positively no Wheels, Coupon Stores or Gypsies. This will be a big one. Wire at once for space. Address

JAMES M. RAFTERY, Wilmington, N. C., this week.

P.S.—Two Kiddie Rides for sale, Swings and Automobile Rides in excellent condition. Can be seen in operation. \$800.00 for both.

Allen & Nickerson Shows

WANT FOR ALL WINTER'S WORK

GENERAL AGENT THAT KNOWS ALABAMA AND FLORIDA.

Ride Help on the following Rides: Second Man on Wheel, Second Man on Octopus, Foreman for Loop-o-Plane and Chairplane. Best of treatment. Best pay. Want Agents for Swinger, also Agents for Ball Games and Slum Concessions and Six Cats. All answer at once.

S. W. NICKERSON, Allen & Nickerson Shows, Jackson, Ala., this week.

P.S.—Doc Barfield, Maxwell Kane, contact us.

WANT

For Mammoth 10-Day Celebration, Charleston, S. C., Starting November 2, Ending Armistice Day, Followed by 10-Day Colored Celebration, Also Charleston.

Want Concessions all kinds. Come on; don't wire. Shows, except Side Show. Tilt or Octopus. Need good Electrician. Ride Help, come on. Out all winter. All wires to

MORRIS HANNUM SHOWS

CHARLESTON, S. C.

CENTRAL AMUSEMENT CO. WANTS

For Firemen's Fair, Kenly, N. C., November 6 thru 11; Mt. Gillead Fair, November 13 thru 18, and all winter South.

Want Stock Concessions that work for 10 cents. Want Shows with own outfit. All contact

SHERMAN HUSTED, Manager, Central Amusement Co., Rich Square, N. C., this week; Kenly, November 6 thru 11.

PAN-AMERICAN THRILL CIRCUS

WANT for eight weeks in Florida, opening St. Petersburg November 9 to 12, for American Legion Crippled Children's Hospital Fund, two high-class Special Agents. Will book Peanut, Popcorn, Eat and Drink Stands. No game concessions will be permitted. Write or wire C. A. ABBOTT, 522 Golf Street, Sarasota, Fla. Our phone, 6142.

Want — BLUE RIBBON SHOWS — Want

Electrician with Diesel experience. Earl Tieghman, Russell Cooper, Jack Dougless, Lucky, answer. Mechanic with Truck and Ride Motor experience, Ridemen and Ride Foreman, come on. Burgess Lawrence and Murphy, come on. A few Stock Concessions open. Shows with own equipment, come on. Can place General Agent and Special Agent capable on Promotions. Must know Florida laws.

L. ED ROTH, Cocoa, Fla., this week.

SOLOMON TICKET HEAD

(Continued from page 33)

W. D. Bartlett, Oscar Bloom, Sam Bloom, Leo Barrington, Arthur F. Briese, Oscar C. Buck, Walter F. Driver, Herbert A. (Whitey) Lehrter, Charles G. Driver, David B. Endy, Sam Feinberg, John W. Gallagan, Joe Rogers, George A. Golden, Max Goodman, Sam Gordon, Nat S. Green, Harry W. Hennies, W. R. Hirsch, S. T. Kessop, Johnny J. Kline, Ernest (Rube) Liebman, Morris Lipsky, Louis Leonard, Andy Markham, Edward Murphy, Harold Paddock, Robert K. Parker, Irving J. Polack, Nat D. Rodgers, Rudolph Singer, Michael Rosen, Jack Ruback, James E. Strates, James P. Sullivan, J. C. (Tommy) Thomas, Ned E. Torti, Al Wagner, A. L. Rossman, Denny Pugh, Max Brantman, Ray Marsh Brydon, Michael J. Doolan, Morris A. Haft, Arthur R. Hopper, Harry Ross, George Terry and Charles Zemater.

Letters Going Overseas

CHICAGO, Oct. 28.—With more than 100 members in the armed forces, the majority of them overseas, the Showmen's League is endeavoring to see that the boys are kept informed of what is going on in the States. This week a plan was inaugurated whereby each member present at a weekly meeting of the League will be given the names of two servicemen to whom to write. The following week they will be given two different names, and in this way all of the members will be receiving letters frequently.

As the addresses of many of the boys change frequently, members knowing of such changes are asked to inform the League secretary so that as many letters as possible may reach their destinations promptly.

WT, R&W COMBINED

(Continued from page 33)

from Denny Pugh and Joe Murphy. During the past season Wells remained on the Reynolds & Wells Shows, with Art Signor as manager, and Reynolds was on the World of Today Shows, with Noble C. Fairly as manager. Both shows reported a big year, with the two combining to play Oklahoma Free State Fair, Muskogee, to an all-time midway gross of over \$45,000.

All show fronts and light towers will be lighted with neon. Priorities on much material necessary in rebuilding and repairing have been obtained. Art Signor will supervise work in quarters. Joe Chiodo is in charge of the mechanical department, Bob McDoo is artist and Paul Will is in charge of the electrical department. Several new features will be announced later.

GA IN RECORD GROSSES

(Continued from page 33)

ing. There were many changes in department heads during the season but at the close things were moving efficiently, especially in the ride department, where several capable bosses joined after mid-season.

On the Tulsa Fairgrounds the 100-by-800-foot pavilion will give cover to every wagon. Natural gas heat will be used during winter work. New shows, rides and other equipment to be added are expected to be in Tulsa before the staff leaves for the Chicago December meetings. Other buildings will be used for storage. Of the original staff who opened the season, Robert L. Lohmar, general agent; Eddie Hollinger, secretary; Karl Eaton, office assistant; O. J. (Whitey) Weiss, concession manager, and William B. Naylor, publicity department, were on hand at the close. Archie Wagner and Tom Sharkey are taking stock and handling storage at the fairgrounds. Sharkey will leave for Chicago and Mr. and Mrs. Wagner for Hot Springs as soon as this work is completed. Mr. and Mrs. Weiss left for Tampa, with a stop-over in Shreveport. Manager Joseph S. Schollbo, who will leave shortly for Houston, expects to be at the Chicago meetings.

2 ALL DAY GRINDERS

All Winter's Work. Pay Every Night. Hour On and Hour Off.

DANCERS

Must be youthful and be able to dance. Pay every night. Pleasant long winter season. Also want a good MIND READER.

WILL PLACE

GOOD GRIND STORE, CLOTHES PIN, RAZZLE DAZZLE OR ROLL-DOWN Work for Quarter and a Half.

All Reply in Detail

LEONA HALLIGAN

416 Washington Ave., St. Louis, Mo.

FOR SALE

Complete 15-Car Dodgem—Rebuilt and Better Than New—Fluorescent Lighting—Beautifully Painted—New Top—in Perfect Operating Condition.

WILL BUY FOR CASH

or Book for 1945 Season

Fly-O-Plane

Address:

Mike Krekos, Gen. Mgr.

WEST COAST AMUSEMENT CO.

291 Sixth Ave. SAN FRANCISCO, CALIF.

DIXIELAND SHOWS

Now Playing Mississippi Delta With Louisiana to follow. Can place for all winter: Fish Pond, Coke Bottles, Stock Ball Game and other ten-cent Stock Concessions not conflicting. Will book Merry-Go-Round with own transportation. Communicate with

W. L. BOSTWICK

This week, Oct. 29th to Nov. 4th, Holly Bluff, Miss.

P.S.: White Butler wants Man and Wife for Grab. George Cain has opening for one Dealer.

OMAR'S GREATER AMUSEMENTS WANT

Concessions, Concession Agents, Ride Help, Carpenter, Wood Work Men, Mechanics. Will buy Rides of all kinds. Have for Sale—All Canvas and other Show Equipment, ten Show Tops, fine Concession Tops. Now contracting for 1945. Will book five major Rides, ten Shows; have new tops. Want capable Show People in all lines, Musical Comedy, Minstrel, Free Act, Shows with or without own equipment. Out all winter. Need men for show and men for winter quarters, now open. Mellwood, Ark., Oct. 30th thru Nov. 4th. Permanent Address: BOX 551, Marianna, Ark.

WANTED

MUSEUM ACTS

JOHN HOWARD MUSEUM

Minneapolis, Minn.

WANT TO BUY

3 ABREAST MERRY-GO-ROUND

30 Ft. Machine Preferred. Not interested in Junk.

JOHN QUINN

100 Davenport, Detroit 1, Mich.

FOR SALE

Parker Merry-Go-Round, cheap; 8 Trucks and Trailers, several Show Fronts, stored at Batesville, Ark.

J. W. LAUGHLIN

c/o Playland Park, 9201 S. Main St., Houston, Tex.

WANTED

To book or buy small Merry-Go-Round, Glider or Kiddie Ride. Concessions—Bingo, Hoopla, Penny Pitch. Shows of all kinds. Wire

P. & W. UNITED SHOWS

Dixon, Mo., Oct. 31 to Nov. 6; then per route

STILL COOKING

Oblon, Tenn., on Streets. First in Three Years. One more Show. High Striker open. Have best Armistice Day spot in south. Will buy 32 ft. Merry-Go-Round. Contact

DYER'S GREATER SHOWS

WILL BUY

60, 70 or 80 ft. Tent with Middles. For Sale—50x80 Khaki Tent, 9 ft. Walls.

WM. KETROW

Gen. Del., Charlotte, N. C.

FOR SALE

Merry-Go-Round, Chair-o-Plane, 8-Car Whip, 15 Dodgem Cars, Portable Dodgem Building. Address:

FUNLAND PARK

Jacksonville, N. C.

NAMA Launches Post-War Plan

Keeney Buys Majestic Plant

CHICAGO, Oct. 28.—Highlighted in real estate activity here this past week was the \$150,000 purchase of a one-story building now occupied by the Majestic Radio & Television Corporation by J. H. Keeney & Company, manufacturers of coin operated machines. The property involved, comprising 60,000 square feet of floor space at 2600 W. 50th Street, was purchased in the name of the Keeney Building Corporation and the trustee, Chicago Title & Trust Company, which conveyed the title to the Keeney firm and is negotiating for an additional 35,000 feet of adjoining land.

After Majestic moves out the premises will be occupied by the Keeney firm, with intention of continuing their war work until conditions permit them re-converting into the manufacturing of coin operated amusement machines, in which they were actively engaged prior to the war.

J. H. Keeney, president of the firm, announced that they plan to erect another building covering 15,000 feet on adjoining land at the newly acquired site.

Chi Cigs Easy To Get If You Need a Nip or Want a Bet

CHICAGO, Oct. 28.—Cigarette shortage thruout the nation is so acute that the wits are at their wit's end thinking up quips and stories about the ingenuity of consumers tracing available packs, and retailers getting the most from their possession of the packs.

Here in Chicago, where liquor was so tough to get not so very long ago, when you had to buy several bottles of wine or cordial to get one fifth of whisky, smokers are also feeling the bite on the ciggie shortage. And to make the most of it the story is going the rounds about the State Street liquor shop in the Loop having an abundant supply of cigs on hand offering their customers the ultimatum—buy a bottle of whisky and we'll sell you a pack of cigarettes!

There is also the story about the smoker who went up to a cigar counter, asked for his favorite brand, and settled for any brand they might sell him, to be (See *Chi Cigs* on page 70)

Gets Plenty Spade Work Done At Successful 2-Day Session

Over 100 manufacturers, suppliers and operators take part in charting industry's future course and finding answers to present headaches

By Walter W. Hurd

CHICAGO, Oct. 28.—Merchandise shortages was the big topic in public and private discussions among the more than 100 delegates and guests at the 9th annual meeting of the National Automatic Merchandising Association in session here October 25 and 26. Operators of practically all types of vending machines were asking the one big question of when they might expect increased supplies of merchandise, and several manufacturers representing candy, gum and soft drink firms were present to try to answer such questions.

About all they could say was that they would like to know the answer themselves. No representatives of cigarette manufacturers were present but operators in the special conference on cigarette problems discussed the supply situation in general.

Two days were devoted to discussions and conferences according to a well-prepared program. Officials of the NAMA agreed that the biggest accomplishment by the organization at the meeting and also for the current year was the launching of a public relations program for the coming year. It was officially announced that a group of about 10 members had assured the organization of a fund of \$25,000 to finance the public relations program for the first year. This announcement was received with such enthusiasm that operators began voluntarily pledging various sums to the fund ranging from \$100 up.

The official program calls for a competent public relations staff to carry out the program with the idea that the membership of the organization will see the results and that when the subject comes up a year hence the entire membership will be ready to support the campaign to the limit.

Made Official

Many speakers referred to the public relations program during the conference, and on the second morning R. L. Strain, of the American Locker Company, made the official committee report to the organization. A 14-page bulletin containing a complete outline of the program was also distributed to those present. This program served to concentrate attention on the completeness of the plans and stimulate prolonged discussion on the benefits the trade would derive.

The program includes a number of points, such as the adoption of a new name for vending machines, a new term for operators, even a new name for the association, engaging a public relations counsel, publishing a house organ and creation of a permanent committee to handle public relations matters.

The advisory committee in its report recommended a code for the vending machine industry which consisted of seven points. There was general agreement that the code was concrete and would be a good advertisement for the industry.

The suggestion that new names for vending machines be found, for operators and for the name of the organization itself aroused considerable discussion, but the suggestion was left over for suggestions that might come from various sources. The desire for a new name for vending machines was due to the fact that so many people still refer to vending machines as "slot machines." The trade wants to get away from this ugly word "slot machines," they said.

The first session of the conference really opened with a big boost for public relations. Nat Leverone, president of the NAMA, opened the first session with appropriate remarks of what might be accomplished during the meetings and with the prediction that it would be one of the most telling conventions ever held by the vending machine trade. Leverone introduced E. J. Condon, an official of Sears, Roebuck & Company, to discuss some of the broad problems of winning public good will.

Exemplary Course

As an official of one of the biggest mail order houses in the country, Condon (See *NAMA Gets Plenty* on page 59)

U. S. Export of Movie Mchs. to Canada Will Feel Eye of Censors

ST. JOHNS, N. B., Oct. 28.—Distribution and operation of a large number of coin operated movie machines thru the Eastern provinces is expected in the near future.

In New Brunswick, movie machine films are subject to the provincial board of censors and pictures cannot be used without the authorization of the board, just as all movies shown in the provincial theaters are authorized. Several years ago the New Brunswick regulations for films were revamped, and in the revision attention was given to movies used in coin operated machines. This is believed to be one of the few provinces in Canada that demands approval of movies for coin machines.

The board has been notifying all distributors of coin machines in the province that it is essential to submit all pictures destined for the machines to the board of censor and such pictures must be passed by the board before they can be (See *U. S. Exports* on page 60)

Second Star Flies In Bally E Flag

CHICAGO, Oct. 28.—A second star has been added to the Army-Navy "E" Flag flying over the "Bally" plant, a statement by Herb Jones, vice-president and works manager of Lion Manufacturing Corporation, revealed.

"The second star," Jones pointed out, "like the original flag and the first star, was awarded officially to the Lion Manufacturing Corporation. Actually this is the organization known to the coin machine industry as Bally Manufacturing Company, and the second star is further proof of the vital contribution of the coin machine industry to the assured victory of the United Nations."

McNamara Resigns From Soundies Post

CHICAGO, Oct. 28.—Ralph P. McNamara, assistant treasurer of Soundies Distributing Corporation of America, resigned as of yesterday to take a position with an as yet undisclosed firm on the West Coast. One of the original employees of the firm, he has been active in all phases of its development. He left for the Coast today.

No successor has as yet been named.

Editorial

Vender Vitality

By Walter W. Hurd

THE vitality of the vending machine industry was much in evidence at the conference held in Chicago under the auspices of the National Automatic Merchandising Association, October 25 and 26. The members of this organization firmly believe their branch of the coin machine industry will lead the procession after the war and they are planning to work toward that end.

Predictions have come from a number of sources that within a few years, following the end of the war, the vending machine trade as a whole, will once again be the leading branch just as it was in the late '20s. In other words, the late '40s may repeat the history of the late '20s with respect to the most advanced branch of the coin machine industry.

One official said that excessive taxes would be the only thing to deter the vending machine from making great strides in the future. Drawing a lesson from the history of the late '20s, I would say that to arouse the enmity of organized labor would be the only thing which can keep the vending machine trade from attaining and holding first place in industry history during the years to come.

Officials of the association said the new public relations program adopted this year was really the outstanding work of the group and much is expected from this program during the coming year, when it will be given a full test. Many interesting ideas have been suggested in the program and among them is the need for new names or terms to designate vending machines, operators and even the association itself.

This need for new names that will take with the public has been felt by the entire industry for many years and many have proposed contests, offering big awards, in an effort to invent names that could be made popular with the public. The vending machine trade has long been disturbed by the word "slot"

and its members want to get away from that. They know also that the term vending machine is too cumbersome and the public will never get used to it.

One of the most influential workers in the organization said privately that the trade should not be so disturbed by the word "slot" because the public may insist finally in using that very word to refer to vending machines. He recalled how the juke box trade had long resisted the public trend to use the word "juke" and then the name eventually became the most popular advertisement the phonographs could get. He also suggested that the men in the armed forces would no doubt invent a short and snappy name for vending machines, if they have not already done so.

Present indications are that the public will begin to use automat, or else will simply say, "I bought a candy bar from a slot downtown." But the trade may still have a chance to invent a more acceptable name before the public gets set on any particular term. Once the public adopts its own name there would not be much chance to change it, even tho a trade spent thousands of dollars in the effort. The whole coin machine industry will wish the vending section good success in getting appropriate names.

Two sections of the trade now have names that have become so popular with the public they are likely to stick for decades. The name for juke boxes was started by the public and repeated by newspapers until the trade had to accept it. Now it is popular the world over, because men in the armed services still speak of juke boxes in whatever quarter of the globe they may be. The name pinball is the only name so far which the trade itself has actually made the public accept against its will. Pinball is now in the unabridged dictionaries and so is likely to become a part of the language.

Public Relations Program Set

NAMA Out To Sell Public on Value of Automatic Mdsing.

\$25,000 fund approved—setting up code of ethics for industry—seeking new names for machines, operators and assn.—plan hiring public relations expert

CHICAGO, Oct. 28.—An ambitious 10-point public relations program, aimed to educate both the public and legislators as to the economic soundness and legitimate place the merchandising machine deserves to occupy in the distribution and marketing phases of the national business picture, was adopted by the National Automatic Merchandising Association following its submission by the public relations advisory committee here on Thursday (26). Drive will be pushed by a \$25,000 fund to put it across. R. L. Strain, vice-president of American Locker Company, Inc., served as chairman of the committee along with W. E. Bolen, J. B. Lanagan, D. G. Letts, E. F. Pierson and G. M. Seedman.

In submitting its proposal, committee pointed out that a sound public relations job would not only secure public acceptance of the industry and the products and services its members render, but also lessen the necessity for the trade to defend itself against unjust taxation, as the cumulative effect of the public relations program.

Committee's Recommendations

In summary form the recommendations of the committee are:

1. Establishment of a code of business practices for the industry setting forth its ideals and objectives in booklet form for use both within the industry and with the public.
2. Adoption of a new name for the term "merchandise and service vending machines."
3. Adoption of a new term for the commonly used term, "operator."
4. Adoption of a new name for the association.
5. Monthly issue of a four-page, informative, good-will publication to be sent to members, potential members, including suppliers.
6. Employment of a public relations staff member for the development and co-ordination of a public relations program and for editing of the house organ.
7. Retaining of a public relations counsel.
8. Adoption of an adequate public relations budget.
9. Approval of suitable plans for raising money to meet the budget.
10. Creation of a permanent public relations committee.

Industry Code

Citing the fact that the foundation of any business or industry rests upon confidence which springs from integrity, fair dealing, efficient service and mutual benefits, the committee pointed out in its report that no public relations program will prove effective unless the industry follows these precepts of sound ethics and good business practices. Therefore it recommended the adoption of a code for the merchandising industry and submitted a suggested code for further discussion.

In a preface to the actual code the committee cited four basic principles which the trade recognizes; namely, that the use of automatic merchandising service units has become widespread, that association members are fully aware of their responsibility to the general public, that the public has not been made fully aware of the important services rendered by merchandise and service units, and that it is the desire of the industry, represented by the association, to cooperate with the public and local chambers of commerce and better business bureaus and other organizations interested in the promotion of good business. The Code as Presented Follows:

"To maintain the good will of the public and to carry on a high standard of

business principles in accordance with the American way of life the members of the National Automatic Merchandising Association pledge themselves as follows:

"1. That the members of this association will recognize at all times they are serving the public and therefore they must always have the public's welfare and well-being first in mind.

"2. That only fresh and high quality merchandise is to be offered to the public at all times.

"3. That units will be always clean, attractive and in good mechanical working order and will be serviced as frequently as the type of merchandise or service may require.

"4. That only those units will be operated which will return to the patron his money if no merchandise is delivered or service rendered.

"5. That all units should be plainly marked with instructions for their operation.

"6. That the members of this association will observe the highest ethics of business dealings among themselves, and with the public and others engaged in all types of business.

"7. That the members of this association will at all times recognize their personal and business responsibilities to their respective communities."

Wanted: New Names

Believing that the term "vending" no longer properly describes the industry, that the term "operator" is also inadequate as applied to the men who place machines on location, and that the term "automatic merchandising" as applied to the association is not as descriptive as it should be, the committee listed new names for each of the above three terms that had been suggested to date and recommended that further exploration be made in this direction.

Terms suggested as potential substitutes for "vending machine" are:

- Merchandising machine
- Self-service machine
- Mechanical service device
- Personal service machine
- Automatic marketer
- Automatic purveyor
- Mechanovend
- Mec-a-vend
- Public service device
- Automart

(See NAMA Out to Sell on page 60)

Officers Re-Elected

CHICAGO, Oct. 28.—All officers of the National Automatic Merchandising Association were unanimously re-elected for the coming year. They are:

President: Nathaniel Leverone, Automatic Canteen Company.

Vice-President: Robert Z. Greene, Rowe Manufacturing Company.

Treasurer: W. G. Fitzgerald, International Ticket Scale Corporation.

Executive director: C. S. Darling.

Associate director: T. A. Vaughn.

Board of directors: L. D. Chambers, Peerless Weighing & Vending Machine Corporation; Paul W. Kimball, American Locker Company, Inc.; F. S. Mason, Ford Gum & Machine Company; E. V. Morava, Mills Automatic Merchandising Corporation.

News Highlights of the Week

CHICAGO.—The National Automatic Merchandising Association held its 9th annual meeting October 25-26. It launched a big publicity program for the coming year and discussed the serious problems of merchandise shortages in the cigarette and candy fields. A number of plans were voted for the next year.

ATLANTA.—The U. S. 5th Circuit Court of Appeals October 20 ruled in favor of the Atlanta ban on pinball games, thus ending a long contested tax situation.

INDIANAPOLIS.—A trade paper in the movie field reported that the "Packard Manufacturing Company has developed a process for recording television programs on wax records." Expected to be big post-war development.

CHICAGO.—No reaction has been reported on news last week by an army officer that Uncle Sam had taken over slot machines at army and navy posts.

CINCINNATI.—The internal revenue office here said that tax reports on pinball games, slots, etc., are not open for public inspection. Some regional offices in other cities have been letting information leak out.

WASHINGTON.—WPB is said to be slowing up on granting of spot permits to manufacturers.

MIAMI.—The State attorney general, in response to an inquiry by OPA, recently issued an unofficial opinion that possession and operation of punchboards are illegal.

MILWAUKEE.—The crusade against bingo games is still going ahead here and in the State capital. There is prospect of a law to license bingo coming up in next State Legislature.

CHICAGO.—The American Municipal Association representing city officials in all parts of the U. S. is holding its convention here this week. Revenue sources are being considered.

WASHINGTON.—The October 15 bulletin of the U. S. Conference of Mayors emphasizes the many concessions that will be let in and around city airports in the future.

CHICAGO.—Newspaper publicity on teen-age clubs here this week emphasized fact that these clubs are increasing rather than being on the decline.

OTTAWA.—Canada is very much interested in U. S. presidential election and effects it will have on future price control and trade relations between two countries.

MEXICO CITY.—Newspaper drive is on in Pueblo near here to regulate jukes and prevent noise.

The Name to Remember

STONER



● Today, we at STONER have but one job . . . to keep production moving ever forward on the vital equipment we are making for our armed forces.

When this need no longer exists STONER will again be back in the manufacture of the popular Univendor line of candy vendors.

To help speed this great day—keep putting your money in War Bonds.

Univendor

the finest in candy vendors

STONER MFG. CORP. Aurora, Illinois

NAMA Gets Plenty Work Done At Successful Two-Day Session

(Continued from page 57)

related some of the high points in the long story of how mail order houses had overcome trade evils, legal opposition and had at last won the good will of millions of customers. He said that the vending machine trade now faced a similar situation, and that it probably could learn much more from the program that had been followed by mail order firms and chain stores. He predicted there would be thousands of new and small retailers after the war and that when competition gets serious they may start a witch hunt aimed at vending machines.

Condon warned the vending machine trade that when their business expanded and they begin to show prosperity, their business will become more evident to the public and they will attract much more attention. He said that when thousands of vending machines are placed all over the country they will be much in evidence and hence the trade must be prepared for certain unfavorable reactions, such as the opposition of retailers and the certainty of taxes.

In the future battle against taxes, he said, big manufacturers of merchandise supplies will in practically all cases be neutral, because they also supply the retail trade. He said newspapers will also be neutral or they may favor the local merchandisers in many cases.

Condon suggested the vending machine trade must win its way on the good American principle that there is room for all and that any merchandising outlet that gives a real service to the public is entitled to its place in the merchandise field. He suggested that the trade avoid politics as such, that it maintain everlasting diligence, that operators win public good will and that they stick together.

Urges Reporting

The subject of taxes was also mentioned frequently during the conferences. B. C. Letts, vice-president of the Automatic Canteen Company, was the first speaker at the opening session, and he referred to the threat of taxes on vending machines as the "Sword of Damocles." He outlined some details of the work of the organization in helping operators in locations and offered many practical suggestions as to how operators should face tax problems. Among other things, he urged that operators report at once to the national headquarters when there is any hint of a local tax threat. The national association could then furnish data and also make suggestions as to how to cope with the local problem, he said.

C. S. Darling, executive director of the association, on the second day discussed the contemplated legislative program for 1945. He said the coming year is another legislative year and that more than 40 State Legislatures would be in session. He said the trade might as well expect a number of tax bills to come up during the year, and that the organization was making ample plans to meet the situation. He said the leaders of the organization refer to the vending machine tax laws in Delaware, Louisiana and Washington as model tax laws covering such machines.

There are 15 States that tax one or more types of vending machines, he said, and the organization has plans to do constructive legislative work in at least seven States during the coming year, according to the present program.

The first afternoon was devoted to group conferences which gave operators a better chance to discuss their biggest problems and also to ask questions. Manufacturers were invited to be present at these group conferences and to answer questions if possible. There were separate conferences for the soft drink trade, another for candy, gum and nuts operators, another for the cigarette section and another for scales, lockers and other service machines. Each group discussed the problems relating specifically to its own field, but shortages of merchandise happened to be the main topic in each conference.

Drink Venders

The soft drink conference was honored by representatives of several of the well-known soft drinks on the market, and they were optimistic about the future but still admitted that the sugar situation is far from satisfactory. The soft drink meeting was also deeply interested

in the prospect for new dispensers after the war. Manufacturers were represented and it was indicated that there would be a number of new beverage venders available as soon as they could be made again. Trade rumors during the year have indicated that there would probably be more new beverage vending machines put on the market after the war than any other one type of machine.

Manufacturers present stated they had plans for new venders and better venders. It was reported that the Rudolph Wurlitzer Company, an important juke box firm, would have a beverage vender after the war, thus confirming a rumor that had been current for some time. Other well-known firms in the coin machine trade are reported to have beverage venders in preparation for the future market.

The candy, gum and nut conference was led by Frank J. Bradley, a young and progressive operator from Buffalo. Several candy manufacturers were present and they were asked to present the supply situation. The 50 per cent set-aside order recently issued to candy manufacturers by the War Foods Administration meant that manufacturers had to take care of the government first and they could not promise any help soon to operators, they said.

