

# The Billboard

SEPTEMBER 1, 1945

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

**MUSIC**

## SPECIAL MATERIAL MAKES BANDS

**PARKS**

**Prepping Expansion Era---  
New Rides & Ideas Sought**

**NIGHT CLUBS-VAUDE**

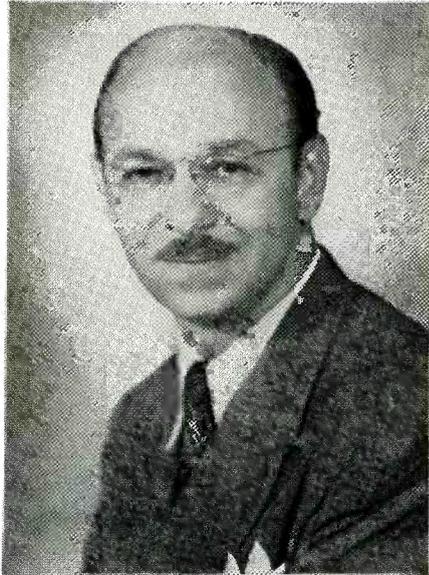
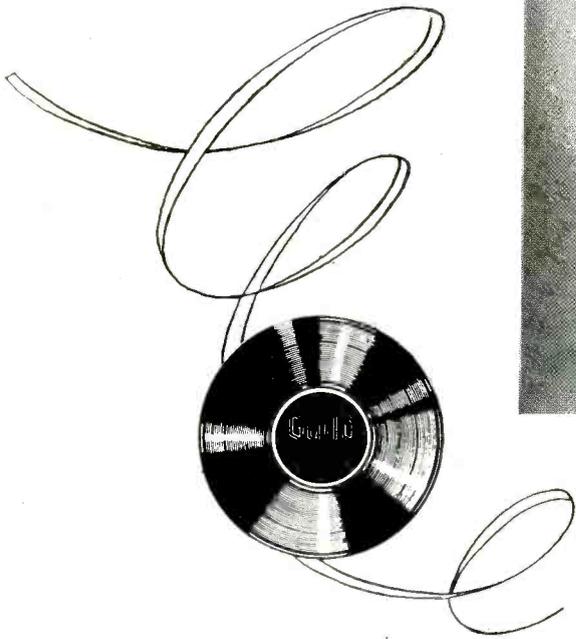
**Sales Conventions & Confabs  
Mean Plenty \$\$ for Showbiz**

**CARNIVAL**



**EVELYN KNIGHT**  
*Evelyn Knight-Ingale's Back From Brazil*  
(See Music Section)

## PLATTER VS. FLESH SPIELERS



GUILD RECORDS, INCORPORATED  
proudly announce the appointment of  
**JIMMY RICH**  
as General Manager

The recent appointment of Jimmy Rich as general manager of Guild Records, Incorporated, is another step toward Guild's goal of securing really fine musical talent and producing only the best in records.

Guild Records has also been fortunate in adding to its staff of musical artists many top-notch exponents of music in its various moods. These fine artists under the personal direction of Jimmy Rich, plus Guild's quality recording will mean increased business for you...and ever-growing public demand for Guild Records.

OUR NEW RELEASES INCLUDE THE FOLLOWING

*Songdom's Newest Star*  
**DICK BROWN**  
*Vocalist*  
LOVE LETTERS  
ARE YOU LIVIN' OLD MAN  
*Catalog No. 140*

•  
*Super-Modern Swing*  
**BOYD RAEBURN**  
*and His Orchestra*  
YOU CAME ALONG  
BOYD'S NEST  
*Catalog No. 133*

*That Young Master of Music*  
**GEORGE PAXTON**  
*and His Orchestra*  
OUT OF THIS WORLD  
THIS CAN'T BE LOVE  
*Catalog No. 131*

•  
*New Ace of Trumpeters*  
**"DIZZY" GILLESPIE**  
*and His Orchestra*  
SALT PEANUTS  
HOT HOUSE  
*Catalog No. 1003*

**GERALD CLARK**  
*and His Original Calypsos*  
MAN SMART—WOMAN SMARTER  
MY DONKEY WANT WATER  
*Catalog No. 115*

DEDICATED TO THE PRODUCTION OF THE BEST IN RECORDS

**GUILD** RECORDS  
REG. INCORPORATED

• NEW YORK, N.Y.  
665 Fifth Avenue,

# OPEN-END E.T. \$\$ RAINBOW

## Service Camps Splurging With Plenty Offering More Dough For Name Bands and Singers

### Sox Must Be Emptied Before Bases Close

CHICAGO, Aug. 27.—Several one-night bookers here are prepping for what appears to be a forthcoming string of bids from Midwest army camps and naval stations for the best they can secure in name talent. With the Jap capitulation, plenty of these camps and naval stations will be getting the ax soon, because they are rapidly losing personnel, yet their entertainment treasuries are still heavily laden with cash.

Special Service officers from camps in the Midwest, such as the jumping off spots of B-29's bound for Japan, are already demanding the cream of the names for their entertainment schedules. Brass hats have reported to them that the future of the camp is pretty uncertain and that the officers and enlisted men's treasuries, built up during the war, must be spent so the men will get their money's worth before the camp is shut down. As a result, officers are requesting the best in bands and are willing to pay up to 60 per cent more than the usual buying price for one-nighters.

### 15G To Spend in 3 Months

One broker reports this week that a Special Service officer called him with a \$15,000 purse which had to be spent for entertainment within the next three months. Officer is dickering for movie and music name singles to work with name bands for one night p.a.'s at the base. First sale, which cost the camp \$1,500, brings in a newly formed band and two minor movie names for the evening. Officer told the local fee splitter that he wants plenty of such combinations during the next three months.

Bob Weems and Paul Bannister, of

## British Troops Gripe on Poor ENSA Shows

LONDON, Aug. 27.—According to a recent dispatch in *The London News Chronicle*, British troops are blowing their tops over the complete absence of top-flight English entertainers in Germany, while American G.I.'s are getting their fill of stars like Bob Hope, Mickey Rooney and Jack Benny. They're not mad about the Yanks getting entertainment, but can't see why ENSA doesn't do the job they claim USO-Camp Shows, Inc., is doing. (Now that England is at peace, the wartime regulations requiring artists to spend six weeks entertaining the armed forces is no longer in effect.)

A survey of the English zone in Germany has shown only small concert parties featuring unknowns and vaude actors past their prime. The shortage of good ENSA shows is so serious that the army is forming its own units to send on tour. Right now ENSA is 14 shows short to keep its circuit going. Even the entertainment org officers agree that some of the programs are a "bit poor."

Lt. Col. F. S. Warren, ENSA chief, has admitted that it is very tough to get stars to leave England now "while the theaters are booming." This situation has been complicated by the Treasury's ruling that no more local artists be hired in Europe because ENSA is spending too much money.

GAC, have routed Sonny Dunham's band for a series of 41 one-nighters thru the Midwest in order that Dunham can grab some of the big moola being offered by the service locations. Tour will take Dunham's ork thru the Midwest into Texas with the service camps paying up to \$500 more than civilian locations.

### "If" Clauses Are No Ache

Bulk of the contracts made with service camps in the Midwest carry a clause which makes the pact null and void in the event that the camp suddenly folds, but C.O.'s in these camps have told Special Service officers that security of the camp dance halls is good for the next couple months. Pacts have been inked as far ahead as October 5 by the local band skedders. Jimmy Dorsey is set for the Oklahoma and Arkansas circuit in late September, with Stan Kenton set on

(See CAMP DATES on page 38)

## Ducat Brokers OK Drive for Time on Tix

### Mackey, T-S, McBride Start It

NEW YORK, Aug. 27.—Tix brokers are stepping into line with the same enthusiasm as producers with *The Billboard* campaign to make it easier for legit customers to enjoy full value for their dollars. With the vast majority of Stem managers agreeing to print certain times of shows on their ducats, and thus save the pew-buyer the price of a newspaper or phone call in order to check the starting time, the specs have been quick to join the parade.

As reported in last week's issue, *The Billboard* queried the broker and agency field urging the countermen to include curtain-rise info on all vouchers sold for b.-o. exchange. Currently, such exchange slips, whether sold out of home offices or over hotel counters, contain only such items as theater, seat locations, date and price. Any other advice that the purchaser gets from the vender is verbal. The result has been, whether due to misunderstanding or carelessness on the customers' part, that the latter arrive at local b.-o. windows anywhere up to 9 o'clock. This is tough on them by reason of missing a good chunk of the

(See TIMES GOING ON on page 36)

## Fall Fairs Scrap Local Idea for State-Wide Plan

CHICAGO, Aug. 25.—ODT's green-light go-ahead to America's State and county fairs flashed too late for many of the big ones, but along the lower end of the Mississippi Valley's long-dormant State fair belt exposition officials are rushing into action.

At Topeka, Kan.; Hutchinson, Kan.; Shreveport, La.; Oklahoma City and elsewhere thru this area, plans that were shelved by earlier ODT directives have been brought out again, dusted off and polished for use yet this season.

Fair officials frankly admit that restrictions were lifted too late to permit the usual full-fledged expositions of

(See SCRAP LOCAL on page 54)

## Standards for Some Pops Too

Musical shows that run daily have biggest call—even top stations buy 'em

NEW YORK, Aug. 27.—Everyone seems to feel that the open door to a present-day fortune is the open-end musical transcription. There's little excitement about this "gold-mine" at the bigger transcription organizations like World, Associated and NBC, but the smaller boys are in the field with both feet and paint rainbows on every prospectus door.

The little boys are certain that network time is going to get tighter and tighter. They're also certain that indie station execs aren't going to show much more ambition than they indicated prior to the war and so, say these peddlers of disks, open-end e.t.'s are the answer. They further explain that during the ban, open-enders were restricted to dramas, without musical themes and with sound effects bridges, yet they did okay. Now they stress "we can give the stations a network class job at a price they can sell."

### Leased Staff

Most of the platter builders have switched to a leasing proposition with ownership staying in the hands of the peddlers. This makes it possible to peddle the disks at least a couple of times, thus saving even the cost of the pressings — and they're getting real dough for them, too. Take Singin' Sam's

(See Open End E. T. \$\$ on page 6)

## Showbiz Asked To Aid Its Own

NEW YORK, Aug. 27.—American Theater Wing's workroom is making a plea for clothing—but for first time for showbiz people. ATW's pitch is being made on behalf of the thespes of Greece, who have not been benefited by previous collections. Items being sought include dressy clothes suitable for stage wardrobe.

Managers, press agents and stage managers are liaison with legit companies. Clothes may be dropped backstage of any New York theater, or at the Workshop, 730 Fifth Avenue. If necessary, Workshop will have someone call for the duds. Out-of-towners are asked to mail clothes directly to the Fifth Avenue address.

## Illinois Job Reporter Seg Promotes Vet Re-Employment Ad Service of The Billboard

### Plan May Be Extended to All States

CHICAGO, Aug. 25.—Illinois State office of the War Manpower Commission this week put into effect a plan to have radio stations thruout the State carry programs drawing attention to *The Billboard's* Veterans' Re-Employment Service. This week the WMC's *Job Reporter* (see page 39) program on 12 stations in this State devoted to an explanation of *The Billboard's* Vet Service and related in detail how this magazine is offering free help-wanted advertisements

to male and female veterans who have had experience qualifying them for a position in show business. Plan will be described on other stations in the group next week.

WMC's *Job Reporter* is a weekly 15-minute live interview program. State headquarters of the WMC provides the scripts for the series. The 12 Illinois stations to carry the program describing *The Billboard* plan are: WTMV, East St. Louis; WCLS, Kankakee; WJBC, Bloomington; WKRO, Cairo; WSOY, Decatur; WGIT, Galesburg; WEBQ, Harrisburg; HAXX, Herrin; WCLS, Joliet; WHFC, Cicero; WTAD, Quincy, and WTAX, Springfield.

With each script that is sent to area headquarters for distribution to local stations there will go a complete publicity kit giving material about the plan for release to local papers.

According to a spokesman for the WMC here, the plan for publicizing *The Billboard's* Vet Re-Employment Service will be forwarded to Dean Spencer, regional WMC chief, who will forward it to Washington WMC headquarters. After approval in Washington, it will be sent out to all the regional headquarters thruout the country for national distribution.

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# Smith to Beat Parade 24 Hours

## Sings "Honor Roll" Top Tunes

Return to tonsil appeal expected by trade to "build that Hooper rating"

NEW YORK, Aug. 27.—Thousands of music men from Coast-to-Coast will be picking the key tune that Kate Smith will be singing on her new all-music seg for General Foods, come September 14 at 8:30 p.m. Kate will turn to the really comprehensive index of tune popularity, *The Billboard's Honor Roll of Hits* for her song picking. With the "production" she'll warble one of the top three in that weekly survey of public tune tastes.

*The Honor Roll* was picked because it does not base its tabbing on any one survey or any one indication of musical yen. Actually thousands of music men—juke box ops, retail record dealers, sheet music distributors, moom pic authorities, platter jockeys and network musical shows report public demand, with survey forms coming in daily to *The Billboard* from every State in the Union, besides the weekly report on these pages. Thousands of posters go out weekly to retail diskeries and juke box locations bringing the news to all who relax to music just what the toppers are.

### Variety Pitch Out

La Smith, who this year forgets her emceeing of a variety program to return to tonsilizing exclusively, will sing during her program, four songs, one of which will be a topper on *The Honor Roll of Hits*. She will also tell, in one of those classic Ted Collins-Kate Smith information routines just what made the top pop-pop.

Pitch is set to establish another generation of Smith fans, the last generation having run a bit thin in the past few years. *Kate Smith Speaks*, her daytime seg, based upon the Smith appeal, proved that Kate could pull, frequently getting within a point or two of her Sunday evening hour, so the evening seg returns this year to fundamentals.

That Smith has what it takes to sell a song is admitted by the Lindy gang, but also most of them admit that her tonsils haven't been showcased properly and that even when she miked a top tune, the program spot didn't give song slinging any build-up. That's over this fall. Seg's going to be, trade is told, a Smith show and a music show. When the ork leader on any disk topper is available he'll share the spotlight with Kate—but as a build-up of his disk and the tune—not as a guest star with a load of fanfare. Last season proved to most of the sponsor, agency and Kayted brass that guests don't build Hoopers, while a continuous

## Miss. Net Looks For Showboat as Program Setting

CHICAGO, Aug. 27.—Good old days of river entertainment will be reflected in modern radio if plans for rental of a showboat for a Saturday night program of the Mississippi Valley Network are carried thru.

Bill Ware, Western sales manager for the web, is scouring the country looking for a showboat he can rent for a program planned for the fall. Ware plans to use the boat for a Saturday variety show the net will air. Boat will be tied up at various big cities on the Mississippi each Saturday for the program. During the week it will travel up and down the river, stopping at towns in which Mississippi web has stations. At these towns talent of the show will put on special entertainment. Ware says the plan will be a combination promotion stunt and attempt to put some real atmosphere into a radio program.

## Amusement Tax Take Up in July

Admission tax collections in the Third New York Internal Revenue collections district for July, 1945 and 1944.

	July, 1945	July, 1944
Admission to theaters, etc., including season tickets	\$4,236,832.97	\$4,057,120.20
Tickets sold by brokers	42,813.24	33,163.78
On tickets sold by proprietors in excess of the established price		
Permanent use or lease of boxes and seats		17.20
Admission to roof gardens and cabarets	667,015.63	680,339.61
	\$4,946,661.84	\$4,770,640.79
Total admission tax collections in the United States	\$33,332,578.83	\$31,343,729.77

theme, giving dialers' ears something they expect, adds points.

### Okay Competition

Program's spot this fall has the right competition . . . *Duffy's Tavern* (NBC) and *FBI in Peace and War* (ABC-Blue), one a comedy set and the other a thrill drama pitch, neither competition for a straight song program which is what Kate has set. Kate's added gimmick of telling the nation the top tunes—24 hours before *Hit Parade* gives its report, is a sock stunt and still keeps the session musical. Since the *Honor Roll* is a scientific tabbing and the *Hit Parade* has been questioned by practically every music publisher at one time or another, with threatened suits forcing tunes on the *Parade*, Kate's use of the *Honor Roll* is a double plus—it's news—and it's accurate, trade admitting that the *Honor Roll* varied sources make it as true in tune focusing as the Norden bomb sight.

Kate's back singing the songs the public want to hear and that means, say program builders, that even with *Duffy* competition (that Gardner is good) Kate will get herself a top rating again.

## Crude Gal Shows Nixed by G.I.'s USO Unit Finds

NEW YORK, Aug. 27. — Showbundle promoters who are putting revues together for post-war consumption may have to dress the girls up instead of undressing them, if the G.I.'s are any indication. The public will not want low-brow stuff. According to the first USO-Camp Shows, Inc., unit to play liberated Manila, a repertory company, soldiers in the South Pacific turn thumbs down on gals who wear sexy gowns and make with the hips. The women in the unit claimed that G.I.'s idealized their women and consequently did not like anything counter to their ideas. They respected the girls at home and resented what they considered crude attempts to sell sex wholesale.

Hugh Rennie, the head of the troupe, caught three Special Service shows— (See *G.I.'s Nix Gals* on page 35)

## Grand Jury Stirs Up Club Biz in Minneapolis; 4 Spots May Be Changing Owners, If---

### Casablanca Bar Murder Said To Be Reason

MINNEAPOLIS, Aug. 27.—Hard on the heels of a grand jury report that the police department was guilty of "gross negligence" and City Council Health and Hospitals Committee of "careless approval" in the investigation and recommendation of liquor licenses in Minneapolis, Police Chief Ed Ryan reshuffled police license inspection bureau, while an alderman charged that the jury report was motivated by "revenge," and a district court judge wanted to know why jury brought report to mayor instead of to court jurist.

Detectives Roy C. Lindvall and Camille LaPalme, in charge of the license inspection bureau, were removed summarily by Chief Ryau and ordered back into the detective bureau for reassignment. Detective Glenn W. MacLean and Patrolman William T. Quady, former FBI agent, were put in charge of bureau, with Quady given job of investigating all license applications. Grand jury report came as aftermath of long investigative period following fatal shooting of Al Schneider, union organizer, by Reuben Shetsky (Wayne Saunders), manager of Casablanca Bar, last July 27. In its report to Mayor Hubert H. Humphrey, grand jury suggested revamping city liquor code, if necessary, to set up special bureau with investigative powers for granting of liquor licenses, both off and on sale.

### Bench Yells

District Judge Lars O. Rue, upon learning that the grand jury had presented its report to the mayor instead of the court, hit the ceiling. He conferred immediately with District Judge W. W. Bardwell, senior jurist, and a full bench meeting to discuss the jury's "breach of etiquette" was in prospect.

Judge Rue promised he would tell jurors "in no uncertain terms" what they "could and could not do" with regard to reports when they reconvene for final meeting Tuesday (21).

Another attack on the report came from Alderman Harold Kauth, chairman of the City Council Health and Hospitals Committee, which approves all liquor licenses. Kauth charged that the tone of jury report, especially as it relates to city council activity, was due to the alleged desire for "revenge" on the part of at least one juror. Kauth claimed that Norman Carle, the juror, a former city alderman, was trying to get back at city council liberal bloc because it refused to give him appointments to library board and airports commission when he was a member of the council.

Co-incident with this rumpus, came application of William Donnelly, business agent for the Stagehands' Union, Local 13, AFL, for transfer of Casablanca Bar license to himself from the present owners. Donnelly produced bill of sale showing he had paid 18G for the "furniture, fixtures, equipment, lease hold and inventory in stock" to Thomas P. Gleason, president, and Herman Mitch, secretary-treasurer, of Casablanca Bar, Inc. Donnelly gave as his references William Sears, manager of RKO-Orpheum Theater; C. W. Perrinen, assistant secretary of Minnesota Amusement Company, and William M. Blake, assistant manager of Radio City Theater, all of Minneapolis. Donnelly said in his application that for three months in 1940 he operated a union bar in Minneapolis. Application now will be thoroly investigated by new police license inspectors, altho taken by Detective Lindvall before he was deposed. Donnelly also stated that for last

## AFM Wants G.I.'s Joining Made as Easy as Possible

CHICAGO, Aug. 27.—International executive board of the AFM is taking precautions to see that the returning serviceman returns to AFM ranks and is taking special steps to make it financially possible for the vet to return to music union ranks immediately, regardless of his financial situation.

At their last meeting the board urged that locals, which control such policy as entrance fees and dues independent of the central organization, be extremely lenient on servicemen in need of dough for payment of initiation fees and dues. Various locals have already adopted means of assisting the vet to quickly join the union. One local offers membership in the AFM without the usual initiation fee, while another allows musikers to pay the initiation fee but the amount is also credited toward the musician's monthly dues. AFM board meeting also encouraged locals to set up job rehabilitation programs for their returning members.

The central organization itself is assisting locals which waive initiation fees and dues by waiving the per capita tax for locals permitting its veterans to function without paying dues, for as long as such immunity is guaranteed by the local.