There was much discussion of the 50 per cent set-aside order, and manufacturers reported that the whole problem had been taken up with the quartermaster corps. There is not much hope for
(See NAMA Gets Plenty on page 70)

It's the Limit!

CINCINNATI, Oct. 28.—The wartime onslaught of Susie and John Public on the nation's cigar clerks has driven some to drink and others to physical collapse, but in Arno's cigar store here the public was given some idea as to what is thought of him when a sign was posted:

- Out of Cigars.
- Out of Cigarettes.
- Out of Gum.
- Out of Films.
- Out of Stamps.
- Out of Patience.
- Out of Town.

GROUP CONFERENCES LIKELY

Set Aside Order Only Temporary

Mfrs. feel candy supply will ease soon as shipments are on way to Pacific war zone

CHICAGO, Oct. 28.—The 50 per cent set-aside order recently issued to candy manufacturers by the War Food Administration was the chief topic at the group conference on candy, nuts and gum during the recent convention of the National Automatic Merchandising Association here.

Several candy manufacturers were present and they were asked by Frank J. Bradley, chairman of the conference, to explain the present situation. The manufacturers all agreed that the set-aside order had taken them somewhat by surprise, and several of the firms were now using all their production to take care of the government needs. Most of the manufacturers thought this would only be a temporary situation and that in the next few weeks shiploads of candy would be on the way to the Pacific war area.

They constantly hope that in due time the government will have a surplus of
(See Set Aside Order on page 60)

COINMEN YOU KNOW

New York:

AUTOMATIC MUSIC OPERATORS' ASSOCIATION'S recent blowout at the Waldorf is still the talk of the town. Affair hit the jackpot from attendance angle and also saw record turnout of big names in entertainment world. . . . **BARNEY SCHLANG**, AMOA field man, is holding down the fort while **LEE RUBINOW**, association prexy, takes time off to visit parents in Florida. Rubinow put in strenuous sessions getting things in shape for Waldorf event and can use rest. . . . **BOB FRIEDMAN**, music op formerly operating under his own name, is now known as the Silver Lining Music Company. . . . **MORRIS HANKEN**, music op from Atlanta, spotted in town on buying trip. . . . **CLIFF ABRAMS**, Music Service Company, reports himself a beneficiary for second time. . . . **PHIL WARNER**, Pennsylvania op, flashed on buying trip at H. Rosenberg Company. . . . **W. B. CHAUNCEY**, Newburg, N. Y., juke box routeman, spotted buying phono parts at Atlantic Distributing. Chauncey says he's holding down his route for two boys in service. . . . **SEYMOUR POLLOCK**, Tarrytown, N. Y., music man, who was on the sidelines for a spell, is back in action. . . . **CHARLES BERNOFF**, Regal Music prexy, had confab with Harry Rosen concerning Bernoff's music route. . . . **RAY KNOSS**, Midtown Phonograph Service, back in town after trip on biz. . . . **MERLE SCHNEIDER**, son of Charles Schneider, Detroit phono op, doing town in combined pleasure and biz trip East. . . . **HYSOL MUSIC COMPANY**, op, is now located at 9014 Avenue B, Brooklyn.

Shipping execs are notifying distrlbs and repair outlets on the Row that greater care should be exercised in packing machines. Many units have arrived at destination in bad shape because packing was defective and consignees want the trouble corrected but pronto. . . . Phono men report there is an increase in slugs, especially in spots where youngsters hang out. View is location owners should be made more vigilant and watch the kids. Popular trick is to use pennies worn down at the edges so that the coins will pass for dimes. . . . Volunteers are wanted for new War Bond Drive. . . . Trade wants to ring up record total and needs all who can help.

Detroit:

MAX LIPIN reports the Allied Music & Sales Company is heavy in the toy business and expects to make this an

important sideline in the coming year. He has just returned from a business trip to Chicago. . . . **BETTY BRUCKMAN**, manager of the record department of Brilliant Music Company, has been a victim of a severe cold for the past week. . . . **HENRY C. LEMKE**, of the Lemke Coin Machine Exchange, is preparing to move in about 30 days as his downtown building has been sold. Lemke plans to buy his own building as a headquarters for post-war operation. He has just been appointed distributor here for the Batter-Up machine. . . . **MRS. VERNON L. HUNTOON**, who is managing her husband's music route for the duration, left for Camp Claiborne, La., where she plans to visit with him. . . . **HARRY SCHILK**, formerly in business in Northern Michigan, has joined **BRADLEE WILLIS**, Detroit machine operator, specializing in handling amplifier work. **MRS. WILLIS** is convalescing after a serious illness. . . . **ALBERT ASH**, of the Brilliant Music Company, was in Chicago this past week on a business trip. . . . **HUMPHREY SAUVE**, of the A. P. Sauve Company, reports a big pick-up in business. . . . **MARK LINKNER**, of Triangle Amusement Company, has returned from a business trip to Chicago with **MRS. LINKNER**, during which he took in a number of Chicago night spots.

Los Angeles:

BILL WOLF, of California Amusement Company, recently returned from a buying trip East. . . . **CHET GARTON**, California Amusement manager, returned to his desk following a trip to San Diego. . . . **CHARLIE WASHBURN** is getting things in shape for a new recording session for his Rodeo Records. . . . **RAYMOND CHEONG**, operator of 20th Century Amusement Company in Honolulu, is in the city buying coin machine equipment. . . . **JOBBS** shipping equipment to the Hawaiian Islands have received news that some of the shipments that have been in storage in San Francisco may soon be on the way.

H. C. DENNY, of Globe, Ariz., in the city purchasing equipment and spending some time with **William Happel** at Badger Sales. Denny bought quite a large shipment from this firm. . . . **A. M. KEENE**, of Keenomatic in Taft, Calif., in the city on his usual trip. Took time out to make the Latin spots in Los Angeles and to hear his favorite Mexican and Spanish tunes that he hopes some day to hear on Peerless
(See Coinmen You Know on page 64)

Where To Get Cigs, Matches Are Ops Big Headaches

Bev. Mch. Future Looms Brighter

Mfrs. and sirup suppliers marking time until more equipment is available

CHICAGO, Oct. 28.—Shortage of cigarettes and matches quite naturally were the subjects around which most of the discussion centered at the cig group conference for manufacturers, suppliers and operators at the NAMA meeting here Wednesday afternoon. Such problems as how to obtain more cigs, where to get off-brands, etc., were kicked about, but all agreed there was little that could be done excepting that of the operator working with jobbers to see that he gets
(See Where To Get Cigs on page 61)

CHICAGO, Oct. 28.—It's only a question of when machines can be put in the hands of the operators, as to how soon the beverage phase of the automatic merchandising industry will embark upon the brilliant road that lies ahead
(See Bev. Mch. Future on page 61)

ANOTHER WEEK NEARER VICTORY!

... — HELP BRING IT CLOSER—BUY MORE WAR BONDS

Wm Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION

Penny Arcade Headquarters Since 1895. Manufacturers of Photomatic and Other Famous Coin Operated Equipment. 44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK

NAMA Out To Sell Public on Value of Automatic Mdsing.

(Continued from page 58)

Selvor
Servend
Servamatic (or Serv-a-matic)
Merchamatic (or Merch-a-matic)

Suggestions to supplant the term "operator" suggested are:

Marketer
Coin merchandiser
Retail servisor
Servisor

As a substitute for the present name of the association, terms suggested are:
Service Utility Association
Self-Service Association
Automart Association

Monthly House Organ

Principal objectives of a monthly four-page publication to be distributed to members, prospective members including suppliers outlined are: To provide a medium for the interchange of ideas and experience as to best methods of conducting this business, to interchange legal information, to promote understanding of the important service the industry renders the public, to promote good will among the members and to acquaint others outside the industry with the purposes and sound business practices governing its operations.

Other Recommendations

To carry out the public relations program the committee recommended hiring a competent man who would assemble and develop the ideas of the public relations committee, the board of directors and the membership at large, as well as edit the house organ. Additional stenographic and clerical help also may become necessary as the program develops, it was cited. Committee also recommended hiring of a competent person or organization to advise them on their public relations program. It also recommended that the association appoint a permanent public relations committee to meet as frequently as practicable for consideration of the public relations problems of the industry, and to raise a fund of \$25,000 to carry out this program.

SET ASIDE ORDER

(Continued from page 59)

candy and that manufacturers will then be able to supply the civilian trade. All manufacturers are following a system of allocating supplies to civilian customers, they said.

Some operators brought up special problems, but manufacturers said that they must meet the government needs first and then they would continue to allocate supplies as best they could. Some of the candy manufacturers had prepared speeches, and one of them paid special tribute to the vending machine trade as a candy outlet.

Operators took this as a sure indication that candy firms appreciate the vending machine industry. In explaining the 50 per cent set-aside order, candy manufacturers gave this interesting report. They had been to the Quartermaster Corps to get adjustments on candy shipments and had been told by high army officials how the emergency need for candy suddenly developed.

Reason for Order

It had been found that in the Pacific war zone, when soldiers had lived for a few weeks or more on the food concentrates supplied them, that their stomachs actually shrunk in size. When these men returned to the rest camps or bases and got food of substantial quantity and quality set before them they simply could not eat it because of the decreased size of their stomachs. These soldiers began to show a decided preference for candy because they could relish it and it was very appetizing. Thus the army and navy came to see that good candy bars were the immediate solution to a problem they had not expected. Commanders in the Pacific zone sent a hurried call to the Quartermaster Corps for all the candy that could be rushed to the South Pacific.

Hence, the WFA issued the order that candy bar manufacturers set aside 50 per cent of their production for war use.

When the emergency created by the 50 per cent set-aside order clears up, manufacturers said there might be some increase in the supply of candy, but allocation of civilian supplies will continue a long time. Candy manufacturers expect to get about the same amount of sugar and chocolate during the next year. Thus, they expect to continue about the same in their rate of production, but war needs will be taking more

GI Joe Developing A Big Sweet Tooth, Pac. Report Shows

RICHMOND, Va., Oct. 28.—The Richmond Times-Dispatch here, recently published the following candy bar story based on a report from somewhere in the Southwest Pacific. It shows how the men in the services are really developing a taste for candy bars and chewing gum:

"I'd consider myself a pretty good business man back home if I would get rid of 750,000 candy bars in one week. Out there in the Pacific it's just in the day's work," said Sergeant Nat Lantor, now working with the Army Exchange Service in the Southwest Pacific.

A big, husky fellow with a deep Virginia drawl, Sergeant Lantor does business under conditions which would make the average storekeeper deliriously happy one moment and frantic with horror the next. What could be finer than to have no competition in selling merchandise to several thousand men who've been waiting patiently for several months for the chance to buy your stock? Or what could be worse than to have several months' stock on hand only to be told your lease is canceled and you have to move out in a few days? But it doesn't seem to bother Sergeant Lantor.

Home Reminders

"Men in the Pacific theater of operations appreciate anything that reminds them of home, and few things do that as well as a piece of American candy or some article that they've been in the habit of using all their lives. Besides, after being on C or K rations, a man appreciates the taste of some chocolate or cookies. That's why as soon as conditions in a combat area permit, we move in and try to start getting PX supplies to the men. Transportation sometimes holds us up, but we do the best we can to get things moving. Sometimes the news comes that we're going to move out in a hurry. Unlike a civilian business man, we can't take a full page ad in the paper and advertise a fire sale. But somehow everything gets out of our warehouses and to the men."

Johnny Doughboy has a real sweet tooth, according to Sergeant Lantor. In one week they managed to sell and distribute 750,000 bars of good American candy, 300,000 packages of cookies, 25,000 packages of chewing gum. Johnny's parents also taught him good habits about brushing his teeth and keeping clean generally, for in the same period of time Sergeant Lantor and his outfit disposed of 100,000 tubes of toothpaste and 300,000 bars of soap. And altho no jungle belle complained of Johnny's "5 o'clock shadow," he stayed clean shaven by using 50,000 tubes of shaving cream.

Cellophane a Life Saver

Cellophane has been found to have a use far more important than the familiar one of keeping cigarettes moist. To protect troops from enemy gas attacks the army has provided each soldier with a cape-like cover which has been treated to make it impregnable to any deadly fumes. Each of these protective hoods requires the amount of cellophane used to wrap 1,450 packages of cigarettes.

U. S. EXPORTS

(Continued from page 57)

shown, on penalty of prosecution and fine.

No machines are as yet in operation in the Eastern provinces because of inability to get any from the United States for distribution in Canada, altho distributors here have been seeking the machines for immediate installation.

candy, and hence less will be left for civilian use.

When candy manufacturers had gone into details about the supply situation, there was not much time left for operators' discussions and for other topics that had been put on the program. Four or five manufacturers of candy vending machines were present to tell about prospects for future machines but they did not have time to make their announcements.

In private, these manufacturers said they certainly planned to have better machines after the war.

Drug Interests Make Vend. Mch. Inquiry After Demonstration

NEW YORK, Oct. 28.—One-cent venders with an adjustable dispenser and six-column uniform vending set-up suitable for counters was demonstrated by Julius King, inventor of the machine, before a nationwide group of drugstore interests at the convention of the Associated Chain Drugstores' convention held at the Waldorf-Astoria recently. The vender can be used for gum and related merchandising items, and in addition to being compact a lightweight unit has been equipped with a coin refusal device which goes into action when the columns have been emptied.

King says that as a result of the demonstration he is negotiating with a large Eastern drugstore chain and expects to provide experimental models for spot tests. King adds that he believes the drug chain plans extensive coin machine vending installations after the war and will spot his machine in an effort to gauge consumer reaction before going all out on any unit.

From other sources it is learned that extensive drugstore interests not only in the East but thruout the nation are showing extreme interest in coin machine possibilities, and representatives from several large retail drug organizations in recent days have been soliciting data and figures from trade channels. According to the information representatives of the retail drug interests are particularly interested in the Milk-o-Mat, a nickel vender, 1,600 units of which have been okayed for production by WPB for early 1945. Also receiving close attention from these interests are various types of beverage venders.

Indications that the large drugstore chains are about ready to try coin machines on a grand scale is further strengthened by a statement from a spokesman for one of the chains who says that his organization considered venders long before the war but hesitated because it seemed that most venders were mechanically imperfect. Thus rather than install a machine which might antagonize customers and pile up burdens on maintenance departments the particular chain preferred biding their time until better machines came along.

Balto Spots Get Top Soft Drink Biz as Fair Weather Stays

BALTIMORE, Oct. 28.—The continuation of mild weather with temperatures running around the 80s has stimulated renewed activity in soft drinks. Venders report summertime demand.

As a rule the height of the beverage vending begin to dwindle at the first sign of cooler fall weather, but it is not so this year. The latter part of September business began dropping off because of the cool days coupled with rainy weather, but since the first week of October, a change in weather set in, and for the last few weeks it has been mild and fair, and with it has come a much improved activity in consumption of soft drinks in amusement spots. Fortunately, beverage vender operators have a fairly good supply of soft drinks on hand and thus are in a position to take care of the public's needs.

With some of the leading soft drink vending operators, root beer continues to be the most popular beverage just as it had been during the major portion of the season, constituting some 70 per cent of the soft drink business here.

BALL GUM SUBSTITUTE
MARBLES—GLASS—ASST. COLORS
Barrel of 50,000" \$59.50
Keg of 15,000" 19.50
★ ★ ★
CHARMS, Best Grade, 15 Gross Carton,
\$13.25 Parcel Post Paid.
★ ★ ★
COIN COUNTERS, 1c or 5c Cast Alumi-
num, \$1.25 Each While They Last.
★ ★ ★
WINGS, Counter Game, Rebuilt,
\$7.95 Ea.
Full cash with order--f.o.b. factory

TORR 2047 A - SO. 68 PHILA. 42, PA.

SPECIAL! SPECIAL!

200 reconditioned Model 33 Jr. Nut Venders with fool proof mechanisms, slug ejectors, adjustable portions.

GET STARTED DEAL

10 Model 33 Jr.'s and 30 Lbs. Peanuts. \$56.00
Sample, \$5.25.
10 or More, \$4.95 Ea.



MILLS VEST POCKET BELL

5c Play Only Complete With Automatic JACK POT



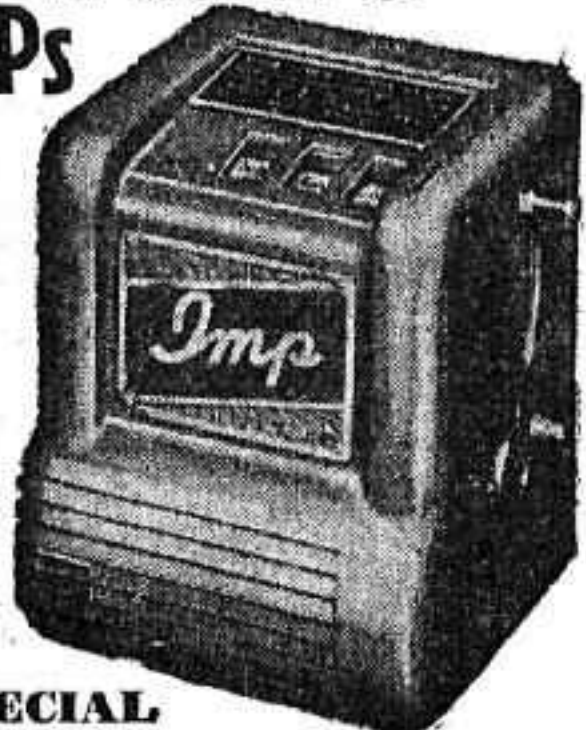
Pays out automatically like a big slot!

\$75.00

MAKE MONEY WITH A ROUTE OF

IMPs

Size 5"x15"x16"



SPECIAL Introductory Offer Case of Six \$57.00 \$9.90

Plenty of good locations are now available. Start now by buying a few machines. A route of IMPS will earn a steady income for you.

Just received over 200 Brand New IMPs! Available in straight 1c or straight 5c play, Cigarette or Fruit Symbols.

Vending Machines Wanted

WE NEED 1000 VENDORS AT ONCE. LET US KNOW WHAT YOU HAVE, GIVE COMPLETE INFORMATION AS TO CONDITION, MODEL, MAKE, AMOUNT ON HAND AND LOWEST PRICE WANTED.

VENDORS

Model 39 \$ 8.95
Log Cabin Duplex, 2 Comp. 12.50
Snacks with Stands 15.00
Col. Model 34 Ball Gum 6.50

Large Selection of New and Used Machines in Stock. Send for Complete List!

1/3 Deposit, Balance C. O. D.

Full Payment Must Accompany All Orders Under \$10.00.

RAKE COIN MACHINE EXCHANGE

2014 Market Street
PHILADELPHIA 3, PA.

Churvis Back Home From Navy Service

CHICAGO, Oct. 28.—Mac Churvis is once again back with Al Sebring at Bell Products here after a 29-month stint in the navy. Mac was assigned to a radio division as a chief petty officer until he received an honorable discharge recently. This ended Mac's second trick in the navy, as during the last war he served as a radloman on the Communication Staff of President Wilson aboard the U. S. S. George Washington.

WHERE TO GET CIGS

(Continued from page 59)

his fair quotas, as well as for him to contact his local cigarette representatives. Criticism of the manner in which some jobbers dole out their cigs was also forthcoming and resulted in a recommendation that the association protest to the cigarette manufacturers on the unfairness of quotas being handed out to operators by some members of the jobbing fraternity. Proposal that the possibility of operators forming a post-war co-operative for the purchase of cigarettes was also discussed.

With a serious shortage of matches already beginning to be felt and looming as a much more serious problem in the next few months because of the terrific purchases made by the Quartermaster Corps, operators turned to discussing OPA's attitude when the day comes that they no longer can obtain matches to put in their machines. The current OPA ruling is that if an operator used matches in his machines as of March, 1942, he must continue to do so. On this matter, a ruling by the New York regional OPA office was cited, stating that operators who were using matches in their machines as of March, 1942, must continue to do so if at all possible. The burden of proof for falling to do so is directly in the operators' lap, but if he cannot obtain them he must then put a sign on his machine calling the public's attention to the fact that the machine may at times be without matches due to their unavailability. There is no need for an operator to reduce his retail cig price below the OPA ceiling for failure to deliver matches since the cost per book is pegged at 1/5 cent, and OPA regards 1/2 cent as the breaking point.

It was also pointed out that New Jersey, because of the types of equipment in general use thruout the State, were still charging 15 cents for cigarettes —1 cent below the OPA price ceiling. Hence it was possible for them to cut out dispensing matches since they were selling below the ceiling. In New York, however, where because of a State tax, coin chutes long ago were adjusted to take 20 cents, operators are abiding by the 18-cent ceiling and returning 2 cents in change in the wrapper. Since they have always vended free matches they must continue to do so whenever possible.

Discussion of post-war equipment, prospects, etc., were tabled because of the fact that they were to be treated the following day in an address by R. Z. Greene, president of Rowe Manufacturing Company and Rowe Cigarette Service Company.

BEV. MCH. FUTURE

(Continued from page 59)

for it in the post-war period. That, in its essence, was the most important conclusion to be drawn from the two-and-one-half hour round-table discussion between operators, manufacturers and sirup suppliers at the beverage panel which was part of the NAMA program here Wednesday afternoon.

Meeting was an unusually lively one, due to the fact that representatives were on hand from each phase of the industry. Presenting the manufacturers' point of view were representatives from Mills

Industries, O. D. Jennings, Vendo, Spacarb, and Wurlitzer. For the suppliers there were representatives of Pepsi-Cola, Canada Dry, Nehi, Birely, Royal Crown, American Can Company and Dixie Cup. In addition there were several operators of both bottle and bulk types of machines as well as prospective operators. Attendance at the session surpassed advance estimates and was in itself an indication of the post-war interest in this field. Presiding at the forum was E. F. Pierson, president of the Vendo Company, who conducted the session in faultless style.

Equipment Wants

Much discussion naturally revolved around the prospects of post-war equipment. In stating what they would like to have, operators asked for such improvements as a three to seven-flavor manually operated bottle machine; larger capacity bottle dispensers capable of handling a minimum of five cases in the machine and an additional three to four in the cooler for a flat-top manually operated dispenser, and still greater capacity for the larger cabinet type models. Ops also stressed the need for mechanical simplicity so that servicemen need not be skilled engineers to make minor repairs; for machines light enough in weight to be moved easily, and for other mechanical improvements.

Equipment To Come

While manufacturers could not definitely commit themselves as to what their post-war models would be like, they did state that those first off the line would be pretty much the same as those produced immediately prior to the war. Such improvements as greater capacity, improved refrigeration and insulation, coin-changing mechanisms, etc., were cited as "things to come as soon as possible." Both representatives of O. D. Jennings and Vendo reported on coin-changing mechanisms that they now have ready that will take nickels, dimes and quarters and vend change as well as drinks.

Sirup manufacturing representatives as well as those from American Can Company professed the keen interest their firms are taking in post-war development of sales thru automatic beverage equipment. Several, such as Birely and Canada Dry asked manufacturers to keep in touch with them on equipment developments. Representative of the Dixie Cup Company told of the research work his firm has been doing to solve the cup problems of the bulk dispensers. While no manufacturer could make any definite promises, they felt that equipment would be available in 1945 provided, of course, the war with Germany comes to a successful termination soon.

At the present time, it was estimated approximately 15 per cent of the carbonated drink output is reaching the public thru machines, and the industry envisions a climb in this percentage to 30 or 40 per cent shortly after the end of hostilities, depending on how fast equipment can be placed in the hands of the operators. The immediate war end demand was estimated at 50,000 to 75,000 the first year, rising to 125,000 at the end of the third year.

Public Relations Problem

One much discussed subject at the conference was that of the need for a sound public relations job aimed to correct the erroneous impression that a beverage machine—or any automatic merchandising device—replaces a retailer or takes jobs away from those who are employed by them. Members reported many instances where venders in war plants have actually boosted sales of drinks for merchants in stores surrounding the plants. Other public relations problems posed were the need for getting the sirup manufacturers to endorse publicly the sale of drinks thru machines by incorporating machines in their national advertising and by giving help to the operators, etc.

As to how the post-war operating phase of the business would shape up, opinion was unanimous in that it would be along pre-war lines; namely, bottlers working under exclusive contracts from sirup manufacturers as well as independent bottlers would be operating; operators working with equipment manufacturers on an exclusive franchise basis would be in the field as would independent operators. Number of new equipment manufacturers scheduled to enter the field was cited as all the assurance the independent operator would need as to the availability of equipment and supplies.

- 4 9-ft. Rock-o-Balls. Ea. \$ 75.00
2 Bally Rolls, 14 ft. Ea. 75.00
1 Rapid Fire Gun 165.00
1 14-ft. Rock-Ola..... 100.00
All Games in Working Condition
Triangle Amusement Co.
14007 Woodrow Wilson Ave.
DETROIT 6, MICH.

LIBERATOR SENSATIONAL 1-PIECE ARCADE SHOOTING GAME

with Super-Realistic Battle-Action Effects!
Flashing Lights! Ringing Bells! Thrilling Play! WRITE FOR PRICE.

ARCADE EQUIPMENT

Table listing arcade equipment prices including items like Cupid's Wheel, Fortune Teller, Drivemobile, and various gun and toy sets.

WILL YOUR LOCATIONS APPRECIATE ACTION?

ZINGO promotional graphic with '5-BALL FREE PLAY REVAMP', 'TRY ZINGO', and 'CASH BOX RESULTS!'

AUTOMATIC PAYOUT CONSOLES

Table listing automatic payout console models and prices, such as Baker Pacer, Mills 3-Bell, and Mills 4-Bell.

TERMS: 1/3 Deposit, Balance C. O. D. or Sight Draft.
PLEASE ADDRESS MAIL TO CHICAGO 22.

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO

TO GIVE YOUR LOCATIONS THE REAL ZING

ZINGO promotional graphic with '5-BALL FREE PLAY REVAMP', 'TRY ZINGO', and 'THE CASH BOX TELLS THE STORY'

FACTORY RECONDITIONED AUTOMATIC PAY-OUT CONSOLES

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L. A. Trade Center Looms As Distributors Plan Moves

LOS ANGELES, Oct. 28.—Local coin machine jobbers are looking ahead to the day when larger and up-to-the-minute salesrooms and warehouses will be the order of the day in the post-war area. Most recent to purchase a building for the time when reconversion will be in order is the Badger Sales Company, which has acquired property at 2251 West Pico, about six blocks east of its present location. Dolores and Jean Minthorne, of the Minthorne Music Company, have bought the building they occupied for several years along with the adjoining one, adding to the list of post-war planners.

Jobbers are fully cognizant of the fact that in the future a salesroom and warehouse will be more than a spot at which to receive and distribute coin machines. Trade competition as well as economic pressure in the distribution of machines following the war will be much greater, they believe, and production will be one of the smaller points in the business since it is getting the advantages of the scientific and mechanical developments of the war. A larger line of equipment to be carried in stock is one of the things anticipated by most jobbers.

Unlike the belief held in other industries that a building must be constructed to handle the business, local jobbers feel that they should convert buildings already established. This is indicated by the fact that both Minthorne and Happel intend to use the spots they have acquired for future business expansion. Jobbers agree that salesrooms and warehouses should be one-story affairs to facilitate display and distribution.

The Minthorne building is a one-story affair with mezzanine, and with painting and some improving now under way. The

Minthornes have a suite of offices to the right of the second entrance. The mezzanine will be fixed up as a lounge, and a special powder room for ladies is also in the offing. The lounge will be used for sales talks as well as for social gatherings.

Happel Will Move Soon

Happel does not intend to move into his new building immediately, as he feels that he will be unable to streamline and improve it as he wants to until materials are released. The fact that Badger will carry more equipment and lines than now is evidenced in the fact that the new building has 8,400 square feet as compared with 2,500 in the present location. If the new building can be put into shape as Happel has visualized it at some date earlier than anticipated, then the firm will move before the present location lease is up.

Space will be the main thing jobbers will stress in looking for buildings. Altho he has about three times as much space in the new building as he has in his present one, Happel doesn't think he has enough. He has deals on now to acquire still more additional space for warehousing. Dolores Minthorne said that they acquired the two pieces of property in order to keep as much as "two or three carloads" of equipment on display at all times.

Fred Gaunt, of General Music Company, which is located near the new building purchased by Badger, believes that in coin machine jobbing the location is the important thing. Jobbers along Pico believe that there will be a grouping of coin machine jobbers. Already this has started to jell. It is understood that Charles W. Washburn is moving at some indefinite date and that Paul Laymon is anticipating a move. The location for the Coin Machine Center is placed by Gaunt as from Figueroa to Western on Pico. Aubrey Stemler, of Clark Distributing Company, says that his guess is that the section will be from Alvarado to Western and from Hoover to Normandie on Western. The Figueroa to Western will include as today, Laymon, Washburn, Badger, Mape, Leuenhagen, General Music, Mac Mohr, Southwestern Vending and Minthorne. On today's locations the Alvarado to Western guess will omit, Laymon, Washburn, Badger, Mape and Leuenhagen. Clark Distributing Company is on Washington. There may be a coin machine center on this street, too, to include Herb McClellan, Irving Bromberg; Associated Operators of Los Angeles County, Inc.; Clark and Jack Gutshall Distributing Company.

Jobbers contacted are anticipating carrying larger stocks. Gaunt, Happel, Mrs. Minthorne, Stemler said they would have more lines, and to do this, Stemler is anticipating additional space for storage for Clark.

Air Freight Prospects

Much has been said about air freight of the future. This will speed deliveries to the West Coast. But jobbers do not think it will materially decrease the size of shipments. In fact, Happel said that the jobber would in the future have to buy much larger stocks at one time. This is taken to mean shipments in carload lots. The reason for this is that the West Coast is so far from the coin machine manufacturing centers in the Middle West that such orders will be necessary to afford the jobbers a chance to compete without having to wait so long for machines to arrive. The air freight or air express will serve the area well in supplying parts. But these will be small parts and things that it will not be too prohibitive to ship. Gaunt said he expected to see machines after the war more compact, smaller and easily transported. However, he agrees that air freight will not be used to move them across the nation immediately.

One jobber, Stemler, of Clark, is anticipating some difficulty in servicing machines after the new ones are released after the war. He is reasoning logically that for the past four or five year servicemen have given little thought to new things. In fact, there has been nothing new for the mechanic to work out. If there is a radical change in circuits the mechanic will have to dig in and find what makes it tick. Not only will the service have to be revamped to suit

the trend, but the mechanics will have to be brought up to date, he believes, thru establishment of extensive framing programs.

The jobbers are divided on whether or not parking areas will be imperative in the near future. Gaunt, of General, contends that jobbers in this field do not sell to a large number of people like theaters and super markets. There are five and six operators only in a place at a time, and hardly ever more than that, contending that they can find parking on side streets. Stemler believes that his problem is somewhat easier to solve as he has a large filling station across the street from him and also has a side street located at the side. Gaunt believes that the side street near him is sufficient to take care of his parking needs. Happel stands against this reasoning. There is a small building near the one he recently purchased. If he can buy it he plans to demolish it and use the space, altho small, for parking.

Optimistic

Happel is optimistic over sales for two years or more following the war. He believes that much new blood will be entering the field and new business will come from men being discharged from the armed forces and who will have money with which to set themselves up in business with a future.

Another angle of business which was not mentioned by Happel is the fact that operators in the field today will need to replenish their stocks. With no new machines available for several years the equipment they have now will need replacement. There will be new fields opening to the present-day operators for which they will buy equipment.

While it is the usual California procedure to landscape business sites, the coin machine jobber will be unable to do this in connection with post-war building, as their salesrooms in commercial areas will not have waste space.

Operators buying from local jobbers will find them located to one another and in the ultra modern buildings. The equipment will be streamlined, so will the buildings. Thus, Los Angeles is well on its way to being the West Coast's coin machine center.

Md. Proposed H'way Spurs Spot Changes

BALTIMORE, Oct. 28.—Plans for a proposed express highway which will run thru the business district of Baltimore, at a cost of several million dollars, has brought about the need for coin machine operators in the city and surrounding territory to juggle their post-war plans for locations. At present there are approximately 200 to 300 sites doing a lucrative business in operation of jukes and amusement devices, and each operator involved is planning a relocation of machines to benefit his post-war business.

The proposed highway is to carry express traffic principally, and the coin operators are planning on moving away from the highway feeling that spots close to the artery will miss much of the potential business by being too close.

On the other hand, operators with long experience see in the planned highway the establishment of many new coin machine locations which will be necessary to handle the increased traffic. Many operators have already moved their spots to choicer locations farther removed from the proposed route.

Retail Outlets Fight Cigarette Vendors in New Brunswick

ST. JOHNS, N. B., Oct. 28.—Retail tobacconists in St. John, N. B.; Moncton, N. B.; Halifax, N. S.; Sydney, N. S.; New Glasgow, N. S.; Charlottetown, P. E. I., have organized against the introduction of cigarette vending machines in those centers.

City councils have been urged to frown on the cigarette vendors on the ground that they are competition to the retailers. Pressure has been brought to bear on local politicians and police to establish an unofficial ban on the vendors, altho there has been no civic, provincial or dominion legislation brought up anywhere in the territory making such discrimination legal. However, efforts are being continued by coin machine distributors to accomplish a modification if not complete lifting of the unofficial ban.

Chi Teen-Age Group Fights Delinquency

Organize Own Club

CHICAGO, Oct. 28.—The juvenile delinquency scare which has been sweeping the nation during this past year is getting a good scare for itself from the juveniles of the country, notably those in the Chicago metropolitan area, who are rising up to fight the stigma being cast on their generation by the various factions using them as a pawn in attaining whatever they are really after.

Here in Chicago, where for many years the juveniles of the Windy City have caught the stirs being cast on them by those criticizing not only Chicago but its alleged knack for festering and fostering criminals as soon as they hit their middle teens, the so-called "trustless" teenagers have formed and are continuing to organize teen-age clubs and other youth clubs to show that there is really another side of the story.

This past week an inexpensive teen-age club, with all the glamour of the famed Chicago nitery stem—Rush Street—is planned by and for the groove fans on Rush Street itself. To be equipped with juke, as well as popular and classical music and a soft drink bar, the club is being organized thru the noble assistance of Leo J. Bartoline, an attorney, in co-operation with the Future Citizen's Association.

Formed a Month Ago

Formed approximately a month ago by Attorney Bartoline's young daughters, Rita, 16, and Yvonne, 14, the Future Citizen's Association has obtained a State charter and has leased a building at 847 Rush Street. Both Rita and Yvonne, along with fellow students at Waller High School here, have been planning the club for many months and they are all enthused in their chance to show authorities that this generation of theirs is not as bad as it is painted. The association has formulated plans for keeping the club open until 10 or 11 p.m. weekdays and midnight on week-ends.

The association, which holds its meetings on Friday nights, has invited representatives of teen-age groups in other Chicago high schools to attend their future meetings so that a full program can be drawn for expanding this wholesome juvenile movement to combat the wartime stigma being thrown at the youth of the nation.

Real Concern Shown

Another tip-off on the concern teenagers have for their future and reputation is seen in the response being received by the Chicago Youth Conference, an adult group, organized for combating wartime juvenile delinquency, from the high school youth representatives thru-out the city. The fall meeting of the group has been set for November 17, according to E. J. Lewinski, executive secretary of the organization, and more than 500 delegates and alternates, representing 176,000 public, parochial and Cook County high school students will attend.

Chicago's superintendent of public schools, Dr. William H. Johnson, the Very Rev. Msgr. Daniel F. Cunningham, superintendent of Catholic schools, and Noble J. Puffer, superintendent of Cook County schools, have co-operated wholeheartedly with both the adult and youth groups in preparation for the coming meeting. The youth organization was founded by the Chicago Conference for Youth, headed by Major Lenox R. Lohr, president of the Chicago Museum of Science and Industry, in a crusade against wartime juvenile delinquency.

Something New Is Added!

A patent has been granted to a Brooklyn inventor on an idea for inserting a folded paper cup beneath the liner of a bottle crown. The paper cup is of standard type and the crown is in no way changed except for the paper cup inserted under the liner. According to the inventor, his idea can be handled on the standard crowning equipment.

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New Marvel Baseball Game . . . 179.50
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5-10-20 . . . \$115.00	Wild Fire . . . \$49.50
Air Circus . . . 114.50	Metro . . . 39.50
Knockout . . . 114.50	Big Chief . . . 39.50
Jungle . . . 79.50	Zig Zag . . . 49.50
Gun Club . . . 79.50	Sporty, Plastic . . . 39.50
Victory . . . 89.50	Home Run '40, Plastic . . . 39.50
Moniker . . . 89.50	Polo, Plastic . . . 25.00
Star Attraction . . . 59.50	New Champ . . . 59.50
Crossline . . . 49.50	Champ . . . 49.50
Bally Club Bell . . .	Barrage, Plastic . . . 39.50
Like New . . . 275.00	Bakers Defense . . . 39.50
Keeney Triple . . .	Bakers Big Time . . . 34.50
Entry . . . 135.00	Bakers Target . . .
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1 Wat'l Old Tp., 10¢ . . . 20.00	Formation . . . 20.00
1 Jenn. S.J.P., 5¢ . . . 15.00	2 Spot Pool, Ea. . . 42.50
1 Ten Strike . . . 60.00	1 Longacre . . . 450.00
1 Western Base Ball . . . 60.00	1 Club Trophy . . . 300.00
2 Jumbo Parade, F.P., Ea. . . 60.00	1 Pace Maker . . . 65.00
FIVE BALL F.P.	2 Grand Stands, Ea. . . 65.00
1 Four Roses \$40.00	2 Sport Page, Ea. . . 40.00
Band Wagon . . . 30.00	2 Pikes Peak . . . 10.00
School Days . . . 30.00	1 Digger Tre. Is. . . 42.00
Skyline . . . 25.00	Miami Beach . . . 37.50
Home Run, '40 . . . 20.00	Hit the Japs . . . 37.50
Lucky . . . 20.00	Stratoliner . . . 37.50
Yacht Club . . . 20.00	Champ . . . 37.50
	Gun Club . . . 42.50
	Bulaway . . . 42.50
	Trapeze . . . 37.50

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Majority Southeastern Area States License Coin Machines

ATLANTA, Oct. 28.—Four States that license coin machines are included in what the U. S. Department of Commerce classifies as the Southeastern States in its quarterly business reports. While the department does not include coin machines in its coverage, yet the industry can find much of interest in the surveys of retail establishments which, after all, are essential to the placing of coin machines.

The department includes Alabama, Georgia, Florida and parts of Tennessee, Louisiana and Mississippi in its regional territory, and of these, Tennessee, Mississippi, Louisiana and Florida have a State license system covering various types of coin machines. The coin machine trade would probably put North and South Carolina in this Southeastern market area, and if so, it would add two more States that have a license system for coin machines. Alabama at one time had a State license system, but the State Supreme Court and an unfavorable administration played havoc with it. Georgia has also tinkered with licensing machines. Surrounding this Southeastern area are Texas, Arkansas and Virginia, with State licenses for coin machines.

None of the State governments maintain counterparts to those special agencies set up by the federal government to concentrate on the ills of the small business man. And beyond one agency of national scope, private small business groups have not appeared necessary in the region.

Few Associations

There are probably three main reasons for the apathy toward the creation of more independent small business agencies in the South.

First, the Southern concerns are primarily small and consequently they predominated the membership of trade associations, Chambers of Commerce and other business organizations. And hence, any problems with which such groups would be concerned would necessarily be of interest to the small enterpriser.

Second, business recognizes the strong community of interest and interdependence that exists between large and small concerns. This relationship is particularly perceptible in trade associations and other business groups.

Third, the consensus of opinion is that the government agencies set up to deal with special problems of small business have apparently done a satisfactory job.

As to private agencies the American Association of Small Business, with national headquarters in New Orleans, deserves mention. This organization was chartered under the laws of Louisiana in 1942, strictly as an agency for the promotion and maintenance of small business.

Altho the American Association of Small Business maintains no office outside of New Orleans, its services for small business men are not of local nature. Rather they are designed to benefit small business thruout the country.

With respect to the private agencies of the region, the following highlights some of the most typical cases of assistance to small business:

Chamber of Commerce

The work of the chambers of commerce, both State and local, naturally varies in type and scope, but their aims are identical. In other words, each chamber seeks the encouragement of trade and industry, and the general betterment of the community and the surrounding area. A sample canvass of these groups, does not reveal any special division or committee set up to deal specifically with the problems of small business, with two exceptions.

One exception is the Alabama State Chamber of Commerce in Montgomery. This organization maintains a well qualified industrial engineer, and assistants whose functions are to assist small industries. Services include advice in planning for new products in post-war, facilities for processing them, more efficient plant arrangement, location of markets and similar problems.

In carrying out this program, the Alabama chamber enjoys the co-operative assistance of specialized skills in the large industries of the State. Altho this special service was set up during the war, it was not designed merely as an emergency service but rather as a per-

manent one that will continue with the return of peace.

The Florida Chamber of Commerce located in Jacksonville also employs a competent industrial engineer, with adequate staff, largely for the assistance of small concerns. His work includes helping small operators on such matters as securing contracts, products, plant arrangement, markets, etc. He maintains a complete inventory and location of all available machine tools in the Jacksonville area.

Trade Associations

Many trade groups in the South have developed strong and effective associations. The functions and purposes of these organizations, and their relative strength and efficiencies vary from trade to trade and from State to State. Lists of such associations, by States, and the trades which they represent are available from the Department of Commerce field offices or the Bureau of Foreign and Domestic Commerce, Washington 25, D. C.

In terms of service to small business, the prime assistance appears to be that of advising public officials and members of Congress and the State Legislatures on legislative matters. Broad problems tackled include tax policy, availability of machine tools, disposition of government owned plants, surplus commodities, etc. Trade associations also interpret to their membership the laws and government rules and regulations that affect their particular trade.

These groups consist of large and small alike, and the services rendered to the large firms are available to the small ones on an equal basis. Some trade association executives report that because of the stronger position and more adequate facilities of the large concerns, they make special effort to aid the small ones.

In most instances, the preponderance of membership by small concerns is far greater than that of the larger ones—often running as high as 85 to 90 per cent. Despite this preponderance of small firms membership, many of these associations are subsidized and maintained largely at the expense of the large ones.

Manufacturers' Associations

These are usually alternative names which apply to industrial groups where organization cuts across trade lines. They integrate the types of specialized services performed by trade associations into single organizations, in which many types of industries are represented.

A State association of this type exists in each State of the region. Typical ones are the Associated Industries of Georgia, Associated Industries of Alabama, and Manufacturers' Association of Tennessee, on a State-wide basis; and the Chattanooga Manufacturers' Association, on a local basis.

The question of setting up a Small Business Division has come up from time to time in a number of associations. Notwithstanding the majority voting strength in the hands of small concerns, no case has been reported in which the justification was felt strong enough either among the manufacturers' associations or the trade associations to warrant such a division.

Some of the best jobs of specific assistance to small firms in the South have been performed by large industries.

In New Orleans for example, public utilities have organized courses and supplied instructors to train small electrical appliance dealers and their servicemen thruout the States of Louisiana and Mississippi to repair and service all kinds of electrical appliances. This type of assistance has been repeated by the utilities in other major cities of the region.

One of the South's largest steel corporations makes available to small firms the services of its specialists in metals, metal processing, shop organization, product designing, markets, etc., at no charge.

This analysis consists of a post-war market-demand survey along the lines followed by the United States Chamber of Commerce. In a booklet, *Begin Again*, it presents the results of a house-to-house canvass by counties to find out the number of refrigerators, hot water heaters, radios, stoves, washing machines and other items of merchandise which consumers expect to buy after the war. Nor is the survey confined to electrical appliances. It includes gas ranges, gas

refrigerators, furniture, automobiles, new and remodelled homes, and other items. Thus the program goes far beyond the electrical markets and is an aid to all types of small business.

Every retailer in the district has received a copy of *Begin Again*. Later, according to the plan, the utility will conduct newspaper and radio advertising to assist the dealers and to keep the consumer sold on carrying out his original plans for post-war purchases.

The figures, when finally realized in post-war sales, may differ from those shown in the survey. But that is not the important factor. The study represents a type of aid which is not only an inspiration to the small merchant, but also supplies him with something tangible on which he can start his own post-war planning.

In conclusion, the absence of associations or groups in the South to deal specifically with the problems of small business, does not imply that such problems are not considered important. They are being met by general business organizations, and by leading industries

in ways which are in keeping with the economy of the region, and are consistent with the interests of all business, both large and small.

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AOA Expansion Plans Call for Exec Sec, Membership Drive

NEW YORK, Oct. 29.—Recommendations that a secretary be employed with association offices supplied him and an assessment of \$50 levied on each member of the Arcade Owners' Association to cover the cost of this employee was to be presented to the full AOA membership by a committee that met here Thursday (26) at the Belmont Plaza. A special meet to hear these recommendations has been called by AOA for the Park Central, Thursday evening (2), at which date membership reaction to the proposals will be tested.

Among powers and duties that will be suggested for the secretary are getting out an association bulletin, setting up files, creation of an arcade info clearing house and, last, but not least, take full charge of an intensive drive to step-up the membership of the AOA on a national basis.

The committee meet comes on the heels of a determined drive for a wider national membership launched by the arcade men at a well-attended gathering held at the Park Central Thursday (19). Following a motion carried by the membership, Al Bendow, AOA prexy, appointed the committee and charged it with arriving at the best procedure for the objective.

Pointing out that the association already has achieved a great deal in preventing tax increases for arcades, Bendow held that much more could be done if the AOA reps in the future could confront Washington tax authorities with a wider national membership.

It was also stressed that the organization was committed to representative national coverage rather than regional concentration and every effort must be exerted by the membership to bring arcade owners from all parts of the country into the association.

In discussions carried on from the floor, members debated the best means of increasing the membership on a national scale. One group favored the issuing of a bulletin by the membership supplemented by personal missionary work on the part of each AOA member to attain this goal. Another group was equally eloquent in favor of hiring a secretary who, among other duties, would have that of stepping up the membership on a national basis as well as the production of a bulletin. The matter was finally left for a committee to decide.

By way of sketching the progress of the AOA, Bendow outlined many achievements already to its credit and singled out for special mention the savings up to one-third of the original cost in insurance obtained by members thru the AOA which already has profited several arcade owners. Suggestions that the

association hold a get-together possibly next January in Atlantic City were approved and passed on by Blendow to a special committee for details.

John Williams, who owns an arcade in Harlem, and Henry Cooper, arcade owner of Hempstead, L. I., were elected to membership at the meet. An application was filed in behalf of Ed Raversby, of New York, and the signing up of Franklin Anderson, arcade owner of Honolulu, Hawaii, was announced.

Committee members who met at the Belmont Plaza were: Joe Ash, J. McKim Smith, Harry Rosen, Ed Raversby and Herman Brothers. Ben Smith and Joe Orleck attended in an advisory capacity.

Among those present at the Park Central meet were: Meyer Wolf, Atlantic City; Harry Rosenthal, Pittsburgh; Henry Cooper, Hempstead, L. I.; John William, New York; Sam Holtzman, Mr. and Mrs. Harry Jacobowitz, Coney Island, New York; Burton S. Perry, Highland, N. J.; Max Shaffer, New York; E. J. Sigler, Delmar, N. Y.; Louis Rabkin, Keansburg, N. J.; Harry Rosen, Coney Island, New York; Charles Rubenstein, New York; Peter Weissman, Coney Island, New York; Milton Weissman, Coney Island, N. Y.; James Mills, Savin Rock, Conn.; Joseph Ash, Philadelphia; Albert M. Rodstein, Philadelphia; Mr. and Mrs. H. Grauf; Alfred H. Davis, New Brunswick, N. J.; Louis Fox, Coney Island, N. Y.; Mrs. Marion Webster, Staten Island, N. Y.; Mikes Munves, New York; J. McKim Smith, Atlantic City; John Cerveri, Fort Lee, N. J.; Edward Raversby, New York; Joseph Orleck, New York; Ben Smith, New York; Irving Sherman, New York; Al Meyers, Rockaway Park, New York, secretary; Bernard Katz, Coney Island, New York, treasurer; Herman Brothers, New York, attorney; Al Blendow, New York, prexy.

COINMEN YOU KNOW

(Continued from page 59)

Diskos. . . . **ELAINE RYAN**, secretary, at *Badger Sales*, back at her desk following a brief illness. . . . **PHIL BROWN** flew down to Los Angeles in his plane to do some buying and to attend to other matters. . . . **MRS. ROY C. SMITH**, of Lancaster, in the city on a spending spree and bought quite a bit of equipment which was loaded into the trailer and taken back with her the same day.

HARRY PERRINE has sold his routes in the desert to A. M. Keene of Taft, and Perrine is opening in Oceanside, and was in the city buying equipment to get this new venture under way. . . . **BEN AND CLEM KORTE**, of Glendale, in

the city for purchases at California Amusement. . . . **QUAY SERGEANT**, sales manager for Minthorne, is out of the city on a business trip. . . . **JOHN PATRICK**, of Santa Maria, Calif., is a buying visitor. . . . **CHARLIE PEVERLY** has bought the music operation of Ken Ferrier in Oxnard. Deal was handled thru Jean Minthorne. . . . **LUCILLE AND JACK ARNOLD**, of Barstow, in the city from that desert town for purchases along Coin Row. . . . **HAROLD MURPHY**, of Palm Springs, signing buyers' registries. . . . **WALTER GAUNT**, well-known operator of 29 Palms, in the city for music part purchases and also to visit Fred Gaunt at General Music Company. One of the things that was a "must" on "Uncle" Walter Gaunt's list was to visit the twin boys of Bennie and Fred Gaunt, **GEORGE BUCKMAN**, of San Diego, in the city at Minthornes for parts.

JACK GUTSHALL, of Jack Gutshall Distributing Company, is putting away his fishing tackle until next year. . . . **LEON RENE**, of Exclusive Records, is getting calls for his *Tisco Cisco*, with a number of retail sales coming from Music City at the corner of Sunset and Vine in Hollywood. . . . **BILL ABEL**, in charge of the record division for Rodeo Records, well on the way to recovery after a siege of illness. . . . **FRANKIE AND VIC RALSTON** have gone to Palm Springs on a combined business and pleasure trip. He is of the Western division of Standard Phono of New York. . . . **BILL SHOREY**, of San Bernardino, in the city on a business trip. . . . **AL WEYMOUTH**, of Weymouth Cigarette Service in Hollywood, is having his headaches with the cigarette shortages.

St. Louis:

The Ace Distributing Company moved into its own building at 1317 Kentucky Avenue in this city several weeks ago. The new headquarters covers over 33,000 square feet of floor space and was modernized thruout before the firm moved from its old headquarters at 3924 Olive Street. . . . **BEN SPASSER** and **DAN BAUM** will stick with their old familiar slogan "When in our city pay us a visit." . . . **BEN AXELROD**, general manager of the Olive Novelty Company, underwent a major operation at the Jewish Hospital October 19. Operation was successful and he will be confined to the hospital for probably another three weeks.

AWOL-ing GI's Kept In Hand by Camp Jukes and Pin Games

NEW YORK, Oct. 28.—Juke boxes and amusement games are playing a big part in maintaining morale among G.I.'s on the Eastern Seaboard. Often had it not been for a phono or game the percentage of G.I.'s going AWOL, getting homesick or just giving themselves over to gripes, might really have been quite high. The percentages of AWOL's thus far noted by the services have been the lowest in the history of U. S. wars. Operators who have gone out of their way to deliver necessary units and who have given repairs of machines on army and navy locations priority over regular stops have reaped abundant praise.

General Fathers, Army Air Corps, Newark (N. J.) army base; Colonel Guardin, 372d Infantry, New York; Major Haas, Governor's Island, N. Y., and other army officers in stressing the fact that today's millions under arms represent one of the best behaved as well as the best trained armies, have expressed their thanks for the contribution of coin machines to army law and order. Charged with the responsibility of keeping G.I.'s fit and in good humor, often under conditions that are trying to say the least, officers agree that the installation of a music box or game has often meant the difference between a happy and a brooding soldier. They add that the use of coin machines often relieved them of unpleasant tasks of getting tough with G.I.'s, since many a soldier who might have been up to mischief on his leave was kept entertained playing the machines and more often than not kept in a peaceful frame of mind.

The importance of the services of operators whose equipment is on army posts is indicated by the fact that a special pass is issued for route men. These passes are extremely rare and are authorized only after the individual concerned has been carefully investigated by both the

Canadian Log Camps Depend on Coin Mch. To Keep Men on Jobs

ST. JOHN, N. B., Oct. 28.—Coin machine of all kinds will be more in demand this winter than ever before as a means of retaining war workers and keeping them contented and efficient on their jobs. Employers located in isolated areas have had great difficulty in maintaining the industrial pace because of the inability to hire and keep help.

With a record demand for lumber and wood products of all kinds, notably pulpwood, it has been found utterly impossible to keep full staffs of workers at the portable and stationary sawmills, woodworking plants, longlog and pulpwood cutting camps. There is little or no entertainment at these spots. This is a very vital factor in the maintaining of production, despite the highest wages, short hours and ideal working conditions generally in the history of the lumber industry.

The coin machines, juke boxes, pinballs and amusement games of all kinds, including shooting, slots, merchandise venders and Soundies, have been found most effective in offsetting the lack of film theaters, dance halls, etc. This winter arcades will be available deep in the woods many miles from the nearest settlement and for use by crews of logging and milling operations. Workers live at some of these camps from late October until mid-April, and with the possible exception of a few days at Christmas when they go to their homes for a short visit. The lumber and pulp operators are turning to the coin amusement machines in their desperate efforts to keep the men and youths at work in the woods. At the villages and small towns, too, where there is only one movie house, the workers quickly tire of the steady diet of pix, usually old ones, and here is where the coin machines are called on to entertain the workers in their leisure time.

FBI and army authorities as to background and character. The pass entitles the bearer to enter and leave specific army posts at any time of the day or night, a privilege few officers get. They are a tribute to the high trust placed in operators by the Eastern Army Command.

ARCADE FOR SALE

High-class Arcade located in heart of the largest military and industrial area in the Middle West. Consists of about 80 Machines, including a double unit Photo Machine with plenty of paper. Is netting \$1000.00 per month. Reason for selling, other business. Will stand the closest investigation. Price \$8500.00.

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Ban Skedded To Finish This Week

Teen-Age Club Activities Get Limelight in Atlanta

ATLANTA, Oct. 28.—Two reports of teen-age club activities were publicized in *The Atlanta Constitution* this week. The first sponsored by a special youth center committee from the Fourth Ward Civic League, one of Atlanta's oldest and most influential organizations, stressed the importance of the teen-age club in solving juvenile delinquency.

Co-operation between members of the sponsoring committee and the officers of the youth organization itself has resulted in the outstanding success of the youth center, with scores of teen-age girls and boys flocking weekly to engage in a wholesome evening of dancing to the music of the juke box, with time out for candy bars, cokes and games. This first teen-age club is now regarded as a going concern in Atlanta, and the youngsters have been provided with good environment and an approved location.

The teen-agers themselves decided to petition the Fourth Ward Civic League for assistance in directing and organizing the club for them. The idea was accepted enthusiastically by the league and a committee was put to work to select a meeting place and other details. Finally it was agreed that the youth center could make its clubrooms—at least temporarily—in the Capitol View Masonic Club hall and the young people were then notified.

From then on the teensters took over, forming the "Capitol View Youth Center," with members of their own group as officers of the organization. An air of confidence and a spirit of co-operation exist between the youngsters and their elders, impressing everyone who visits the club, the reports stated.

Make Own Rules

The young people make their own rules for the club, simple but inclusive enough to convince everyone that they mean business. Admission is by card only, and the Youth center "expects its members and guests to respect the property rights and the rights of others." The youth council also reserves the right to revoke the card of anyone who has broken the rules or decisions it has made.