## Sinatra Answers His Gripe Critics

NEW YORK, Aug. 27.—Frank Sinatra, in a broadcast over WOV, New York, last Tuesday (21), jabbed back at critics of his complaints about USO-Camp Shows and Army Special Services. Sinatra said:

"I am happy to see that some of the other artists who have been overseas since our short stint have come back and decided to make a yell about it themselves. It is very unfortunate that it does exist and has existed since the beginning of the war. I don't say that the men who are handling the troupes haven't been sincere—they probably mean it in all sincerity—but it so happen that they were put in the kind of a job that they probably know very little about. I sincerely feel that the jobs could have been given to people who have come out of show business and there would have been less calamity and less misunderstanding between the artists and Special Services, and the G.I.'s themselves would have seen more shows and better shows, rather than some they have seen which they have been fed to me about personally.

"I'm glad to see that Ed Gardner and more recently Jack Benny and Miss Bergman came back and expressed their opinion. Of course, there are some artists who have gone overseas that disagree with what we say. However, it is possible that they weren't in the area where these things exist, namely Miss Dietrich, who came back and said we didn't know what we were talking about. Well, I'm not going to argue with Miss Dietrich; she is too charming to argue with. However, we were hurt by the low blow she took at our troupe—including Phil Silvers, Fay McKenzie, Betty Eaton, Sol Chaplin and (See *Voice Answers Critics* on page 35)

10 years he was employed by Minnesota Amusement Company.

As turmoil in police-court-council circles continued—all because newspapers inferred during Schneider murder investigation that several individuals held more than one liquor license thru dummies in violation of city and State regulations—it was rumored about town that at least three other niteries were on the block and will go to the highest bidder provided the highest bidder can get the license transfers.

## HIRE A VET FOR THAT JOB

If you are looking for a good man to fill a vacancy look over the page of Vets' ads in this week's issue . . .

TURN TO PAGE 39

# Not "Beats" But Accuracy Now

## Soot Destroyer?

NEW YORK, Aug. 25.—Fulton Lewis Jr., Mutual commentator shortly gets his first sponsor on the full network when the Chimney Sweep, soot destroyer company, (no gag) begins bank rolling a new series on 190 stations at 6:45 p.m. Lewis's regular co-op sponsored show, at 7, will be continued, giving the commentator a half-hour of Mutual time each day.

Roche, Williams & Cleary is the agency.

## La Smith Goes Pop; Singing Honor Topper

For T&T (Teeners and 20's)

NEW YORK, Aug. 27.—Kate Smith, with a sock appeal to a segment of the audience which she has not been reaching during the past few years, the bobby-soxers and ivy-tower contingent, will feature each week the "Top Three" from *The Billboard Honor Roll of Hits*, popularity index for the music profession.

Kate will sing one of the three top-pers (No. 1 repeats itself too often to permit her singing it each week), and will, with Ted Collins, tip off her audience on just what boosted the tune into the dough spot. Program's set for Friday, 8:30-8:55 p.m., starting September 14.

Program this year will be all-music affair, La Smith singing a minimum of four numbers, with ork fronter of the No. 1 juke or retail disk frequently guestaring.

Idea's Ted Collins's who's planning to develop another generation of Smith followers, the first generation having graduated into housefrau and pater families, without any great yens for pop stuff. Naturally the Kayted gang (Kayted is the name of the Kate Smith-Ted Collins Corporation) feel certain that giving Kate the tune mike instead of the emcee role will get the rolled-up-pantsers yelling for more—on disks and on the air.

## Detroit AFM Local Permits Splitting 3-Hour Time Sked

DETROIT, Aug. 27.—Approval for separation of rehearsal time outside the standard continuous three-hour period was made by the board of directors of the Detroit Federation of Musicians, in the case of *A Chance for a Yank* on WXYZ. Move was made necessary by the fact that the show originates at the Broadway-Capitol Theater, and house is not available for rehearsal within three hours of the broadcast, which is 9 p.m. Mondays.

Rehearsals are accordingly being held at 9 a.m. Mondays, before theater opens to the public around 11:30 a.m., with the okay of the union. It is provided, however, that the musicians be given credit for 90 minutes of station time for the morning rehearsal.

## Mary Ellen Ryan, Ex-Don Lee, Goes to Associated on Coast

HOLLYWOOD, Aug. 25.—Mary Ellen Ryan has been named to post of West Coast publicity director for Associated Broadcasting Corporation, new net which starts operating September 16.

Miss Ryan comes to Associated after serving five years with Don Lee as traffic manager and assistant to publicity.

She takes over new slot September 4. Job includes traffic supervision.

## Judge Miller Indicates NAB Changes Loom

Public Service Stressed

RHEIMS, France, Aug. 20. — Justin Miller, president-elect of the National Association of Broadcasters, due to take office October 9, has been playing break-in engagements on this American radio execs' tour of the E.T.O. Thus far the judge has made five speeches and they all add up to his belief in a greater awareness, on the part of American radio, of the need for public service. Most recent speech of the new NAB prexy was that made today at a dinner tendered the radio execs by Maj. Gen. Royal B. Lord, commanding general of the Assembly Area Command. His job is to get troops processed and ready for shipment back home. After a welcome speech in which the general pointed up the two big p.s. jobs American radio can do for the G.I., namely keep him aware of and make him proud of the great job he has done as a fighting man and make him aware and proud of his work as member of a great team, Prexy Miller palavered for the radio execs and pledged American broadcasting to the accomplishment of these aims and the many others which face the nation and the world in the post-war era. Judge Miller had previously talked before dinner and luncheon mobs sponsored by M. Soustelle, French minister of information; Gen. Paul Thompson, commanding officer of the Information and Education Division of the army; the BBC toppers, the Marquis of Queensbury, and King of Greece, and at every one of these functions the judge made public service the keynote of his speech. More important, possibly, as a forerunner of a new more intelligent, more aggressive NAB, is the reaction of the radio execs on this trip to the new prexy's extemporaneous speeches. All four of the net execs, as well as the key station men in the group, feel that the judge shows real possibilities of leading the broadcast association out of the wilderness. And in an off-the-record session with *The Billboard*, Miller indicated a full awareness of the problems facing the industry and has some solid ideas as to how to proceed to best solve them. Guess is that there will be definite, but slow and easy, changes made in NAB set-up if the org works the way Miller thinks and if the membership and the committees back him up at all . . . and possibly even if they don't, NAB should show improvement under Miller's regime.

## How Do, Duchess

LUXEMBOURG, Aug. 27.—The most romanced fem in all of Europe today is the Duchess of Luxembourg—at least as far as broadcasting is concerned. Radio biggies from all over the world know that Radio Luxembourg will be handed back to the Duchess, and since most of Europe is within the range of this transmitter, everyone is trying to get the Duchess' ear and a lease on the operation—or part of the time—or some kind of a deal.

This is because France has stated that there will be no commercial operation within its borders. England seems certain to continue a government operation and same seems true of Belgium, Holland and the other European countries. Therefore, the only chance for commercial radio in Europe, at least quickly, is Luxembourg—and the entire world seems to know it—and is going to work on the Duchess.

## First Check 'Em Policy

NBC Brooks writes his staff to avoid flashing flashes until confirming details

NEW YORK, Aug. 28.—United Press's false flash on the Japanese surrender, the "mystery" bulletin which still has the newspaper industry puzzled, is developing secondary repercussions which should lead to more conservative news policies at all four networks. First indication of the heavy thinking which has been going on behind the scenes in radio newsrooms is a staff memo which William F. Brooks, NBC director of news and special events, issued to his employees today.

Brooks states that "NBC will not put out any flash, no matter what its origin, unless it has been confirmed by some other source or one of our news staff." He continues to say that while it may mean NBC would be a minute or so behind the other nets, he feels that getting accurate information to the listeners is more important than scoring a beat. Trade expects that the other three networks will follow Brooks's memo with statements of their own in which similar policies will be either reiterated or enunciated. Gist of forthcoming statements, it is believed, will be that networks consider accuracy more important than alleged scoops and that all flashes will wait until they are authenticated. It has, of course, always been the general policy in radio to try to confirm a story before it is put on the air, but the UP fiasco is considered to be the cause celebre which will make radio news men watch their steps in getting information on the air.

### Tension Builds Rumors

All nets point out that when working under tension as great as that during the V-J rumoresque, it is possible some stories might go out before they have been thoroly checked. Despite this explanation, radio has taken a terrific beating from the newspapers and the newspaper trade press for its action in the UP matter. Publishers and editors have pointed out that no newspaper would put an extra on the streets on the strength of anything as bare as the initial UP bulletin. They say they would begin to prepare an edition but they would not start the presses rolling until additional details came in to confirm the story.

### Good as Well as Harm

Radio, with its instantaneous transmission, say trade leaders, is in a position to do as much harm as good. That very speed can be a double-edged sword. In the time it takes a newspaper to run off a few thousand copies, a story can be confirmed or denied 20 times. But once an announcer reads a few words into a mike, the damage is done.

Informed circles feel it safe to predict that radio men will be leery of flashes from here on out and that no network which realizes its responsibility to the public will get "beats" before its eyes. Altho some consider the new-found sense of responsibility a case of locking the barn after the horse has been stolen, most observers say that any steps that can be taken will be a public service.

## Autry Back for Wrigley, Sept. 23

NEW YORK, Aug. 25.—Cowboy crooner Gene Autry, shedding his G.I.'s, returns to the air September 23 for his old bank roller, Wrigley's Gum. Singer goes into 5:30-5:45 p.m. Sunday, CBS, a move which cuts the Prudential Family (3/4) Hour down to a half hour.

Understood that Wrigley wanted a full 30 minutes for Autry but couldn't get it because CBS prexy Bill Paley promised William L. Shirer that he could have his 5:45-6 time as long as he wanted it.

## "Life of Riley" on NBC Plugs Teel, Starting Sept. 8

HOLLYWOOD, Aug. 25.—Bill Bendix, in *The Life of Riley*, starts Saturday, September 8, on NBC, holding the 8:30 p.m. slot (PWT).

Airer will plug Teel dentifrice for Procter & Gamble.

## Boston Blackie Shifts

NEW YORK, Aug. 27.—*Boston Blackie*, WOR mystery seg, shifts its broadcast day September 6, moving from Monday at 8:30 to Thursday at 8:30. Show, a Ziv package, is sponsored by R&H Beer via Paris & Peart Agency.

Dick Kollmar and Lesley Woods lead the cast.

## WIND Personnel Parade Gives Chi Something To Talk About

CHICAGO, Aug. 27.—One of the most complete turnovers in personnel at any radio station here in years has been going on presently at WIND, local indie owned by Ralph Atlass. In about the last two months 11 people have left station either of their own accord or pink slips. Climax came last week when Ardeane Heiskell, promotion manager, left after being at the station only a few months.

According to Ralph Atlass, Miss Heiskell is the only one of the 11 who was not given notice. However, some of the others who have left the station claim that they quit, too.

The list of those who have left in the past few months includes the former musical director, Reba Jane Chapman, an announcer, four musicians, assistant program personnel; Fred Wilson, former program director, and others. Atlass says that he has fired these people because he has set out on a policy of bettering his station, giving it stronger shows, etc. He claims that those he fired couldn't

make the grade under his new, improved station efficiency, and that there had to be a house cleaning.

Most of those who are no longer with the station and don't agree with Atlass, say they left because of Atlass' new program director. New program director is Orville Foster, who was brought to the station as musical director and then upped by Atlass.

Foster is starting to revamp the program structure at WIND with, for example, emphasis on transcribed music. He is also planning to cut program segments into short periods of time, 5, 10 and 15 minutes. Primarily to bring about these changes, it is said, he has been changing things around, but good, and has caused plenty of hard feelings.

Whatever the reason, radio row here is talking about the personnel parade at WIND and wondering where it will end. One trade leader said that it reminded him of the days when there used to be regular house cleaning on Hearst papers.

**FILL THAT VACANCY WITH A VET . . .**

It's the nation's #1 job today. A full page of At Liberty ads of Vets appears in this week's issue.

TURN TO PAGE 39

# Radio Lux Fight for German Ears

## U. S. Control Has Competish

Luxembourg bucks A.F.N., as well as Russ, French, Belgian and other foreign air

LUXEMBOURG, Aug. 25.—Radio Luxembourg as it exists today is operated by the Information Control Division (I.C.D.) of the Army of the United States under the direction of Lt. Col. Samuel R. Rosenbaum, ex-WFIL, Philadelphia, who is readying to close up operations and move to Frankfurt, Germany. The OWI is presently negotiating with the Duchess of Luxembourg to operate out of this 120 kw. set-up. Needless to say, other factions, both governmental and private, have other ideas. In the meantime, attempting to determine the effect of the U. S. I.C.D. Radio Luxembourg operation on the German people, probably radio's most important current job, is like trying to guess the number of Mexican jumping beans in a large-sized barrel. Lux, of course, is only one of the wave lengths which beam into Naziland. BBC, naturally, lays down a strong signal in Germany, as does Russia with its 500 kw. Moscow operation, the French, the Belgians and practically everybody else.

### Battle for Ears

Skipping foreign governments entirely, there is a bit of a battle for the Germanic ear between Radio Luxembourg I.C.D. and the American Forces Network in the E.T.O. Both beam shows into German territory. The A.F.N. shows are intended to boost and maintain morale of American troops, but the Nazis have ears too.

Effect of American radio of the Luxembourg type, says Rosenbaum, was proved while fighting was still going on, when so many Germans surrendered because of hearing Radio Lux shows. Operation considered adopting slogan, "When you surrender, please mention this station."

Since no surveys are available (none have been made as far as can be learned here) it is impossible to determine whether Germans are listening to I.C.D. shows, intended, according to the army, to "tell them what they ought to know and do, and not to entertain them," or to AFN programs intended purely for G.I. ears. Or for that matter, whether they are listening to I.C.D. or BBC news reports and analyses of such situations as concern Bulgaria, Czechoslovakia or any other country where there are decided Anglo-American-Russian differences of opinion, or whether they are listening to Radio Moscow. Or, if they are listening to any or all of these, whether any or which are having what effects.

### A New War

Tho the hostilities are over, it would seem that there rages today probably the greatest ether battle ever known to mankind. Everybody is trying to sell everybody else on what's best for them and they're all trying to do it via air. Pirating of frequencies started by the Nazis in open disregard of the Lucerne Conference, and carried on, often necessarily, thru the war, seems to have hit new highs. An American engineer here, assigned to a Belgian operation, received a squawk from the Belgians that the Russians were swiping their 620 kc. frequency. The Belgians wanted the Yank technician to have it stopped. Tongue in cheek, the engineer wrote what was then SHAEF, with, of course, no result. This is only one example.

### 18 Hours Daily

Luxembourg is now broadcasting 18 hours daily in eight languages. Programs slanted at Germans are all "educational" in nature, on such topics as *Self Help for Germany*, *Effects of National Socialism on Morality*, *Stories of*

## Proof of Peace

OMAHA, Aug. 27.—Bill Stern, NBC's No. 1 sports announcer (Colgate), will be in Omaha September 2-3 to describe the Omaha speedboat championships sponsored by the Jolly Rogers Sportsman's Club. Twenty of the nation's top-notch hydroplane racers will compete. Station WOW will broadcast 2:30 p.m. to 3 p.m. opening day. About 50,000 spectators are expected.

*a Free People (one of the series for instance was on higher education in the United States), True Facts About German History*, and programs intended to show Germans how the Nazi biggies played them for suckers. In addition, there are straight news shows in German and other languages, a little music (mostly longhair), and some German youth shows.

Feeling of Lt. Col. Rosenbaum on effectiveness of Lux programs is that they are doing a great job. He says this is based on "reports" which come in from Germany.

On biz of conflicting news interpretations fed the Germans by Yank and BBC radio on one hand, and Russia on other, Rosenbaum says no co-ordination has been arrived at yet, but General McClure and the Russians are attempting to work it out now.

## Gunzendorfer to KROW

SAN FRANCISCO, Aug. 25.—Wilt Gunzendorfer, formerly manager of KSFO and for six years, prior to joining KSFO, manager of KSRO, Santa Rosa, has been appointed advertising director of KROW, Oakland, as well as executive assistant to Philip G. Lasky, vice-president of the station.

## Berle Loses to "Maisie"; Two Open CBS Slots

NEW YORK, Aug. 25.—Milton Berle Show is being dropped this fall by Eversharp (Blow Agency) and will be replaced on CBS by the Ann Sothern *Maisie* package which Eversharp has bank rolled during the summer in the former *Death Valley Day* spot, 8:30 Thursdays. *Maisie* went into the old Berle time, 10:30-11 Wednesdays August 22, will continue there for three broadcasts and then move down to 9:30, same day, September 12.

Reason for the change to 9:30 is the fact that *Old Gold*, as previously reported, is dropping *Which Is Which* in order to sponsor Frank Sinatra at 9. To date, CBS has not closed deals for the two slots which now become available, 10:30 Wednesday and 8:30 Thursday.

Trade says that Eversharp originally bought *Maisie* with the plan in mind to eventually replace Berle with the show. It is understood that while Eversharp would normally have had little complaint with Berle's rating, it felt the Hooper was not high enough to justify a large expenditure.

## CKLW To Air N.D. Games

DETROIT, Aug. 27.—Deal for broadcasting all Notre Dame football games, both at home and abroad, was signed last week by CKLW, with the Jerry McCarthy Chevrolet agency as sponsor for the second consecutive season. Deal is somewhat unusual, since the most popular team around the territory is naturally the University of Michigan. However, CKLW picked on Notre Dame last year, inasmuch as the Michigan games were aired by WXYZ, WWJ and WJR.

## Open End E. T. \$\$ Rainbow; Standards for Some Pops, Too

(Continued from page 3)

15-minute five-a-week strip, with Charles Magnate and the Mullen Sisters. Sam's manager, Larry Golden, has set up Singin' Sam Productions, which owns the platters. Then there's Dial Programs which is the sales organization. J. Pat Williams is in on that with Larry Golden and Singin' Sam. Then there's a Candian set-up with Lloyd A. Short, of Station WHLS, at Port Huron, Mich. They're all making dough now and they expect to continue making it for a long, long time. They've even sold owned-and-operated stations like NBC's WTAM in Cleveland.

Five-a-week price for the platters runs as low as \$37.50 a week and as high as \$225. At least that's the dough they're getting at present for the stuff. Tunes on the disks are standards, some of them Singin' Sam originals, with Sam doing a Bert Williams type of routine every once in a while. Golden, who manages Sam as well as cutting in on the e.t. biz, says that the latter has actually thousands of those "talking song numbers" and the series can go on forever. Two hundred and sixty have been set. One of the big aches of a series like this is that most of them don't run long enough or have enough material for a daily. Small stations need daily 15-minute stuff that runs on forever—and lots of local big babies need 'em too.

### Phil Brito In, Too

Another typical open-end job is Charley Michelson's *A Date With Music*, also sold on a leased basis. This one, however, uses current pops mixed with standards and has Phil Brito, Allyn Edwards, William Stoess and Doc Whipple on the platters. Phil's the star and the series, altho planned up to 130 programs, looks good for a much longer play. Michelson broke into the big money in the platter field thru his *Shadow* deal with Street & Smith. He also has Nick Carter, Chick Carter, Smilin' Ed Mc-

Connell's *Hymn Time* (hymning is always a steady seller on platters) and looks set to have a great library of sellable stuff in the music line.

Using pops, however, dates that *Date With Music* series and Michelson has to sell plenty on a 'til forbid basis to make cash. Singin' Sam, on the other hand, hasn't taken any chances this way. Sam is an old hand at the open-end stuff since he's been cleaning up for years with this kind of a deal.

### About 50 in Field

Michelson and Golden are just two of about 50 who are in the field, or about to climb the fence. Kasper-Gordon (Boston) has tried some open-end field, feeling that the library stuff plus scripts and program ideas which the orgs give for free, make the libraries as good as any open-end deal. However, station men point out that if you use platters from your regular library for day-to-day programing, it's not so hot to use them also for special commercial shows. Buying specials enables the libraries to keep the station's sustainers fresh. Commercial managers like to sell a show, "that can't be duplicated by another station."

### Make First Sponsor Pay Costs

Prime open-end stunt is to sell a program in one section of the country at a fee that pays off the entire job. Everything that the producers can sell beyond that is gravy. Of course, AFM, AFRA, etc., all have to be paid special if a net show is also e.t.'ed at the same time, as *The Shadow* is, but even then it costs a fraction of what it would cost to do an original job—and besides such a show has web prestige behind it.

So the corner-cutters and the legit platter pushers will get into the musical open-enders more and more. The fact that video is around the corner doesn't disturb them at all. Look how long it took 'em to get broadcasting to a place where it paid off—in cash, they smile.

## Chi Agency Org To Continue OWI Co-Op This Fall

CHICAGO, Aug. 25.—Faced with the need for making some important decisions relative to change in membership regulations and change in officers in the near future, the Chicago Radio Management Club will start holding its weekly meetings again September 12 after a summer hiatus.

One of the important questions relative to membership regulations is whether or not to admit radio station rep and package outfit execs into the club. Question as to whether or not club should expand its membership to include representatives from more than the present membership fields of advertising agencies, research orgs, net and stations has been facing the club for more than a year. Decision on the matter is expected to be forthcoming this year.

Also facing the club in October will be the necessity for re-electing a president, vice-president, treasurer, secretary and four trustees. Elections to fill these posts will be held the first week in October.

Indication as to what can be expected relative to the club's continued aid to governmental activities was seen this week when Harlow Roberts, club president, said that he will send to members a letter urging them to continue co-operating with governmental projects even tho the war is over. The club was founded to aid the OWI in its radio allocation plan, and Roberts feels that this spirit should be carried out in the future.

## Wilson in ABC (Blue) S.P.M. Job

CHICAGO, Aug. 28.—Bill Wilson, presently assistant to the director of sales for the Midwest district of the National Gypsum Company, will become sales promotion manager for American net's Central Division September 4.

Wilson fills the vacancy made when Carl Sutphin joined the armed forces a few months ago.

Wilson was formerly with the Fredricks Bros.' office here in the sales and promotion departments. He has handled publicity and promotion for Lawrence Weik and worked out a survey system to determine facts about the why's and wherefore's of the public response to band remotes carried by net affiliates.

## All-Amer. Horse

DETROIT, Aug. 27.—The *Lone Ranger* rode right into the international limelight last week when the King-Trendle Broadcasting Corporation, owners of the famed serial, offered the original of Silver, the Ranger's white steed, to Admiral William F. Halsey for his entry into Tokyo. Offer suggested that Hirohito's famed white charger, plugged widely in the last War Bond drive, might not be available, and Silver would be a good all-American substitute.

WXYZ, where the program originates, got a wire back from Halsey's aide, thanking them, but advising that the admiral could not accept now because of the timing.

Incident got a good coverage on the press wires when Bill Hendricks, flack of the station, who cooked up the idea, called both AP and INS and asked them for Halsey's address. They were enough interested to ask a few questions which resulted in the story going on their wires.

# EDUCATORS TO PRODUCE E.T.'S

## Claim Regular Jobs Too High

Cost big objection to using commercially produced platters, says Jennings

CHICAGO, Aug. 25.—Move on the part of educational broadcasters in this area to develop inexpensive, but good, instructive transcribed shows for radio station and school use at prices lower than the ones charged by established transcribing companies is on its way this week. George Jennings, acting director of Chicago's Board of Education Radio Council, came back from the East with a report on his attempt to make arrangements for a group of people here, interested in educational broadcasting, to start making their own transcriptions. What he learned there in reproduction arrangements is soon to be put into effect and an attempt is to be made to produce the right kind.

### Cost Too Much Dough

The chief complaint of educational broadcasters who claim that the present big name companies like World, NBC, Associated, Ziv, etc., do not have what they want, is that these companies' prices are too high. They claim that these companies have asked as high as \$700 for a 13-week educational series. And that is too rich for their blood.

With the expected entrance of more and more schools and school systems into the broadcasting field, the time is ripe right now, it is said, for a move to

## A Neat Twist

CHICAGO, Aug. 25.—One of the neatest examples of radio turn-about was seen here recently in the sale of a series of fall football games on WJJD, local Marshall Field station. The series, the schedule of Notre Dame games, will be described by Jack Brickhouse. It's Brickhouse's participation in the deal that is the example of turn-about.

In the past Brickhouse has described football games for the Chicago Motor Club via WGN, while a member of that station's staff. This year, however, he quit WGN and became a free-lancer, doing baseball games and other shows on WJJD. When Chicago Motor Club wanted to air a football series on WGN this year, they asked that Brickhouse be assigned to describe the games. However, Frank Schreiber, WGN manager, said "nix"—since Jack wasn't a staff member any more, no go.

So Jack told the boys at WJJD about being turned down at WGN. Within three hours he was sold to describe the Notre Dame games. And the turn-about is that he will broadcast for one of the Motor Club's competitors, the All-State Insurance Company.

get non-expensive shows. Another beef on the part of the broadcasters is that present transcription companies don't have the proper personnel to do educational programs. Since most of the programs are intended to be used in conjunction with regular school room curriculum, as an integral part of classroom work, the need for supervision by someone who knows plenty about education

is apparent. (Mark Hawley, New York announcer, tried to do a special educational transcription job at a low cost per disk and got nowhere quickly.)

### Interest National

That interest on the part of educators in transcribed shows is not limited to the Chicago area, is proved by the fact that George Jennings has found similar interest in most sections of the country. While attending various educational broadcast confabs he has played records of some of the shows he aired over the Board of Education station, and always roused the comment, "We certainly wish we would get something like that on transcriptions."

Jennings and the people with him on the planned transcription effort, believe they can cut down costs because they will not have the large overhead or high salaried execs of the regular companies. (Trade questions the savings.) The low overhead they will have is what they stress as being the biggest potential money saver. Also, they say that they can cut costs because they intend to use simpler production techniques, fewer actors, etc. (This, trade says, will reduce the program impact as well.) They can do that because they feel that the most important thing is educational content and not production sugar. They have, they point out, the educational know-how that will enable them to put sound learning in their shows.

Shows being planned will have program content allied with the fields of history, government, international government and physical sciences. Some will be planned for airing over educational stations, others for playing in classrooms. Transcriptions for classrooms will have a big field in itself, with classroom use, educational stations, FM stations of municipalities and labor groups. Jennings believes there is a potential field of at least 30,000 custom-

## Robertson New G. S. M. of KSTP

MINNEAPOLIS, Aug. 27.—Miller C. Robertson, Kansas City, Mo., becomes general sales manager of KSTP, Twin Cities, October 1, it was announced by Stanley E. Hubbard, president and general manager. He succeeds Ray C. Jenkins.

Formerly assistant sales manager of KMBC, Kansas City, Robertson comes to KSTP with background of radio selling begun at KXYZ, Houston, shortly after his graduation from Rice Institute and Texas Christian University.

One time director of 10th District Advertising Federation of America, Robertson has been active in advertising and Exchange Club work in Kansas City and recently was made a Master Mason.

He will make his headquarters in KSTP's new Radio City in Minneapolis.

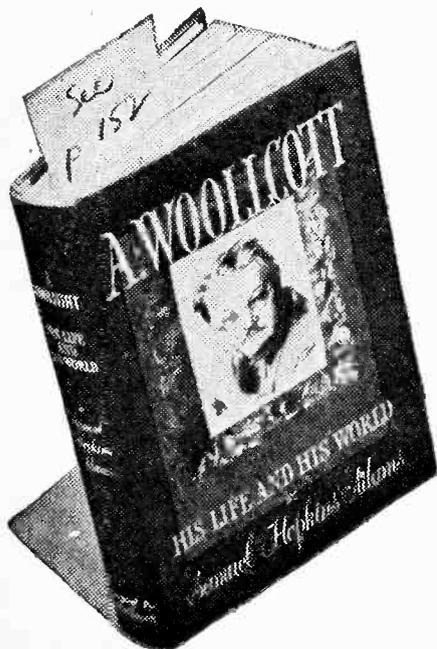
ers. Now that playing machines will soon be available this field will boom.

### Even "Jr. League" Expensive

One example of a cost that is too high is that charged by the Junior League for its *Books Bring Adventure* series. This series is said to be put out on a non-profit basis, but still it costs \$6 per show, with additional cost for each time it is played. Jennings's group believe they can make shows for a lot less than that. Group expects to start putting out shows in the fall. The boys in the East told Jennings it could be done. He knows the educators are interested and now he is out to fill a demand that has been neglected for a long time.

a Moment,

Mr. Adams, please?



IN ITS SOMETIMES SLOW, but usually intent, way, WOR finally got around to reading Samuel Hopkins Adams' delightful biography of Alexander Woollcott, "A. Woollcott—His Life and His World."

WOR is not a critic, and, even if it were, it would hesitate to add its one plaudit to the hundreds that Mr. Adams' book has received. But WOR is kind of proud, and it would like to take Mr. Adams pleasantly to task for a statement made on page 152.

Writes Mr. Adams, "He (A. Woollcott) made his debut with the Mutual Broadcasting System, on station WOR, in September 1929 . . . WOR was a pioneering outfit, willing to take chances in exploration of the developing entertainment field."

Why, Mr. Adams, dear sir, please! That *past* tense! "WOR was a pioneering outfit in the enter-

tainment field . . ." Why, Mr. Adams, WOR is a pioneer, and has been for years more than two decades.

It is—and was—WOR's pioneering in household help shows; i.e., Bessie Beatty, Martha Deane, et al., that focused a bright light on a field of radio showmanship that has long been nationally luminous. It was—and is—WOR's shrewd and generous development of total radio news coverage that has, partially, made it the great American station that it is. It was—and is—WOR's unerring ability to spot talent that has built it into one of the strongest and most listenable stations in America.

NOTE—to agencymen and sponsors: If you would like to take advantage of the advice of people who make a habit of consistently creating good radio—simply call PE 6-8600, or write . . .

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WOR

MUTUAL

at 1440 Broadway, in New York

# South American Fence-Building

## NBC's Brooks Setting News & Biz Offices

Expectation of end of OIAA web deals means all new set-up—net hedging—in case

NEW YORK, Aug. 27.—William F. Brooks, NBC's director of news, special events and international relations, left Saturday (25) on an extended trip covering Brazil, Uruguay, Argentina and Chili, in what the trade regards as a combination good-will tour, fence building expedition and news trip. Announced reason for the Brooks junket is to set up news bureaus in S. A. capitals and to line up correspondents, but informed quarters say that the more important reason for his trip is to arrange exchanges in anticipation of a commercial resumption of NBC Latin-American network operations.

For the past four years the non-profit making NBC web below the border has been operated in conjunction with the Office of Inter-American Affairs (once Co-Ordinator of Inter-American Affairs). OIAA bought NBC's facilities and did its own programing for S. A. all during the war, but it is expected that the government agency will shortly hand the S. A. operation back to NBC (that goes for CBS short-wave operation also). Brooks's job, says the trade, will be to get the web back in working order and to get it on a commercial basis. Task will entail establishment of sales offices and contacts with agencies, S. A. stations and prospective clients.

Second part of Brooks's job will be to set up news bureaus and correspondents in key centers. He will also arrange facilities for a special series of broadcasts to the United States which will be done by Edward Tomlinson, NBC S. A. expert, who is accompanying him on the trip.

## Crutchfield Interim Station WBT Head

NEW YORK, Aug. 25.—Charles H. Crutchfield, long-time WBT, Charlotte (N. C.) exec, has been appointed acting general manager of the Columbia-owned station, replacing General Manager A. D. (Jess) Willard Jr., who becomes executive v.-p. of the NAB. Crutchfield's appointment becomes effective September 1.

WBT was sold, subject to FCC approval, to the Jefferson Standard Life Insurance Company, of Greensboro, N. C., last May. It is expected that once the \$1,505,000 sale becomes official, Crutchfield will be given the post permanently, since trade feels that CBS talked over appointment with Standard Life brass before setting it.

**Worcester's Top 28 Night Time Network Programs**

**ALL on WTAG Radio Theatre 32.4**

Hooper Survey Dec., '44—Apr., '45.

**WTAG WORCESTER**



## The Billboard TALENT COST INDEX

Based on "FIRST SIXTEEN" HOOPER RATINGS for weekday daytime and the "FIRST THREE" Saturday a.m.-ers

In the absence of continuous data on non-telephone home listenership, The Billboard takes the liberty of projecting telephone home-based radio audience measurements to total families.

Vol. XI. 8D (Report August, 1945)

Program Sponsor, Agency, Net & Stat.	Hooper-Rating	Weeks to Date	Opposition	Talent Cost	Cost Per Point	Talent Cost Per 1,000 Urban Listeners
WHEN A GIRL MARRIES General Foods B&B NBC 77	9.4	217	Service Time—CBS Terry & Pirates—Blue Chick Carter—MBS	\$2,800	\$244.68	*
KATE SMITH General Foods Y&R CBS 67	9.3	335	Glamour Manor—ABC Words & Music—NBC Wm. Lang News—MBS	\$5,000	\$537.63	*
PORTIA FACES LIFE General Foods B&B NBC 88	8.9	218	Service Time—CBS Dick Tracy—Blue Superman—MBS	\$2,750	\$308.98	*
BREAKFAST IN HOLLYWOOD Kellogg's K&E ABC 101	8.6	194	2d Husband—CBS Elsa Maxwell—MBS Fred Waring—NBC	\$1,500	\$174.41	\$ .29
BIG SISTER Lever Bros. R&R CBS 142	8.5	230	Local—NBC Glamour Manor—ABC M. Downey—MBS	\$2,500	\$294.11	\$ .46
MA PERKINS Oxydol D-F-S CBS 72	8.4	134	Locals—NBC Constance Bennett—ABC Lopez Luncheon—MBS	\$1,300	\$154.76	*
WIDDER BROWN Phillips Milk of Magnesia D-F-S NBC 137	8.3	355	Locals—CBS Hop Harrigan—ABC Never Too Old—MBS	\$1,800	\$192.77	\$ .30
LORENZO JONES Bayer Aspirin D-F-S NBC 137	8.2	450	Feature Story—CBS Report From Abroad—ABC Never Too Old—MBS	\$2,000	\$243.90	\$ .36
PEPPER YOUNG P&G P&R NBC 79	8.0	464	Sing Along—CBS Ladies Be Seated—Blue The Smoothies—MBS	\$2,650	\$331.25	*
STELLA DALLAS Phillips Toothpaste D-F-S NBC 137	7.9	371	House Party—CBS Jack Berch—ABC Johnson Family—MBS	\$1,750	\$221.51	\$ .38
BREAKFAST IN HOLLYWOOD Ivory Flakes Compton ABC 191	7.9	186	Amanda—CBS Arthur Gaeth—MBS Fred Waring—NBC	\$1,500	\$189.87	\$ .28
RIGHT TO HAPPINESS Ivory Soap Compton NBC 137	7.7	358	Locals—MBS Sing Along—CBS Ladies Be Seated—Blue	\$2,250	\$282.20	\$ .52
MARGARET MACDONALD P&G Crisco Compton CBS 41	7.6	9	Locals—NBC Cl. Varieties—ABC Lopez Luncheon—MBS	\$1,900	\$250.00	*
ROAD OF LIFE R&G Duz Compton NBC 135	7.5		Manhattan—CBS Hymns of Churches—ABC Shady Valley—MBS	\$2,750	\$366.66	\$ .59
LIFE CAN BE BEAUTIFUL Ivory Soap Compton CBS 68	7.4	356	Various—NBC Bathage—Blue Gunnison—MBS	\$2,500	\$337.83	*
KELLOGG NEWS All-Bran K&E ABC 188	7.4	107	Woman's Life—CBS Manhattan Soldier—NBC Take It Easy—MBS	\$ 750	\$101.35	\$ .16
BILLIE BURKE Listerine L&F CBS 146	9.4	159	Ed McConnell—NBC Various—ABC Hookey Hall—MBS	\$1,500	\$169.57	\$ .23
STARS OVER HOLLYWOOD Dari-Rich Sorenson CBS 50	7.4	336	Home & Garden—ABC Locals—MBS Atlantic Spotlight—NBC	\$4,000	\$540.54	*
THEATER OF TODAY Armstrong Cork B., B., D. & O. CBS 142	7.4	113	Various—ABC Hello, Mom—MBS Various—NBC	\$2,500	\$337.83	\$ .44

The average daytime audience rating is 5.7 as against 3.7 last report, 4.0 year ago. Average sets-in-use of 23.4 as against 13.3 last report, 13.5 a year ago. Average available audience of 68.0 as against 68.4 last report, 68.9 a year ago. Sponsored network hours reported on were 77% as against 81% last report, 77 a year ago.

\*Since these shows employ a network of less than 100 stations, it is not possible to project their Hooperating and listeners-per-listening set figures upon a population base that would not be open to question. Therefore cost per thousand figures are not reported in these cases.

D-F-S—Dancer-Fitzgerald-Sample. Y&R—Young & Rubicam. R&R—Ruthrauff & Ryan. B&B—Benton & Bowles. B., B., D. & O.—Batten, Barton, Durstine & Osborn. K&E—Kenyon & Eckhardt. L&F—Lambert & Feasley. P&R—Pedlar & Ryan.

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## The Lockharts Play MBS Nebbs Leads

NEW YORK, Aug. 27.—Film and legit actor Gene Lockhart and his wife have been signed for the leads in *The*

*Nebbs*, new Mutual commercial bowing in September 9. Show is sponsored by the Cystex Company.

Program, based on the Bell Syndicate comic strip of the same name, is packaged by Raymond R. Morgan Agency, which is also handling the account. Forinot calls for domestic situation comedy.

## MBS Gets Piece Of Fitch Biz; 259 Station Big

NEW YORK, Aug. 25.—Kobak, Inc. (the Mutual Broadcasting System), this week hooked another nice piece of business, peddling a half-hour to the Fitch Company for a fall version of the *Mystery Bandwagon*, mystery seg currently replacing the regular *Bandwagon* on NBC. *Bandwagon* itself remains on NBC, with Cass Daly, as reported in *The Billboard* six weeks ago, headlining the show.

*Mystery Bandwagon*, starring Dick Powell and based on film and pulp *Murder, My Sweet*, goes into Mutual's 8:30 Thursday slot September 27 over 259 stations. Move climaxes a series of shifts, rumors and false starts that had the trade Fitch-happy all summer. It was first rumored that NBC had decided Fitch should buy *The Life of Riley*. That fell thru and the trade reported that the shampoo company wanted to keep the summer show on into the fall. Then it was said that NBC refused to have any part of it.

Later it was reported that Fitch would go off NBC all together. But the one thing that was not rumored was that Mutual would land a piece of the biz. *Murder* replaces sustaining *Pirot* in MBS's sked.

## All-Star Negro Show Package Peddled

NEW YORK, Aug. 27.—Altho plans for the all-Negro network are still in the talking stage, Bill Graham's all-star Negro package, with Maurice Ellis as emcee; Hall Johnson choir and Don Redmond's 19-piece ork is being set. Deal is being set for practically every name star available (not tied up to any other regular program) and the appeal is geared to straight entertainment without laying on the color line.

## A White Nightmare

NEW YORK, Aug. 25.—The following bit of verse by Paul White, head of Columbia's news and special events department, was lifted bodily from 485, CBS house organ. *The Billboard* considers it just about the last word on radio's V-J Day coverage.

'Twas the 14th of August, 19 and four five,  
Hardly a newshawk is now alive,  
John galloped, Bob galloped,  
George galloped, all three—  
And I on the Opposite shore will be  
Ready to ride and do plenty of harm  
On every Middlesex village and farm,  
On UP! On AP, On William R. Hearst!  
The hell with who's right, the thing is who's first?  
On Dome! On Paris! On Reuter!  
On Schmitzen!  
(Note: Schmitzen oozed in here with Dunder and Blitzen)  
I gallop, you gallop, he gallops, all three—  
And what about Gallup, George Gallup, where's he?  
I say, can you see, by the dawn's early light,  
What became of the coffee and crullers last night?  
On Herman! On Verman! On Penrod! On All!  
On Slocum! On Hokum! On Stanton! On Paul!  
And I heard him exclaim, as he passed out of sight  
Happy birthday, dear rumor,  
Yours Truly,  
Paul White

*Now! Swan brings a Big, Bright Star with  
a swell new show over CBS Monday nights*

**COMEDY  
QUEEN** **JOAN DAVIS**



**It's one of the most Swanderful** half hours of HA-Happiness on the air!

A truly great show! Starring Joan Davis at her delightfulest. And featuring . . .

. . . Singer Andy Russell who's going right to America's heart!

. . . Harry Von Zell, master-mixer of commercials and comedy!

. . . And all America for an enthusiastic audience!

**Tune in: The Joan Davis Show, CBS, Monday Nights.**

Presented by the makers of

**SWAN**  
Floating  
Soap



# Detroit Air Profile Covers WWJ and Three 250-Watters; Pioneering Is Traditional

Small Stations Do a Top Job on Foreign Shows

By H. F. Reves

(Last installment of a four-part series of profiles on broadcasting in the Motor City. Previous installments were published in The Billboard, January 3, February 3 and August 4.)

DETROIT, Aug. 27.—In WWJ, 5,000-watt NBC outlet, Detroit has a station where pioneering has become a tradition. Station—operated by the owners of *The Detroit News* and only newspaper-owned outlet in the city—is on the air from 6 a.m. to 12 p.m., starting two hours later Sundays.

Credited as an industry pioneer—station just celebrated its 25th anniversary—WWJ asserts it was the first station in America to establish regular, scheduled broadcasting—August 20, 1920. (KDKA has also laid claim to this honor, but the point has never been settled, and doesn't have to be—there's credit enough for both.) WWJ claims the first regularly scheduled religious, football and baseball broadcasts—1922, 1924 and 1927, respectively. Continuing pioneering, it was the first in Michigan to establish an FM station—May 9, 1941—and to experiment with facsimile. Hourly breaks exploit this with "WWJ, Detroit's first station."

In addition, WWJ has not stood still commercially. For the last seven years, it has shown an increase in total billing each year.

## WWJ Owns Building

The individuality of WWJ may be established by the fact that it is the only major Detroit station to be housed in its own building, apart from transmitter structures. Headquarters include a five-story building, erected in 1936 at a cost of \$1,000,000, across the street from *The News'* offices, with a tunnel connection. Offices and studios are all located here. One unusual feature of the plant is a 340-seat auditorium, equipped with an organ especially designed for radio use.

Station is equipped to handle mobile pick-ups. The field car in the past has been used almost solely to record interviews by Ty Tyson with parents of servicemen, spotted by service flags in the windows, and broadcast twice a week in his *Service Stars* program.

## Participating Shows Few

WWJ is not strong for participating shows. There are a few brief announcement periods, and a half-hour morning show by Paul Leash, using six announcements. In these cases, spots are sold directly by the station, and not on a time brokerage basis.