The members of the club, according to unofficial reports from several enthusiastic teensters, find a great social value outside the significant one of keeping them "out of mischief." Juke box music readily available allows them to develop the graceful art of dancing—alho they

Mexican Editor Makes Drive on Juke Box Noise

MEXICO CITY, Oct. 28.—Taking prominence in the news coming from Mexico City this week is the concern being displayed by juke operators in Pueblo, a city of 50,000, 80 miles from here, toward a concerted newspaper drive to regulate music boxes.

Leader of the drive against the juke boxes is *El Sol*, one of the dailies there, which has coined the name "pest boxes" and editorially expresses the opinion that "people can't sleep" because of the noise. Thus far there has been no official action against the placement or location of juke boxes, but operators fear that the drive is growing hotter and the city fathers might be forced into some form of official noise abatement.

Operators as yet haven't organized themselves into defense of the news blasting of their machines, most of which are located in drugstores and other retail establishments.

El Sol is owned and published by Jose Garcia, who also owns the sports daily, *Esto*, as well as daily papers at Chihuahua City and Juarez.

admit that jitterbugging is still the rage. The cheerful atmosphere of games and the association with each other as they patronize the "snack bar" between dances allow the youngsters to enjoy and learn the benefits of social propriety. According to the announcements in the papers here, the teen-age club is regarded as an open shop for those who want clean, wholesome fun. And the youngsters are proud of it!

The club, its members and sponsors, its operations and entertainment facilities are becoming the center of a mutual admiration society here, according to glowing accounts in the newspapers. Youngsters and grown-ups are discovering pleasing qualities neither knew the other possessed.

Jukes Popular

The second organization publicized in *The Constitution* recently is a "night club" opened in Decatur, Ala., where juke box music is offered to attendants, as well as dancing, short snacks, games, home-made floor shows and other indoor amusements.

Here, too, the teen-age club was patterned after the clubs that have been springing up all over the country for purposes of the youngsters' recreation. The Decatur recreation board, donating the use of the city's newly converted recreation center, sponsored the club thru financial backing. Various committees were formed and finally after much activity with decorating and providing entertainment facilities, the endeavor was completed for the kids to move in and have fun. The juke box trade can be proud to be included in these and other groups that have been formed in progressive communities.

Industrial Music Bill Hits \$500,000 a Year in L. A.

LOS ANGELES, Oct. 28.—Music is playing a big part in speeding production of vital war materials to the fighting fronts, it was learned here in a survey of some of the plants using music in connection with their daily programs. With Muzak supplying the product, it is estimated that 35 per cent of the accounts of the local office are in defense plants. None of the industrial plants contacted have been able to keep accurate checks on production increases brought on by music. However, spokesmen for the plants give the idea a prominent place in their personal estimations.

According to Harold Weber, who is in charge of the local Muzak outlet on a franchise basis, the area is spending close to \$500,000 a year for music. Recently, he said, the War Production Board made a survey of music in plants with the recommendation that more plants use it. Weber's territory is confined to Los Angeles proper because line tolls to Wilmington, San Pedro, Long Beach and other California industrial areas make the proposition out of reason. Only defense plants are able to install such systems at present because they require materials needed in the war effort.

Weber said that on the basis of the survey, it is estimated that following the war when materials are released, more than 40,000 music installations will be made in industrial plants.

Story of Three Plants

Three plants were contacted as users of music with the result that all are for it as a means of increasing production. None has kept figures to show that it has increased production or reduced accidents. Because of the contentment produced among employees, it is known that music has played a definite part in bringing out more machines and parts per worker.

\$5 for a Juke Box

ST. JOHN, N. B., Oct. 28.—What is believed to have been the lowest value placed on a modern juke box is the \$5 for damages assessed against Andre Laurence, of Montreal, in the Halifax, Nova Scotia District Court. Laurence was arrested while creating trouble in the Toronto Cafe, in Halifax. The Montrealer started a one-man riot in the Toronto. Laurence had been charged with destroying a music box in the restaurant and was fined \$5 for being disorderly and \$5 restitution to be paid the owner of the juke box for the damage he inflicted on the machine.

Cincy's New Disk Plant Operators; 'Billys Specialty

CINCINNATI, Oct. 28.—King Record Company, national distributor of phono disks and which for the last year also held the dubious title of manufacturer, with its pressings made by outside firms, is going into the manufacture of records on its own, Sydney Nathan, firm's president and general manager, announced this week.

The King organization, with offices at 1351-53 Central Avenue here, has rented a spacious plant at 1540 Brewster Avenue here in which is being installed a modern fully equipped plating plant where the firm will be able to turn out 24 pieces (masters) per day, according to

(See *Cincy's New Disk* on page 67)

All Holdouts Getting Ready

Bets being placed on tune to be first disked after the two-year lay-off

(Continued from page 14)

the past week . . . a week during which all the banned waxworks were waiting for an answer, from Stabilization Director Vinson, to their telegram asking for action—"Or we will be forced to sign."

No answer was received and so unless every indication goes for naught, and it may, for it has happened before in the Petrillo-platter mess, the three companies, Victor, CBS and NBC, will sign with the American Federation of Musicians on the AFM's terms.

As a matter of record, both in Camden and in New York, disk execs were preparing for the signing to take place. There was a time when a planned signing such as this would have been preceded by calls to orks and singers to be prepared to record, but there have been so many slips between the needle and the acetate that the signing, if it does finally take place this day, will be all set, sealed and delivered before a single wired "come to work" is sent.

Only Act of God

Only an act of God can save the diskers from the fate they have felt worse than death, the agreement to pay into the union coffers a royalty for an unemployment fund—a fund over which they will have no control. And it seems as the God in this case has a war and a political campaign to fight.

Only ray of sunshine in the pic is the fact that man-power aches are easing for the recorders and it appears that even in Bridgeport, a key war center men are being released slowly but certainly for civilian production.

Next Petrillo Move

Even as the companies prepare to sign they are worrying about the next Petrillo move, a move that will hit them and band leaders equally. This move will be to declare the sidemen in on any royalty deal that the leader makes with waxeries. The band leaders will lose dough at first, but as time goes by, it will be the diskers who will foot the bill and ultimately the consumer—and the juke box route operator. The future diskier will find platter income cut up so fine that it'll look like a Sinatra before he bought himself back, an Artie Shaw before he hit the top or a prize fighter on the way up to fame and misfortune.

Along with the bets being placed on the political front and the 802 election in New York, there are the boys along Contact Men's Row who are placing dough on the first song to be disked after the signing of the contracts and lifting of the ban.

Any man's guess is as good as the next on this one, but there are a few hot numbers available but nowhere near the quantities that the pay turntables want—and the boys think that it will be one of these. Others contend that history will repeat itself and the first number will be a tune that's standing the Middle West on its ear. It's a hillbilly number (no adv) and if it should be the first waxed it would join another bit of mountain music *Pistol Packing Mama*, the tune that started Decca back on the road that lead to millions—of disks.

one hour of tunes at a time. This is generally done between 9 and 11 a.m. and 2 to 4 p.m. There is no graveyard shift.

None of the plants contacted has any idea of discontinuing the music. This is taken as an indication that it must be serving its purpose satisfactorily.

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

By Nat Green

All Communications to 155 N. Clark St., Chicago 1, Ill.

Good Campaign Material

The political campaign just winding up has furnished work for many folk tune artists thruout the country. During the last few years the folk tune, Western and hillbilly singers and instrumentalists have proved their value in winning popular favor for candidates for whom they appeared. Their influence was particularly marked in the Lee O'Daniel campaigns in Texas and in the campaign of Jimmy Davis in Louisiana. Politicians striving for the "homey" touch find that the folk tunesters fit perfectly into the picture and are sure-fire crowd-getters, and the O'Daniel and Davis techniques have been widely adopted. All of which has provided many pleasant engagements for scores of artists. That the plan is effective in large cities as well as in the smaller places was demonstrated last week when Governor Green of Illinois had Patsy Montana and several other Western and folk tune artists as features of his campaign meeting at the Hotel Sherman, Chicago, and found them the best insurance for holding the crowd.

Miller Sisters Popular

The Miller Sisters, Helen and Alice, heard over KMA, Shenandoah, Ia., have built up quite a following since their debut on the air about two and a half years ago. Previous to entering radio these attractive girls entertained at Eppley hotels thruout the country. Billed as the Happy Cowgirls, they specialize in Western songs but also sing ballads and hymns. Helen plays piano-accordion and Alice the guitar. A book of their round-up song hits was issued recently.

Tunester Tattle

Red River Dave is making personal appearances along with his new picture *Swing in the Saddle*. Dave, who hails from San Antonio, spent some time on New York stations earlier this year and made quite a hit.

Gib Bourne, Ranch Tune Wrangler, of WNBZ, Saranac, N. Y., has added another sponsor to his *Hidden Valley Ranch* program, now in its 22d week.

George and Dixie, heard over WNAC, Boston, and the Yankee Network, have been doing a grand job with the ballad *Sombreros in the Sun*, by George Calder and Lew Mel.

Don and Helen, of the WOW *Famous Hoosier Hop*, Fort Wayne, Ind., recently introduced a new song entitled *Daddy Belongs to Uncle Sam*, by Dorothy Peters, Fort Wayne songwriter.

Blue Night Climbing

Of the dozen or more published songs of Nell Seely, Lebanon (Ore.) songwriter, *Blue Night* stands out as having a lot of popular appeal, and its airing over a number of stations has brought many requests that it be repeated. It was recently featured over KGW, major Portland (Ore.) station, on *Abe Bercovitz's Personality Hour*.

Recordings for G. I. Joes

A series of swing-sing recordings was made recently for the Special Services division of the war department by the Hoosier Hot Shots after many requests had been received from men on the fighting fronts for something by the Indiana funsters. Among the recordings

are *Bringing Home the Bacon*, *She Kissed Me Once*, *Some Days You Can't Make a Nickel*, and a catchy comedy tune written by Jack Frost, writer-arranger on the *National Barn Dance* air show, *From the West Side of Chicago*, which the Hoosier Hot Shots introduce in Columbia's *Sing Me a Song of Texas*.

Random Notes

Roy West and Ernest Benedict, of the Range Riders, WGAR, find time between their broadcasting duties to do quite a bit of songwriting. In the last few weeks they have turned out seven new songs.

Bobby Gregory, songwriter-accordionist of the Cactus Cowboys, has been substituting for the accordion player in Foy Willing's Riders of the Purple Sage, who was taken ill while playing Madison Square Garden, New York, with Roy Rogers. Bobby rejoined the Cactus Cowboys when they open Wednesday (1) at the Boston Garden.

Janie B. Hamilton, well-known writer and sister of Bill and Jim Boyd, has been quite ill at her home in Lovelock, Nev. She has a wide acquaintance among songwriters and folk tunesters all over the country, and this item will let them know why she hasn't been heard from lately.

Ben Lindberg, KHQ's Old-Time Party Cowboy (his 22d year on the station), is featuring *Roses in the Moonlight*, melody of which was written by Homer Christopher of WBT, Charlotte, N. C.

Happy Gayman is pushing *Shattered Dreams* (melody by Miriam Horn) in night spots in Spokane and in Idaho.

FOLK RECORD REVIEWS

(Continued from page 21)

SINGIN' SAM (Beacon)

A Message From Home—FT; V.
Whenever I Think of You—W; V.

Folk songs of the hearth and the home, rather than the back yards, are tailor-made for radio's Singin' Sam (Harry Frankel). His conversational baritone singing sells both of these earthy ballads. Accompanied by accordion, clarinet and guitar, and taking full liberty with the tempo, he strikes home in a big way for Davis's *A Message From Home*, a weeper-ballad that looms extra big for the juke boxes. It's a heavy and healthy nostalgic note he strikes for the sentimental *Whenever I Think of You* waltz.

BLUE SKY BOYS (Bluebird)

Why Not Confess?—FT; V.
Since the Angels Took My Mother Away—W. & FT; V.

The harmony singing of Bill and Earl Bolick, as the Blue Sky Boys, is outdoor-ish with a vengeance. Boys are strictly from the hay-stacks, and for selling the tear-jerking tunes, there's enough cry in their vocal twangs to dampen any disk. Accompanied by mandolin and guitar, they sing it out sadly for *Why Not Confess?*, complaining of their lost love. For turning on the weeps for honest-to-gosh, what could be sadder than *Since the Angels Took My Mother Away*. It's the kind of singing and song that thrives in the prairie country, and if there is a juke box at the grange hall, they'll run themselves short of nickels in packing the machine for the Blue Sky Boys.

POP RECORD REVIEWS

(Continued from page 21)

FIVE RED CAPS (Beacon)

Sugar Lips—FT; V.
Gabriel's Band—FT; V.

The sustained and rhythmic harmonies of the Five Red Caps ring ever true for Louis Seifert's gay and lively *Sugar Lips*. With the piano-guitar-bass combo sparkling the background instrumentally, it's a contagious rhythmic dish in this dishing. Jimmy D'Arcy's *Gabriel's Band*, also a lively jump ditty, is patterned along the lines of the swing spirituals, with the voices and instruments auditioning for the trumpet man's congregation. Performance on both counts should add loads to the popularity of the Red Caps on the platters.

There's no wastage of either side in this coupling for the music ops, with both ditties designed for generous spinning at a nickel a whirl.

RUSS MORGAN (Decca)

Dance With a Dolly—FT; VC.
There Goes That Song Again—FT; VC.

Call it a "mickey mouse" band if you will, but the fact remains that this music in the Russ Morgan manner listens easy on the ears and just as inviting for those taking it on the hoof with the spinning. Building his band around fiddle figures and his own trombone voicing, Morgan gives fanciful setting for Terry Shand's jingle-styled *Dance With a Dolly* ditty, which is forging ahead once again. Al Jennings gives good lyrical account for himself and the song. Set at a slower tempo is Jules Styne's and Sammy Cahn's *There Goes That Song Again*, love song ballad from Kay Kyser's *Carolina Blues* flicker. Song itself is very catching, both in words and music, with maestro Morgan providing the lyrical content.

"There Goes That Song Again" stacks up as a hit parader, and Russ Morgan's recording stacks up on the strong side where the juke box fans find favor where the accent is on the melody.

HAL MCINTYRE (Victor)

It Might Have Been—FT; VC.
Daisy May—FT.

The music of Hal McIntyre is brought back again, displaying a rhythmic pattern that is plenty in style even now. Cole Porter's *It Might Have Been* torch ballad, taken at a bright tempo, spotlights the romantic baritone of Jerry Stuart, whose song selling is in keeping with the current swoon rage. The Four Lytle Sisters add vocal color to the side in support. The band boys have their inning for *Daisy May*, a minor riff run fashioned by the maestro and Arletta May, with plenty of jump urge for the solo and ensemble passages.

For the jump fans, "Daisy May" is tailored to their likings. If the Cole Porter tune gets the proper support from the publishers and the obliging radio bands, Hal McIntyre's fashioning for "It Might Have Been" is phono fodder as well.

KITTY CARLISLE (Decca)

The Very Thought of You—FT; V.
Sweet Dreams, Sweetheart—FT; V.

Kitty Carlisle takes these two ballads in good stride with her voicing styling. Her pipes ringing clear, and with Victor Young's music heightening the intimacy of her singing, Miss Kitty gives excellent vocal force to Ray Noble's *The Very Thought of You*, which is being dusted off again on the strength of the new movie of the same name. The tempo is stepped up, altho Miss Carlisle takes full tempo liberty on both sides to allow for wider lyrical expression, for M. K. Jerome's and Ted Koehler's *Sweet Dreams, Sweetheart*. The "good-night" ballad is from the forthcoming *Hollywood Canteen* movie, and Miss Kitty brings out all of its melodic beauty to make it a winner.

Kitty Carlisle sings out to better advantage for the intimacy of parlor listening, rather than for the juke-box mobs.

PAULA LAURENCE (Decca)

Something for the Boys—FT; V.
By the Mississineawah—FT; V.

Save for those seeking a permanent record of some of Cole Porter's music, and poor examples at their best, for the *Something for the Boys*, stage success of a few years back, it's difficult to find an excuse for these sides. In spite of the musical comedy style adopted by the orchestra and male chorus directed by Leonard Joy to support Paula Laurence, it's little more than a musical record of the show's title tune for *Something for the Boys*. For *By the Mississineawah*, for which Miss Laurence is joined by Betty Garrett for the Indian novelty chant, it

Juke Spot Poll Reveals Patron Top Tune Picks

NEW YORK, Oct. 28.—By having location owners poll customers and ascertain preferences in disks, the Manhattan A. M. I. has been able to fill the machines with platters now getting maximum plays and thus has also anticipated pop tunes swelling the revenue, according to Harry Hill, of the firm. He feels that patrons of a location and necessarily the location owner hold the key to juke box selections which pay dividends.

Manhattan has impressed upon location owners that just as a customer has his preferences in drinks or specific merchandise he very likely prefers one disk tune to another. Many patrons of juke box stops want and should get Irish jigs, leider, yodel renditions, etc. It would serve mutual interests and certainly the interest of the stop if the location owner would try as hard to please the customer in the music he might care to hear as he seeks to satisfy this customer with the drinks he serves him.

From the angle of Manhattan, Hill says that by persuading the location owner to poll customers the firm has cut down the number of disk lemons sent out, and more locations express satisfaction at the reception of the new disks and the results show the value of word-by-mouth plugs, and to boot, the location owner by being made active on behalf of the boxes has served to swell the machines take.

Commenting generally on the continual poll taken by the firm's locations, Hill reports that the consensus of the stops leaves no doubt that the requirements of the average juke box location today are determined not by civilians but by servicemen. To which, Hill notes, may be appended two important observations.

1. The prevalence of servicemen in most stops tends to make for a certain amount of uniformity in juke box requirements. This uniformity has the effect of altering the peacetime requirements of locations in connection with regional or race disk requirements.
2. The uniformity of servicemen's requirements is apart from jive or jitterbug and more in the direction of ballads and sentiments. As an example: *I'll Walk Alone* and *You Always Hurt the One You Love*.

No Lack of Shellac Now

NEW YORK, Oct. 28.—Government officials are concerned about what will happen when the war tempo in the Far East is stepped up and it finds India less interested in shellac than it now is. No concern is felt, however, about the immediate situation as the government has turned over the task of importing shellac back to private interests as of October 1.

still takes an Ethel Merman in person to sell the song.

There's nothing in these sides to interest the phono ops.

WALTER THOMAS (Gennett)

Jumpin' With Judy—FT.
Blues on the Bayou—FT.

In bringing back the Gennett record label, Joe (Beacon) Davis gets the identifying marker off to an inauspicious start. It's dubious jam music of the backroom variety by tenor saxer Walter Thomas and His Jump Cats, the "cats" taking in a sextet of sepi swing stars who fail to whip up anything exciting, either in solo or ensemble formation, for either the riff-ridden jumper *With Judy* or the delta-styled blues of the *Bayou*, both originals.

Sides are strictly for the hot jazz discophiles, with little to offer for the music boxes.

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414 South Franklin Street

Chicago 7, Illinois

COIN MACHINE MANUFACTURERS and DISTRIBUTORS

See the inside front cover for a message of importance to YOU

Coin Machine Acceptance Corp.

Puerto Rico To Be Lush P-W Juke Box Field

NEW YORK, Oct. 28.—Puerto Ricans are sold 100 per cent on American coin machines and in some communities a new music box is equivalent to an extended preview which crowds lining up outside locations waiting their turn for a try at the "wonderful contraption from the States."

Joe Eisner, former Wurlitzer distributor recently returned from extensive juke box operations there, predicts a big future for both exporters and operators on the islands. Eisner says that the durability, design and all-round reliability of American coin units has made its impression on the islanders. The market there is waiting and wide open as soon as machines are available.

An extra inducement for exporters is that machines need not be new, altho, of course, they should be in good condition. In fact, units may even be obsolete from the American point of view, but if they are mechanically okay they can probably still reap harvests in Puerto Rico. In a comparatively short time the number of juke boxes jumped there from a few hundred to about 2,000, according to Eisner, yet the surface of available music locations has not even been scratched. The opportunity for vendors should not be overlooked either. Retail outlets lag far behind consumer demand, and in many Puerto Rico communities not only are there no facilities for retail distribution, but few are planned. Consequently it makes the placement of vendors especially inviting in locations now situated.

Precautionary Measures

However, certain precautionary measures suggest themselves to all contemplating exporting to Puerto Rico or operating there. Latin Americans are invariably less hurried than Yanks, and mail response as well as negotiations must be expected to suffer from this indifference. Operators who contemplate business on these islands should be tipped that even more than good mechanical performance, the Puerto Rican demand color and dash with machines. He goes for highly decorative units and may well protest at Grade A equipment if this merchandise does not possess sufficient flash. The Puerto Rican asks fair return for his money, along with a touch of Hollywood.

An admitted obstacle to successful operation is the lack of trained mechanics on the islands. The necessity of depending on parts from the United States likewise is not too promising at this time. Eisner solved it by taking a trained mechanic with him as well as a considerable stock of parts. At present such procedure is out of the question in most cases, but after the war it is pointed out that many vets trained in repair work will be available and will be eager to leave the country. In connection with parts and equipment Eisner believes that when the war is over manufacturers will have established outlets on the islands and the stage for big-time coin machine business will have been set.

the business, Nathan said: "The small manufacturer of records has been forced to rely upon the mercy of a few firms for his source of records. Anybody who had two acetates and had the courage to call himself a manufacturer could go to any one of these sources and eke out a few records now and then. I was one of these many for the past year. It was up to me to make up my mind to either get out of the record manufacturing business or do something about it."

"We will have a complete milling department," Nathan says, "in which we will mill all our own biscuits, using formulas that will guarantee long playing life for our records. We have 14 presses which will give us a minimum output of 10,000 records per day."

"We will manufacture, under the King

label, hillbilly records exclusively. Among the artists already signed with us exclusively are Carlisle Brothers, Delmore Brothers, Grandpa Jones, Bill and Evalina, Hank Penny and Cowboy (Pappy) Copas. The numbers we record will be original, songs either owned outright by us or on which we receive the first recording rights, and we plan to create a market for our own numbers. We also will manufacture, under another label, a small catalog of septa and hot jazz disks. About November 1 we will release the following numbers by Chubby Jackson's orchestra: *Popsie; Don't Get Too Wild, Child; I Gotcha Covered* and *As Face*.

"All distribution will be handled by us direct from our factory. Our records will retail at 75 cents plus tax, and wholesale at 49½ cents, including tax."

PHONOGRAPH RECORDS

150,000 BRAND NEW RECORDS

150,000 BRAND NEW RECORDINGS always in stock! Victor, Columbia, Decca, etc., and over 30 other makes. Whether it's a new "Hit Parade" number or some old time favorite you can get it from us. We have thousands of single classics and all of the albums of Concertos, Operas, etc. Also Polkas, Foreign, Jazz, Boogie Woogie, and Cowboy Tunes. Get the records you want. Buy by mail. We ship everywhere! Monthly magazine containing new record reviews SENT FREE! Send your name and address. Automatic Sales Co., 56 East Hennepin, Minneapolis 1, Minn. "N. W.'s Most Talked About Record Shop."

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LARGE QUANTITY OF 6SC7 TUBES \$1.00 EACH IN LOTS OF 10 OR MORE

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RECORD DISCS

For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old discs the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots of 5.

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3208 Jackson St., AMARILLO, TEXAS

WILL PAY 8¢ EACH

For Used Phonograph Records. Write us for full details.

DAVIS SALES COMPANY

625 Erie Blvd., East Syracuse 2, N. Y.

Telephone 5-5194

CINCY'S NEW DISK

(Continued from page 65)

Nathan. Stephan J. Shaw, until recently with the MacGregor Studio on the West Coast, is supervising installation of equipment and will be in charge of the King record-making plant upon its completion. Shaw has had 20 years' experience as a plater.

In speaking of the firm's decision to enter the disk manufacturing end of

WURLITZER - SEEBURG - ROCK-OLA MOTORS REPAIRED

10 DAYS SERVICE \$8.00

SHIP TO US EXPRESS PREPAID

BLISS & SAGE

ELECTRICAL COMPANY

FOR OVER FIFTY YEARS

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A NEW PHONOGRAPH NEEDLE

PERMO POINT ROUND

TO MEET TODAY'S CONDITIONS

Here is the Coin Phonograph Needle that solves those wartime needle troubles. Ask your Decca, RCA, or Columbia distributor about it. Available now! Costs no more.

Permo Point Elliptical Needles will continue to be available through regular distributors.

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A Sound Post-War Investment

Soundies

MUSICAL MOVIES

Here is a profitable business of interest to all operators—SOUNDIES. They're thrilled-packed, professionally made films ideal for ALL motion picture machines . . . with the greatest names in show business working for you! Prepare now for post-war's greater profits.

All films in our library are approved by City and State Censorship Boards.

Write today—let us know type of machines you are operating.

SOUNDIES DISTRIBUTING CORP. OF AMERICA, INC.

209 W. JACKSON BLVD., CHICAGO 6, ILLINOIS

CABINETS FOR YOUR OLD MECHANISM

SINGING TOWER

NEW CABINET. Case Complete—Glass Dome, Plastic Front Panels, Mirror Inlay. No Selector. Use your own Selector according to machine you mount. Can mount any Wurlitzer, Seeburg or Rock-Ola. Height 70"—Width 36"—Depth 25"

PRICE \$144.00 EACH.

10% Discount on lots of five cabinets.

STREAMLINER CABINET

Rebuilt—Factory Refinished

This is one of the finest cabinets built. Stainless Steel Grill—Aluminum Base Board—Tube Light Effect—No Selector. Height 62 ½"—Width 85"—Depth 25". PRICE \$104.00.

10% Discount on lots of five cabinets.

If You Should Need Accessories, We Have Them

Selector Plates—Selector Plastic Push Button Units—Rock-Ola Revolver Light Units—Speakers—Slug Rectifiers—Money Boxes, Etc.

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YOU WANT A NAME FOR THE 5¢
ALL KNOWN THIS STATE
Home Run - \$1.00 in Trade
First Base Hit - .75 in Trade
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BASEBALL CARD
255 Punches @ 5c a Punch
Takes in.....\$12.75
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10 Cards Minimum Order.
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MID-WEST NOVELTY CO.
6409 N. Bell Ave. CHICAGO 45, ILL.

Coin Biz May Feel Effect of Drop in Patent Applications

CHICAGO, Oct. 28.—Fear is being expressed in the coin machine industry and especially in Chicago, that the recently acknowledged lack of patent applications reported by the National Association of Manufacturers, being presented since the beginning of the war, will affect the advance of the industry in time, particularly soon after the war.

It is confessed by authorities in the trade that many of the young men who in normal peacetimes are engaged in the coin machine industry, pursuing mechanical livelihoods which are conducive to inventive thinking, are now acquiring invaluable knowledge in the armed forces and many of them will return to the ranks of the coin machine job rolls and use their newly acquired knowledge for the benefit of themselves and the trade. However, it cannot be denied that some concern must be shown for the number of years the trade is going without them.

Below Level

The National Association of Manufacturers has revealed that on a per capita basis, invention is 45 per cent below the pre-depression level. In addition to the absorption in the army of logical inventive man power, war projects, too, take a great number of scientists, chemists and engineers. Another factor which cannot be ignored is the necessity for the government withholding many patents which cover inventions conceived and developed since the war which cannot be revealed now as by so doing information of value might be disclosed to the enemy.

Fall During Last War

It is pointed out by the association, however, that there was a similar fall in inventions during the last war, and a consequent decline in the number of patents issued. It is also revealed that the number of patents issued during the past 50 years have not kept pace with the increase in population, even though the number of technical training schools and industrial experimental laboratories have increased. In 1918, alone, there were 60,000 applications for patents compared with the present list of half that number. Another factor to be considered, too, is that the patent office with the modern

routine and swift disposal of applications has eliminated many listed patents which were held over for years. It is admitted that the rise of industrial research and the expense and complexities entailed help to explain the fall of patent applications. Many men who would, were it not for industrial research be struggling along on their own have the benefit of available industrial capital to carry on their experimentation. With such competition the independent, individual inventor goes along much slower than he would years ago.