Station is a heavy user of network time—63 per cent comes from the webs.

## Bayuk Drops Brown For Sports Seg; Opens Key MBS Slot

NEW YORK, Aug. 25.—Bayuk Cigars, long-time bank roller of the Mutual commentaries of Cecil Brown (8 p.m., Monday, Wednesday, Friday) will shift its sponsorship to a new show, the *Inside of Sports* beginning September 7 in one of a series of moves which will give MBS an open half-hour across the board at 8 p.m. With *Now It can Be Told* (8:15) going off the air, Bayuk probably moving its new program to 7:45 and Frank Singiser, (8 p.m. Tuesday, Thursday and Saturday) moving to 7:30, MBS has available for sponsorship one of its best half-hours, five nights a week.

Brown, incidentally, will not be dropped from the Mutual sked. It is expected that he will be shifted to another time, sustaining until a new client is found. Moving Singiser to 7:30 will give the net a complete news strip at 7:30. He will go Monday, Wednesday and Friday for his old sponsor, Sinclair Refining. Arthur Hale, co-op, is heard at the same time Tuesday, Thursday and Saturday.

Study of the log shows that 72 per cent of its time is commercial, 28 per cent sustaining.

## WWJ Bans Transcribed Spots

This station pioneered for the country in banning transcribed announcements, effective last February 1. It has long had strict standards of taste and acceptability of advertising—the volume of business turned down annually, because it does not meet standards, runs around \$250,000. One special rule bans all medicinals and laxatives on local shows. WWJ has turned down the Lifebuoy account, for instance, because of the "B.O." commercial. In a different field of standards, WWJ refuses to touch dough giveaways on telephone shows—the only large local station establishing this as a strict rule.

Contrary to policy at most stations, comparatively little attempt is made here to appeal to special groups; instead, the aim is a general listener audience. *Fran Harris Reports* is a solid but not unusual show aimed at women. No appeal is made to the large foreign population by language shows, which are left to the smaller stations in this market.

## "Farmers Are People"

Farm audiences receive no special attention here. Station philosophy is that "farmers are people," and listen to just about the same radio programs as city folks if the shows are produced right. Consequently, when a prospective sponsor wants a "farm show," the effort is made to induce him to sponsor a program of wider appeal—one that will reach the farmer, but keep the urban listener tuned in as well.

WWJ is doing a good job of serving its religious-minded listeners. And the station sells no time for religious programs whatsoever—all are sustaining. In fact, for six weeks during Lent each year, all commercial contracts are canceled or shifted to allow the carrying of a half hour at noon, five days a week, of interdenominational religious services.

## Sectarian Shows

Detroit's great Catholic population is reached by the network-originated *Catholic Hour*. The *Little Church of the Air*, sponsored by the Detroit Council of (Protestant) Churches, is on for a half hour every Sunday. During the seasonal Jewish holidays, the station carries programs originating with Jewish cantors and rabbis.

St. Paul's Episcopal Cathedral, which has acquired almost interdenominational status, has an hour program of church services on WWJ every Sunday. It was established in 1922—probably the first regularly scheduled religious program in radio. This is not only the oldest program on the station—22 years—but one of the oldest sustaining programs in radio.

## Believes in P. S.

WWJ, operated primarily as a local station, is heavy on community public service. On numerous occasions, sponsors, both local and net, have been asked to relinquish time to carry p.s. shows—at a loss of revenue to the station. During the election period, this was done many times to carry political talks which the management felt should be given a chance to reach the public at that time—tho in these cases, the political time could be sold, of course.

Among public service shows at WWJ are: Detroit police program, on for five years, featuring Jerry McSafely, ventriloquist's dummy, who also makes personal appearances in schools giving talks on safety; Michigan Humane Society five-minute program Saturdays; HOLC program advising prospective home buyers on legal and other angles—which was designed especially for the influx of newcomers here; War Manpower Commission program (formerly two) on employment problems—for workers primarily; and program for Alcoholics Anonymous.

Also under the head of public service



"I hear the best radio shows every morning—all my customers tune in to WJW"

● Conscientiously built programs based on the preferences of people in this area have made WJW a best seller! Mornings and afternoons throughout the week more people listen to WJW than any other regional station.

Based on actual audience figures, Monday thru Friday, Monday thru Saturday, and Monday thru Sunday, WJW delivers more daytime dialers in Cleveland per dollar, 23 to 37% more than any other station.

BASIC  
ABC Network  
CLEVELAND, O.

850 KC  
**WJW**  
5000 Watts  
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

is the regular broadcasting of the Detroit Symphony Orchestra program using 80 men. This is probably the only full symphony now sold commercially by a single station—to Sam's, Inc., local popular-priced department store. Store has sponsored the show for three years and was largely responsible for holding the ark together the first year when financial problems arose. There is no commercial message, only a sponsor identification at the beginning and end.

#### Commercially Okay

In commercial terms, WWJ is doing well. Renewal rate for programs on the station two years or more, is 58 per cent. The available time has been practically all sold out for the last four years. And WWJ's rates are considered to be probably the highest for any 5,000-watt station in the country.

Station is a stand-by for various local retail sponsors. J. L. Hudson Company, largest local department store, has been on steadily for 11 years. Michigan Milk Producers' Association has sponsored a noon newscast for six years, which is probably a record for a newscast.

#### Three 250-Watters

The story of Detroit radio is completed by a study of the three 250-watt stations in the area. They are individually important in their differing way, and are active competitors with the big stations for an audience. Detroit's half-moon shape along the international border makes it possible for these low-power stations to cover practically the whole metropolitan area effectively by means of centrally located transmitters. This is one of the few metropolitan centers in the country where such coverage is feasible.

WJBK, with a transmitter in the geographical center of the area, is an outstanding example of a small station that has made good in a big way. James F. Hopkins moved this station from Ypsilanti, Mich., to Detroit in 1930, as the Motor City slid toward the bottom of depression.

#### Strong for Foreign Shows

Right at the start, the keynote of station policy was outlined with the *Polish Hour*, probably the first time a foreign group in this area had been given a program in their own tongue. WJBK today is doing one of the outstanding jobs in the nation on foreign programs. It broadcasts regularly in 14 different languages, with Polish, Italian and German predominating in that order. Most surprising language to find on the air probably is Egyptian.

Besides the foreign language programs, WJBK appeals to another great racial group, with five Negro programs. Handling of this varied mixture has called for some careful programming and personal relations but the result is evident in the universal respect given WJBK by major station men for the foreign language job which the big stations do not touch.

#### Labor Audience

WJBK deliberately angles its programming to get the working class audience, not the white collar listener who is probably much in the mind of the average program director. It is Hopkins' view that there is relatively little white collar audience available in comparison anyway. Mass market the station aims at is represented by the principal racial groups of Detroit—300,000 Negroes, 300,000 Poles, 180,000 Italians, and 80,000 Germans as the largest—who are predominantly "the common people."

Station early developed a name for a liberal policy in giving time to labor, especially in the earlier days when the CIO bought WJBK time with some stations reluctant to follow suit. Typically, the UAW, largest CIO unit, bought \$15,000 of time on WJBK, beamed at the organization of the Ford plant—and won their objective in an eight-month campaign—a proof of the power of radio to put across ideas—that has rarely been equalled. WJBK is not a labor station, however. "We do not condone all labor policies," Hopkins says, "but we believe they have a right to express their ideas over our facilities."

#### Religious Segs

Station has served religious groups from Catholic to Christian Scientist, and most groups in between. These have been on time paid for but handled in such a manner that they do not seem commercial to the listener. There are two remote wires now to various churches, which are practically the only remotes the station uses.

WJBK has pioneered in sports, carry-

ing baseball and hockey until the price went up too much. Hockey was sold for about \$20,000 last winter, and no station in Detroit carried it, with the price a significant factor.

#### Music Budget 30G

WJBK does not go in for building big programs very much but it has concentrated on music. Music budget runs about \$30,000 for musicians' salaries, and it has developed a few musical personalities known to both its English and foreign audiences.

Station lacks, however, big name shows, and well-produced chain shows—and the result is that it probably gives out more music than any other station in town. For the last eight years, it has deliberately bucked the chain stations at a potential weak spot—the 6:30-7 p.m. slot, usually open time on the nets with three or four commercials. In competition, WJBK offered *Evening Serenade*, a sustaining musical show. Sometime ago it was sold to a bank using very restrained ad-pitches.

#### Commercials Reduced

The management belief here is that radio generally is overloaded with commercials today, and the announced decision is to reduce the number so that at least 40 per cent of air time will be sustaining—which is not considered too much for a 24-hour station.

Some customers have stayed with the station a long time—Pillsbury Flour has been a sponsor of the *Polish Hour* for five years, while Pet Milk set a probable all-time record for a foreign show on the same program of 10 years, discontinuing early in the war. Station renewal rate on contracts is around 60 per cent.

#### Staff Centralized

The organization of the staff is quite centralized, with activity centering in Hopkins himself, but with three top department heads each given the bulk of responsibility—Arthur F. Croghan, sales manager; Ed McKenzie, chief announcer and engineer, and Stanley Altschuler, director of foreign programs, who is said to speak around 30 languages, and is personally responsible for the outstanding job the station has done in this field.

Annual volume of business is around \$400,000. WJBK claims to carry more national advertising than any other station of its size—nearly \$150,000 annually.

And the final proof of the station's rating among 250-watters was the incident some months back when the UAW (CIO) was shopping for a station and considered buying WJBK. Hopkins asked \$750,000 for the property—high enough to prevent a sale, which was what he wanted—but the inside gossip has it pretty accurately that the deal would have gone thru if the price was \$500,000.

#### WJLB Build-Up

WJLB, only local station to undergo a change of ownership and call letters in the last decade or so, came under the control of John L. Booth, a former newspaperman, January 1, 1940, when it was changed from the former WMBC, which had quietly existed down near the bottom of the Detroit radio pile for years. Business and program-building ideas have sent 1944 grosses to a figure three times that of 1939—and only the smaller part of that build-up can be attributed to the war. Selling job has done well—60 per cent of the sponsors who were sold in 1940 are still with the station, and about 75 per cent of total time is now sold.

Station is on the air 18 hours daily. With only 250 watts, its transmitter is strategically located right on Woodward Avenue, three miles out from the city hall, close to the geographical center of Detroit proper. WJLB is affiliated with the small Wolverine Network, to which it feeds one religious program daily, but it accepts no programs from this net at the present time.

#### Minority Appeal

It makes a big appeal for foreign language and other minority groups—a job typically left to the small Detroit stations. At this station, the policy is to confine foreign language shows to certain hours—rather than to sandwich foreign and English alternately, a schedule which is felt to be disconcerting to the greater body of English listeners. This results in giving the favorable evening hours to foreign groups almost entirely.

Basic five-day minority program schedule includes: 8:30 to 10 a.m., Polish; 7 to 8:30 p.m., Polish; 8:30 to 9, Ukrainian; 9 to 9:45, Italian; 9:45 to

10:30, Greek, and 10:30 to 12, a program for Detroit's Negro population. Saturday night, special programs are put on for Armenian, Yugoslav, Russian, Syrian, Romanian and Jewish national groups. English listeners are clearly out of the picture at this station evenings, except for the late Negro show—and the 150-minute *1400 Club* which is the station wind-up, starting at midnight.

#### English Programs

When the English-language shows take over at 10 a.m. for nine hours, the station ideal of variety programming comes to the fore. Differing from many stations, especially in the lower-power ratings, WJLB aims to give different types of shows, instead of more or less continuous music—and it makes no concession whatever to soap opera fans.

Two half-hour news programs and two 15-minute sports resumes are daily features. In addition, WJLB has found its own special audience in a half dozen daily spot broadcasts of race results, handled by Tom McCullough, sports commentator.

Regular contacts with agencies are maintained, with the sales manager regularly calling on New York and Chicago offices. One result of this attention to commercial selling is reflected in the high proportion—50 per cent—of programs which are sold on a participating basis.

Looking to the future, WJLB is one of two stations in Michigan—the other is 5,000-watt WWJ—to maintain an FM station, WLOU, in operation thruout the war. A six-hour program is fed out seven days a week on this affiliate, despite the absence of direct commercial return.

#### Double Trouble

WEXL's site in the centrally located North End suburb of Royal Oak enables it to reach practically the entire metropolitan area, but sets a dual problem in programming at the same time. It must be operated as a local station for a community of 25,000, very conscious of its separate identity—but it cannot become personal and wholly local in tone like the community's small daily newspaper, because the station reaches out to the entire Detroit audience as well. It has required a nice balancing of interests to meet this situation.

Its local identity is established by its own building, a remodeled residence at the edge of the downtown district, occupied since 1934. Principal owners are two community leaders, Circuit Judge George Hartrick, and Jacob B. Sparks, a local business man who originated the *Old-Time Religion* program, a station feature for 15 years.

#### Talent Developer

Staff of 30 is small enough to work closely together, with each principal staffer able to know many details about other departments practically at first hand. Station has developed at least a dozen announcers who got their basic training here and went on to major stations or networks.

Its individuality was established in earlier days of radio by a friendly welcome for new talent. In a number of instances this has paid off, because sometimes singers or musicians have returned to the station as sponsors. It has resulted in an esteem by many who remember that they or someone in the family "sang (or played) on WEXL" way back when. This build-up of personal

interest, typified by the listeners who regularly send in post cards when they go away on a trip, has given WEXL a personally interested following to which a bigger station could not cater.

#### 24-Hour Airing

This station was the first in this territory to go to 24-hour operation, back in 1932. Newscasts are given regularly during daytime and evening hours.

But the background of programs here is music, mostly recorded or transcribed. The management gradually switched from production of a substantial number of shows to the present emphasis upon music as radio developed, sensibly recognizing that a little station cannot compete in production in a metropolitan area with all network shows coming in. A library of 8,000 records is maintained, and programming is balanced to appeal in succession to every taste in music, within each half-hour period, rather than running a whole show of one type of music.

#### Sunday Non-Commercial

Sundays, the station has an established policy of accepting no commercial copy whatsoever, and devotes 17 hours, from 7 a.m. to 12 p.m., solely to religious programs. Prices are reduced approximately one half for the churches, and an average of 40 church groups are given radio time. They range over practically the entire gamut of creeds and types of religious programs. However, the station has a standard of discouraging any disparagement of other creeds and any over-emotional presentation style.

WEXL, with its emphasis upon musical programs, has something of a record in its percentage of participating shows—60 per cent of total time, spaced well thruout the 24 hours. When it comes to sponsors, this station, besides handling a fair share of national accounts, has been able to divide its accounts about equally between Detroit advertisers—who want a metropolitan station, and suburban accounts with an interest in small community advertising primarily.

#### Field Survey Okay

Study of local stations has shown that the Detroit radio field is just about the right size for a big city market, allowing the development of different types of station operation without close duplication. Nor is it big enough to influence any one station to become eccentric in its quest for a special field to sell to its sponsors.

All four major U. S. networks are adequately represented, as well as the Canadian net. WXYZ provides the example of a station heading up a strong regional net as well. Problems of coverage and rates alike vary from the localized field of the 250-watters to WJR's 50,000 watts. Religious, foreign language, labor, youth, and women's groups are variously catered to at the different stations.

It is notable that the small stations are doing the top job on foreign shows. Programming is generally balanced, aside from the heavy emphasis on music at WEXL. There are plenty of big productions, with WWJ easily taking the lead for its network contributions.

Altogether, Detroit radio presents a picture of healthy and keen, but friendly competition.

**NOW IN LARGER QUARTERS  
TO GIVE OUR CLIENTS EVEN BETTER SERVICE**

**DAVID O. ALBER**

**ASSOCIATES, INC.  
654 MADISON AVENUE  
NEW YORK CITY**

**NATIONAL RADIO PUBLICITY and EXPLOITATION  
HOLLYWOOD OFFICE REMAINS AT 6253 HOLLYWOOD BOULEVARD**

# N. Y. Dept. Store Unveils Indie Org's \$100 Home Tele Set to 2,000 Viewers

## D. C. Views Move as Premature and May Black Out Stations

NEW YORK, Aug. 27.—First showing of home video sets in this area (delivery in 90 days) was pulled off last Thursday (23), with plenty fanfare and crowds of more than 2,000 people, by Hearn's Department Store, down 14th Street way. Set made by indie org, View-Tone, was nothing to write home about. It had a direct viewing tube 4½ inches; set in a table model cabinet of about two feet high and was priced at \$100. Pic wasn't bad when the size of the tube was considered and pitch of manufacturers was that set was for the small home and not intended for an auditorium showing. Two sets were demonstrated in regular polling-type booths with auditorium lights on (sets were hooked into the same circuits as the house lights so that when lights were doused in the auditorium the sets were de-powered at the same time).

Remarkable about the pitch was the fact that hundreds of viewers came down with \$100 in their jeans ready and willing to pay for the set in cash then and there—although no orders were taken. Unfortunate was the emcee's pitch for he did not explain the "about \$25 installation charge" and he didn't go into details on how much the change-over to the new frequencies would cost when the stations shift to the new television band. He did, however, admit that there would be a charge that "could not be determined at this time." Since the new wave-band is known and since the labor and equipment involved in the switch is also a known factor, the figures should have been available on request.

D. C. points out that it is this type of selling that the FCC has been trying to avoid both in FM and video and this rush act by this indie org may rush present stations off the air until the new video "bible" of the commission

is ready and the new band ready for the stations to percolate. In fact, the commission may take the stations off the air before View-Tone is in a position to deliver sets. If the FCC doesn't act, GE, RCA and DuMont are expected to be in the market with home viewing sets within 90 days, and, trade points out, television will be going thru another false start all over again.

## WBKB's Staffers Join B&K Links To Aid in Video

CHICAGO, Aug. 25.—Growing interest on the part of theater chains in the possibilities of television station operation was seen here this week when it became known that three members of the WBKB staff have resigned to work in other cities as television consultants to large movie house chains. The former WBKB staff members, it is said, will assist the theater chains in laying plans for applying for television station construction permits. All of the chains are members of Paramount Partners, organization of which Balaban & Katz, which owns WBKB, is a part.

The three resigning WBKB staff members are Helen Carson, former program supervisor; Ann Drobenka and Marge Durnal. Miss Carson will join the Mullens & Pianski chain in Boston. Marge Durnal has already joined the Saenger Theater Circuit in New Orleans. Last week Ann Drobenka left to join the Wilby Kinsey Chain in Charlotte, N. C.

### WBKB Hires New Staffer

With the resignation of three of its staff members, WBKB has added new personnel and shifted former Balaban & Katz personnel to television activities. To take Miss Carson's place Warne Jones, former booker for the Chicago Theater and assistant to Nate Platt, Chi theater Bigwig, was appointed. Jones will also continue work in Balaban & Katz movie house operation.

To augment its production staff, WBKB this week hired Jerry Walker, well-known figure here in educational radio for years. Walker will be in charge of the station's new educational series, will produce other shows and will concentrate on general educational programming.

It is known that the radio trade considers WBKB to be one of the spots leading in the development of television personnel. Station has on file requests for personnel from some plenty big name people interested in getting into television

## WBKB, Chi B-E To Telecast To Classroom

CHICAGO, August 25.—For the first time in television's history here, and it is said, anywhere in this country, a video series will become an integral part of a school curriculum starting the week of September 17, when WBKB, local Balaban & Katz video station, presents a new series of educational programs in conjunction with the Chicago Board of Education. Possibility of this series being telecast was first announced in *The Billboard* months ago.

Importance of this venture as an experiment to prove the educational value of television, can be seen from the fact that George Jennings, acting director of the Board of Education's Radio Council, has stated that if the series is a success as an educational medium, plans will be made to use television on a large scale in all Chicago Public schools.

### To Fit Courses

Jennings and WBKB officials and pro-

## REVIEWS

Don Lee

CBS

Reviewed Monday (20), 8:30 to 10 p.m. Style—Dramatic, films. Sustaining on W6XAO, Hollywood.

Home viewers found tonight's video-cast over W6XAO entertaining, but heavy on film and light on live action. Only flesh part of show was a 30-minute skit sandwiched in between two films at start, and two at close of the program. Weakness was not too much canned video fare but too little live action which throws show off balance.

Skit called *Dream* was specially written for tonight's telecast by Mal Boyd, Republic Pictures' radio director. Story treated oldie of out-scooped girl reporter who makes the grade in her dreams by meeting the right people. Idea gives chance to introduce Yvonne King (King Sisters), Jimmy Starr (film columnist) and Al Jarvis (of *Make Believe Ballroom* disk airer) to tele viewers. They take part in skit as celebs gal meets in her dream. Shirley Mitchell (Alice Darling on Fibber and Molly air show) takes video in her stride as gal scribe.

Skit would prove okay tele fare had there been other flesh acts, but with the whole show hinging on it, *Dream* falls thru as a sleeper. With the new medium giving actor a chance to work on audience's eyes and ears, heavier drama or something that packs more punch appears more in line with viewers' demands. As it was, dramatic sketch lost pace despite Producer Jack Stewart's efforts.

Harry R. Lubcke, tele director, did smooth video work, with film editor Marjorie Campbell keeping canned fare moving so that no time was lost.

Lee Zhito.

### Balaban & Katz

Reviewed Tuesday (21), 7:30 to 8:30 p.m. Style—News, variety. Sustaining on WBKB, Chicago.

As has happened many times before at WBKB, the show originally skedded was not presented because actors and actresses can't be working for nix at WBKB. Because at the last minute members of the cast of *X Marks the Spot*, begged off so that they could do some paid radio work, *X*, one of WBKB's best programs, was canceled, and resulting quick substitution was a hodge-podge unworthy of even one quick glance by the video audience.

Substitutions for *X Marks the Spot*, were an impressionistic dance by Lee Lindsay who tried to depict the thoughts and emotions of a sailor on leave, and a so-called comedy sketch by Pat Buttram, net radio comedian, titled *How To Tell a Joke*. Both, because last-minute skedding gave them little time for preparation, were plenty poor. It's unfortunate that a name comedian like Buttram has to jeopardize his reputation with a television program that never should have been scanned.

Also on the program, and equally as bad, were a newscast by Joe Wilson, and Lee Phillips' *Magical Mysteries*. The entire show, primarily because of necessity for last-minute preparations, was sans unusual video production techniques.

Cy Wagner.

ducers have worked out a series of programs that will be educational all the way. It is planned to make the shows fit right into the courses taught at two Chicago junior high and high schools. Each school will have one set showing the programs to about 30 or 40 students. In each classroom there will be installed projection-type receivers utilizing screens 18 by 22 inches. These sets have been developed by the Rauland Corporation of Chicago, using basic Gaumont-British patents to which they have exclusive United States right.

Subject matter of the 13-program experimental series will be in the fields of home economics, art, physical, social sciences and craft work. Although there will be an attempt to have prominent professors and leading educators on the series, educational content will never be sacrificed for publicity value and production effects. Efforts of directing the series will be under the guidance of the Board of Education at all times, and the stress will be on having each show correlate with subject matter being taught in the classrooms. Educational telecasts (*See Classroom Tele on opposite page*)

Reviewed Thursday (23), 8-9 p.m. Style—News, film, drama, interview. Sustaining over WCBW, New York.

The drama implicit in the atomic bomb makes the subject a natural for any medium. It is fairly safe to predict that the next six months will bring the public enough packaged fact and fantasy about the atom to kill it as dead as *The Hut-Sut Song*. First such drama outside radio was Columbia television's *Experiment in the Desert*, a re-enactment of the events leading up to the first atomic explosion in New Mexico two months ago.

*Experiment in the Desert* had a subject that was packed with drama. It could have had the tension of *The Petrified Forest* and the appeal to the imagination of the atomic bomb. Unfortunately bad acting and spotty writing made it a run-of-the-mine production, interesting but hardly gripping. Show moved at a pedestrian pace, never, despite obvious tricks, building real tension or a satisfactory climax. Writer-Director Paul Belanger and his co-author, Edward Stasheff, tried by means of nervous flare-ups among the principal characters, the old device of having the time tolled off by a mike-filtered voice and the ticking of a clock to indicate what must have happened in New Mexico that night. It didn't work.

One way of achieving the effect would have been to use the old Eisenstein trick, the one where the viewer is given rapid-fire flashes of the tense faces of the characters. Another way might have been to focus on a clock in silence in the closing seconds. And that leads to another basic fault. Best impact is always achieved by never giving everything, by leaving the audience wanting more. Whole thing would have had a greater impact if there had been no attempt to show the explosion, particularly since the special effects repertoire of television isn't equal to the average tenement fire, much less the most destructive explosion in man's history. *Experiment in the Desert* should have ended one-tenth of a second before it's H hour.

Of course, it would be impossible to see a Columbia show without being forced to look at one of those interviews. It would be pleasant if CBS directors would learn that a chat between some learned character and an interviewer contributes little and detracts a great deal from their programs. Thursday's interview, between commentator Dwight Cooke and Dr. Gerald Wendt, science advisor to *Time*, *Life* and *Fortune*, had the added irritation of spoiling what might have been a gripping, clever opening. Following the station break, the camera scanned a painting of the bomb, suspended from a steel tower against a brooding, portentous background of sky and desert. Music that accompanied it set the stage for a fanfare and a lap dissolved title card. Instead the announcer's voice came in and introduced Cooke and Wendt. What a letdown.

Technically, Belanger and cameramen Howard Hayes and Al Kleban did a good if hardly spectacular job on the play. The interview was another matter. Bad lighting threw Cooke into a shadow every time he sat back and still photos and diagrams were televised in the wrong order. If a spot had been thrown on Cooke from his right the lighting would have improved. A little more attention to detail would have cured the other fault. Better still, throw out the damn interview.

News and one of those films filled out the rest of the hour.

Marty Schrader.

## WTCN Gets Video Head

MINNEAPOLIS, Aug. 27.—Joseph Beck has been appointed director of newly formed television department at WTCN, an ABC (Blue) outlet in Twin Cities, C. T. (Swanny) Hagman, station v.-p. and general manager, announced Thursday (23). Beck just completed two years' service with American Red Cross and has long background of experience in radio and theatrical scenario and script writing and production.

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## Goes to School

CHICAGO, Aug. 25.—Boys at NBC here are sure there is at least one radio exec who isn't a stuffed shirt. They are sure that John Whalley, NBC General Division business manager, is a pretty down-to-earth guy who is not afraid to admit there is plenty he can still learn about radio, even tho he has been a key exec at NBC here for over 10 years.

To prove that point, Whalley eight weeks ago started to attend the annual NBC summer radio institute at Northwestern University. This week he completed his course after having attended classes in everything from publicity to announcing.

Many of his teachers were NBC personnel over whom he has supervision. They didn't spare the whip for the boss, either, and they say, Whalley took it.

## Scripps Dynasty Feature of WWJ Party Broadcast

DETROIT, Aug. 25.—Highlight of the WWJ silver anniversary show Monday (20) was probably the public realization for the first time that radio has come of age sufficiently to establish a real continuity of tradition. This was embodied in the veritable dynasty of the Scripps family association with the station.

Two generations were present, William E. Scripps, president of *The Detroit News*, and his grandson, William J. Scripps, who was general manager of WWJ until entering the armed forces. Interest actually dated back still another generation to the late James E. Scripps, father of William E. Scripps, and founder of *The News*, who, together with his son, provided the funds to establish an experimental wireless station here in 1902.

Thomas E. Clark, pioneer wireless inventor, who built and developed this station, resulting in the ultimate establishment of WWJ in 1920, was especially honored at the broadcast and at the party in the Book-Cadillac Hotel which followed. Clark's showbiz experience takes the pioneer history of radio still further back to the Chicago Columbian Exposition of 1893, when he was in charge of the General Electric exhibit. Clark there was intrigued by the operations of Nikola Tesla in early wireless, and returned to GE headquarters to begin his own experiments.

Entertainment program at the party following the broadcast included a 35-minute sketch roasting every well-known station character, with Joe Gentile, of CKLW, in the lead role. Event was attended by station staff, press and radio figures of the town, and their guests, crowding the grand ballroom of the hotel.

## WCFL Accents More AFL Labor; Lynch New Mgr.

CHICAGO, Aug. 27.—Maurice Lynch, financial secretary of the Chicago Federation of Labor, and financial secretary-treasurer of WCFL, the federation's local radio station, last week was made manager of WCFL. Lynch replaces Howard Keegan, who went to New York recently to become an NBC staff producer.

Concurrently with the announcement of Lynch's new position, WCFL also announced expansion plans. Important part of these plans call for asking the FCC for a substantial increase in power. This application is expected to be filed but quick.

Lynch also said that there will be a greater accent on labor programs on WCFL, with these programs attempting to answer questions in the public mind about current and future controversial issues.

To increase its coverage of labor questions, WCFL is going to lease a private wire connecting the station with Washington headquarters of the American Federation of Labor. This wire will be used to pipe to WCFL programs of national interest featuring leaders of the AFL. By this method influence of the AFL national leaders will be felt directly here.

# Bread Not Air, 1st Job in Berlin

## East-West Views Seen Meeting

Radio Berlin in British zone and run by Russians —ideas differ re news

By Joe Csida

General Manager of *The Billboard* now in the E.T.O. with U. S. Army Radio P.R.O. Conducted Tour.

BERLIN, Aug. 27.—Lt. Col. Douglas Meservey, Military Governor of Bremen; Lt. Col. K. N. H. Thompson, British Chief Radio Controller of Radio Hamburg, and Maj. Gen. Floyd L. Parks today revealed that one good reason for the radio mess as it affects Germans, is the tremendous job Allied Kommandantura here in Berlin and the military government in Hamburg, Bremen and other German cities have in actually making it possible for Germans to live. Food situation is very bad, transportation is terrible and communications are impossible. They are having great difficulty finding Germans to run local governments under military control, since all Germans with exec ability were Nazis and those left have been used to taking orders, not planning administration and seeing that orders were carried out.

British Col. Thompson, heading Radio Hamburg, said he considered BBC was definitely losing listeners to his local station which, he estimates, reaches some 298,000 Germans who own sets in Hamburg. Incidentally, it's as tough as hell to determine listening potentiality of any German city, due to displacement of populations, Yanks requisitioning sets, sets kaput, etc. Thompson stated that BBC programs were propaganda and not specially entertaining, whereas he tries to give Germans programs they had before and during the war as far as music, exercises and such are concerned. He also airs shows at the same time they used to have them.

Thompson's statements, however, are likely to be colored, because pre-war, he worked for J. Walter Thompson, London, doing commercial shows for Radio Lux. He has little love for BBC.

### 2 Marks Fee

Radio Hamburg German listeners pay two marks monthly listening fee, collected by the postman quarterly. It's obviously government controlled, similar set-up to BBC, French, Belgian, etc.

Radio Berlin is in British occupation zone but it's run by Russians. They have been having Germans do all the work but no show goes on air until it is first recorded, so obviously they are pretty careful. Neat sidelight on Radio Berlin (also sometimes called *Radio Tegel*)—when Russians want a good German cornet player who was not Nazi and can't find him, they go on the air with direct appeal to him to show up at the station, that they have work for him.

Radio Hamburg, Thompson says, is screening to determine whether Germans are suitable for working around the station, which process is by questionnaire and careful questioning. It has not worked too well. The best means of keeping Nazis off the air and non-Nazi or mild Nazi Germans on, is informers who are doing a helluva job. Same goes for Americans in Bremen.

### East Meeting West

American Major General Parks, top Yank in Berlin area, told radio men that the biggest problem facing the Allies is trying to bring together Yank, English and Russian points of view re presentation of news. He admits their attitudes are widely different and a special committee has been appointed to handle it. American rep on the committee is General McClure.

Allied Kommandantura, running all of Berlin, consists of General Parks, for Yanks; Maj. Gen. L. O. Lyne, for British; Col. Gen. Alexander Gorbato, for Russians, and Brig. Gen. Jeffrey DeBeauchesne, for French. Despite wide divergence of opinion re air and other news treatment, Parks say he firmly believes Russian, Yank and English view-

## Coast Ex-G.I.'s Get Lift From Stations and Webs

HOLLYWOOD, Aug. 27.—Broadcasters here are ready for the returning vet, with all agreeing that the ex-G.I.'s job is waiting for him, if he wants it. Trouble is that most returnees put thumbs down on their old pay checks. Seems that a few years in service plus an officer's rating makes the boys think they should get something better than their old slot. Radio men, who have been eagerly looking forward to getting experienced hands back on the job, now have this new manpower headache.

Nets here are going strong on giving vets preference for new staff openings plus trying to fit returnees into organization. ABC (Blue) has already added 41 ex-G.I.'s to the local pay roll, with Don Searle, v.-p., trying to work deal thru radio and newspapers on promoting vet preference for hiring in all industries. CBS has made room for 35 vets, of which only one is a returnee. Mutual has 11 ex-service newcomers and two former employees. Don Lee web expects over a hundred to come back. NBC here has hired 22 discharged G.I.'s.

Airers plugging rehiring have done some good. KNX (CBS) has started *Welcome Home* broadcast, which has gotten placements for vets. Program brings vets to the mike and has resulted in some boys getting jobs at local studios.

New boon to vets is Perry Ward's plan of getting various top radiomen to hold seminar classes for G.I.'s, as reported in last week's issue of *The Billboard*. Idea has gotten encouragement from Don Searle, of ABC; William Ray, at KFWB, and others along radio row. With all the stations cramped for room as is, there is little chance, however, for Ward to get space from broadcasters.

He is at present trying to swing deal

## B&B Loses Peck to Lait

NEW YORK, Aug. 25.—Jane Peck, of the Benton & Bowles publicity department will leave the agency August 31. September 7 Miss Peck will marry War Correspondent George Lait, son of Jack Lait, editor of *The New York Mirror*.

## CLASSROOM TELE

(Continued from opposite page)  
will be aired at 2 p.m. one day a week and will be about an hour in length.

### Walker Hired

Jerry Walker, well-known figure here in educational radio circles, was made a staff member at WBKB to produce this show and handle other programs at the station (see story in another column in the Television Section). He will utilize scripts prepared by Jennings and Radio Council Writers.

In commenting about the series, Jennings said: "The Board of Education has long felt that television will open startling new methods of instruction. We are undertaking this series in conjunction with Balaban & Katz in the hope that we can lay the ground work for large-scale programs of visual education thru television in all of Chicago's public schools. The possibilities are limitless."

The series will be sponsored by the American Gear Company, altho only a minimum of commercial copy will be allowed. American is not paying WBKB for time, but it is underwriting the cost of the series, which will be about \$5,000.

points can be developed on satisfactory common ground. He says this has already worked between him and Gorbato on larger issues than radio and he's convinced it can work for news—and everything else. The two groups just don't understand each other well enough now but will as time goes on. Another indication that they are working together is a plan to publish a paper under the control of all four governments. If this can be done, the radio job certainly can be done, says Parks.

with a private recording studio to be used for his classroom. If this works out it will fit into his plan of having vets wax own production as part of the course, with disks to be sold for airing and the coin going to the G.I. participants.

School is skedded to be under way immediately after Labor Day, even if it has to be contracted al fresco.

## Seven Bids for WOW on Pan

OMAHA, Aug. 27.—Committee of directors of the Woodmen of the World Life Insurance Society is studying seven proposals for lease or purchase of the Society's NBC outlet, WOW, here. Society's invitation to submit proposals for lease or purchase resulted from a Nebraska Supreme Court decision calling for cancellation of the present lease arrangement with Radio Station WOW, Inc., current operator of the station, on the grounds that it is disadvantageous to the insurance society.

Analyzing the seven proposals are W. C. Braden, William E. Mooney and E. D. Rivers. They were appointed by Board Chairman De Emmett Bradshaw. There was no indication, Bradshaw said, how soon a report on the proposals would be made.

The proposals include that of George W. Kline, Lincoln, Neb., who proposes to organize a corporation to purchase for \$1,675,280, or lease, for not less than 10 years, at \$17,500 a month or 85 per cent of net profits after taxes.

Omaha Post No. 1, American Legion, bid for lease on basis of option to purchase for \$2,500,000. Payment would be made thru an annual rental of 150G pulls 50 per cent of net profits until \$1,500,000 is paid. Then title would pass to the Legion post.

Radio Station WOW, Inc., present lease for from 15 to 25 years for an annual rental of 140G a year, or \$3,500,000 for a 25-year period, is being considered. Title would be retained by the society.

A. H. Bland and D. Ralph Franen, Des Moines, propose to organize a corporation and lease for 15 years at an annual rental of \$103,338.12 plus 10 per cent of the appraised value of physical asset with an option to purchase any time after two years for \$2,952,289.20.

The World Publishing Company suggested a purchase for \$1,106,000. KOWH, now operated by World, would be disposed of.

Central Newspapers, Inc., Indianapolis, another bidder and pub of *The Indianapolis Star*, suggested a purchase for \$1,205,000, or lease for five years for a total of 900G, with an option to purchase for 500G at the end of the lease period. J. M. Harding and Associates, including W. J. Coad, W. D. Hosferd, Robert H. Storz and Paul Gallagher, want to lease for 15 years for \$1,890,000, payable 126G a year, with Society to retain title, but if it proposes to sell during the period of the lease lessee will have the right to purchase at any bona fide price offered by a third party.

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# Special Material Makes Bands

## Disking It Spells B. O.

"On order" stuff not same as Tanguay's "Don't Care" days, but still doughy

By Paul Secon

NEW YORK, Aug. 27.—At one time, guys who wrote special material charged and got a couple of hundred bucks or a couple of thousand—depending on the artist—for a single number which was to be used exclusively by that artist. With a quick gander at some of the big songs that have helped bands and artists during the last six months, it's evident that an alien field of special material is growing. That field is special material written for an artist, not for usage in a night club or on the vaude stage, but material which the artist can sink his teeth into and become identified with, and, as a result, the material becomes a commercial commodity for other artists to coast on as well.

Take a few examples of material that have resulted in sock commercial disks for the artists concerned. Probably the most outstanding example of the entire pack is Louis Prima, who up until six months ago was just another attraction staggering along, not good, not bad. Bingo, along came a disk titled *Robin Hood* that caused a stir. And then along came not Jim but *Angelino*, which started the Prima name to the big time in no time.

### Prima B.-O. Now

And if you think the guy didn't hit big time but quick—he's probably one of the hottest b.-o. attractions today. He was being submitted to pix for \$35,000 a while back, but when he became hot the price skyrocketed to \$100,000 per. Now he has a new special titled *Felicia No Capacia*, another dialecter, and with the proper exploitation (See *Special Material* on page 17)

## Verbal Option On Bands Out; New AFM Rule

It's In Writing—Or Else

NEW YORK, Aug. 27.—In an effort to protect bands against verbal option contracts which frequently don't pan out, and leave leader in a spot, the American Federation of Musicians has added a clause to the Form B contract which forces into writing for the first time, option time. In the past, if a band played a spot and owner of the location liked the band he put out a verbal option for the band for additional weeks.

However, if biz dropped off or if something else came along, owner sometimes forgot his option deal which wasn't in writing, and when contract expired, there was no option to pick up. From now on following clause goes into all contracts: "The employer is hereby given an option to extend this agreement for a period of . . . weeks beyond the original term thereof. Said option can be made effective only by written notice from the employer to the employees not later than . . . days prior to the expiration of said original term, that he claims and exercises said option.

Blanks are to be filled in by both parties, of course.

## Jordan, Ellington, Who Gets Airtime?

NEW YORK, Aug. 27.—Dispute over the airtime at Cafe Zanzibar between Louis Jordan and Duke Ellington, may force Berle Adams to cancel out Jordan at the place (he's skedded to open September 12). Deal, which was set sometime ago, had Jordan going in as headline attraction, with understanding that he was to get majority of airtime, no matter what other band was set. Since then, Ellington has been set into the place and Adams, Jordan's manager, discovered that Jordan was going to get little if any precious ozone.

He's notified Zanzibar that he wants it definite as to time Jordan gets, or no go. Deal is four week with two four-week options. Jordan is currently on the Coast.

## ASCAP Space Expansion O.K., But No Bldg.

NEW YORK, Aug. 24. — Long talked about expansion of office space for American Society of Composers, Authors and Publishers will probably take place soon, with that subject on the agenda of the exec committee which meets next week.

Last year, ASCAP board of directors dickered for an old bank building on Park Avenue for some time, and then tossed the whole thing into an ash can. "No move," said the society. Present expansion will mean not a new building, but more office space in the same building —the RCA structure.

## AFM Changes Wage Scales For Sidemen in Theaters

NEW YORK, Aug. 27.—As a result of meeting of the exec board of the American Federation of Musicians this summer, following changes on sidemen so far as theatrical prices are concerned were affected:

Article XIII, Section 1:

(A) When playing week stands, eight (8) performances, excluding Sunday, and one rehearsal of two hours, salary per man, per week, was \$88; changed to \$100.

Additional performances in any such week, pro rata. Extra rehearsal of two (2) hours or less, was \$3.50; changed to \$4.  
(B) When playing broken weeks, i.e., when company shows in more than one town in a given week—the salary per man for eight (8) performances or less, excluding Sunday, shall be, per week, was \$93.50; changed to \$110.

(E) With burlesque companies, per man, was \$84; changed to \$100.

(F) With vaudeville in class C houses, per day of four (4) performances or less, per man, \$12; leader, \$18.

Extra performances, per man, \$3; leader, \$4.50.

One-half salary shall be paid for lay-off days.

One rehearsal not to exceed two (2) hours is permitted in each town or theater. Each additional rehearsal in any one town or theater not to exceed two (2) hours, per man, \$3.50; leader, \$5.

(G) With dramatic companies, where the price of choicest seat (exclusive of box seats) is \$1 or more per man, was \$86; changed to \$100.

With dramatic companies (repertoire or otherwise) where companies play in houses where the price of the choicest seat (exclusive of box seats) is less than \$1, per man, was \$63; changed to \$70.

If time of travel is so arranged to cause the musicians a lay-off of more than one day between the rehearsals and the opening of the season, then the charge for such lay-off must be, for each man, was

## Shaw Said To Have Morris Release Now

Skedded for MCA Stable?

HOLLYWOOD, Aug. 27.—Artie Shaw is understood to have secured his release from his contract with the Wm. Morris Agency and in all probability will move over to MCA. Shaw apparently dissatisfied with bookings Morris Agency has been offering him still had about a year to do on his contract. Details of the release were worked out between the Morris Agency in New York and Andrew Weinberger, Shaw's attorney. Not known exactly what Shaw's plans are for this fall but in all likelihood he will take to the road shortly and also do some *Coca-Cola Spotlight Bands* dates. Meanwhile Shaw is negotiating for a motion picture which he would like to do, but soon.