There is a growing tendency to rely on trade-marks and the laws that govern unfair competition to protect innovations. Altho the lone inventor will always be with us, for which American ingenuity may always be thankful, he knows that the road to success will not be smooth in competition with the salaried engineers, chemists and scientists of the large corporations. More of a deterrent to the lone inventor is litigation, which is always tedious and sometimes ruinous.

Out of this war will come many young men with an inspired ability to create and aided by the scientific advancement already made during the years of war due to the urgency of development, they will undoubtedly step rapidly along in bringing to reality their dreams and plans conceived in the fox holes of an embattled world. The coin machine industry eagerly looks forward to the return of these men who have gone forth from its ranks and invites each to join with the industry in the march toward post-war development of coin devices which will revolutionize the amusement and merchandising fields of business.

INTERNATIONAL SCOOPS!

MUSIC

- 2 Rockola 20 Record Steel Cabinet
- Hidaways
- 1 Rockola Imperial 20, R.C.\$129.50
- 1 Rockola Imperial 16 175.00
- 2 Rockola Moderne Tone Columns 110.00
- 1 Rockola Glamour Tone Column 62.50
- 1 Rockola Standard Dial-a-Tune 120.00
- 4 Mills Do-Re-Mi 300.00
- 1 Mills Zephyr 89.50
- 1 Mills Zephyr 79.50

10 DOUBLE SLOT SAFES, SINGLE DOOR, NO KEYS, SPECIAL FOR THE LOT \$300.00

MISCELLANEOUS

- 12 1938 Track Times\$125.00
- 3 Mills 5¢ Vest Pockets, Green 49.50
- 1 5¢ Jennings One Star Chief 95.00
- 2 5¢ Watling Rollatops 95.00
- 1 Pokerina 120.00
- 4 Popmatic Popcorn Machines, Very Clean, Each 65.00
- All for 250.00
- 6 7-Column S. & M. Cigarette Vendors, Complete with Cabinet Bases, 20¢ Combination, Each 39.50
- All for 200.00

TERMS: 1/2 Deposit With All Orders for Domestic Purposes.

Full Cash With Orders for Exports.

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2115 Prospect Ave. CLEVELAND, OHIO (MAIn 5789)

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We have a liberal percentage deal for live-wire Operators who have good will and following in their territories, can repair games and are in immediate need of high-grade equipment. This is a permanent connection with unlimited post-war opportunity. We furnish the latest and finest 5 and 1-Ball Games available at all times. Write, tell us about yourself, three references, territory covered, license requirements, number of games and type of equipment you can place. Address:

BOX 617, The Billboard, 155 N. Clark St., Chicago 1, Illinois.

WANTED

Genco

Punch — Tops — Big League — Big Town — Blondie — Fallies — Powerhouse — Mr. Chips — Formation. Games must be complete with all parts. State quantity and lowest price first letter.

H. PASOLD, 3051 N. Leavitt St., Chicago

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SUPER RECONDITIONING

Produced by ATLAS EXPERT TECHNICIANS

STARRING ATLAS (LIKE NEW) BARGAINS

- 5¢ Super Bell
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BEST VALUES

ALWAYS RELIABLE

PARTS FOR ALL YOUR NEEDS
Order by Part Number

- Bally Paytable Escalators \$ 7.50
- 5¢ Jackpot for Mills 15.50
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- 5U4—524—5W4—5W3 1.00
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- 603B—30 MFD 450 V. Condenser 1.75
- 604B—40 MFD 450 V. Cond., Dry 1.75
- 171—3000 Ohm Variable Resistor for Chicken Sam 2.25
- Wurlitzer & Seeburg Casters, Set of 4 1.50
- ABT Coin Chutes, Reg. & F.P. 3.75
- Case (120) 25 W. Bulbs 9.60
- Grille Cloth. Sq. Yd. 2.50

WRITE FOR COMPLETE PARTS LIST.

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1/3 Deposit With Order.

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- New Marine. 199.50

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PM Speakers. 11.95

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JENN. CLOCK GEARS, Complete, \$3.50.

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- 1 Seeburg Gem in Victory Cabinet\$550.00
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- 1 Rockola Counter Model w/ Stand .. 127.50
- 1 Mills Empress, Good Condition 275.00
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SLOTS

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- 6 5¢ Mills Blue & Gold Vest Pockets. Ea. 49.50
- 1 5¢ Columbia Gold Award 39.50
- 3 Jennings Cigarollas XV. Ea. 75.00
- 1 25¢ Jennings Gooseneck 40.00
- 5 1¢ Watling Treasury, T.J.P. Ea. 20.00
- 1 25¢ Jack Pot Dice Game 37.50

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FIVE BALL FREE PLAY GAMES. Each \$15.00

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- 6 5¢ Liberty, Clean. Ea.\$15.00
- 6 5¢ Mercury, Clean. Ea. 15.00
- 6 5¢ Spark, Clean, Ea. 15.00
- Double Safe Stands. Ea. 50.00
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IF WHAT YOU WANT IS NOT LISTED WRITE US, AS WE HAVE A LARGE STOCK OF ALL TYPES OF VENDING MACHINES. WRITE FOR PRICES.

EAST COAST MUSIC CO.
1001 Walnut St. CHESTER, PENNA.
Phone: Chester 3637

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ARCADE MACHINES

- 1 De Luxe Western Baseball\$ 95.00
- 1 Evans Ski Ball 95.00
- 1 Egyptian Seeress 1¢ Card (New Figure) 40.00
- 1 Chester Pollard Golf 55.00
- 1 Mountain Climber 150.00
- 1 Western Baseball 75.00
- 1 Aero Ball, 1¢, Two Players 60.00
- 1 Radio Rifle, 7 Rolls Film, All 125.00
- 8 Pikes Peak (New). Each 19.50
- 1 Mutoscope Hurdle Hop 50.00
- 6 Chicken Sams (Three Need Minor Adjustments). Each 85.00
- 6 Exh. Counter Model Picture Machines. Ea. 15.00
- 1 Wizard Fortune Teller 10.00
- 1 Lo-Boy 1¢ Jennings Scales 35.00
- 1 Texas Leaguer 35.00
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- 1 Outdown Model Chester Pollard Golf ... 40.00
- 1 Outdown Model Chester Pollard Football 40.00
- 1 Skill Shoot 19.50
- 1 Exhibit Love Meter 25.00
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- Counter Model Grippers, Each 5.00
- Electric Holsts & Merchantman Diggers. Ea. 45.00

RODGER M. WORK
Nelson Lodge Amusement Park, Garrettsville, Ohio
Phone 35F5, Parkman, O., Exchange

WANT TO BUY

200 A.B.T. Challengers, Pikes Peak and Kicker and Catchers. Will pay \$15.00 for Challengers, \$15.00 for Kicker and Catchers and \$10.00 for Pikes Peak. All the above must be in good order.

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117 N. Frost Street PAMPA, TEXAS

FOR SALE

25c Pace Comet, 2/5 Payout, \$169.50. Excellent Condition.

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Assoc. (ATLAS AUTOMATIC MUSIC CO., 4704 CASS AVE., DETROIT 1
Offices (ATLAS NOVELTY CO., 2219 FIFTH AVE., PITTSBURG 19

FRIENDLY PERSONAL SERVICE

ANNOUNCING Our New Policy Of Weekly Specials

Each week our Billboard ad will carry good, serviceable merchandise that we have slashed in price for the purpose of clearing our inventory before January 1.

CONSOLES

Buckley Track Odds, Daily Double, Jack Pot, Late Model	\$399.50
Derby Day, Flat Top	17.50
Stoner's Zipper, Roulette Style	21.50
Bally Turf Special	34.50
Jennings Fast Time, Free Play	69.50
Payout	79.50
Pace's Reels, 5c, \$59.50; 10c	74.50
Keeney Track Time, Red Cabinet	59.50
Exhibit Longchamp, Large	29.50
Pamco DeLuxe Bell, Two Coin Chutes	29.50
Bally Skill Field, 7 Coin Head	49.50
The Favorite, 9 Coin Head	29.50
Sollitalro	29.50

Pre-War 3-Wire, Rat Proof, Heavily Insulated Cable, 12¢ Per Foot.

MAIN GUN CABLE, excellent pre-war seven-wire cable, 3/4" diameter, each wire individually rubber covered, all seven wires shielded and covered by heavy insulation, regular microphone cable, 40 foot lengths, \$7.50.

1/3 Deposit—Balance C. O. D.

WATCH FOR NEXT WEEK'S SPECIAL

State Distributor for Seeburg Phonographs and Accessories.

MILWAUKEE COIN MACHINE COMPANY

3130 W. Lisbon Ave. MILWAUKEE 8, WISCONSIN

Wartime Experience Will Be Help to Trade in Post-War

NEW YORK, Oct. 28.—In the long run the conditions produced by wartime stringencies will have a beneficial effect on the entire coin machine industry and lead to its more secure foundation, informed coinmen agree in a survey of the trade here. Typical of the reaction to the query as to whether the war has hindered or possibly advanced the industry is that of a manufacturer whose war work has not prevented him from doing considerable thinking on the prospects of coin machines now and at post-war. For every setback suffered in the industry today, this spokesman held, there may be detected a corresponding advance if those concerned will look for it.

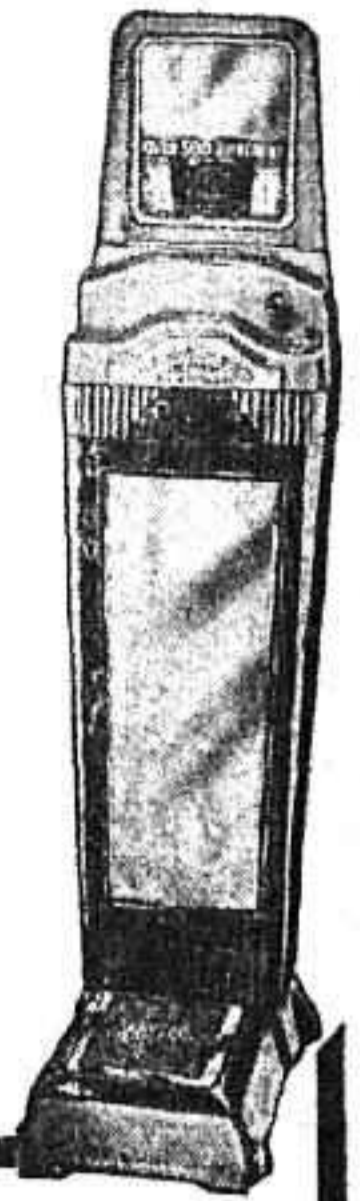
From the angle of the manufacturer the majority of which are today wholly engaged in war output, the consensus is that these producers have picked up ideas, methods and even devices during the course of their work for Uncle Sam that will be of incalculable value to them when coin machines are okayed again. One manufacturer tells about his own experiences. Time and again he was confronted with problems which he had to work out from scratch with a deadline hanging like a suspended sword over his head and the pressure to meet this deadline freighted with the terrible knowledge that men's lives depended on meeting it. Yet when the fury was over and the situation had been resolved what had been arrived at more than repaid the tensions it had aroused because of the lasting benefits it afforded—benefits from the point of view of peacetime coin machine production.

Treating of distribut under wartime conditions, the feeling is that the distrib has impressed upon the average op how indispensable he really is. Many ops in the various communities would have

really been up against it if there had been no manufacturer's representative with the respective resources behind them. Distribs, in many instances, are compelled to operate at a non-profitable and pinch-penny basis, but looking beyond the present it is pointed out that the good will engendered by their servicing and repair jobs very likely will more than be repaid when the machines come rolling off the line again. Beyond this the distrib has gained, because as it is pointed out, due to the demands made upon them, many of the outlets have really become specialists in servicing, and over and above courtesy work they can today and will in the future be depended on to do a thoro job on a unit.

Operator View

As for the great body of the ops the problems of obsolesence and merchandise droughts may seem to them today to be (See Wartime Experience on page 74)



★ PUT THE AXIS AWAY WITH A BOND TODAY ★

WE CAN REBUILD YOUR OLD SCALES AND MAKE THEM LOOK LIKE NEW

Get your Scales rebuilt now and have them ready for your big season.

WATLING MFG. CO.

4650 W. Fulton St. CHICAGO 44, ILL.

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- 2 50c GOLD WAR EAGLES
- 3 5c GOLD CHROMES
- 7 10c GOLD CHROMES
- 9 25c GOLD CHROMES
- 2 5c SILVER CHROMES
- 5 10c SILVER CHROMES
- 8 25c SILVER CHROMES
- 2 5c BROWN FRONTS
- 4 10c BROWN FRONTS
- 12 25c BROWN FRONTS
- 3 5c BLUE FRONTS
- 5 10c BLUE FRONTS
- 8 25c BLUE FRONTS
- 12 5c Q. T.'s Originally Blue Made Glitter Gold \$89.50
- 6 10c Q. T.'s, Same as Above 99.50

- 8 5c JENNINGS FOUR STARS
- 2 10c JENNINGS FOUR STARS
- 6 5c WATLING ROLA-TOPS
- 2 10c WATLING ROLA-TOPS
- 4 5c PACE COMETS
- 2 5c MILLS CLUB BELLS (Cabinet Model)
- 1 10c MILLS CLUB BELLS (Cabinet Model)
- 4 25c MILLS CLUB BELLS (Cabinet Model)

We have all types of Coin Machines. Tell us what you want.

SICKING, INC.

1401 Central Parkway Cincinnati 14, O.

SLOTS

WANT—We will buy your Mills Flashers, Ten Grands, F.O.K.'s, Skyscrapers and Wolfheads for \$25.00 each; \$5.00 extra for 10c and \$10.00 extra for 25c Models.

MAY GAMES COMPANY

977 Golden Gate Ave., San Francisco 2, Cal.

GUARANTEED CONSOLES

Sun Ray, F.P.	\$125.00
Bob Tall, F.P.	100.00
Big Top, F.P.	75.00

Full Cash With Order.

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316 S. UNION ST. WILMINGTON, DEL.

GUARANTEED USED GAMES OLIVE'S SPECIALS THIS WEEK **SOLD OR MONEY BACK**

FIVE BALL FREE PLAY

Attention	\$ 57.50
Five-Ten-Twenty	135.00
Invasion	150.00
Jeep	127.50
Knockout	125.00
Majors, '41	60.00
Majors (Old Style)	18.00
Mascot (Plastic)	40.00
Monicker	85.00
Play Ball	42.50
Repeater	50.00
Seven Up	60.00
Skyline	37.50
Slap the Jap	67.50
Sluggo	60.00
Ten Spot	57.50
Venus	75.00
Zig Zag	42.50

MISCELLANEOUS

Bally Rapid Fire Gun	\$179.50
Play Pool	295.00
Victorious One Ball	162.50
Track Time, 1938	90.00
Preakness (Payout)	17.50

RED, WHITE AND BLUE TICKET DEALS
2040 (Single). Profit \$30.00 Per Deal. ONLY 4 CROSS LEFT. Don't Delay—Order Now!
\$250.00 PER GROSS
Less Than Gross Lots, \$2.25 Per Deal.
Terms: 1/3 Deposit With Orders, Balance C. O. D. or Sight Draft.

OLIVE NOVELTY CO.
2625 LUCAS AVE. ST. LOUIS 3, MO. (Phone: Franklin 8620)

ASK ANYONE WHO HAS ONE!
DUST WHIRLS
Converted From CLUB TROPHY
WHIRLAWAY
OVER 1000 ON LOCATION!
Converted From SPORT SPECIAL
DARK HORSE BLUE GRASS
SHIP US THESE BALLY ONE BALLS—WE WILL RETURN THE MACHINE YOU SELECT IN ONE WEEK.

CONSOLES

15 Jumbo Parades, Cash, Late	\$150.00
3 Jumbo Parades, Free Play	89.50
1 Jumbo Parade, Combination	200.00
1 Mills Square Bell	75.00
1 Mills Three Bell	875.00
1 Bally High Hand	150.00
1 Bally Club Bell	250.00
1 Paces Races, Brown Cab., 30-1	175.00
1 Paces Races, Black Cab., 20-1	100.00
1 Jennings Silver Moon, Comb.	150.00
1 Jennings Silver Moon, F.P.	89.50
2 Jennings Fast Times	50.00
2 Jennings Daily Double	35.00
1 Evans Saratoga Rails, Cash	75.00
1 Keeney Super Bell, Comb.	275.00
5 Keeney Super Track Time	300.00
1 Keeney Fortune	275.00
5 Evans Galloping Dominoes, Factory Conditioned	275.00

COMPLETE LIST OF SLOT MACHINES AND PIN TABLES

ROY McGINNIS CO.
2011 MARYLAND AVE. BALTIMORE, MD.

#120 Wurlitzer Wall Boxes	\$ 29.00
#145 Steppers	38.00
#320 Wurlitzer Wall Boxes	23.00
#304 Steppers	20.00
Buckley 24 Selection, 30 Wire Chrome Life-Up Wall Boxes	17.00
4 412 Wurlitzers, Ea.	85.00
Buckley 12x24 Record Adaptors. Steel Cabinets for Remote Twin Twelves, Ea.	16.00
P-12 Tone Arms, Ea.	6.00

Mills Jumbo (Comb.), Like New \$155.00
Mills Jumbo, Late Hd., P. O. 85.00
Mills Jumbo, P. O. 70.00
Pace Saratoga, Rails, P. O. 70.00
Triple Entry, as is, With All Parts 70.00
1 Contest 75.00
4 Seven Ups 42.50
4 Stratoliners 40.00
Ten Spot 40.00
Snappy 40.00
All American 37.50
Champ 45.00
Champ, New Style 50.00
Big Chief 35.00
Metro 35.00
Polo 22.00
Punch 25.00

DIXIE NOVELTY CO.
Box 102, Covington, Tenn. Phone 511
Terms: 1/3 Deposit, Balance C. O. D.
We also have many other games not listed above

FOR SALE SURPLUS EQUIPMENT

2 Keeney 4 Ways, 5-10-25-50 (a Money Maker)	\$1100.00
1 Mills 3 Bell	975.00
1 Keeney 2 Way, C.P., 5-5	475.00
1 Keeney 2 Way, C.P., 5-25	550.00
2 Keeney Skill Time	80.00
1 Bally Club Bell, F.P. & P.O.	250.00
1 Paces Races, 30-1 Odds, Bik. Cab.	250.00
2 Eureka (1 Ball), Operating, Ea.	40.00
1 Seven Flashers (1 Ball)	90.00
12 Wurlitzer Boxes, 5-10-25 (Some New), Ea.	40.00

Terms: 1/3 Deposit, Balance C. O. D., F. O. B. Stockton.

Redwing Novelty Co.
Vending & Amusement Games
17 S. California St. STOCKTON, CALIF.

WANTED IMMEDIATELY CONSOLES

Will pay highest cash prices. Pace Reels, Comb. or Free Play. Pace Saratogas, Comb. or Free Play. Include prices in first letter.

COIN MACHINE DISTRIBUTING COMPANY
5746 Baum Blvd. PITTSBURGH, PA. Hilland 7000

WANTED TO BUY

Phonette Measured Music Counter Boxes. 1c Play or 5c Play. The Late Model "C" With Haydon Clocks.
Box D-251, The Billboard, Cincinnati 1, O.

WANT TO BUY PHONOGRAPHS

Leader — Do-Re-Mi — Stars West Wind — Double Play Sunbeam

And many other types of equipment. Send us your list. We pay best prices.

ATLAS NOVELTY CO.
2200 N. Western Ave. Chicago 47, Ill. Phone: ARMitage 5005

MECHANIC WANTED

Must know Phonographs, Buckley Track Odds. Good salary.

TECHE NOVELTY CO.
New Iberia, La.

WHAT DO YOU NEED!

ALL MACHINES GUARANTEED WITH THE PRIVILEGE TO RETURN IF NOT SATISFIED!

Write Us Your Needs!

NEW REVAMPS

MARINES AT PLAY \$199.50
MARVEL'S BASEBALL . . . 179.50

Midway
Arizona
Grand Canyon
Santa Fe
Brazil
Streamliner
Oklahoma

UNITED'S GAMES
\$209.50

ALSO COMPLETE LINE OF ORIGINAL BLUE FRONTS, BROWN FRONTS, CHERRIES, BONUS BELLS, ETC.

1/3 Dep., Bal. C. O. D.

WANT—WILL PAY TOP PRICES!

SUPER BELL Conv.
5c—5/25c—5/5/25c

HI HANDS
BALLY CLUB BELLS
ONE BALL F. P.

MUSIC-PANORAMS

Send your list of music machines!

RECORDS—No Quantity Too Large; None Broken.

PIN GAMES

Will Pay the Following Prices:
Leaders . . \$35.00 | Dble. Play \$45.00
Flickers . . 40.00 | West Wind 45.00
Zombies . . 40.00 | Stars . . . 45.00
Sun Beam 45.00 | Do-Re-Mi. 45.00

NEED NOT BE IN WORKING CONDITION, BUT ALL PARTS MUST BE INCLUDED!

H. ROSENBERG CO.

627 10th Ave. NEW YORK
All Phones: Longacre 3-2479



CLOSE-OUT SPECIAL

Red, White & Blue Tickets. 2160 Tickets to the Deal, Stitched or Break-Tab—Specify Which Desired.

\$1.00 Per Deal

1/3 Deposit With Order, Balance C. O. D.
MARMEL PRINTING CO.
2241 W. Division St., CHICAGO 22, ILL.

WANTED!

WILL PAY FOLLOWING PRICES
A.B.T. Big Game Hunters (Late) . . \$15.00
A.B.T. Challengers 15.00
A.B.T. Model F (Blue) 15.00
Pikes Peak 7.50
Wurlitzer Model 41's 85.00
Wurlitzer Model 71's 100.00
Counter Model Stands 7.50
All Machines must be in working condition, no parts missing or broken.

RAKE COIN MACHINE EXCHANGE
2014 Market Street
PHILADELPHIA 3, PA.

NAMA GETS PLENTY

(Continued from page 59)

relief for the operator in the near future because an emergency had arisen in the Pacific war area which demanded most of the supplies of the popular candy bars for the time being, the manufacturers were told.

The presence of the candy manufacturers was regarded as testimony to the importance which the candy makers attach to vending machines. One manufacturer in a prepared speech said that vending machines must be considered as one of the two great developments in promoting modern commerce.

Cigarette Meeting

No representatives of the cigarette manufacturers were present at the cigarette conference. The cigarette supply situation was reported to be very serious from all sections of the country and no one could assure operators that it would soon get any better. Eastern operators reported that the match shortage is now affecting them very seriously. It is made more serious because of price ceilings. Operators would be glad to omit matches from their machines, but OPA requires their continued use if ops were giving them out as of March, 1942. There

was also some discussion that small operators may develop a system for buying supplies thru a central agency after the war.

The afternoon session of the last day was devoted to reports by officials and final consideration on committee recommendations. Leverone, in his masterly style, outlined the general work of the convention, emphasized some of the important accomplishments, and expressed the view that it was the best conference ever held by the vending machine trade.

Business Details

He expressed the view that the vending machine section of the coin machine industry expects to be the leading branch of this expanding industry in the post-war period. The treasurer's report indicated that the organization had a good surplus in the bank. Other reports covered details of the organization work and were all adopted.

The nominating committee unanimously recommended that the present officers and the board of directors be retained for another year. The present officers of the association are as follows:

Nathaniel Leverone, president; R. Z. Greene, vice-president; W. G. Fitzgerald, treasurer; C. S. Darling, executive director, and T. A. Vaughn, associate director. The association headquarters are maintained at 120 South La Salle Street, Chicago. The board of directors include L. D. Chambers, Paul W. Kimball, F. S. Mason and E. V. Morava.

It was reported the organization had about 150 members, and the attendance this year was more than 100. The luncheons each day were times of good fellowship and a good speaker had been chosen for each period. Harry K. MacEvoy entertained at the first luncheon with a lot of humorous stories and also some magical stunts.

R. Z. Greene, president of Rowe Manufacturing Company, addressed the body on the second day on the general subject of "Vending Machines Unlimited." He made some definite predictions about the future prospects of new vending machines.

CHI CIGS

(Continued from page 57)

told by the clerk that they were "fresh out." After leaving the counter, it was noticed that the next customer went up asked for cigarettes and the clerk reached down and handed them over ringing up a sale. The irritated customer who had been refused accosted the lucky fellow and asked him how come! "Well, it was easy my friend. I just bet the clerk \$1 that he couldn't find a package of cigarettes for me. He won!"

FOR SALE

1 Scoop	\$25.00
1 Victory	90.00
6 Chevrons	20.00
1 Fifth Inning	22.50
2 Punch	12.50
2 White Sails	20.00
1 Merry-Go-Round	40.00
1 Polo	30.00
1 Anabel	35.00
1 Playmate	20.00
2 Keeney Cowboy	20.00
1 Variety	25.00
1 Land Slide	45.00
1 Mascot	25.00
1 C. O. D.	25.00
5 Flicker	50.00
1 Jungle	75.00
1 Wings	35.00
1 Big Town	29.50
1 Pick-Em	25.00
1 Commodore	22.50
1 Vacation	27.50
1 Salute	37.50
1 Formation	37.50
1 Snooks	17.50
2 Speed Demon	25.00
1 Power House	30.00
1 Lancer	45.00
1 Ten Spot	62.50
3 Five-Ten-Twenty	125.00
1 '41 Lucky Star, Light Cabinet	300.00
2 Super Bells, Cash & Free Play	300.00
5c Play	40.00
1 Big Chief	40.00
1 Sea Hawk	55.00
1 Four Roses	55.00
1 Jolly	30.00
1 Gold Star	45.00
4 Mr. Chips	25.00
1 Silver Moon, Cash P.O.	125.00
5 Columbia Bells, Gold Award, Front & Back Door P.O.	70.00
1 Towers	80.00
1 Mystic	35.00
1 Blondie	27.50
1 Stars	57.50
1 Drum Major	30.00
3 Mutoscope Photomatics	1000.00
3 1c Mutoscope Post Card Vending Machines with Stands	45.00
1 Twin 5c Super Bell	500.00

THESE MACHINES ARE IN PERFECT WORKING ORDER, AS THEY CAME OFF LOCATION WITHIN THE LAST TWO WEEKS.

OLEY'S

422 W. BROAD ST.
RICHMOND, VA.

LEW LONDON'S

"TRUE VALUE" BUYS

AROADE EQUIPMENT

Tall Gunner	\$199.50
Battling Practice	109.50
Submarine	179.50
Evans Ten Strike	49.50

COUNTER GAMES—USED

Mercury	\$ 8.75
Sparks	8.75
American Eagle	8.75
Liberty Bell and Sport Symbols, New, in Factory Sealed Cartons	24.50
Famous Victory Conversions, All Numbers in Stock for Immediate Delivery.	
Silver Repair Sleeves, Special Prices to Quantity Purchasers.	

LEADER SALES COMPANY

131-133 No. Fifth Street Reading, Penna.
Phons 4-3131 & 4-3132. Night Phone 6077.