## Sears World-Wide Expansion Cues More Disk Sales

NEW YORK, Aug. 27.—What promises to be a "good thing" for record houses was heard today when Lou Jensen, brass of Sears, Roebuck & Company music buying, said that S. & R. was extending its expansion program to every part of the world. Diskeries will follow plans with interest as S. & R.'s mail order and retail stores are focal points for record sales.

## Deal To End Deals

NEW YORK, Aug. 24.—Altho writers in the past have made extravagant deals with pubs as to setting up pub houses, in most cases it's for one-third of the take, with writers getting more than the 3-cent royalty rate. Recent deal between one pub and pair of writers has insiders agog over ramifications of pact. Seems that writers are in for 6 cents on sheet music, two-thirds of mechanicals, and here's the big thing, 50 per cent of the net profit in the firm. That's a whale of a deal, according to both pubs and writers in the alley, who've seen everything.

However, there seems to be a sort of rub, according to a couple of writers, not directly involved. The 50 per cent figure is a net profit deal, they point out, which means that the pub can take out expenses, both of operating and any other kind he wants, before paying off.

## All Big Three Now Working on MGM Pic Tunes

NEW YORK, Aug. 27.—Because of preponderance of musicals coming out of the MGM lot, no less than 10 skedded for release in the next six to eight months, instead of Feist, which is the MGM outlet here, handling all scores, from now on Robbins, Miller and Feist will work on tunes from pix. For example, Feist right now is up to its ears with *Harvey Girls*, *Week-End at the Waldorf*, *Anchors Aweigh* and *Her Highness and the Bellboy*. Miller is handling *Yolanda and the Thief*.

Other scores coming out are *Abbott and Costello in Hollywood*, *Two Sisters From Boston*, *Early to Bed*, *Holiday in Mexico* and others, which would have swamped Feist. Howard Strickling, MGM biggie, was in town last week, along with Dick Powers, and for the first time Robbins will take on exploitation of MGM tunes.

Now that the war is over, one booker for a major agency said there are around 130 spots opening up for one-nighters for properties. So, The Billboard called the one-night booker of the same agency to find out where the spots were.

The one-night booker told The Billboard to call the first agency man, find out where the spots were and call him back. He wanted to know, himself.

the price of the choicest seat (exclusive of box seats) is \$1 or more, per week, was \$97; changed to \$130.

If dramatic companies (repertoire or otherwise) play in houses where the price of the choicest seat (exclusive of box seats) is less than \$1, per week, was \$75; changed to \$100.

Section 3-A:

If a leader (leader of stage orchestra excepted) who travels with any theatrical organization is obliged to render services during the performance on stage (except recognized burlesque) in view of the audience, then he shall receive, in addition to the salary provided for him by the laws of the Federation for his regular services at theatrical performances, per week, extra was \$44; changed to \$55.

## RETURNING VETS LOOKING FOR JOBS

Scores of capable Vets are seeking jobs through The Billboard. Look over their qualifications.

TURN TO PAGE 39

# MCA "Surveying" the Disk Biz

## Execs Say It's Just a Look

Diskers expect that book-  
ing org may dip in wax and  
even pub a few tunes

NEW YORK, Aug. 27.—Newest probable contender for top slot in the disk biz is Music Corporation of America, which has been keeping its plans hush-hush to date. According to informed sources in New York, Jules Stein, MCA prexy, is coming east soon to talk to several parties here, but details aren't known. It's known that MCA has talked about going into the biz for several years now, but with the advent of MGM going into the biz and other biggies looking the field over, it's more than a possibility that Music Corporation will soon be in it.

When queried on the Coast, Jules Stein said that MCA has been investigating the record business via surveys, etc., as they are interested in all phases of music activity, but nothing definite is contemplated "now or any time in the near future." However, since it's known that it takes some time for a record plant to go into operation after initial plans are once made, Stein's remarks add up.

List of properties on the Music Corporation of America, of course, is practically the "who's who" in the business, but at the same time it's evident that they are going to run into contract trouble on a disk tie-up, since all of their major attractions are inked to one of the major companies. For example, T. Dorsey is Victor; H. James, Columbia; Les Brown, Columbia, and so on.

However, in the opinion of the trade, where MCA could really go to town would be in taking their list of not so well-known artists and building them up on disks, since that medium today is as potent for establishing stars as any form of showbiz. And MCA's list includes hundreds of acts, including trios, singles, small cocktail combos and territory bands that ordinarily don't get country-wide recognition.

If MCA does go into the biz, there's no telling what other big agencies might do. Just as other major motion picture studios are definitely eying the disking biz since MGM has gone into it. Another possibility that might result from the whole thing is the setting up of a publishing house on MCA's part, which would be akin to the disk biz. Pub biz has also been considered there many times, and at one time it almost became an actuality.

### WHAT PIC TUNES WENT OVER?

Tunes from films which were tabbed as "best sellers" or "most played" in the Pop Chart will be listed with all other top tunes in the 7th Annual Edition of The Billboard Music Year Book, the greatest encyclopedia and reference work ever published for any industry . . . and whether you want to know about a tune, a tunesmith, a tune plugger or a tootler . . . you'll find it in the '45 MYB.

### Still Doubling

NEW YORK, Aug. 27.—Altho resuming of normal production will probably see lessening of doubling of artists on the major labels, coupling of talent is still being lined up. At Columbia, package of Frank Sinatra and Woody Herman will probably cut sides, as will Curt Massey and the Modernaires.

### AFM Exec Board Takes the Disking Control From Locals

NEW YORK, Aug. 27.—In an effort to place all disking, including audition records, under the jurisdiction of the American Federation of Musicians, and not under different locals thruout the country, at a recent meeting of the exec board of the AFM, certain sections of Article XV of the Constitution were cut, emphasizing the shift from local to national autonomy.

Following was eliminated: "These rules apply for music recording services for general distribution and for commercial purposes. They do not apply to audition recordings. All such services come under local autonomy." Also, "They do not apply to recordings made for local and non-commercial purposes, they do not apply to auditions. All such services come under local autonomy."

## Australia Seen as Gold Mine For U. S. Sidemen, Diskers

NEW YORK, Aug. 27.—There will be plenty of music dough lying around in peace-adjusted Australia, a spokesman for one of the large Down Under pub orgs said today. Not only will the demand for live disks and transcriptions be enormous, but sidemen with name orks, who have the urge to front a band, will be able to pick up plenty change from the name-conscious Aussies.

With orks, it'll work something like this. The AMU—Australian Musicians' Union—AFM's counterpart in kangaroo-land—tho not permitting a complete foreign unit to play the Continent, will allow an ork leader and/or one or two of his top men to perform, providing that the majority of the band's chairs are filled with "local"—Australian—musicians.

### Okay for Sidemen

There'll be little incentive, it's true for a name ork leader to make the Pacific hop—he wouldn't nearly begin to make in pounds and shillings what he draws in dollars and cents in the States, but from the sideman's angle—especially if he has a yen for a baton and extra coin—it'll be a good thing. Except for Dennis Collinson, Jim Gussey, Jim Davidson and a few others along the East Coast, the Aussies have little in the way of top-drawer band music. A sideman

from this side of the Pacific with his affiliations ballyed, will not only have an opportunity to collect heavy coin and pack the b.-o., but will also have a good chance to build a name.

Pickings for record houses and transcriptions orgs promise to be good also, according to this Australian biggie. His Master's Voice, the only really active disk house in the country, will never be able to meet the increased demand for records, and the field is wide open for a cleaning by a few wide-awake wax-cutters with a pressing set-up. In addition, the government has just lifted the ban on 16-inch exports, and there are nowhere near enough e.-t. companies. All in all, this combo of hunger for professional ork music and the inability of the existing large and small disk houses to meet the rising demands, promises a continual banging of the cash register for the U. S. music industry.

Benny Goodman did three concerts with the Louisville Philharmonic last week. He had another skedded with Kansas City, Mo., coming up, but since it falls on Sunday, and there's possibility of garnering the Nash Kelvinator radio show, Goodman canceled that.

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Lyrics by ROBERT SOUR

... and BOSTON GOES for  
MR. STRAUSS!

## INTO THE NIGHT

"... Into the Night, being one of the most popular numbers of the evening."  
—Boston Herald

"Robert Stolz has written a consistently pleasing score. His blending of original Strauss melodies with his own does credit to both ... good numbers are Who Knows and Into the Night."  
—The Billboard

## WHO KNOWS

"The finest singing, of course, comes from Virginia MacWatters, who has a lovely soprano voice and brings cool perfection to the lovely ditty, Who Knows."  
—Boston Globe

"The moonlit Charles River scene is sheer enchantment, and quite perfect as the background for the most beguiling tune in Robert Stolz's score ..."  
—Boston American

"... sounds as though it were going to be heard many times in the future."  
—Boston Herald

## GOING BACK HOME

"Ruth Matteson, lovely to look at, poised and graceful in her mid-19th Century costumes, is entirely successful as Mrs. Strauss and sings Going Back Home with nostalgic sweetness."  
—Boston Herald

"Such numbers as What's a Girl Supposed to Do?, Who Knows and Into the Night will doubtless be heard plenty over the radio. Robert Sour's lyrics are consistently good and highly amusing ..."  
—Boston Traveler

### VARIETY

#### Mr. Strauss Goes to Boston

Boston, Aug. 13.  
Miraculously avoiding a musical transformation of "The Late George Apley," the opening of "Mr. Strauss Goes to Boston" at the Shubert tonight (13) turned out to be a gorgeously colored extravaganza based upon songs and dances old and new. The scenes concerned New York and Boston in 1872, when the Vietnamese composer came to this country to conduct the Hubs mammoth International Peace Jubilee. If history is not followed exactly the essential spirit of Strauss waltzes dominates proceedings based upon a rather thin

book and a large first-night audience awarded the most enthusiastic applause accorded a musical debut here since "Carousel." It looks like a hit

Rigaud is superb when he scores appearance at a jubilee with a chorus of 2,000 voices, and orchestra of 1,000 pieces, and a firemen's lineup of 150 anvils. Bedevilled by his materialistic managers, lively Ralph Dumke as Dapper Dan Pepper and tiny, ubiquitous Edward Lambert as Elmo Tilt, Strauss darts from black despair to inspiration, always looking the romantic idol.

Miss MacWatters as Brook Whitney is not quite Back Bay or Beau-

con Hill. Yet she sings authoritatively, particularly in her trill-laden coloratura waltz and hit song, "Who Knows?" Harold Lane and Babs

Heath head a lively ballet and Robert Stolz' direction of the orchestra is notable.

Old Boston rears its disapproving head against young Mr. Strauss in the persons of six dawggers apparently connected with the forerunner of the present-day moral sentinel, the Watch and Ward Society. However, cracks against Brahmin managers do not bite the show.

Rather, "Mr. Strauss" bids fair to become a hit because of the excellent dancing and the more sentimental music, like "Into the Night," sung

Avery, Boston lad almost jilted by Brook Whitney in favor of Mr. Strauss. But after it develops that Strauss is married, the infatuation wanes and Tom wins out. As Mue-

Strauss, Ruth Matteson does a tender job. Her song, "Going Back Home," which rouses Strauss from lethargy and breaks him into the spirit of the jubilee, is one of the hits of the evening. In a comic part, Florence

Sundstrom (Pepi) does some fine, lusty acting, yet she needs a little more precision to put across a sexy little piece, "I Never Know When to Stop."

Sets and costumes are distinguished. There is not too much striving to put the story across. Gayety based upon nostalgia, with a very delicate handling of the love theme, and semi-humorous insight into the trials of a composer, should be enough to swing this on Broadway.  
Dame.

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# Special Material Makes Bands; Disking It Spells \$\$\$ at B.-O.

(Continued from page 14)  
can augment his already soaring stock. Certainly another guy who can thank a piece of material for putting him up in the big dough is Louis Jordan. Late last year he crooned up on Decca disks with a little ditty titled *Is You Is or Is You Ain't My Baby?* One of the definite things that resulted was his being booked into the Paramount Theater, New York, and he's coming back. Since then the guy also has come out with *Caldonia*, which a couple of other bands also jumped on, including Woody Herman. A point that shouldn't be neglected is the fact that many pubs coast in on the first disk. In *Is You's* case, Leeds did plenty okay just on the strength of Jordan's platter.

### Spots, Mills Bros., Too

The Ink Spots can be thankful for material, as can the Mill Brothers. Spots had *Into Each Life Some Rain Must Fall*, while the Mills had *You Always Hurt the One You Love*, and now *I Wish* is going strong. Decca is in an enviable spot on these tunes, for not only do they collect via disks but they pub songs as well. *One You Love* was over 500,000 mark in sheet sales, which gave Decca music firm close to \$100,000 on that song just for sheet music alone. And when it's seen that they don't have a plugging staff, and don't pay royalty to a pub, whew!

Spike Jones, on Victor, took a standard titled *Chloe* and went to town on it. In this case, it was a matter of interpretation more than material, but in the final analysis it's a combo of both. Of course, in all cases, the interpretation is important, but just as special material is written for a performer, material songs are constructed so as to fit automatically the style of the artists riding to fame with them.

### Heywood's "Beguine"

Take the case of Eddie Heywood, a little guy, not well known at all, until *Beign the Beguine* came out on Com-

modore disks. Another interpretation. In the case of *Five Salted Peanuts*, which hasn't done bad for either Tony Pastor or Santly-Joy, latter pubbing. It's strictly a case of material, with Pastor going to town on it. Erskine Hawkins, not a name in the colored band field, suddenly comes into the limelight thru a material song, *Tippin' In*. Johnny Johnston took advantage of a special material song written for Betty Hutton, titled *Rockin' Horse Ran Away*, and did the song at the Capitol Theater here for great results. So great were they, that the guy is now in for \$4,000 a week and is coming back for \$5,000 a week. It's not all due to that one song, of course, but it didn't hurt.

### Kenton's Tag Up

Stan Kenton's price increased somewhat, and brought about a rise in his prestige thru *Her Tears Flowed Like Wine*. Even Johnny Mercer's *Ac-Cent-Tchu-Ate* can be classified as a material song. It's not a ballad, not a rhythm song, not a novelty. Rather, it's a strange combo of the latter pair, and as a result comes out as a piece of material.

### Herman Cuts a Slice

Woody Herman has made plenty of strides on material songs, too. Take his last couple of releases as an example—there's *Apple Honey*, a top original, and *Goosey Gander*. Both of these bring about another point. These are strictly originals, but are so properly constructed for Herman's band that probably no other ork in the country could give out and get the same results that Herman gets on them. Same case in Gene Krupa's *Boleto at the Savoy*, which created no little stir last year.

### Mercer, Too

Johnny Mercer came out with a little piece of incidental musical fluff recently, *Conversation While Dancing*, and while it won't make big time, still the fact that he disked the tune is evident that everyone is looking for that piece of

unusual construction, either lyrically or musically, which will put the specialty brand on it. In the case of *On the Atchison, Topeka and Santa Fe*, the same thing applies. Certainly, this is a tune that's not in the usual groove, and when Mercer came out with it on disks, it showed that it was almost special material designed for him.

Even a hit ballad such as *There! I've Said It Again* might be classified as almost special material on the grounds that it had been knocking around for some time before Vaughn Monroe picked it up. It was disked on the back of *Rum and Coca-Cola*, which will give you an idea of when the song was actually cut. He was the only one in the song, and therefore in the strict sense of the word, it was material for Monroe. On that same subject—that is the subject of *Rum and Coca-Cola*—in the hands of the Andrews Sisters, it became one of their biggest disks in years.

If you talk to disk men you'll find that they are always looking for that one thing, the material song to make their artist. For they know from long experience that it's just that one song that can do it at any and all times.

## Traveling Cards Dropped, Paid Locals Okay

NEW YORK, Aug. 27.—As a result of meeting of the exec board of the American federation of Musicians, musicians need no longer carry traveling cards, as long as sideman is paid up in local of which he is a member. Group decided to amend Article XIII of the Constitution, which would then read:

"Traveling members and members playing local out-of-town engagements must at all times be in possession of, and on demand produce, a membership card or receipt showing current quarter paid in the Local or Locals in which they hold membership. If they fail to do so, they must pay in addition to their arrears in dues, fees of \$5 each to place themselves in good standing."

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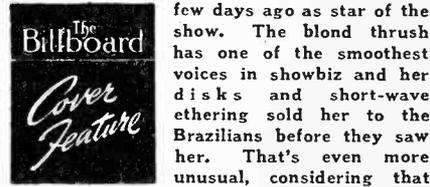
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EVELYN KNIGHT

The Knight-ingle's Back  
From Brazil

RIO DE JANEIRO'S swank Copacabana Casino payees said it in Portuguese—but they were only repeating what the Yanks had been saying—the gal's terrific. To show they meant it, they kept la Knight there from May until a few days ago as star of the show. The blond thrush has one of the smoothest voices in showbiz and her disks and short-wave ethering sold her to the Brazilians before they saw her. That's even more unusual, considering that she didn't click on the Main Stem until 1943. The Arlington (Va.) lass had just terminated a five-year engagement at Washington's King Cole Room. Her original two-week contract there had been renewed so often that the print wore out.



In Manhattan she did a repeat and her two-week paper at the Blue Angel was stretched out until the East Side spot shut down for the summer. With tonsil-wiggling that really socked home, she landed a feature spot on Barry Wood's *Million-Dollar Band* show, starred on her own short-wave seg to Latin America over CBS, plucked a contract for the Paul Whiteman summer replacement show for *Hall of Fame* after a guest stint, starred on the Falstaff show, co-starred on the Ed Wynn program, and managed to make it back to the Blue Angel every season.

While she's been gone Decca's been plugging her with some top disks. She's going to stay in the East for a while and concentrate on radio and platters. However, cafe-goers will probably have many nights of Knight next season.

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# Glaser Europe-Bound for Bookings

## Satchmo Gets Three Offers

Armstrong alone guaranteed 5G by foreign promoters—has 3 pic offers, too

NEW YORK, Aug. 27.—First tangible evidence of interest of U. S. bookers in freed European territory for commercial enterprises is the fact that Joe Glaser, head of Associated Booking Office, is planning to fly to Europe in about six weeks to tie-up bookings for Louis Armstrong in England, Switzerland and other countries. According to Glaser, he's received at least three communications which contained definite offers for Armstrong whenever he could get over there. Price offered was \$5,000 guarantee for Armstrong alone, against a percentage. Glaser intends to send Armstrong over by the first of the year, garnering around \$10,000 for the band. Transportation will be provided by promoters.

Armstrong played and made lots of dough on the Continent as well as England prior to the war, as did many other big U. S. names, but indications point to the fact that he'll be the first post-war property to make the jaunt and clean up in a wave of spending that's said to be coming up. Some argue the point, saying that people there have no dough, while others say that they've been so starved for entertainment plus fact that people will be involved in putting cities back into order with dough coming from the government, that entertainment a la Armstrong or other big names will really pull 'em.

Glaser indicated that he might set up his own office in England and France. Also that he had three picture offers for Armstrong from the other side. Jack Harris, formerly a band leader in London, now running the La Conga (London club) in New York, has a deal worked out with Jack Hylton to send name bands to Europe sometime in the near future, guaranteeing bands \$10,000 weekly for three months. Looks as tho the time isn't far off for all bands to make the international circuit.

## "Jazz at Philharmonic" Plans To Tour on One-Nighter Basis

HOLLYWOOD, Aug. 27. — Norman Grantz, who produced and promoted over a dozen jazz concerts at the Los Angeles Philharmonic last fall and winter, is negotiating a deal with Berle Adams, Chicago band personnel manager, to tour the country with them. As deal sets up, package jazz show would be offered to local promoters in leading cities throught the country for showings in local auditoriums and theaters similar to one-nighter bookings of name bands under usual flat figure and percentage. Gimmick would be used on *Jazz at the Philharmonic* comes to town with Grantz emceeding concert as he did

here. Adams and Grantz have hopes of routing their jazz concert this coming November, probably starting on the Coast and then working east thru to New York.

Jazz musicians like Roy Eldridge, Coleman Hawkins, Les Paul, Les Young, Buddy Rich, Corky Corcoran and Willie Smith have worked Grantz's Los Angeles concerts and plans call for several top jazz music names to head the touring jazz concerts with a few local musicians in each city joining in.

Grantz also has deal cooking with Asch Records to issue several *Jazz at the Philharmonic* 12-inch record albums in the near future.

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- You Taught Me To Love—Johnny Moore
- Around the Clock Blues—Blues Harris
- Lonesome Gal—Pearl Traylor
- Please Believe Me—Frank Haywood
- Rockin' the Boogie—Hadda Brooks
- Swingin' the Boogie—Hadda Brooks
- Daddy, Somebody's Gotta Go—Pearl Traylor
- Kansas City Boogie—The Blues Man
- Sooner or Later—Pvt. Cecil Gant
- Lost Baby Blues—Pvt. Cecil Gant
- Green Gin—Ernie Andrews Trio
- Let's Spring One—King Cole Trio
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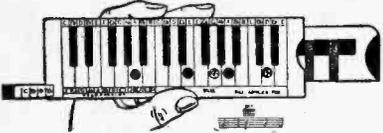
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# Music in the U. S. Army Manner

## MBSS Does a Terrific Job

Special Services' music advisers bring G.I.'s music anywhere and everywhere

NEW YORK, Aug. 27.—In a summing up and a taking stock of itself, the Music Branch of Special Services division last Friday (24) released to *The Billboard* the *who, what, when and why*—all the inner tickings of the army music program during the four war years. Predicated upon a basic philosophy of morale building thru soldier participation, emotional stability thru self-entertainment and a combat attitude thru the use of music as a weapon, the MBSS has embraced all phases of music—the kind the soldier listens to and the kind he makes himself. Instruments, large and small—from bullfiddle to piccolo and from harmonica to ukulele—have found their way to camps with orchestrations and parts for instruments and voice. Literally tons of printed material have stimulated soldier singing, altho quartets and glee clubs, dance bands and soldier-composer contests have been just part of the army music program.

In addition to developing and maintaining this over-all music program, the MBSS has not only encouraged the maximum use of musically qualified army personnel—and it braved a lot of brass griping—and assisted the professional in the service to retain his skill while performing his military duties, but has also directed the music curriculum at the school for personnel services at Lexington, Va.

Most important, the music branch of

## Sufferin' Sacks

NEW YORK, Aug. 27.—You can always tell it's hay-fever time by travelling up to Columbia Record way on Seventh Avenue, where a suffering Manie Sacks sits, going thru box after box of tissues.

If that isn't indication enough, there's a big sign saying "No Smoking" right smack in the middle of the room, where everyone can see it . . . and he means it.

Special Services has gone out of its way to select and recommend music advisers from qualified army personnel. These men, chosen after thoro screening, are attached to service commands, staging areas and ports of embarkation. Not only have they done a wonderful job of directing music talents of G.I.'s into organized channels and stimulating music entertainment activities, but they have been and continue to be the motivating forces for the use of music in the reconditioning, rehabilitation and recreational programs of general and convalescent hospitals.

The 30-odd music advisors—the bulk of them are now in the Pacific—carry with them always at their individual stations thruout the globe, the basis objectives, goals which the Music Branch of Special Services set for itself upon its formation in 1941. Every soldier, they are determined, must know sings in the *Army Song Book*, the *Hit Kits* and at least 25 other singable songs. They make sure that every squad has a song leader and a pocket instrument player, and that every platoon has at least one barbershop quartet and one campfire instrumentalist (guitar, ukulele, etc.).

Before they leave any company, the music directors see to it that a company (See *Music in U. S. Army* on page 28)

## Muzak Artist & Rep Now Wiswell; Selvin Continues Advising

NEW YORK, Aug. 27.—As tabbed in *The Billboard* (18), Associated Music Library and Muzak's search for an artist and rep head to fill Ben Selvin's slot has ended on the floor of a radio studio. Andrew M. Wiswell, ex-biz manager with the Allan Roth org and formerly band personnel and talent audition topper for the Royal Gelatine program, has been appointed to head Muzak and Associated Program Service. Wiswell, a performing musician for 10 years with name orks, Vincent Lopez, Arnold Johnson, Rudy Vallee, Meyer Davis, Abe Lyman and Eddie Duchin, starts brassing September 10. Selvin still remains in advisory post until October 1.

## Music Business Off; End of War Slump

NEW YORK, Aug. 27.—Music biz is currently going thru a slump said to be a definite reaction to the end of the war news. Most of the pubs have indicated that biz has dropped off, but plenty last couple of weeks, and there seems little indication that things are going to get better immediately. Same thing goes for England, where when V-E Day was declared biz slumped considerably, only regaining something like its former high sales peak now.

Guys who've been around since the last war note that right after the last war there was a slump in the biz, but that in 1919 the music biz had one of the best years it has ever known.

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## SJCPS Sues Two Select Resorts

NEW YORK, Aug. 27.—Two summer resorts, the Esther Manor, Maplewood, N. J., and the Lake Shore Chateau, White Lake, N. Y., have been named as defendants in two separate song infringements by the Society of Jewish Composers, Publishers and Song Writers, Metro Music Company and the J. & J. Kammen Music Company in New York Federal Court. Complaints charged that the hotels used the copyrighted tunes without license or consent of the owners.

Action seeks \$250 for each alleged infringement. Songs allegedly infringed on were *Bei Mir Bist Du Shoen*, *Yiddishe Mama* and others.

## Serge Pay-Off

NEW YORK, Aug. 25.—A cue twist is developing out of pop commercial songs that drag in a commercial product in by the shirt-tails—or one should say by the coat-tails. Latest incident is Irving Berlin's *Blue Serge Suit*, which has caused Berlin, Inc., to be besieged by dozens of suit manufacturers who want to make all sorts of deals to tie in with the exploitation certain to come from the song. One manufacturer wanted to order 50,000 copies and display the songs in the window—with the possibility of calling the suit the I. B. Blue Serge.

Another commercial product is currently getting a break via a big song these days; namely, a certain railway that bears the name of *Atchison, Topeka and Santa Fe*. Can you imagine the burn that the Pennsy and New York Central are probably taking?

And just a short time ago, a calypso caught on, giving Pepsi-Cola and the networks a headache, and Coca-Cola zillions of bucks' worth of free rides. Tune was *R. and C.-C.*

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# New Rack Sales Hitting 55%, With "Bell-Bottom Trousers" Reordering and Tabbing 82%

Orders Irving Berlin's "Blue Serge Suit" Before Pub

NEW YORK, Aug. 27.—With trade interested in just how new rack of Saul Immerman's is faring, according to Mr. I., so far in six weeks sales have amounted to around 55 per cent of the 10 songs selected. In some cases, such as *Bell-Bottom Trousers*, which was the only re-order, the percentage of sale of the original 50,000 has been 82 per cent. For others the percentage has been less than 50 per cent, but the average has been 55 per cent.

Immerman pulled an unusual one last week in giving Irving Berlin an order for the new I. B. tune, *Blue Serge Suit*, before there were any copies out. Rack orders usually come after a song shows up among the top potential songs by indications thruout the country. According to Immerman, he feels certain that song is going to be big and therefore doesn't hesitate to toss an original order of 50,000 in the rack pot. This probably won't happen very often, but since song got terrific publicity in press, there's no doubt that it's off to flying start. If Immerman should do his picking in ad-

vance very often it might force MDS to do some changing in its song picking routine, so trade's watching what goes with the *Serge*.

## Song Formula

NEW YORK, Aug. 27.—D'ye want to know how to write a hit song? Just follow the following simple formula. First of all find out what big star has an offspring that has achieved some national popularity and then do a tune around her.

Burke-Van Heusen did it with Frank Sinatra's little gal *Nancy* and tune disked by F. S. is plug song at Stanwood, coming up. Maybe someone will do a tune about one of Eddie Cantor's five gals next. Or maybe all five—one at a time.

## Glenn Still Hot In Disk-Fan Memory

ATLANTIC CITY, Aug. 25.—Despite the fact that his great band has been disbanded for almost three years, the late Glenn Miller copped top honors in the first ork popularity contest conducted by Joe Davis, WJPG disk jockey here, on his *Midnite Jamboree* show. Contest, carried for a fortnight until August 10, found Miller leading from the very start.

Frankie Carle showed unusual strength, polling second, to nose out Count Basie in a powerful third slot. Woody Herman and Harry James were in the fourth and fifth laps, respectively, while Gene Krupa, Vaughn Monroe, Tommy Dorsey, Louis Prima and Benny Goodman polished off the top 10 in that order.

Basie, in third, polled more votes than the combined total of the other Negro bands. Significant is the fact that Sam Donahue, out of circulation for several years, finished in 14th place. Servicemen stationed at the hospitals and rehabilitation centers here were heavy voters, no doubt influencing the trend of the balloting.

## New Music Buyer, 16mm. Ed Pix Field

NEW YORK, Aug. 27.—With music pubs paying more and more attention to the field of educational music, now comes the possibility of utilizing film in the 16mm. field to help pubs. In the past, pubs have limited themselves to supplying schools, colleges, etc., with all sorts of material that is limited to the school ork, band or amount of music taught in the school. Now, one major publisher has the idea of screening on 16-mm. film just how to conduct a band; or how to teach music in the schools, using, of course, top names in the field.

Gimmick, of course, would include use of that pub's own music. In conjunction with putting the music on film, actual scoring of music used in film would be sold to school renting the film, thus augmenting the sale of the music.

## WNEW's Jimmy Rich Now Guild Disk G.M.

NEW YORK, Aug. 24.—Jimmy Rich, director of WNEW's music department, has left the station to become general manager of Guild Records, Inc. In new job Rich will help develop new discing personalities as well as handle recording sessions.

Guild has George Paxton, Dick Brown, Georgie Auld, Cozy Cole and others. Rich has developed a lot of names, and plenty WNEW grads admit they owe him plenty.

## PubsEyeEurope; Robbins Sets Up Own French Rep

NEW YORK, Aug. 24.—With the advent of peace, now comes the long sought and talked of expansion into European countries on the part of the music pubs. One of the first to make definite plans for international expansion is Robbins, which has set up a Robbins-France melody firm in France. This is first time that org has actually had its own firm in a foreign country. Ordinarily, the procedure has been to have a firm there rep them—which is the policy of most of the pubs.

Altho Robbins is now repped in England by Francis, Day & Hunter, firm may set up its own office there as well as in Australia.

One of the unusual points about Robbins set-up is the fact that firm may become agents on the other side for some of the firms here. In other words, if a pub here has a big song and wants someone there to rep that firm, Robbins will become the agent for pubs' material. That's been done in commercial biz but it's new for music.

## It's in Fun—Ouch!

NEW YORK, Aug. 25.—Henry Okum, advance man for Benny Goodman, pulled one of the funniest gags in the biz in a long time recently. On the way to Chicago to join Goodman's band at the Chicago Theater, he stopped en route to discover Sammy Kaye's band playing vaude house in Cleveland.

When Kaye's stint on stage, "So You Want To Lead a Band?", came up, Okum volunteered as one of the contestants. During the banter prior to his leading the band, Kaye asked Okum—as if he didn't know him (altho Okum, who used to be with Frank Dalley's Terrace Room, where Kay has played on more than one occasion)—what he did and then where he was going.

Okum said, without cracking a smile, that he was going to Chicago to hear Goodman at the Chicago Theater play *It's Gotta Be This or That*, which, and this point Okum made very clear, Goodman disked for Columbia Records.

Kaye, who has disked *It's Gotta* for Victor, won't probably invite another pro on the stage for a long time.

# Performing Artist Dough Per Disk's in Again; Org Asks AFM Co-Op in Meet

**Fred Waring Idea Far From Dead, Despite Court Nix**

NEW YORK, Aug. 27.—Principle of having artists get a royalty on disks sold and a portion of the dough that writers take from royalty has come up again, this time with the National Association of Performing Artists once more trying to get national aid in a fight to cut in performers on the dough. Matter was taken up at a recent meeting between Maurice Speiser, counsel for the org, and members of the exec board of the American Federation of Musicians.

Understood that the meeting saw Speiser come up with a suggestion that the AFM support the NAPA in its fight in securing legislation which would start with having the copyright act modified to include artists' performing rights. No definite word came out of the meeting, but it's said that more meetings are on sked.

Couple of years ago Fred Waring,

then as head of NAPA, brought court action against a disk org in two different suits, but was defeated both times. At that time, and the contention is still the same today, the org laid its case on the table, resting on the fact that authors get royalties not only on sales but also on performances on radio stations via phonograph records. Latter is done by a payment from radio to ASCAP, of which writers get their slice.

NAPA feels that if writers get a royalty, then performers should get so much a disk, as they are responsible for the actual performance of the work. It's this principle that the AFM fought for in its fight against the platter companies, at least it was that at first, for the AFM wanted so much royalty to the men who played the record. This was later modified to go into a separate pool based on so much a record.

## Music---As Written

### New York:

Duke Ellington gives his fourth Carnegie Hall concert January 4. Concert is sandwiched in between his stint at the Zanzibar and first appearance at the Paramount Theater. He's switched from the Roxy, which has nixed bands. . . . Esquire is tossing its concert January 17, probably at same place. . . . Russ Case lands directing job on 7-Up show on Mutual, with Bert Wheeler.

Tunesmiths Doris Fisher and Alan Roberts did okay for themselves on Pearl Bailey release on Columbia. Pair of writers did both tunes, "Tired" and "Fifteen Years." Tunesters are currently under contract to Columbia pix. . . . Monte Kay is new road manager for Billie Holiday band. . . . Gale Agency has inked Taps Miller to a booking contract. . . . Essex House, Newark, N. J., may bring in name bands, at least project has been discussed.

Betty Jane Bonney has inked a p.m. contract with Herman Levin, who manages Golden Gate Quartet, Harold Rome and others. . . . All-State Distributing Company, distributing Deluxe disks in Jersey. . . . I. and M. Sufferin distrib for same company in Pennsy. . . . Larry Spier now professional manager for all Chappell firms. . . . Al Cesario, formerly lead alto sax with Johnny Richards, has formed his own four-piece combo and started an engagement at Wilpolt's, Kenosha, Wis., August 21.

Cugat's concert, September 12, will feature his own band musicians in the first chairs with Cugy fronting 120 musicians, many recruited from the Los Angeles Symphony. Carlos Ramirez just returned from South America and a girl vocalist (Carmen Miranda was originally set but had to cancel) along with Xavier Cugat's enlarged band, will be featured

### Santly-Joy's Three

NEW YORK, Aug. 27.—Santly-Joy, one of the few indie firms not tied up with any motion pic outfit, this year has had itself a bonanza. First off the bat was *My Dreams Are Getting Better All the Time*, which did sensash, as did their follow-up *Bell-Bottom Trousers*.

Now, they have *Till the End of Time*, which, according to Lester Santly, may be the first song of the firm to hit a million. Perry Como disk has passed the 750,000 mark and according to Victor they'll press all that demand creates. This reverses wartime Victor rule that kept all disks—hits or no—to 500,000 pressings.

With combo of ASCAP income plus three biggies already, S.-J. will probably have biggest year in its history.

in an extensive open-air Latin-American musical presentation.

Al Middleman, formerly with Hit and Elite Record firms, has taken over the Juke Box label of the United Record Company here and will come out with a new label of his own, called Sterling. Ben Siegel and Art Rupé, former heads of Juke Box, join Middleman in the new disk outfit. In settling deal with Siegel and Rupe, Middleman gained access to presses. Middleman will press here and in the East, releasing a new platter every three weeks. His Sterling record will sell for 75 cents. Some records under the Juke Box label may be released later. Sterling label will cover popular and race fields.

Kling Sisters secured release from William Morris Agency and are expected to sign with GAC. Carlos Gaste! remains their personal manager. . . . Carlos Molinas band playing special one-week run at Capitol Theater, Salt Lake City, for huge police benefit. Capitol rarely plays live shows. . . . Hoagy Carmichael re-signed to ARA record contract with privilege of doing any originals he wants to do. . . . Hollywood songwriters organizing to break into films while motion picture song composers group together to protect their positions.

### Chicago:

Fletcher Henderson, currently at the Casa Manana, Los Angeles, is expected to do a quick return to Los Angeles after he bows out of his present location September 10. After a series of one-nighters, he will play Shepp's Playhouse. . . . Johnny Allen, ex-Hal McIntyre crooner, has joined Ray Bauduc's ork. . . . Louis Prima intends to wax Rolly Rolls, the piano satirist, on his next date for Majestic Label, with Prima's band backing Rolls. . . . Eddie Vinson, vocalist with Cootie Williams, preparing to step out with his own band. . . . Tiny Bradshaw set for the Rhumboogie, Chi Negro niter, starting September 26, with Earl Hines going into the near-by El Grotto four days after. . . . Sonny Thompson, local pianoman fronting a crew made up of Negro star instrumentalists who have been working in Chicago because their draft boards urged them to take war jobs from which they doubled in brass instruments, is being eyed by the Moe Gale Office and will probably tour for Gale in this territory in October. . . . Stan Kenton has added four ace sidemen before opening in New York. . . . Charlie Spivak drew another week at the Chicago Theater, Chi, which stretches his present run to four weeks in all. . . . Billy Bishop has received an indefinite hold-over at the Roosevelt Hotel, New Orleans. . . . Bill Hamilton, Ex-Louisville radio station staff pianist, building a band here. . . . Jimmy James, ex-overseas who has been working with an overseas all-soldier unit including Mickey Rooney and Bobby Breen, is suffering from an attack of pneumonia in a Paris hospital.

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and "LET'S SPRING ONE"

No. 105 "I'M LOST" and "PITCHIN' UP A BOOGIE"

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(WISH I WERE SOMEONE IN LOVE)

AND

## I CAN MAKE YOU LOVE ME

JUST RELEASED

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## PART 1—The Billboard

### HONOR ROLL OF HITS

(TRADEMARK)

THE NATION'S 10 TOP TUNES

- 1 ON THE ATCHISON, TOPEKA AND SANTA FE
- 2 TILL THE END OF TIME
- 3 IF I LOVED YOU
- 4 GOTTA BE THIS OR THAT
- 5 SENTIMENTAL JOURNEY
- 6 BELL-BOTTOM TROUSERS
- 7 I WISH I KNEW
- 8 DREAM
- 9 THERE! I'VE SAID IT AGAIN
- 10 I'M GONNA LOVE THAT GUY

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific statistical tabulation of various degrees of each song's popularity as measured in the following survey features of The Billboard's Music Popularity Chart: Songs With Most Radio Plugs; Records Most Played on Disk Programs; Play Status of Films With Leading Songs; Best Selling Sheet Music; Best Selling Retail Records, and Most Played Juke Box Records.

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

### FILM PLUGS

#### PLAY STATUS OF FILMS WITH LEADING SONGS

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

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

**A FRIEND OF YOURS** (Burke-Van Heusen), sung by Lee Sullivan in Bing Crosby Productions "The Great John L." National release date—May 25, 1945.

**ALL AT ONCE** (Chappell), sung by Fred MacMurray in 20th Century-Fox's "Where Do We Go From Here?" National release date—June 6, 1945.

**ALONG THE NAVAJO TRAIL** (Leeds) in Republic's "Don't Fence Me In." Release date not set.

**AND THERE YOU ARE** (Feist), sung by Bob Graham in MGM's "Week-End at the Waldorf." National release date not set.

**BABY, SAVE HIM FOR ME** (House of Melody), sung by Lynn Merrick in Columbia's "Blonde From Brooklyn." National release date—June 21, 1945.

**BAIA** (Peer), sung by Nestor Amaral in Walt Disney's "The Three Caballeros." National release date—February 3, 1945.

**I BEGGED HER** (Feist), sung by Frank Sinatra in MGM's "Anchors Aweigh." National release date—July 12, 1945.

**I DON'T CARE WHO KNOWS IT** (Robbins), sung by Vivian Blaine in 20th Century-Fox's "Nob Hill." National release date—July 3, 1945.

**I FALL IN LOVE TOO EASILY** (Feist), sung by Frank Sinatra in MGM's "Anchors Aweigh." National release date—July 12, 1945.

**I WALKED IN** (Miller), sung by Vivian Blaine in 20th Century-Fox's "Nob Hill." National release date—July 3, 1945.

**I WISH I KNEW** (Triangle), sung by Dick Haymes in 20th Century-Fox's "Billy Rose's Diamond Horseshoe." National release date—May 2, 1945.

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

**LOVE LETTERS** (Famous) in Paramount's "Love Letters." National release date—October 26, 1945.

**LAURA** (Robbins) in 20th Century-Fox's "Laura." National release date—November, 1944.

**MY BABY SAID YES** (Leeds), sung by Lynn Merrick and Bob Haymes in Columbia's "Blonde From Brooklyn." National release date—June 21, 1945.

**(ALL OF A SUDDEN) MY HEART SINGS** (Leeds), sung by Kathryn Grayson in MGM's "Anchors Aweigh." National release date—July 12, 1945.

**ON THE ATCHISON, TOPEKA AND SANTA FE** (Feist), in MGM's "Harvey Girls." National release date not set.

**OUT OF THIS WORLD** (Morris), Bing Crosby sings for Eddie Bracken in Paramount's "Out of This World." National release date—July 13, 1945.

**PLEASE DON'T SAY NO** (Feist), sung by Robert Allen in MGM's "Thrill of a Romance." National release date—May 24, 1945.

**STARS IN YOUR EYES** (Melody Lane), sung by Chuy Castillon in RKO's "Pan-Americana." National release date—February 15, 1945.

**SOMEBODY LOVES ME** (Harms, Inc.), sung by Joan Leslie and Tom Patricola in Warner Brothers' "Rhapsody in Blue." National release date—September 29, 1945.

**SUMMERTIME** (Gershwin), sung by Anna Brown in Warner Brothers' "Rhapsody in Blue." National release date—September 29, 1945.

**THAT'S FOR ME** (Williamson) in 20th Century-Fox's "State Fair." National release date—October, 1945.

**THE MORE I SEE YOU** (Bregman-Vocco-Conn), sung by Dick Haymes in 20th Century-Fox's "Billy Rose's Diamond Horseshoe." National release date—May 2, 1945.

**THIS HEART OF MINE** (Triangle), sung by Fred Astaire in MGM's "Ziegfeld Follies." National release date not set.

**WHILE YOU'RE AWAY** (Remick) in Warner Bros. "My Reputation." National release date not set.

**YOU CAME ALONG (FROM OUT OF NOWHERE)** (Paramount), sung by Helen Forrest in Paramount's "You Came Along." National release date—September 14, 1945.