ALL GAMES GUARANTEED

A. B. C. BOWLER	\$ 54.50
ARGENTINE	69.50
ATTENTION	49.50
BELLE HOP	59.50
BIG PARADE	109.50
BOWLAWAY	67.50
SNAPPY	54.50
SPORTS PARADE	39.50
STAR ATTRACTION	59.50
STRATOLINER	39.50
CAPTAIN KIDD	64.50
SPOT POOL	64.50
DUPLEX	52.50
FIVE-TEN-TWENTY	109.50
ZIG-ZAG	57.50
YANKS	109.50

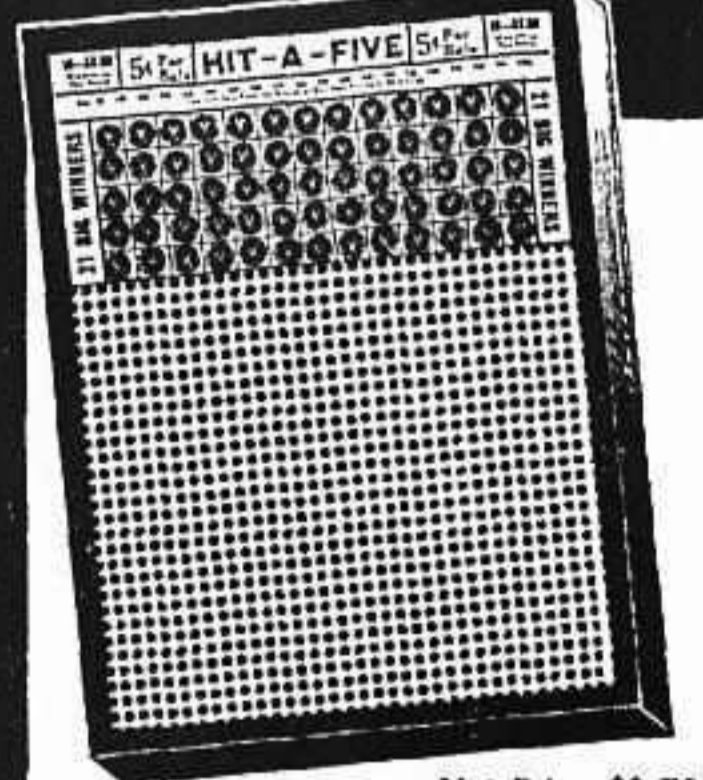
SHIPPED IN NEW CARTONS

GUN CLUB	\$ 64.50
HIGH HAT	59.50
HOROSCOPE	54.50
TOWERS	69.50
TOPIC	79.50
VELVET	39.50
JUNGLE	69.50
KNOCKOUT	109.50
MONICKERS	79.50
CHAMP	49.50
PARADISE	49.50
SEA HAWK	52.50
VICTORY	79.50
WILDFIRE	49.50
ZOMBIE	52.50
TEXAS MUSTANG	69.50

IRVING SALES CO.

2757 S. Linebarger Terrace
Milwaukee 7, Wis.

RED HOT!
FAST PLAY!
★ Quick Sellout Means
VOLUME PROFITS
TEN \$5.00 WINNERS
FIFTY \$1.00 WINNERS



Net Price \$2.78
This board a SUPER THICK with 65 sewed seals
1184 Holes—Average Profit \$25.60
Write for COMPLETE PRICE ON FULL LINE OF FASTEST SELLING BOARDS TIP BOOKS—JAR GAMES

LC SALES CO.
855 PEARL STREET
BEAUMONT, TEXAS

120 Tickets—Consolation Tip Books \$27.50 Gr.
1836 Jar Tickets 1.75 Set
2280 Jar Tickets 2.25 Set
2520 Jar Tickets 2.75 Set

"CHAMPION"

Jackpot
Fruit Reel
\$47.50



BRAND NEW

A Great Automatic Payout Machine for 5¢ Play. Colorful design. Pays out a flashy nickel plated token (25¢ size) when winning fruit symbols come up, such as two cherries, etc. Complete with 138 tokens bearing odds low as 3 to 1, high as 50 to 1.
JACKPOT consists of large "Goldward" coin which is usually redeemed at counter for \$5.00 cash. Takes space 10x10 in. Ht., 13 in. Wt., 25 lbs. Send \$10.00 deposit, balance express C. O. D. (10% discount in lots of 3.) Each, \$47.50.

WEBB DISTRIBUTING COMPANY
812 N. Michigan Ave., Chicago 11, Ill.

SPECIAL THIS WEEK!

5-10-25¢ ROCK-OLA BAR BOXES, In Perfect Shape, Like New . . . \$ 49.50
5¢ ROCK-OLA WALL BOXES . . . 22.50
WURLITZER 800 595.00
MILLS THRONE, Repainted . . . 279.50

1/3 Dep., Bal. C. O. D.
F. O. B. Philadelphia

★ **DAVID ROSEN** ★
855 NORTH BROAD STREET
PHILADELPHIA 23, PA.
STEVENSON 9943

WE'VE GOT 'EM! WIRE!

Wurlitzers:	Anti Aircraft \$39.50
750 with	Bells, Ea. 250.00
Adaptor \$850.00	5¢ Brand New
850	Cherry Bell 250.00
61 with Stand 180.00	5¢ Blue Fronts,
61 with Stand 110.00	Ea. 165.00
41 with Stand 85.00	All Originals, Not
24	Rebuilds!
716	14 Ft. Skee Ball,
ARCADE & SLOTS	Wurl. . . \$275.00
Tokio Gun \$195.00	

JULES OLSHEIN & CO.
1100 Broadway Ph. 5-0228 Albany, N. Y.

TUBES AND NEW ACCESSORIES

FOR COIN OPERATED PHONOGRAPHS

NEW ACCESSORIES

Table listing various accessories like Front Glass for 61 Counter Model, Needle Screws, and various resistors with their prices.

Parts for Wurlitzer-Rock-Ola-Seeburg-Mills . . . Write!

Wurlitzer Amplifiers, Work 412, 616, 24, 500, 600, With Tubes. . . \$30.00

TUBES FOR THE COIN MACHINE INDUSTRY

Table listing various vacuum tube models like 0Z4, 1A5, 1A7, etc., and their prices.

PHOTO CELLS FOR RAY GUNS (CE23) 1.85

WE HAVE MANY MORE TUBES TOO NUMEROUS TO MENTION! SUPPLIER'S CERTIFICATE MUST ACCOMPANY ORDER!

When you need critical tubes we are always glad to accommodate. In all fairness, you should reciprocate by giving us ALL your tube business, including the less critical tubes marked with an (®) above. Our prices are right and warrant your orders!

Deposit required with all orders!

ALBENA SALES CO. 587 10th AVE., N. Y. C. LONGACRE 5-8334



Our No. 1 JOB Today

PACKAGING EMERGENCY RATIONS FOR OUR ARMED FORCES



Packaging Rations for Uncle Sam in Section of Brewer Plant No. 2.

Our No. 1 JOB Tomorrow--

. . . SUPPLYING YOU WITH AMERICA'S FINEST LINE OF SALES BOARDS



Yes sir—we're busy as the proverbial bee, here at the Brewer Plant. We're doing our best to help, in a real way, our boys who are fighting the battles overseas. In short, Chas. A. Brewer and Sons are almost completely occupied with the important job of packaging rations for the armed forces. This is strictly our number one job, today.

We're busy on our No. 1 job for Tomorrow, too. Our creative men and women are building exciting new sales board ideas that are sure to set new highs in sales. Look for faster turnover and spectacular profits from Brewer's Post-War Sales Boards. They'll be announced when our service to the armed forces is no longer needed.

CHAS. A. BREWER & SONS

The Largest Board and Card House in the World 6320 South Harvard Ave. Chicago 21, Ill.

ARCADE—PIN GAMES—PHONOGRAPHS

ARCADE

Table listing arcade games like Texas Leaguer, Ray-o-Lite, and Kirk's Astrograph Scale with prices.

PIN GAMES

Table listing pin games like Mills 1-2-3, P.O., and Sport Parade with prices.

PHONOGRAPHS AND ACCESSORIES

Table listing phonograph models and accessories like Seeburg Model Q20 and Wurlitzer 24.

PARTS

RAY-O-LITE GUN PARTS

Table listing parts for Ray-o-Lite gun machines like muzzle lenses and cables.

PHONOGRAPH PARTS

Table listing phonograph parts like P.M. speaker and metal slug ejector.

MISCELLANEOUS PARTS

Table listing miscellaneous parts like pin game locks and collection books.

W. B. NOVELTY CO., INC. 1903 WASHINGTON BOULEVARD ST. LOUIS 3, MO.

SCOTT-CROSSE CO.

formerly Keystone Vending Co.

The East's Leading Distributor

PHILADELPHIA, PA.

FOR SALE!

Slightly Used

CROSSMAN SHOOTING GALLERY

Consisting of 6 single-shot Bolt Action Rifles, compressed-air operated, complete with moving, revolving targets and all accessories, plus 70 cases of pellets (10,000 to a case). Write for complete information.

AUTOMATIC COIN MACHINES & SUPPLY CO. 3834 W. Fullerton CHICAGO 47

SOMETHING BRAND NEW for COIN MACHINE OPERATORS

ASK your friends about the QUICK EXTRA CASH being made with the NOVELTY DOLLS and TOYS bought from

SEE our ad in the merchandise section of this issue. Write for free catalog showing hundreds of other items.

JERRY GOTTLIEB, INC.

928 Broadway Bet. 21st and 22d In the Heart of New York

CONSOLE BARGAINS

ALL FACTORY REBUILT—LIKE NEW

Table listing console bargains like 10 Mills 4 Bells, 4-5c Play for \$575.00.

Slightly Used—Complete With Tokens 100 LIBERTY FRUIT REEL BELLS, 5c Play \$24.50

Table listing rotary merchandisers like 16 Rotary Merchandisers (Pusher Type) for \$175.00.

THIS WEEK'S BEST 5-BALL BUYS

Table listing 5-ball buys like Do Re Mi for \$75.00 and Snappy for \$45.00.

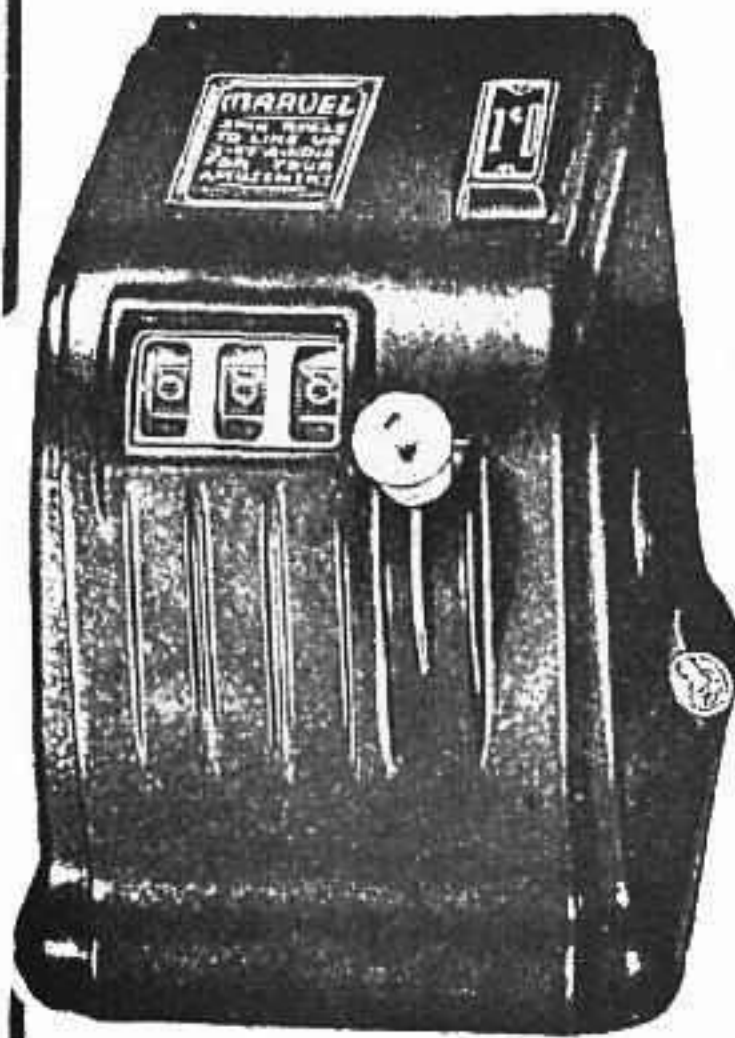
We Have Over 200 Other Red-Hot 5-Ball Bargains—Thoroughly Reconditioned and Ready for Location. Write for Prices.

Terms: 1/3 Deposit, Balance C. O. D. Established 1929

Globe Distributing Co. (Frank LaMaskin) 1823 N. California Ave. CHICAGO 47, ILL.

Phone: Armitage 9727

DAVAL'S MARVEL
World's Greatest
Token Pay-Out
COUNTER GAME!



FACTORY REBUILT . . .
Cannot be told from **NEW**
While They Last **\$19.50**
ONLY..... EA.
Non-Coin Operated . . . **\$24.50**

AVAILABLE SPACE LIMITS LISTING ALL OF OUR ITEMS.
WRITE FOR COMPLETE LIST.

TERMS:

One-third deposit with order, balance C.O.D., F.O.B. Chicago, Ill. Or remit in full to save C.O.D. charge.

EAGLE COIN MACHINE CO.

528 S. Dearborn St. • Wabash 1089 • Chicago 5, Ill.

EAGLE

REPLACEMENT PLASTICS
AVAILABLE FOR ALL PHONOGRAPHS

Clear Transparent
Plastic Windows for
your Wurlitzer 850
Program Holder **\$5.00**
Per Set

WURLITZER

800 Top Corners	\$16.50 Each
800 Lower Sides	13.50 Each
800 Top Centers, Right and Left Red	8.00 Each
750 Top Corners	8.75 Each
750 Lower Sides	8.75 Each
850 Top Corners	9.50 Each
850 Top Center	11.00 Each
950 Side Plastics	10.50 Each
600, 500 Top Corners	4.00 Each

ROCK-OLA

Standards, Masters, DeLuxe or Supers,
Top Corners or Lower Sides . . . \$12.75

SEEBURG

9800 or 8800 Side Plastics	\$14.50
850 Peacock Glasses (No Less Than 3 Glasses Shipped). Each	3.50
Sheet Plastic, 50 Gauge (Thickness of a New Penny), 20x50" (Red Only)	12.50

*What Does GI Joe
Want Most ??? ?
To Play Pin Games*

CHICAGO, Oct. 28.—Radio dial twist-ers who favor Dick Haymes's half-hour NBC program—*Everything for the Boys*—on Tuesday evenings, as well as those interested in the future of the coin machine business in the post-war, were given some idea on what G.I. Joe is thinking.

The format of the radio program holds for a short-wave interview of one or two G.I.s overseas by the gueststar of the evening, in addition to the regular variety content of the program. For Tuesday evening's broadcast, Kay Kyser interviewed two soldiers stationed in London and G.I. "Smitty" was one of them. He was congratulated on the birth of a daughter and he was then asked if he wished to speak with his mother and grandmother who had been brought to New York from his home town, Ontario, Can. Upon being queried by his grandmother, G.I. "Smitty" was asked, "Son, what is it that you look forward to most when you come home?" Smitty's reply that he'd prefer, above all else, the chance to enter into competition with some of his old church buddies by playing pinball games at the corner drug-store was definitely repayment to the many members of the coin machine industry who in some fashion, however, infinitesimal, made it possible for members of the armed forces both in the States as well as in overseas encampments, to enjoy the recreational benefits of coin-operated amusement games and music boxes.

G. I. Appreciation

Comments from men in the armed forces here have come in steadily, informing many members of the trade without the relaxation gained in the play of coin machines their leisure hours in camp and on furlough would be without enjoyment. In Chicago alone the appreciation has been unbounded by many soldiers who are now enjoying the beneficial relaxation afforded in the Vaughan Hospital at Hines, Ill., which is being used by the army as a rehabilitation center for wounded vets, thru the donation of more than 60 coin machines, valued at \$20,000, by the coin machines, distributors and manufacturers of the Chicago area, last July.

Upon the Vaughan Hospital presentation being made last July by Dave Gottlieb, president of the Coin Machine Industries, Inc., who acted as spokesman, Brigadier General P. J. Carroll, commanding general of the Vaughan Hospital, in outlining his plans for placement of the coin machines contributed, said: "My motto is 'everything for the boys.'" It is purely incidental that the name of the radio program emceed by Dick Haymes should be named *Everything for the Boys!*

A statement like that of G.I. "Smitty" on Haymes program, which comes from one of the boys doing the fighting and looking forward to home-coming is indicative of the type of thinking being done by the men in uniform, and who by their fighting now are doing so much for our post-war life. Certainly they should have some voice in the type recreation to be provided for them upon their return, and business leaders might well take a tip from this one G.I. who unhesitatingly told a nationwide audience what he would most like to come home to.

MARKEPP VALUES

PHONOGRAPHS AND WALL BOXES

4 Brand New Seeburg 3-Wire Baromatics, 5/10/25	\$ 53.00
2 Brand New Seeburg SR4 Selection Receivers	53.00
Seeburg 3-Wire Baromatics, 5/10/25	49.50
Seeburg Wireless Wallomatics, W52Z	39.50
Seeburg 8200, Regal Converted	475.00
Wurlitzer 500, KB, 2-Wire Remote with Two 5/10/25 Boxes	95.00
Wurlitzer 412	95.00
Wurlitzer 616	125.00
Wurlitzer Victory Model	475.00
Rockola Windsor	175.00
Rockola Monarch	165.00
Rockola Luxury Light Up Write Mills Empress	295.00
Mills Throne of Music	250.00
Rockola Twin 12, Buckley Remote, 6 Buckley Wall Boxes, 1 Speaker, 120' 30-Wire Cable	385.00

SLOT MACHINES AND CONSOLES

5c Mills Q.T. Glitter Gold, Like New	\$115.00
5c Mills Futurity	120.00
Jumbo Parade, Free Play, Fine Shape	89.50
Groetchen Cigarette Gold Award	49.50
Double Safe Stand, Single Door	72.50
Jennings 5c Chief	125.00

ARCADE EQUIPMENT

Seeburg Chicken Sam	\$105.00
Scientific Battering Practice	105.00
Keeney Submarine Gun	125.00
Bally Rapid Fire	195.00
Shoot Your Way to Tokyo	195.00
Seeburg Slap the Jap	135.00
Seeburg Shoot the Chute	135.00

FIVE BALL PIN GAMES

Super Six	\$24.50	Horoscope	\$45.00
Doughboy	29.50	Exhibit	55.00
Landslide	35.50	Gun Club	74.50
Dude Ranch	39.50	Texas	
Boom Town	42.50	Mustang	79.50
Big Chief	45.00	5/10/20 Contest	120.00
		Contest	105.00

ALL EQUIPMENT THOROUGHLY CLEANED AND CHECKED. HALF DEPOSIT WITH ORDER.

WANT TO BUY SEEBURG REMOTE CONTROL PHONOGRAPHS. WIRE, WRITE OR PHONE.

THE MARKEPP CO.

(Established 1928)
3908 Carnegie Ave., Cleveland 15, O.
Telephone: Henderson 1043

RUTHERFORD ENTERPRISES

117 N. FROST STREET, PAMPA, TEXAS

LIST OF EQUIPMENT FOR SALE

Five Ball Free Play Tables. All Legs and Rails Scraped and Varnished. All Machines Completely Reconditioned, Well Grated. If Not Satisfied Return Within Ten Days and Money Will Be Refunded. 1/3 Deposit Required.

1 Argentine	\$ 65.00	1 Drum Major	\$ 29.00	1 Major '41	\$ 49.50
1 Arizona	175.00	2 Defense, Each	49.50	1 Moniker	84.50
1 Air Circus	120.00	1 Double Play	60.00	1 Parolite	39.50
1 Air Force	110.00	1 Dixie	39.00	1 Paratrooper	149.50
1 Big Chief	27.50	1 Do Re Mi	79.50	2 Power House	27.50
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18 Wurlitzer 800	Write
2 Wurlitzer 700	Write
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4 Mills Blue Front	\$125.00
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1 Mills Silent Sphinx	65.00
1 Mills Futurity	100.00
1 Mills Bonus Bell, C.H.	175.00
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1 Mills Vest P. Chrome	45.00
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Ga. Needs More Dough

ATLANTA, Oct. 28.—The next State Legislature will have to give attention to finding new sources of revenue, according to a recent report by the State auditor. The financial report shows that the State spent more money during the last fiscal year than it obtained in revenue. The fiscal year ended September 30. Previously the State had been in a good financial condition and its revenue had been exceeding outgo by a nice margin. According to the report the State is spending more money for highway construction and a bigger school program and hence will need more revenue to keep such important work going.

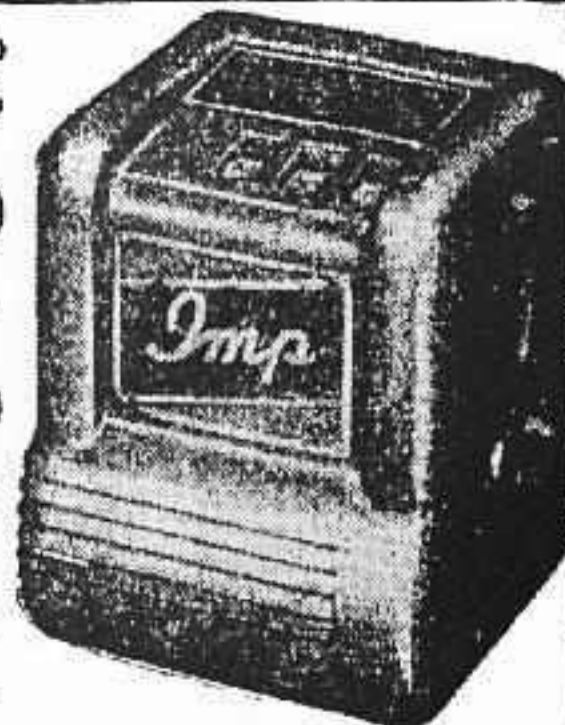
WARTIME EXPERIENCE

(Continued from page 69)

approaching the lowest point and the outlook for tomorrow far from bright. Yet ops who have taken stock of the situation and who themselves are not having too easy a time of it now do not argue away that when all is considered the present emergency will bear good fruit. It is undeniable that locations will be machine starved come victory. Indeed many are in this condition today and chase after ops rather than the more familiar occurrence of pre-war days. Location owners by the droves who once whistled a tune about easily doing without a juke box or vender are today whistling another tune, and in the dark. After victory these sources will drop all pretenses and yell for the machines.

To prospects such as these which are all verifiable and within the experience of most everybody in the industry must be added post-war implications in the stress being laid today on coin machines by such unimpeachable sources as the National Retail Dry Goods Association, Harvard Graduate School and long established banking and financial houses. This means coin machines are due for a tremendous spurt after the war implemented mostly by experiences during the war. Ops operating routes today, whether music or venders, may be said to be planted on the ground floor of this projection, one which even from a conservative point of view should represent an appreciable expansion in both the quality and quantity of coin machine enterprises.

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Trouble-Free
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\$9.90

WHILE
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Regular
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\$12.50.

BRAND NEW

Wings.....\$11.50 | Yankoes.....\$11.50

Liberty Bell, 5¢, Fruit	\$18.50
Zephyr	9.90
Ohamplon	14.90
Vitalizer	69.50
Evans Playball	195.00
Love Testers	149.50
Exh. Merchantmen	49.50
Fan Front Mutoscope 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

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1000 WS2Z Seeburg Wireless Wall Boxes. Mechanisms must be A-1 and complete with Tubes. Condition of covers do not matter. Will buy without covers as long as mechanism is O. K. Also want Seeburg Envoys, Remote Phonographs, Wire, Write or Phone. We mean business.

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1 Mutoscope Skyfighter	\$299.50
1 Chester Pollard Golf Mach., New Finish	82.50
1 Skill Jump by Groetchen	27.50
1 Casino Golf Mach.	22.50
3 Monarch Console Grip Machines, Ea.	21.50
2 Bally Rapid Fires, Ea.	200.00
2 Chloken Sams Converted to SLAP THE JAPS, Ea.	127.50
1 Radio Rifle, Red, White & Blue, by Mutoscope	65.00
10 Seeburg Selectomatics Wallboxes, A-1, Ea.	10.00

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1 Seeburg Classic In Victory Cab.	485.00
3 Mills Throne	250.00
1 Mills Do Re Mi	90.00
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1 Buckley Twin Sixteen, Metal Cab.	195.00
1 Federal Voice Recorder	230.00

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15 Buckley Gold, 32 Sel.	17.50

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3 3-Wire Baromatics, 5-10-25¢	45.00
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2 Wurlitzer #304 Steppers	19.50
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1 5¢ Bonus, Like New	250.00
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Bally Club Bell, Comb. 25¢	349.50	Mills Blue Front, Refinished, 10¢	239.50
Mills Jumbo Parade, C/P	139.50	Mills Blue Front, Refinished, 25¢	329.50
Mills 3 Bells	Write	Mills Gold Chrome, Late, Cherry Pay, 5¢	Write
Mills 4 Bells (Old and New Heads)	Write	Mills Gold Chrome, Late, Cherry Pay, 10¢	Write
Pace Saratoga (with Rails), C/P	119.50	Mills Gold Chrome, Late, Cherry Pay, 25¢	Write
Jennings Fast Time, C/P	89.50	Mills Extraordinary, Refinished, 5¢	189.50
Jennings Lucky Lucro, 5-5, P/O	259.50	Mills Roman Head, Refinished, 5¢	149.50
Evans Galloping Dominoes, Black Cab.	49.50	Mills Brown Front, Rebuilt, 25¢	349.50
Baker Pacers, Daily Double, Gold Award, 5¢	289.50	Jennings 4 Star, 5¢	169.50
Baker Pacers, Daily Double, Gold Award, 25¢	389.50	Jennings 4 Star, 10¢	209.50
Keeney Super Bell, 4-Way, 3-5, 1-25	849.50	Jennings 4 Star, 25¢	299.50
Keeney Super Bell, 2-Way, 5-5, C/P	425.00	Jennings Silver Moon, 10¢	239.50
Keeney Super Bell, 2-Way, 5-25, C/P	465.00	Mills Q.T. Glitter Gold, Refinished, 5¢	129.50
Keeney Super Bell, 1-Way, 5¢ Comb.	329.50	Mills Q.T. Glitter Gold, Refinished, 10¢	149.50
Buckley Track Odds, Late, Jack Pot Model, 25¢, Like New	Write		

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Bally Carom, P.O.	\$ 59.50	Bally Sport Special, F.P.	\$149.50
Bally Gold Cup, P.O.	89.50	Bally Dark Horse, F.P.	179.50
Bally Santa Anita, P.O.	234.50	Mills Spinning Reels, P.O.	89.50
Bally Sport King, P.O.	299.50	Western Derby Clock, P.O.	69.50
Bally Sport Page, P.O.	119.50	Western Feed Bag, P.O.	74.50
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\$319.50

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\$299.50

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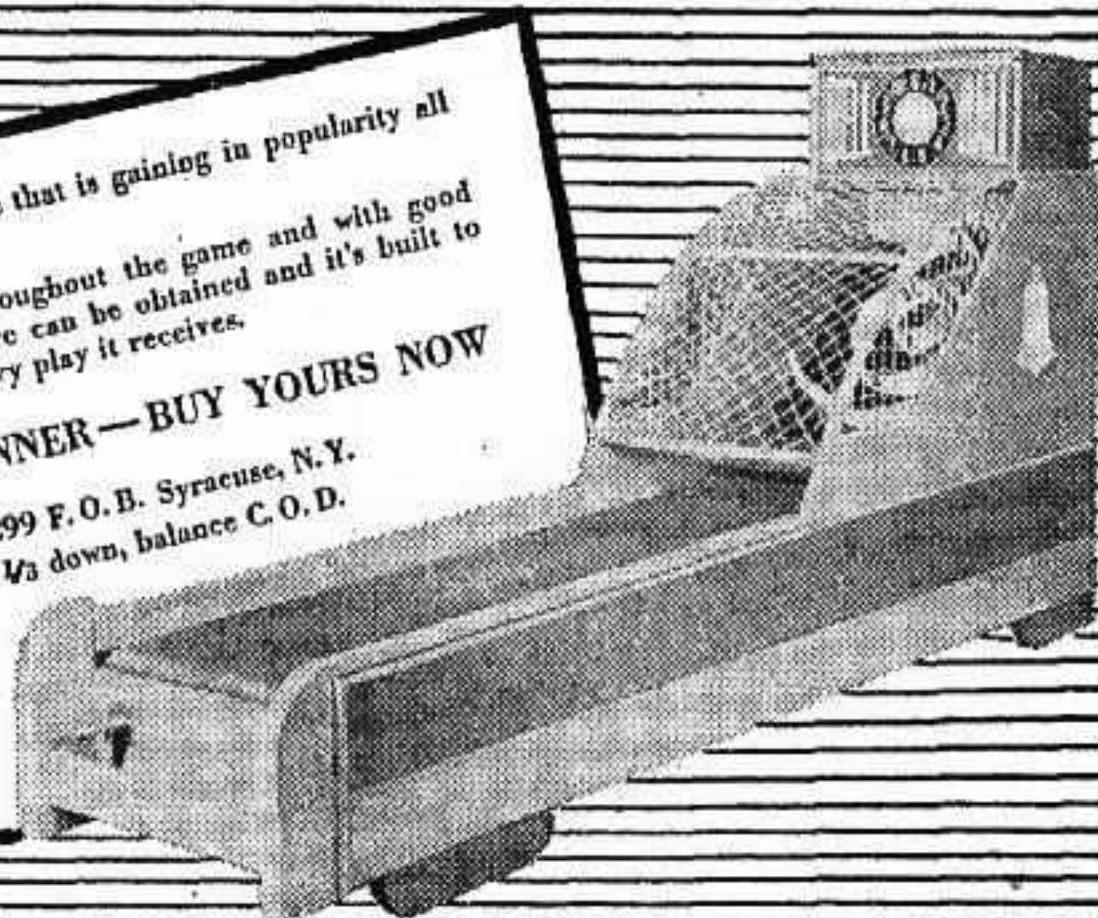
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Don't miss the New... **BELL-O-BALL**

The sensational game that is gaining in popularity all over America.
The lights spin throughout the game and with good timing a high score can be obtained and it's built to withstand the heavy play it receives.

IT'S A WINNER—BUY YOURS NOW
\$299 F.O.B. Syracuse, N.Y.
1/3 down, balance C.O.D.

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BELL-O-BALL MANUFACTURING CO.
320 N. Clinton St., Syracuse, N. Y.

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
If You Want Something Different

Then—**RUSH YOUR ORDER TODAY FOR ARMY & NAVY**

STILL GOING STRONG { C. I. Joe for Jungle
Play Ball for Champ

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America's Pin Game Conversion Headquarters

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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SALESCARDS & JP's

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 "LOCKTITE" 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. "LIFEWATE" Cards for Merchandise Mailing Deals. Turkey Cards. And Scores of others. Write for **FREE CATALOG** today.

W. H. BRADY COMPANY
Manufacturers
EAU CLAIRE, WISCONSIN

TWO BILLION

RED and BLUE RATION TOKENS

ARE YOU GETTING YOUR SHARE?

Token Ejectors now ready for immediate delivery for Mills 10¢ Bell Escalators. Guaranteed to eject 100% Red and Blue Tokens, aluminum and paper slugs—50% of all car tokens. Install it yourself right on location in a few minutes. No drilling, cutting or fitting—no special tools necessary.

TOKEN EJECTOR COMPLETE WITH INSTRUCTIONS.....\$5.00

Send full amount with order—we ship prepaid.

VALLEY SPECIALTY COMPANY, INC.

1061 Joseph Avenue

Rochester 5, New York

CONSOLES

5 Paces Reels, Comb. F.P.-P.O. with Rails	@ \$160.00
4 Paces Saratoga, Comb. F.P.-P.O. with Rails	@ 150.00
10 Jumbo Parades, F.P.	@ 125.00
2 Combination Jumbo Parades	@ 187.50
1 Automatic Jumbo Parade, 25c	250.00
20 Automatic Jumbo Parades, Late Model, High Head	@ 125.00
21 Mills Four Bells, 4-5c	WRITE
3 Keeney 2-Way Super Bells, 5c & 25c	WRITE
4 Keeney 4-Way Super Bells, 4-5c	WRITE

Terms: 1/3 Deposit, Balance C. O. D.

ARCADE

6 Keeney Anti-Aircraft	@ \$ 75.00
2 Exhibit Rotary Merchandisers	@ 145.00
6 National Jumbo Merchandisers	@ 90.00
1 Roto Crane	150.00
1 Evans Tommy Gun	147.50
1 Mills Punching Bag	90.00
6 Mills Merchandisers	@ 95.00
1 Exhibit Striking Clock	30.00
4 Exhibit Card Vendors	@ 20.00
3 ABT Palm Readers	@ 47.50
2 Paces Bowling Alleys	WRITE
4 Tru-Shot Bang-a-Deers	@ 125.00

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JENNINGS IS READY!

TODAY—Jennings serves America! We are roof-deep in vital war work.

TOMORROW—Jennings will again serve the industry, providing employment and opportunity—two goals for which men are now fighting.

Production of Chiefs, multi-coin consoles and refrigerated venders awaits only the "go" signal when our part in the fight has been fulfilled.

Keep up YOUR end of the fight! Help America now in every way you can!

And for your own post-war opportunity, ask if a Jennings Sales and Service Franchise is still available in your area.

O.D. JENNINGS & COMPANY SINCE 1906 RATED AAA! 4309-4339 WEST LAKE STREET - CHICAGO, ILLINOIS

Ted Bush Takes Over New Minn. Biz Site

MINNEAPOLIS Oct. 28.—Ted Bush, who has been a factor in the coin machine business here for the past 12 years, has taken over a two-story building at 250 West Broadway Avenue here for his Bush Distributing Company and planned to hold his formal opening this week.

In his new quarters, Bush has established a modern service shop which will be under direction of Harold Harter, former Northwest service manager for Wurlitzer. Ken C. Willis has been placed in charge of the office and Bill Perck and Ed Unger, each with more than 10 years' experience in the coin biz, have also been added to the staff.

Bush is already putting out lines to tie up with major manufacturers in the post-war period and also plans to install a large record department similar to the one he had years ago.

PARTS—SUPPLIES

- 6/8 Volt Bulbs, 40, 44, 46, 47, 50, 51 and 55. Per Hundred \$5.40
3 AG Fuses Per Hundred \$9.00
1/2 Amp. 3.50
1, 1 1/2, 2, 2 1/2, 3 Amp. 3.00
5, 6, 7 1/2 Amp. 3.00
10, 15, 20, 25, 30 Amp. 2.50

- 1000 PHONOGRAPH TITLE STRIPS (Red Border) \$5.00
5000 Per M 4.00
10000 Per M 3.50
25000 Per M 3.00

6SC7, 5Z3, 80, 2A4G, 70L7

Tubes are almost impossible to secure, but we have adapters for making the change-over to available tubes that require no change in the amplifier.

- #100 6SC7 to 7F7 \$1.50 Each
103 6SC7 to 6SL7 \$1.50 Each
110 5Z3 to 5U4G \$1.50 Each
125 80 to 5T4, 5V4G, 5Y3 or 5Z4 \$1.50 Each
126 83 to 5U4G or 5X4 \$1.50 Each

- #205 2A4G to 2051 (Seeburg Guns) \$3.50 Each
210 2A4G to 2051 (Seeburg Music) \$3.50 Each
215 70L7 to 7A4-7A5 (Seeburg Remote Boxes) \$3.50 Each

These have been tried and proven thoroughly satisfactory. We guarantee satisfaction. Absolutely no worry, anyone can make the change. Carry these in your service kit as standard equipment.

Ask Us for List Available Records

HERMITAGE MUSIC CO.

416A Broadway, Nashville 3, Tenn.

WE WILL BUY

- LATE PIN GAMES... ARCADE EQUIPMENT
SCALES... PANORAMS
MUSIC... CONSOLES

Must be in first-class condition. Give lowest price first letter.

LAWRENCE NOVELTY

1436 Notre Dame St., W., Montreal, Canada

- Wurlitzer #125 5-10-25¢ Boxes. Ea. \$ 25.00
Wurlitzer #145 Steppers (No Steppers Sold Without 10 Boxes). Ep. 35.00
Supreme's "On to Tokyo". Ea. 175.00
Keeney Contest, 1 or 5 Ball Free Play 100.00
Hoot Mon Golf 75.00
6 Gun A.B.T Rifle Range, 1 Extra Gun, Cash Register, 50,000 Pellets, 10,000 Cartridges, Plus All Accessories 3000.00

WICHITA NOVELTY CO.

704-A Scott St. Wichita Falls, Texas

MECHANIC WANTED

By WURLITZER DISTRIBUTOR. Must be thoroughly experienced Wurlitzer Phonographs and Wall Boxes. Top salary—48 hour week. Unlimited opportunity. MARTIN DISTRIBUTING CO. 1911-1917 First St. Detroit 26, Mich.

ATTENTION!

CANADA AND LATIN AMERICA: We can continue filling your coin machine requirements promptly!

ARCADE EQUIPMENT

Supreme Rocket Buster, Latest Gun Revamp, \$424.50. Write for Quaffity Price.

- 1 Coofy Golf \$ 75.00
2 L.D. Ten Strikes 50.00
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
2 Anti-Aircraft Guns 75.00
2 Chicago Coin Hockey 195.00
1 Low Magic Finger 110.00
1 High Magic Finger 110.00
5 Electric Diggers, All for 225.00
1 World's Series 95.00
1 New Scientific Upright Basketball 135.00
2 Kirk's Blow Ball 125.00
1 Gottlieb Skee-balletto 85.00
1 Kirk's Astrology Scale, Large Size 125.00
10 Gottlieb 3-Way Grippers 20.00
1 Keep 'Em Punching 110.00

SLOTS

- 2 5c Watling Rollatops, 3/5 \$ 95.00
1 10c Watling Rollatop, 3/5 125.00
1 10c Watling Rollatop, 2/4 100.00
2 5c Mills Brown Fronts 225.00
1 Mills 5c Special Mystery 150.00
2 5c Mills Hand Loads, Chrome 275.00
2 5c Pace Comets 95.00
1 5c Jennings Blue Skin 150.00
1 5c Jennings 1 Star Chief 110.00
1 5c Jennings Silver Chief 175.00
1 10c Jennings Silver Chief 210.00
1 5c Bally Double Bell 185.00
1 Jennings Triplex 185.00

10 KENTUCKY CLUBS

Completely Overhauled, in Excellent Shape, \$125.00 Each, or \$1000.00 for Entire Lot.

CONSOLES

- 7 F.P. Jumbo Parades \$ 95.00
1 Pace Saratoga, Cash Pay 110.00
1 Mills Reo, Cash Pay 50.00
3 Black Pace Races 99.50
2 Jennings Liberty Bells 50.00
1 Jennings Multiple 75.00
1 Early Model Galloping Dominoes 125.00

MISCELLANEOUS SPECIALS

- 2 5c Wells Gardner Selective Bottle Drink Vendors \$450.00
10 Bean the Japs, Conversion of Bean 'Em 40.00
250 Advance Duette Nut Vendors, Complete But as Is, With Lots of Extra Parts. Entire Lot 500.00
6 Shipman Postage Vendors 22.00

Terms: 1/2 Deposit With Order, Balance C. O. D.

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The Best in the West

Complete and diversified coin machine business. Equipment in A-1 shape, and in the best locations. A five-man operation, future exceptionally bright. Room for expansion. Only cash deal considered; no sacrifice; around six-figure mark. Your investment back in one year. Distributors and the like need not reply. First time on the market. BOX D-303, Care Billboard, Cincinnati 1, O.

WANTED FOR CASH

KEENEY BOXES

Any condition with locks. State quantity and lowest price in first letter. BOX 626, Billboard, Palace Theatre Bldg., New York City 19.

- 4 Rotaries, Claw Type \$149.50 Ea.
20 International Cranes 39.50 Ea.
4 Bally Gold Medal, 1 Ball Console Base 39.50 Ea.
4 Challenger Gun Target 22.50 Ea.
8 Home Run Counter Games 12.50 Ea.
5 Exhibit Card Vendors 12.50 Ea.
50% With Order. J. CANTE Union Beach, N. J.

SLOT PARTS FOR MILLS BLUE FRONTS, ETC.

- COMPLETE REEL ASSEMBLIES (SP 1-2-3, Two Cherry Pay) Each \$15.95
COMPLETE REEL ASSEMBLIES (358 1 SP 2-3, Five Lemon 1st Reel) Each 15.95
COMPLETE REEL ASSEMBLIES (CH 1-2-3, One Cherry Pay) Each 15.95
HARDWOOD CABINETS (Finished Light) Each 14.95
JACKPOT GLASS, Safety, Wire Mesh or Safety Blue Each .95
ESCALATOR or REEL GLASS Each .50
AWARD CARDS, 3-5 Two Cherry Pay or 2-5 One Cherry Pay Each .25
AWARD CARDS, 2-4 Pay or 3-5 Pay (Stagger Type) Each .50
AWARD CARDS, 3-5 Pay (Stagger Type, Gold Award) Each .50
AWARD CARDS EXTRAORDINARY (Stagger 3-5 Pay or 3-5 G. Award) Each .50
AWARD CARDS PACE COMET (Stagger Type, 3-5 Pay) Each .45
EXTRAORDINARY EAGLE CARDS, Silver & Blue Each .85
MILLS CHROME HANDLES Each 3.90
CLUB HANDLES Each .80
REEL STRIPS, SP 2 Cherry or CH 1 Cherry Set .80
REEL STRIPS, VEST POCKET or O.T. Set .80
DRILL PROOF PLATES (Complete Six Pieces) Set 9.95
DRILL PROOF PLATES (6x8 In. Slide Plates) Set 1.45
PRICE DENOMINATION BUTTONS, 5¢, 10¢ or 25¢ Each 1.00
JACKPOT ASSEMBLIES, 5¢, 10¢ or 25¢ Size Each 17.50
MILLS 3-5-10 PAY 5¢ SLIDES Set 22.50
RESERVE JACKPOT INSERTS Each 1.95

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989 Golden Gate Ave. San Francisco 2, Calif.

ORDER NOW—SPECIALS

- PHONOGRAPHS
Wurlitzer 412 or P12 \$ 89.50
Wurlitzer 616, Plain 125.00
Wurlitzer 616, Lite-Up 159.50
Wurlitzer 24s 239.50
Wurlitzer 24, Buckley Adapter, Collar, 159.50
Wurlitzer 500K, Remodeled, with Packard Adapter & 2 Packard Boxes 495.00
Wurlitzer #42 600 515.00
Seeburg Vogue, ESRC 395.00
Seeburg Melody King (K-20) 189.50
Seeburg Plaza 289.50
Seeburg Vogue 349.50
Seeburg Hi Tone 8800, ES 499.50
Seeburg Hi Tone 880, ESRC 565.00
Seeburg Gem 265.00
Seeburg Rex 219.50
Seeburg Cadet, Remodeled 359.50
Seeburg Commander, Remodeled 359.50
Seeburg Classic, Remote \$410.00
Rock-Ola Standard 279.50
Rock-Ola Master 325.00
Mills Throne 239.50
BOXES—ACCESSORIES
Seeburg 5-10-25 Bar-o-Matics \$ 45.00
Seeburg Select-o-Matics, 30 Wire 7.50
Seeburg 24 Wall-o-Matics, Wireless 29.50
Seeburg 20 Sol-Wal-o-Matics, Wireless 39.00
Wurlitzer #320 Sweet Music, 5¢ 24.50
Brackets for Wurlitzer Boxes 2.50
Brackets for Seeburg Boxes 3.00
Buckley Chrome and Gray Boxes 6.95
Volume Tone Control Keys .03
MISCELLANEOUS
Mills Vest Pocket, Green \$ 39.50
Mills Vest Pocket, Blue and Gold 49.50
Mills Vest Pocket, Chrome 62.50
A.B.T. Challenger & Stand, "Japs" 32.50

Terms—1/3 Deposit, Balance C. O. D.

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630 10TH AVE. (Circle 6-9570) NEW YORK 19, N. Y.

JAR DEAL TICKETS

1836 Tip Combination

2050 and 1950 Red-White-Blue

Standard Printing—Protected Numbers—Banded With Tape. Distributors and Operators, write for special prices.

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Manufacturers

310 N. Walnut St. Phone No. 2-6118 Muncie, Indiana

A TIMELY PROFIT-EER



Here it is—
a BIG football board that punts home a clear \$29.16 profit—5c play; \$47.57—10c play. It's a real touch-down for action, with FOOTBALL TICKETS in Jackpot, and NEW JUMBO HOLES. Order in 5c and 10c Play.

ORDER AS
#1000 SCRIMMAGE-5c Play (Special THICK-Slot Symbols)
Takes in \$50.00
Pays Out:
Av. J.P. ... \$9.84
Cons. 11.00 20.84

Average Profit \$29.16

ORDER AS
#1000 SCRIMMAGE-10c Play
Takes in \$100.00
Pays Out:
Av. J.P. ... \$19.68
Cons. 32.75 52.43

Average Profit \$47.57
Send for Price List #438-13

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2309 ARCHER • CHICAGO

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WRITE SALES MANAGER.

MARVEL'S NEW 5-BALL REVAMP—FEATURING A KICK-OUT-POCKET! MOST SENSATIONAL GAME ON THE MARKET—ORDER NOW!

\$179.50

EXH. PUNCHING BAG\$189.50	EXH. CHIN RINGS\$189.50
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USED 5c F.P. COIN CHUTES 1.65	BACK CLASS FOR BALLY T-BALLS 8.50
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NEW MODEL MAY-BELL, 5c-5c-5c-25c\$895.00	JENN. SILVER MOON OR BOB- TAIL, F.P. \$ 99.50
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BELL'S SPORTSMAN 395.00	JUMBO PARADE, C.P., LATE HEAD 129.50
5 5c V.P. BLUE & GOLD, METERS.. 54.50	MILLS OWL 79.50
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1939 1-2-3, F.P. 44.50	JUMBO PARADE, F.P., HIGH HEAD 89.50
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5c Q.T. GLITTER GOLD 109.50	BALLY EUREKA 49.50
SAFE STANDS 20.00	JENN. SILVER MOON, COMB. & FP 149.50
CLUB BELLS, COMBINATION 239.50	VICTORIOUS OF 1944, NEW 165.00
5c WATLING ROLATOP 99.50	MILLS SQUARE BELL 95.00
5c 4-STAR CHIEF 129.50	10c 4-STAR CHIEF 169.50
NOW THE KLEER-FLO PARTS AND MECHANISM CLEANING MACHINE—INCLUDING 30 GAL. DRUM OF CLEANER. \$129.50	
DISTRIBUTING!!	
USED PIN GAMES	NEW REVAMPS
DUPLEX\$ 64.50	UNITED'S OKLAHOMA\$209.50
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LEGIONNAIRE ... 59.50	STREAMLINER .. 209.50
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GOTT. LIBERTY.. 169.50	WESTERHAUS MARINES 199.50
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STAR ATTRACTION 60.00	Gott. SHANGRI-LA 154.50
VICTORY 89.50	SOUTH PAW 69.50
USED PIN GAMES	USED PIN GAMES
KNOCKOUT\$129.50	BROADCAST 49.50
BROADCAST 49.50	SHOW BOAT 59.50
TOWERS 89.50	TOPIO 89.50
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CAPT. KIDD 79.50	5-10-20 129.50
SPEED BALL 69.50	

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 \$20.00 FOR DIXIE PIN GAMES. SEND LIST OF OTHER GAMES.

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Rock-Ola Spectravox and Playmaster Combination. Must be in excellent mechanical condition as well as appearance. Also Supers, Masters, DeLuxe, Standards.

SLOTS—I-BALLS—CONSOLES	
Pimlico, F. P.\$415.00	Jumbo Parade, P. O. Late Head\$129.50
'41 Derby, F. P. 375.00	Ev. Gallop. Dominos, 1940 275.00
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Mills '39 1-2-3, FP..... 50.00	Sport King, PO 300.00
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ARCADE EQUIPMENT	
Gottl. 3-Way Gripper, Late Model\$ 19.50	10-Pin, Lo Dial ... \$ 50.00
Zingo Write	Ohl Coin Hockey ... 225.00
10-Pin, Hi Dial ... 65.00	Slap the Jap 119.00
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	ABT Early Model F \$ 20.00
	Gottl. Triple Grip .. 18.50
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	United Arizona 209.00
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Air Circus 129.00	Bowlaway 72.50
Knockout 129.00	Jungle 72.00
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	7 Up 57.50
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	Velvet 57.50
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	Paradise 49.50
	Metro 49.50
	Sport Parade 49.50
	Wildfire 44.50
	Bandwagon 42.50
	Gold Star 42.50
	Sparky 39.50
	Anabel 32.50

Rock-Ola Imp. 20 with 5 Keeney Boxes\$185.50	Plastics for Seeburg '41-'42 Models, Lower Sides. Each \$ 14.50
Rock-Ola Spectravox & Playmaster Comp. 325.00	Sheet Plastics, 20x50, Red 12.50
Plastics for Rock-Ola '39-'40 Models, Top Corners, Lower Sides. Each . 12.75	Rock-Ola Wall Boxes. Each 12.50
	Keeney Wall Boxes. Each 12.50

1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

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FREE!! WITH EACH SALE

A TEN WEEKS' SUBSCRIPTION TO "THE BILLBOARD"

5 1c Bally Babys\$6.00 ea.	1 1c Imp\$ 6.00
3 1c Cubs 6.00 ea.	1 1c Ginger 10.00
1 5c Nugget 6.00	1 5c Tot 10.00
1 Mills Kounter King..15.00	

1 Jennings 5c Duchess, Serial 12245\$ 35.00
1 Mills 5c War Eagle, 2-4 Payout 75.00
1 Mills 5c War Eagle, 3-5 Payout 115.00
1 Mills 1c Blue and Gold Vest Pocket, Metered 35.00
1 Jennings 5c Four-Star Chief (Minus Operating Handle and Top Back Casting) 65.00

SEIDEN DISTRIBUTING CO.

1230 BROADWAY PHONE 4-2109 ALBANY 4, N. Y.

PARTS FOR MILLS SLOTS

Large Clock Gears, Complete with Brackets and SpringsEach \$3.00	Vest Pocket Coin Chutes, 1¢ or 5¢, NewEach \$3.25
Idler Pinion GearEach 3.25	Payout Tubes, 25¢ Size (with Hopper)Each 3.75
Reel Strips, 3-5 or 1 Cherry P.O.55	Bottom Main Slide, 5¢-10¢-25¢Each 4.25
Reward Cards, 2-5 or 3-5Each .20	20-Stop Star WheelSet 3.00
Club Handles, Painted & Chromed, Each 4.50	Large Clock Gears, Complete with Brackets and Springs for Jennings SlotsEach 4.25
Payout Discs, 1 Cherry P.O.Set 7.50	Back Board Glass for Jumbo Parade, Cash ModelEach 3.50
Payout Discs, S.P., 1, 2 & 3Set 7.50	
Disc PlugsSet .25	
Oval Frames To Use Paper Reward Card on Brown FrontEach 2.00	
Cash BoxesEach 2.25	

We Have All Types of Springs and Other Parts for Mills Slots.
1/3 Deposit Must Accompany All Orders.

SICKING, INC. 1401 CENTRAL PARKWAY, CINCINNATI 14, O.

Complete OVERHAULING AND REBUILDING

SEEBURG GUNS — BALLY GUNS

\$30.00

plus parts; F. O. B. Chicago

All types of amplifiers repaired. Work done by mechanics of 15 years' experience. All work guaranteed. We have Ray Gun parts in stock.

Radio Tubes for All Coin Machines. O. P. A. Prices.
Send Consumer's Certificate With Orders.

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3236 Southport Ave. Chicago 13, Ill. LAReview 2033

WE WANT PHONOGRAPHS

WILL PAY THESE PRICES F. O. B. YOUR CITY

GEMS\$175.00	600 WURLITZERS\$240.00	8800\$450.00
VOGUE 285.00	500 350.00	9800 425.00
ENVOY 310.00	700 425.00	8200 475.00
COLONEL 320.00	800 425.00	750E 475.00
CLASSICO 300.00	780 425.00	850 525.00
24 WURLITZER .. 175.00	750 425.00	950 525.00

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CENTRAL OHIO QUALITY BUYS

THERE IS NO SUBSTITUTE FOR QUALITY

PIN BALLS

Table of pin ball machines and prices: Jeep \$119.50, Hi Hat 69.50, Texas Mustang 79.50, Velvets 69.50, Zombles 59.50, Wildfire 59.50, Double Play 39.50, Gold Star 39.50, Sky Ray 59.50, Horoscopes 49.50, Mills Owls 99.50, Gobs 109.50, Star Attraction 69.50, Jungle 79.50. Also includes Spot Pools, Spot-a-Card, Tople, New Champs, Bolaway, Gun Club, Sea Hawks, School Days, Paradise, Sport Parades, Belle Hop, Lepionnaire, 5-10-20, and Knockout.



Woolf Solomon

Table of machine categories and prices: Marines at Play, New Revamp by Wesferhaus \$199.50; Invasion, Sensational 5 Ball by Wesferhaus \$165.00; One Ball Pimlicos, Club Trophys, 41 Derbys, Santa Anita, Long Shots, Write; ARCADE EQUIPMENT: Late Rapid Fires \$219.50, Hockeys 209.50, Air Raiders 219.50, New See-A Freak 109.50, Bally Defenders 295.00.

30 Panorams, Late, With Wipers, \$365.00 | 10 Exhibit Rotaries, A-1, \$179.50 | New Bowling League, 9 Ft. Skee Ball, \$299.50

ARCADE OPERATORS, ATTENTION—WE HAVE ON HAND 4-GUN A.B.T. RIFLE RANGE, A-1 CONDITION—EXTRA GUN AND COMPLETE EQUIPMENT—COUNTER, PELLETS AND BACKGROUND. ALSO COMPLETE VOICE RECORDER OUTFIT INSTALLED IN DOUBLE INCLOSED BOOTHS. FULLY EQUIPPED AND READY FOR SHIPMENT—WRITE OR WIRE FOR PRICES.

CONSOLES READY FOR LOCATION

Table of console machines and prices: Jumbo Parades, C.P., Lato \$120.50, Jumbo Parades, C.P., A-1 119.50, Jumbo Parades, F.P., A-1 89.50, Baker's Pacer, D.D., Like New 299.50, Bally Club Bells, Like New 299.50. Also includes Kentucky Clubs, Perfect \$89.50, 25¢ Bobtail Totalizer 179.50, 5¢ Silver Moon Totalizers Write, 5¢ Bobtail Totalizers Write, Super Track Times Write, 2-Way Super Bells, 5¢-5¢ Write, 5¢ Super Bells, Comb. Write.

SLOTS—WRITE OR PHONE FOR PRICES

Table of slot machines and prices: 5c-10c-25c Blue Fronts, 5c-10c-25c Brown Fronts, 5c-10c-25c Orig. Chrome Bells, 5c-10c-25c Bonus Bells. Specific machines: 5c Cherry Bells, 3/10 P.O.; 5c Mills Club Console Bells, 3/5 P.O.; 5c Jennings Club Chief, 3/5 P.O.; 5c Silver Chief; 10c Silver Chief; 10c Extraordinary; 5c Pace Deluxe; 5c Pace All Stars; DOUBLE SAFES.

WIRE WRITE PHONE FOR PRICES

CENTRAL OHIO COIN MACHINE EXCHANGE

514 S. HIGH ST., COLUMBUS 15, O. Phones ADams 7949, ADams 7993.

OPA Reps Check Cig Sales Set-Up in Detroit Outlets

DETROIT, Oct. 28.—Shortage of cigarettes in vending machines became so serious here that the OPA was called into the picture Monday (23). Back of the set-up is the recent practice of most operators in the territory giving their supply of cigarettes to location owners to be passed out by hand, rather than thru machines, in order to assure a fair distribution between customers, as reported in The Billboard last week.

This, however, resulted in some instances of chiseling by location owners, who sold the cigarettes at advanced prices. Typically, it is reported, one operator sold 25 cartons of cigarettes to one location owner at his regular price and, while he was still there, the location owner sold a carton to an individual for a price over the ceiling of 15 cents per carton.

Cigarette operators met Monday at the office of Albert A. Weldman, of the Weldman National Sales Company, and worked out a plan which they presented to a conference with OPA representatives headed by Clinton Campbell, price specialist, and Harold Weller, enforcement attorney.

It was the sentiment of operators that the OPA is in a better position to check one location selling via the counter route than a dozen individuals who would come in and strip a machine just after it was filled for resale at a higher price.

30 Cents a Pack Price

Typically, it was reported, many persons have been getting cigarettes and selling them at 25 or 30 cents a pack.

The OPA pointed out, however, that the operator remained technically liable for the resale conditions of his cigarettes, even tho he passed them out to the location owner, and that, in this case, the latter acted as his agent. The only way to avoid that angle would be to consider the operator as a wholesaler, which would introduce many added complications.

Accordingly, operators agreed with the OPA officials to prepare 4,000 signs giving ceiling prices on cigarettes, which are to be posted in all locations having vending machines. Placing of these signs is intended to discourage any location owner from seeking to charge over the ceiling price.

It is further agreed by the operators that if a violation occurs, they will withdraw their machine from the location and discontinue further service to it. By this method, the operator is protected against possible violation of the ceiling price regulations by the location staff.

OPA Fronting

In return, the OPA is going to bat for the operators, and is seeking to bring pressure on tobacco jobbers to assign the proper quota of cigarettes to venter operators. It is alleged this has not been done in many instances, but the more reputable jobbing firms are not involved. It is alleged by Weldman that instances have occurred whereas staff members of jobbing firms take out loads of cartons in their cars at night, which appear on the firms' books as normal cash sales at regular ceiling wholesale prices. The cigarettes are sold instead

SLOTS For Immediate Delivery

- 2 Mills 5c Gold Chromes, 2-5
3 Mills 10c Gold Chromes, 2-5
6 Mills 25c Gold Chromes, 2-5
3 Mills 25c Gold Chromes, 3-5
5 Mills 25c Brown Fronts, Drillproof, K.A., Club Handle
2 Mills 10c BROWN FRONTS, Drillproof, K.A., Club Handle
4 Mills 25c Blue Fronts, Drillproof, K.A., Club Handle
2 Mills 10c Blue Fronts, Drillproof, K.A., Club Handle
2 Mills 5c Q. T.'s, Originally Blue, made Gold Giltter
3 Mills 10c Q. T.'s, Originally Blue, made Gold Giltter
2 Mills 25c Q. T.'s, Originally Blue, made Gold Giltter
3 Mills 5c Blue Front Q. T.'s
3 Mills 25c Club Consoles
2 Mills Four Bells, 4-5c
1 Mills Four Bells, 1-25c, 3-5c
6 Mills Blue & Gold Vest Pockets, 5c
4 Mills Green Vest Pockets, 5c
1 Watling 50c Rolatop
1 Jennings 25c Club Special
1 Paces Reels
1 Paces Races Red Arrow
1 Keeney Tokio Gun
8 Sheffler Loboy Scales
1 Watling Scale-Mirror
5 Organ Type Speakers

Visit our new complete Record Department for Operators.

PHONOGRAPHS

- 1 Seeburg 8800, R. C. E. S.
1 Seeburg Rex
1 Seeburg Royal
1 Wurlitzer 500
1 Wurlitzer 61 Counter Mod.
1 Wurlitzer 41 Counter Mod.
2 Wurlitzer 24
1 Wurlitzer 412
1 Rock-Ola MONARCH
1 Rock-Ola 12 Record
1 Mills THRONE OF MUSIC
IF WHAT YOU WANT IS NOT LISTED, WRITE US, AS WE HAVE A LARGE STOCK OF ALL TYPES OF VENDING MACHINES. WRITE FOR PRICES. Terms: 1/3 Certified Deposit, Bal. C.O.D.
STERLING NOVELTY CO.
669-671 S. Broadway, Lexington 20, Ky.
Wholesale Distributors

LOU WOLCHER

Largest Distributor in the West

Offers Machines at

"REAL BARGAIN PRICES"

CONSOLES

Table of console machines: 1 Mills 4 Bells, Late Head, 4/5c Write; 1 Mills 4 Bells, Late Head, 3/5 & 1/25c Write; 3 Mills 4 Bells, Orig. Head, 4/5c Write; 1 Pace Saratoga, Comb. F.P.-P.O., Brand New \$250.00; 2 Pace Saratoga, Comb. F.P.-P.O. @ 185.00; 2 Pace Reels, Comb. F.P.-P.O. @ 175.00; 3 Saratoga Jr., P.O. with Rails @ 130.00; 2 Pace Reels Jr., P.O. with rails @ 135.00; 4 Saratoga Sr., P.O. with Rails @ 140.00; 2 Pace Reels Sr., P.O. with Rails @ 150.00; 1 Jennings 5¢ Cigarolla @ 65.00; 1 Lucky Luore, 5/5¢ @ 225.00; 2 Galloping Dominoes (Old Head) @ 50.00; 1 Buckley Track Odds, D.D., no J.P. @ 325.00; 1 Keeney Skylark, F.P.-P.O. @ 250.00; 1 Keeney Fortuno, F.P.-P.O. @ 325.00; 1 Sugar King @ 40.00; 1 Bally Big Top, F.P. @ 125.00; 1 Bally Big Top, P.O. @ 140.00.

ARCADE

Table of arcade machines: 2 Periscope (Brand New) @ \$325.00; 1 Periscope (Used 1 Week) @ 275.00; 2 Anti Aircraft Guns @ 60.00; 2 Johnson Baseball @ 75.00; 1 Shoot the Bull (Jap Conversion) @ 75.00; 1 Rockola World's Series @ 75.00; 1 Mountain Climber @ 100.00; 2 Warner Voice Recorders Write; 2 Jumbo Cranes (Pusher Type) @ 90.00; 5 Ideal Lo-Boy Scales (Like New) @ 55.00; 2 Exhibit Rotary Merchandisers @ 150.00; 1 Simplex Nameplate Machine @ 100.00; 3 Liberators (Brand New) @ 325.00; 1 Exhibit Muscle Builder @ 185.00; 1 Mills Punching Bag @ 100.00.

SLOTS

Table of slot machines: 50¢ Brown Fronts Write; 50¢ Giltter Gold Blue Fronts Write; 50¢ Giltter Gold War Eagles Write; 50¢ Giltter Gold Roman Heads Write.

MUSIC

Table of music machines: 1 Mills Throne @ \$250.00; 2 Rockola Commandos @ 600.00; 1 Rockola Standard @ 325.00; Wurlitzer 950 Write; Wurlitzer 750E Write; Wurlitzer 800 Write.

BRAND NEW CABINETS FOR MILLS 4 BELLS, \$24.50.

Table of music boxes: 16 Select-a-Matic Boxes (24 Record 30 Wire) @ \$7.50 Ea.; 1 Rockola Playmaster with Spectrovox and Series E Speakers, Complete @ \$500.00.

Terms: 1/3 Deposit, Balance O. O. D.

ADVANCE AUTOMATIC SALES COMPANY

1350 HOWARD STREET SAN FRANCISCO 3, CALIFORNIA

Table of pinball games: Glamour \$27.50, Jolly 19.50, Landslide 42.50, Lot a Smoke 39.50, Majors, Old Style 19.50, Metro 47.50, Miami 19.50, Miami Beach 57.50, Mystia 27.50, Nippy 15.00, 1 Mills Jumbo Parade, Free Play 59.50, 1 Mills Jumbo Parade, Combination, Used 3 Weeks, Only 189.50.

1/3 Deposit Write or Wire

GLAUSSER MUSIC CO.

800 Geary Ave., Pittsburgh, Pa.

There is no substitute for Quality

Quality Products Will Last for the Duration

D. GOTTLIEB & CO. CHICAGO

HARRY WILLIAMS Designer and Manufacturer of Outstanding Games Since 1934 AFTER VICTORY WATCH WILLIAMS! WILLIAMS MFG. CO. 161 W. HURON ST., CHICAGO 10, ILL.

MECHANIC WANTED One thoroughly experienced on Phonographs, Amplifiers and Remote Control. Must be sober and reliable. Give references, state experience and salary expected in first letter. BOX 427, care The Billboard, 390 Arcade Bldg., St. Louis 7, Mo.

WILL PAY \$100 FOR GENCO BANK ROLLS ARCADE MACHINES ALSO WANTED For Sale 15 Mills Slot Machines In perfect working condition, \$45.00 ea. ALSO 100 LATEST PINBALLS S & W COIN MACHINE EXCHANGE 2418 Grand River Ave., Detroit 7, Mich. Phone: CLifford 1958

THANKS FOR YOUR SPLENDID RESPONSE AND FINE COMMENTS ON OUR

NEW—ORIGINAL PLAY APPEAL

Blackie SALESBOARDS

Creating More New Business Than Anything Ever Developed.

DID YOU GET YOURS?

5c - 10c - 25c PER PUNCH

SPECIALLY DESIGNED TO GO IN ANY TYPE LOCATION

SUPERIOR PRODUCTS

14 N. PEORIA ST. CHICAGO 7, ILL.

WE WANT TO BUY 50 SEEBURG 8200'S AND 100 SEEBURG WALL-O-MATICS 20 SELECTION, ALSO WURLITZER 750'S. WRITE, GIVING PRICE AND GUARANTEED CONDITION OF WHAT YOU HAVE TO OFFER.

FLOOR SAMPLES, REBUILTS AND SLIGHTLY USED SLOT MACHINES EQUIPPED WITH DISCS AND REELS FOR RESALE ONLY.

OUR GUARANTEE — MONEY REFUNDED IF NOT SATISFIED ON ARRIVAL UPON RETURN OF GOODS, CHARGES PREPAID.

Table listing various slot machines and their prices, including Gold Chrome, Copper Chrome, Brown Fronts, and others.

SUPPLIES

Table listing supplies such as Chicago Metal Safes, Mills Four Bell Cabinets, and Slot Shatter Proof J.P. Glass.

FIVE BALL PIN BALL MACHINES

Table listing five ball pin ball machines like Mystles, Bally Reserve, and Spottem.

NEW MACHINES IN ORIGINAL SEALED CRATES

Table listing new machines in sealed crates such as Mills Copper Chrome, Mills Jumbo Parade, and Keeney Super Track Times.

FACTORY REBUILTS IN ORIGINAL SEALED CRATES

Table listing factory rebuilt machines like Mills Brown Fronts, Mills Consoles, and Mills Gold Chrome.

PHONOGRAPHS AND SUPPLIES

Table listing phonographs and supplies such as Wurlitzer 616, Wurlitzer 416, and Seeburg Selectomatics.

TERMS: FULL CASH MUST ACCOMPANY ALL ORDERS IN THE FORM OF POST OFFICE, EXPRESS, TELEGRAPH MONEY ORDERS OR CERTIFIED CHECKS.

MOSELEY VENDING MACHINE EXCHANGE, INC. 00 BROAD STREET, RICHMOND, VIRGINIA. DAY PHONE 3-4511—NIGHT 5-5328.

Central— THE VALUE CENTER —Central ATTENTION: SLOT MACHINE OPERATORS!

REBUILDING and REFINISHING

of MILLS SLOTS (ALL TYPES) SEND US YOUR MACHINES 10-DAY SERVICE \$79.50

SEND YOUR OLD CABINETS. WE RETURN NEW ONES!

Send us your old slot machine cabinets. We replace your old wooden frame with an entirely new frame. The metal parts are completely refinished like new, including the back door. You have your choice of design and finish; specify when sending your cabinets . . . only \$35.50 (If you want us to sand-down and refinish your old cabinet instead of giving you a new one you can save \$10.00.)

DO IT YOURSELF!

Refinish your old slot machine like new. Use our GLITTER-GOLD, GLITTER-BLUE, GLITTER-RED, EMERALD-GREEN, DIAMOND DUST OR BEADED FINISH. Complete kit with finishers, brushes and instructions only \$7.85

Write for other refinishing systems.

CENTRAL MANUFACTURING CO.

4245-47 FULLERTON AVE. CHICAGO 39, ILL. SPAuldin 1670-1

BERT LANE SAYS . . .

I'LL BUY YOUR MUSIC EQUIPMENT

Send Your List!

625 10th Ave., N. Y. 19, N. Y.

All Phones: Bryant 9-7763

ZINGO

THE GAME FOR THOSE BETTER LOCATIONS. Revamped from Broadcast and Crossline.

WILLIAMS MANUFACTURING COMPANY

161 WEST HURON STREET

CHICAGO 10, ILLINOIS

WHILE THEY LAST! DOMINO JR.

A Complete Casino Game in Deluxe Junior Size—Top Attraction for Big Play on Counter Locations!

All the Zip and Play Appeal of Galloping Dominos!

Colorful, flashy cabinet and layout panel set up conveniently on counter. Button control spins pointer on dial. 32 combinations—odds from 2 to 1 up to 20 to 1. Also operates on wall or back bar with remote control. Built to last . . . hardwood cabinet, simple mechanism. 115 V., 50 Cycle A.C. operation. Size 17 1/2" high, 13 1/2" wide, 4 1/2" deep. Shipping wt., complete, 16 lbs.

Ideal Counter Game—No Slot—No Tax!

Write for Information

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO 7, ILLINOIS

THE NEW MODEL MAY-BELL 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.

CHROME COIN CO. 4630 WEST NORTH AVENUE MILWAUKEE 8, WISCONSIN

Custom COIN-BELL Conversions

* Write, Wire or Phone *



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.

FRANK CARAVELLA, WELL KNOWN WESTERN PENNSYLVANIA ARCADE MAN, SAYS . . .

"PILOT TRAINER is a decided advancement in the amusement field . . . a good money maker!"

"I have two PILOT TRAINERS on order and will need at least eight more!"



★
 VISIT OUR SHOWROOMS AND SEE IT IN ACTION! SEND FOR COMPLETE CIRCULAR!
 ★


TRAINER SALES CO.
 GEORGE PONSER - JACK GARLINER
 2 Columbus Circle, New York 19, N.Y.

Parley Your Profits!



PIMLICO PARLEY
No. 11895 10c PLAY 1056 Holes
Takes In \$105.60
Average Payout 39.88
PROFIT \$65.72



SARATOGA PARLEY
No. 11896 25c PLAY 1056 Holes
Takes In \$264.00
Average Payout 99.70
PROFIT \$164.30



SWEEPSTAKES PARLEY
No. 11894 5c PLAY 1056 Holes
Takes In \$52.80
Average Payout 19.94
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with HARLICH BOARDS

They're off! Here's the start of one of the biggest profit runs in board history. Every one an odds-on favorite! Made in our special thick style with large slot symbol tickets and the popular large hole. Write or wire for "Dope Sheet" today.

SEND TODAY FOR CIRCULAR ILLUSTRATING OTHER HARLICH MONEY-MAKERS
HARLICH MFG. CO. 1413 W. JACKSON BLVD. CHICAGO (7) ILLINOIS

ECONOMY SUPPLY COMPANY

GENUINE SEEBURG AND BALLY GUN LAMPS
 IN LOTS OF 10 60c EACH
 WRITE FOR SPECIAL PRICE IN LOTS OF 100!

**LIMITED SUPPLY .22 LONGS
\$75.00 PER CASE**

TERMS—1/3 Deposit With Order, Balance C. O. D.
 WRITE FOR PRICE LIST OF PARTS, SUPPLIES, TUBES, FUSES, WIRE, ETC., ETC.
 615 TENTH AVE., NEW YORK CITY (Phone BRyant 9-3295)

SIMON SALES

1 A.B.T. RIFLE RANGE GUN, FACTORY REBUILT
 2 GUNS FOR BANG-A-DEER, FACTORY REBUILT

CENTURY'S "SUPER TORPEDO"

FOR SALE—Combination Hand-Operated Camera, solid walnut cabinet, 1 1/2" (sold 4 for 25c). 3 1/2" (post card size, sold at 50c each). Consists of 6 different backgrounds, Cooper Hewitt Lighting and Photo Flood Reflectors; \$950.00 all inclusive.

WRITE—WIRE—PHONE!
 152 W. 42nd St., New York 18, N. Y. Phone Pennsylvania 6-9495

PIN BALL BUMPER STEM REPAIR SLEEVES

"MADE OF SILVER, BUT WORTH THEIR WEIGHT IN GOLD"
 Cut at an Angle for Instant Application



THOUSANDS IN USE! BECAUSE THEY END BUMPER TROUBLE!

Just slip in place and squeeze. No solder needed. Stop most coil burnage and out-of-order calls. Give new life to your tired games for the duration. Will fit all games. Immediate delivery guaranteed.

Pin Business Card to This Ad for C. O. D. or MAIL \$2.75 FOR EACH PACKAGE OF 25 Large Size, \$3.00 for Pkg. of 20.

GENERAL COIN MACHINE SUPPLY CO.
 940 MICHIGAN AVE., BUFFALO 3, N. Y. Established 1930

POKERENOS WRITE WANTED!

ALL TYPES OF GENCO GAMES IN ANY QUANTITY AND IN ANY CONDITION. ALSO WANT TIMERS, PUMPS, RECTIFIERS AND TRANSFORMERS. Give Description, Quantity and Price in First Letter!

SUPREME ENTERPRISES
 557 ROGERS AVENUE BROOKLYN, N. Y.

acme UNBREAKABLE PHONO PLASTIC REPLACEMENT PARTS

FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS

- NON-INFLAMMABLE
- NON-BRITTLE
- SHRINK-PROOF
- RIGID MATERIAL
- EXPERTLY MOLDED
- PERFECT FIT
- GUARANTEED

WURLITZER MODELS

	Each
24 Top Corners	\$ 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

	Each
Standard, Master, Deluxe or Super Top Corners	\$12.75
Lower Sides	12.75
Top Door Plastics	6.75

The Above Available in Solid Red, Yellow, Green
COMMANDO Each \$ 8.00
Top Center 7.00
Long Sides 12.75
Combination Yellow and Red Color Scheme.

SEEBURG MODELS

	Each
"Hi tone"—Model 9800, 8800, 8200, Lower Sides	\$14.50
"Classic"—"Colonel"—"Major" Top Corners	6.00
"Envoy"—"Cadet" Top Corners	2.50

The Above Available in Solid Red, Yellow or Green

MILLS	
Available in Red, Yellow or Green	
Throne—Empress Top Corners, Each	\$14.00
Throne—Empress Lower Sides, Each	14.00
BUCKLEY BOXES	
Side Plastics, Per Set	\$ 2.00

SHEET PLASTIC

	Per Sheet
50 Gauge Red, Yellow or Green (Thickness of 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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505 WEST 42nd ST.
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LONGACRE 3-4138

WE WILL ACCEPT ALL TYPES OF USED COIN MACHINES AS PART OR FULL PAYMENT

FOR **The Most Thorough and Complete "CHICKEN SAM"—Change-Over to**

"JAP" Ray Guns
"SHOOT THE JAP" RAY-O-LITE GUNS
1/3 Deposit, Balance C. O. D.

Appearance and performance equal to a brand new machine. Factory-trained mechanics—expert cabinet makers see to it that every re-conditioned Seeburg "CHICKEN SAM" Ray Gun leaves our shop in perfect condition. Amplifiers—Tubes—Cables—every part is thoroughly checked and tested, and cabinets finished in solid blue lacquer with black trim. Our "Jap" Ray Guns make friends with every operator because they look and perform like new and make money right from the start. Send us your Certified Check for \$175.00 to save C. O. D. charges or \$60.00 with your order—balance of \$119.50 C. O. D.

BALLY RAPID FIRE GUNS

WE REBUILD RECONDITION REFINISH For **\$49.50**

F. O. B. CHICAGO

MADE TO WORK AND LOOK LIKE NEW BY FACTORY TRAINED SPECIALISTS

WE RE-BUILD—RE-CONDITION—RE-FINISH—MACHINES COMPLETELY PAINTED TO LOOK LIKE NEW!

Your old run down "CHICKEN SAMs" and "JAIL-BIRDS" and convert them into "SHOOT THE JAP" Ray Guns.

for **\$59.50** F. O. B. Chicago

Chicago Novelty Company, Inc.

1348 Newport Avenue Chicago, Ill.

READ THIS AND RUSH YOUR ORDER!

MUSIC

	Each		Each
6 Wurlitzer 24 Victory Model	\$435.00	5 Wurlitzer 24 In Steel Cabinets with Buckley Adapter, Amplifiers and Speakers, Ready for Location	\$175.00
5 Rock-Ola Spectravoxes with Playmaster	325.00	20 Wurlitzer 412 Mechanisms and Motors Taken From Cellar Jobs	49.50
1 Rock-Ola Spectravox	100.00	20 Wurlitzer 616 Mechanisms and Motors Taken From Cellar Jobs	59.50
1 Rock-Ola DeLuxe Dialatone	315.00	10 Wurlitzer 24 Mechanisms and Motors Taken From Cellar Jobs	69.50
5 Rock-Ola Imperials, 20 Records	195.50	20 Metal Cabinets for Twin Twelves	12.50
6 Mills Empress	345.00		
5 Mills Thrones	275.00		
2 Seeburg Envoy, ROES	479.00		
10 Wurl. Twin Twelve in Steel Cab. with Buckley Adapters, Amplifiers and Speakers, Ready for Location	165.00		

ACCESSORIES

WALL BOXES	Each	BAR BRACKETS	Each
25 Packard	\$ 34.50	20 Seeburg	\$ 2.75
2 Wurlitzer 2-Wire 5¢ Model #120	22.50	50 Buckley	2.95
3 Wurlitzer 2-Wire 5-10-25¢ Like New #125	34.50	50 Packard and Keeney, Usable for Buckley Boxes	3.95
5 Wurlitzer 2-Wire 5-10-25¢ (Covers Slightly Damaged) #125	22.50	20 Wurlitzer	2.95
17 Wurlitzer 2-Wire 5¢ Sweet Music	27.50	50 Pedestals for Buckley Boxes	3.95
20 Seeburg 20 and 24 Record 30-Wire, 5¢	8.75	STEPPERS & ADAPTERS	
8 Seeburg 5-10-25¢ Selectomatic, 3-Wire, Like New	42.50	1 Seeburg 3-Wire Stepper, Fits HI Tone Straight Model	\$ 49.50
15 Seeburg 5¢ Selectomatics, 3-Wire, Like New	24.50	2 Wurlitzer Fast Rod Steppers, #145	49.50
60 Buckley Lite-Up, Like New, Late Model	16.95	3 Wurlitzer Steppers, #304	24.50
50 Buckley, Lift Door	6.95	20 Wurlitzer 616, Buckley Adapters	24.50
70 Keeney, Some Converted to 30-Wire	3.45	20 Wurlitzer 24, Buckley Adapters	30.00
		20 Twin Twelve, Buckley Adapters	35.00
		20 Wurlitzer 24, Keeney Adapters	20.00
		19 Twin Twelve, Keeney Adapters	25.00

RUNYON SALES CO.

123 W. RUNYON STREET
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SERVICE KIT FOR PIN GAME OPERATORS

The Original Contact Kit Made by the PIONEER ELECTRICAL ENGINEERS of the Industry.

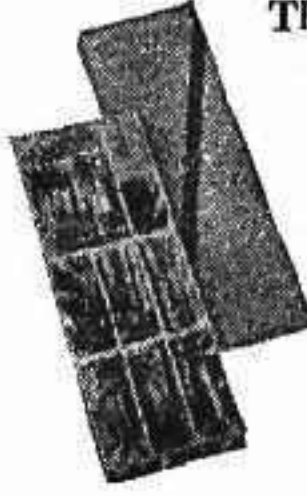
BEWARE OF IMITATIONS

Buy Guardian and You Won't Come to Grief

No. 1200—New Service Kit . . \$14.50

This New Kit Contains a Very Handy and Useful Contact Switch Assembling Tool. Value \$2.00. Plus 60 EXTRA Assorted Genuine Phosphor Bronze Leaves, Value \$3.00. Plus 144 EXTRA Assorted Silver Contact Points, Value \$0.00, in addition to the Liberal Assortment of Switch Parts Contained in Our Well Known Guardian Contact Kit.

No. 450—COMPLETE, STILL ONLY . . \$7.50
CONTAINS Silver Points, Phosphor Bronze Leaves, Lifters, Switches, Bakelite Bushings, Separators, Contact Point Adjusters, Brass Rivets, Copper Pig Tail Wire, Fish Papers.



NEEDLES!!

AEROPoint

Our Fastest Selling Needle! 50c Each
Lots of 25, 48¢ Ea.; Lots of 100, 46¢ Ea.

ONE OF THE FINEST NEEDLES!
45c EACH
Lots of 100—40c Each

We also have PERMO POINTS
35c Each, Any Quantity!

Send for Complete Catalog of Parts and Supplies!

"DUO" REGISTERED KEY LOCKS

Protect Your Cash Boxes! We register your key number and no one within 500 miles can buy locks with your key number.



Lots of 25 70c Each
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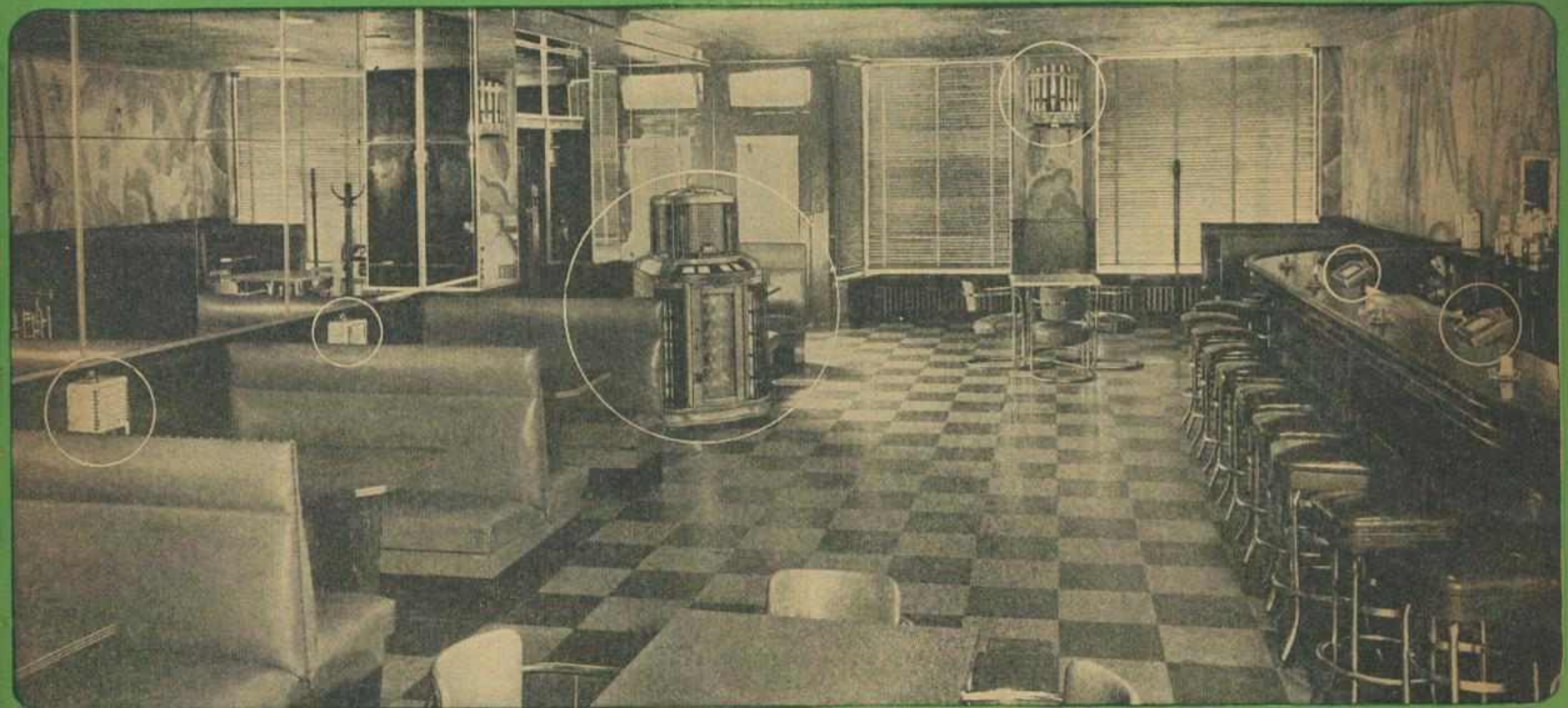
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