**YOU BELONG TO MY HEART** (Charles K. Harris), sung by Dora Luz in Walt Disney's "The Three Caballeros." National release date—February 3, 1945.

# Music Popularity Chart

Week Ending  
Aug. 23, 1945

## DATA AND REVIEWS

### ADVANCE RECORD RELEASES

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

- AM I BLUE?** ..... Eugenie Baird-Mel Torme & His Mel-Tones ..... Decca 18707
- APPLES IN WINTER** ..... Irish Barn Dance Boys... Joe Davis 3601
- ARE YOU LIVIN', OLD MAN?** ..... Dick Brown (Mac Ceppos Ork)... Guild 140
- AUTUMN SERENADE** ..... Harry James ..... Columbia 36838
- BABALU'** ..... Noel De Selva's Pan-American Ork... Pan-American Pan 108
- BEGIN THE BEGUINE** ..... Les Paul & His Trio ..... Decca 23444
- BOYD'S NEST** ..... Boyd Raeburn Ork ..... Guild 133
- BLUES IN L. A.** ..... Pvt. Cecil Gant ..... Gilt-Edge 510
- CHOPIN'S POLONAISE IN A FLAT**  
(Parts 1 and 2) ..... Hilde Somer ..... Musicraft 331
- COLEMAN HAWKIN'S QUINTETTE ALBUM** ..... Asch 355
- Bean Stalking..... Coleman Hawkins' Quintette..... Asch 355-1
- Lady Lullaby..... Coleman Hawkins' Quintette..... Asch 355-2
- Leave My Heart Alone..... Coleman Hawkins' Quintette..... Asch 355-1
- Night Ramble..... Coleman Hawkins' Quintette..... Asch 355-2
- Ready for Love..... Coleman Hawkins' Quintette..... Asch 355-3
- Sportsman's Hop..... Coleman Hawkins' Quintette..... Asch 355-3
- CONCERTO FOR TENOR** ..... Georgie Auld Ork ..... Apollo 359
- CUGAT'S FAVORITE RHUMBAS ALBUM** ..... Columbia C-110
- Begin the Beguine..... Xavier Cugat ..... Columbia 36850
- Besame Mucho..... Xavier Cugat (Del Campo)..... Columbia 36852
- Cielito Lindo..... Xavier Cugat (Hermanas Boyd)... Columbia 36853
- Estrellita..... Xavier Cugat..... Columbia 36851
- Green Eyes..... Xavier Cugat..... Columbia 36852
- La Golondrina..... Xavier Cugat..... Columbia 36851
- La Paloma..... Xavier Cugat (Hermanas Boyd)... Columbia 36853
- Say Si Si..... Xavier Cugat (Del Campo)..... Columbia 36850
- DEAREST DARLING** ..... Kate Smith-Four Chicks & Chuck (Jack Miller Ork) ..... Columbia 36839
- DON'T WONDER ABOUT HIM** ..... The Five Soul Stirrers... Bronze BR-126
- DREAM DUST** ..... Les Paul & His Trio ..... Decca 23444
- ESPANA CANI** ..... Noel De Selva's Pan-American Ork... Pan-American Pan 107
- FIT AS A FIDDLE** ..... Pvt. Cecil Gant ..... Gilt-Edge 509
- FLOGGIN' REEL MEDLEY** ..... William Quinn ..... Joe Davis 3602
- FRANK TESCHEMACHER IN A COLLECTION OF JAZZ CLASSICS ALBUM** ..... Brunswick B-1017
- Baby, Won't You Please Come Home? ..... Frank Teschemacher and All Stars (Eddie Condon) ..... Brunswick 80064
- Barrel House Stomp..... Frank Teschemacher and All Stars..... Brunswick 80066
- Copenhagen ..... Frank Teschemacher and All Stars..... Brunswick 80065
- I've Found a New Baby..... Frank Teschemacher and All Stars..... Brunswick 80063
- Prince of Walls..... Frank Teschemacher and All Stars..... Brunswick 80065
- There'll Be Some Changes Made..... Frank Teschemacher and All Stars (Red McKenzie) ..... Brunswick 80063
- Trying To Stop My Crying..... Frank Teschemacher and All Stars ("Wingy" Manone) ..... Brunswick 80064
- Wailin' Blues..... Frank Teschemacher and All Stars..... Brunswick 80066
- HE'S THE BEST LITTLE YANKEE TO ME** ..... Una Mae Carlisle ..... Joe Davis 7173
- HONG KONG BLUES** ..... Tommy Dorsey ("Skeets" Herfurt) ..... Victor 20-1722
- HORNPIPE MEDLEY** ..... William Quinn ..... Joe Davis 3602
- HORSES DON'T BET ON PEOPLE** ..... Korn Kobbler ..... Majestic 1015
- I BELIEVE I WILL** ..... Pvt. Cecil Gant ..... Gilt-Edge 509
- I CAN'T GET STARTED** ..... Teddy Wilson & His Sextet ..... Musicraft 332
- I CAN'T GET YOU OUT OF MY MIND** ..... Phil Brito (Phil Davis Ork) ..... Musicraft 15040
- I FALL IN LOVE TOO EASILY** ..... Eugenie Baird-Mel Torme & His Mel-Tones ..... Decca 18707
- I SHALL NOT BE MOVED** ..... McCravy Brothers ..... Joe Davis 3504
- I SPEAK SO MUCH ABOUT YOU** ..... Una Mae Carlisle ..... Joe Davis 7173
- I WANT TO GO THERE, DON'T YOU?** ..... McCravy Brothers ..... Joe Davis 3504
- IDA RED** ..... Clayton McMichen & His Wildcats ..... Joe Davis 3511
- IF I HAD A DOZEN HEARTS** ..... Charlie Spivak (Irene Daye) ..... Victor 20-1721
- IF THINGS DON'T GET BETTER (I'M GONNA MAKE A CHANGE)** ..... Beverly White & Her Blues Chasers... Joe Davis 7111
- I'LL NEVER TURN BACK** ..... The Five Soul Stirrers... Bronze BR-126
- I'LL REMIND YOU** ..... Five Red Caps ..... Joe Davis 7136
- I'M GONNA LOVE THAT GUY (LIKE HE'S NEVER BEEN LOVED BEFORE)** ..... BE-Randy Brooks-Marion Hutton ..... Decca 18703
- IT MIGHT AS WELL BE SPRING** ..... Dick Haymes (Victor Young Ork)... Decca 18706

(Continued on page 86)

### RECORD POSSIBILITIES

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

- GOOD, GOOD, GOOD** ..... Bing Crosby and The Andrews Sisters ..... Decca 23437-A
- This is one of the best jobs done by any team in a long time. It's fast, furious and handled just right. It'll be a pip for all jukes. Crosby is, as usual, a top foil for the girls and it comes out jake. Reverse is "Along the Navajo Trail," which will also do plenty well.
- TILL THE END OF TIME** ..... Dick Haymes ..... Decca 18699-A
- This one will coast in on laurels of song, for it's now big time and disk will wash in on tidal wave. Haymes has plenty of followers who'll love it.
- NO CAN DO** ..... Xavier Cugat ..... Columbia 36836
- This catchy ditty in rumba tempo will probably end up in big time, and Cugat by dint of being first out will cash in. This one is okay for both home and jukes. Leah Eay's singing is nifty.

**HIGH MAN ON THE TOOT 'EM POLL!**

**CAP. 215**

**COOTIE WILLIAMS AND HIS ORCHESTRA 'HOUSE OF JOY' AND 'EVERYTHING BUT YOU'**

When Cootie Williams blows his trumpet, the nickel buffaloes start a stampede for the nearest jukebox. In this disc debut for Capitol, there's lots of Williams trumpet in both high and low registers—and every up beat is on your own cash register.

**Capitol RECORDS**

Sunset and Vine, HOLLYWOOD 28



# VAUGHN MONROE

AND HIS ORCHESTRA

GIVE YOU ANOTHER "THERE! I'VE SAID IT AGAIN"



## Something Sentimental

AND

(Why Don't You Look Me Up)

Down in Chi-Chi Hotcha Watchee

Vocals on both sides by Vaughn and The Norton Sisters

RCA VICTOR 20-1714



# SAMMY KAYE

AND HIS ORCHESTRA

COUPLE TWO SURE-FIRE HITS—

*Promises*

Vocal by Billy Williams

AND

*I'll Be Walkin' With My Honey (Soon, Soon, Soon)*

Vocal by Nancy Norman and Billy Williams

RCA VICTOR 20-1713



# BETTY JANE BONNEY

*Ho Hum* AND  
*I Can Make You Love Me*

With orchestra conducted by Russell Case

RCA VICTOR 20-1717

★ ★ ★

**BOYD HEATH**, singing with orchestra

*Swaller-Tail Coat* AND *Wailee, Sweet Wailee*

BLUEBIRD 33-0532



Listen to The RCA Show, Sundays, 4:30 p.m., Eastern Time, NBC. BUY VICTORY BONDS  
Radio Corporation of America, RCA Victor Division, Camden, New Jersey

**RCA VICTOR RECORDS**



## PART 2—The Billboard

### RETAIL SALES AND

#### BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION		
	Last Week	This Week	
4	1	1.	ON THE ATCHISON, TOPEKA AND SANTA FE (F) (R) Feist
4	4	2.	IF I LOVED YOU (M) (R) T. B. Harms
4	5	3.	TILL THE END OF TIME (R) Santly-Joy
20	2	4.	DREAM (R) Capitol
4	10	5.	GOTTA BE THIS OR THAT (R) Harms, Inc.
17	3	6.	BELL-BOTTOM TROUSERS (R) Santly-Joy
8	6	7.	I WISH I KNEW (F) (R) Triangle
1	—	8.	I DON'T CARE WHO KNOWS IT (F) (R) Robbins
14	7	9.	THERE! I'VE SAID IT AGAIN (R) Valiant
17	8	10.	SENTIMENTAL JOURNEY (R) Morris

#### BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	POSITION		
	Last Week	This Week	
8	1	1.	ON THE ATCHISON, TOPEKA AND SANTA FE (F) Johnny Mercer.....Capitol 195 <i>Conversation While Dancing</i>
3	2	2.	TILL THE END OF TIME Perry Como.....Victor 20-1709 <i>(Did You Ever Get) That Feeling in the Moonlight</i>
8	3	3.	CHOPIN'S POLONAISE (F) Carmen Cavallaro..Decca 18677 <i>Enlloro</i>
8	6	4.	GOTTA BE THIS OR THAT Benny Goodman.Columbia 36813 <i>Gotta Be This or That</i>
6	4	5.	IF I LOVED YOU Perry Como.....Victor 20-1676 <i>I'm Gonna Love That Gal</i>
4	8	6.	TAMPICO Stan Kenton.....Capitol 202 <i>Southern Scandal</i>
21	5	7.	SENTIMENTAL JOURNEY Les Brown.....Columbia 36769 <i>Twilight Time</i>
5	6	8.	ON THE ATCHISON, TOPEKA AND SANTA FE (F) Bing Crosby.....Decca 18690 <i>I'd Rather Be Me</i>

(Continued on page 84)

#### BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	POSITION		
	Last Week	This Week	
7	1	1.	Carousel Original Cast .....Decca DA-400
4	2	2.	Thrill of a Romance Lauritz Melchior .....Victor M-990
3	3	3.	Porgy and Bess Charlie Spivak .....Victor SP-6
1	—	4.	Boogie-Woogie Freddie Slack .....Capitol BD-12
23	—	5.	King Cole Trio Collection of Favorites .....Capitol A-8

#### BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION		
	Last Week	This Week	
10	1	1.	Chopin's Polonaise Jose Iturbi .....Victor 11-8848
5	3	2.	Italian Street Song Jeanette MacDonald .....Victor 10-1134
11	4	3.	Claire De Lune Kostelanetz and Ork .....Columbia 7361-M
11	4	3.	Warsaw Concerto Mathieson, London Symphony .....Columbia 7490-M
22	2	3.	Warsaw Concerto Wallenstein, Los Angeles Philharmonic Ork..Decca 29150
3	—	3.	Rodger Young Nelson Eddy .....Columbia 7426

#### BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION		
	Last Week	This Week	
20	1	1.	Music to Remember (From the Life of Chopin) Jose Iturbi .....Victor SP-4
7	3	2.	Rhapsody in Blue Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor .....Columbia X-251
12	2	3.	Rhapsody in Blue Sanroma (Piano), Boston Pops .....Victor DM-358
24	4	4.	Grieg Piano Concerto in A Minor Rubinstein-Ormandy, Philadelphia .....Victor M-900
10	—	5.	Grieg Piano Concerto in A Minor Gieseking, Berlin State Opera Ork .....Columbia M-313

# Music Popularity Chart

Week Ending  
Aug. 23, 1945

## JUKE BOX PLAYS

### MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
8	1	1.	<b>ON THE ATCHISON, TOPEKA AND SANTA FE (F)</b> —Johnny Mercer-The Pied Pipers (Paul Weston Ork) . . . . . Capitol 195 (Tommy Tucker, Columbia 36829; Bing Crosby, Decca 18690; Tommy Dorsey, Victor 20-1682; Kate Smith, Columbia 36832; Louis Prima, Majestic 7145; Judy Garland-The Merry Macs, Decca 23436)
23	2	2.	<b>SENTIMENTAL JOURNEY</b> —Les Brown (Doris Day) . . . . . Columbia 36769 (Hal McIntyre, Victor 20-1643; Louis Prima, Majestic 7140; The Merry Macs, Decca 18684)
15	6	3.	<b>SENTIMENTAL JOURNEY</b> —Hal McIntyre . . . . . Victor 20-1643 (See No. 2)
2	3	3.	<b>TILL THE END OF TIME</b> —Perry Como (Russell Case Ork) . . . . . Victor 20-1709 (Les Brown, Columbia 36828; Dick Haymes, Decca 18699; Ginny Simms, Columbia 39849)
9	7	4.	<b>CHOPIN'S POLONAISE (F)</b> —Carmen Cavallaro . . . . . Decca 18677
6	7	5.	<b>ON THE ATCHISON, TOPEKA AND SANTA FE (F)</b> —Bing Crosby . . . . . Decca 18690 (See No. 1)
10	5	5.	<b>SENTIMENTAL JOURNEY</b> —The Merry Macs . . . . . Decca 18684 (See No. 2)
24	7	5.	<b>THERE! I'VE SAID IT AGAIN</b> —Vaughn Monroe (Vaughn Monroe-The Norton Sisters) . . . . . Victor 20-1637 (The Modernaires—Paula Kelly, Columbia 36800; Jimmy Dorsey, Decca 18670; Louis Prima, Majestic 7140)
11	8	5.	<b>BELL-BOTTOM TROUSERS</b> —Guy Lombardo (Jimmy Brown) . . . . . Decca 18683 (Tony Pastor, Victor 20-1661; The Four Blues, De Luxe 1000; Louis Prima, Majestic 7134; The Jesters, Decca 4452; Kay Kyser, Columbia 36801; Jerry Colonna, Capitol 204)
4	7	5.	<b>I'M GONNA LOVE THAT GAL</b> —Perry Como (Russ Case Ork) . . . . . Victor 20-1676 (Benny Goodman, Columbia 36843; Ginny Simms, Columbia 39849)
3	6	6.	<b>TAMPICO</b> —Stan Kenton . . . . . Capitol 202
7	4	7.	<b>GOTTA BE THIS OR THAT</b> —Benny Goodman (Benny Goodman) . . . . . Columbia 36813 (Joan Edwards, Cosmopolitan 452; Glen Gray, Decca 18691; Sammy Kaye, Victor 20-1684; Joe Marsala, Muslcraft 328; Jerry Wald, Majestic 7149)
9	12	7.	<b>WHO THREW THE WHISKY IN THE WELL?</b> —Lucky Millinder . . . . . Decca 18674 (Louis Prima, Majestic 7151)
14	10	8.	<b>YOU BELONG TO MY HEART (F)</b> —Bing Crosby-Xavier Cugat . . . . . Decca 23413 (Phil Brito, Muslcraft 15018; Paula Kelly-The Modernaires, Columbia 36800; Charlie Spivak, Victor 20-1663; Bob Strong, Hit 7098; Frances Langford, ARA-RM-112)
1	—	9.	<b>IT'S ONLY A PAPER MOON</b> —Ella Fitzgerald-Delta Rhythm Boys . . . . . Decca 23425 (Jess Stacy, Victor 20-1708; King Cole Trio, Capitol 20012)
1	—	10.	<b>IF I LOVED YOU (M)</b> —Bing Crosby (John Scott Trotter Ork) . . . . . Decca 18686 (Perry Como, Victor 20-1676; Harry James, Columbia 36806; Leo Reisman, Decca 18693; Frank Sinatra, Columbia 36825; Nan Merriman-Thomas L. Thomas, Victor Red Seal Popular 10-1174; Jan Clayton-John Raitt, Decca DA-29173)
1	—	11.	<b>JUNE IS BUSTIN' OUT ALL OVER (M)</b> —Hildegard-Guy Lombardo . . . . . Decca 23428 (Benny Goodman, Columbia 36823; Thomas L. Thomas, Victor Red Seal Popular 10-1174)

### Coming Up

<b>FUZZY WUZZY</b> . . . . . The Jesters-Milt Herth Trio . . . . . Decca 18688
<b>ROSEMARY</b> . . . . . Kay Kyser (Michael Douglas) . . . . .
<b>THAT'S THE STUFF YOU GOTTA WATCH</b> . . . . . Buddy Johnson . . . . . Decca 8671

### MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
9	2	1.	<b>OKLAHOMA HILLS</b> . . . . . Jack Guthrie . . . . . Capitol 201
5	1	1.	<b>YOU TWO-TIMED ME ONE TIME TOO OFTEN</b> . . . . . Tex Ritter . . . . . Capitol 206
19	3	2.	<b>AT MAIL CALL TODAY</b> . . . . . Gene Autry . . . . . Okeh 6737
1	—	2.	<b>HEADIN' DOWN THE WRONG HIGHWAY</b> . . . . . Ted Daffan . . . . . Okeh 6744
5	4	3.	<b>CARELESS DARLIN'</b> . . . . . Ernest Tubb . . . . . Decca 6110
27	6	4.	<b>SHAME ON YOU</b> . . . . . Spade Cooley . . . . . Okeh 6731
9	2	5.	<b>TRIFLIN' GAL</b> . . . . . Al Dexter . . . . . Okeh 6740
2	6	5.	<b>I'M LOST WITHOUT YOU</b> . . . . . Al Dexter . . . . . Okeh 6740

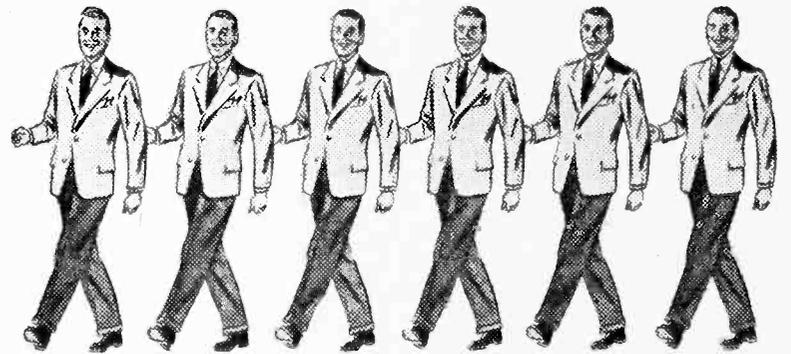
### MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
13	1	1.	<b>WHO THREW THE WHISKY IN THE WELL?</b> . . . . . Lucky Millinder . . . . . Decca 18674
4	2	2.	<b>THE HONEY DRIPPER</b> . . . . . Joe Higgins . . . . . Exclusive 207
17	3	3.	<b>CALDONIA BOOGIE</b> . . . . . Louis Jordan . . . . . Decca 8670
7	3	4.	<b>THAT'S THE STUFF YOU GOTTA WATCH</b> . . . . . Buddy Johnson . . . . . Decca 8671
3	—	5.	<b>IF YOU CAN'T SMILE AND SAY YES</b> . . . . . King Cole Trio . . . . . Capitol 192
1	—	5.	<b>DETROIT BLUES</b> . . . . . Tampa Red . . . . . Bluebird 34-0731



IT'S SIX OF ONE . . .



HALF A DOZEN OF THE OTHER

From where we sit, they all look alike. Because they have one important thing in common—they all buy Decca records.

That's been the key note of Decca's policy right through these war years. Demand went sky-high, as Decca turned out hit after hit with such top favorites as Bing Crosby and dozens of others. At the same time, war shortages kept down production.

So we had to "ration" the available supply. You couldn't get *all* the Decca hits you wanted—*nobody* could. But you got your fair share—Decca has no "priority" customers.

You've all been mighty decent about it. And now that the skies are clearing, we want to say to every coin-machine operator . . . thanks!

DECCA DISTRIBUTING CORPORATION

Executive Offices: 50 West 57th Street, New York 19, N. Y.  
In Canada—The Compo Company, Ltd.  
131-41 18th Ave., Lachine, Montreal



# 3 SENSATIONAL DISCS 3

## Along The Navajo Trail

By LARRY MARKES • DICK CHARLES • EDDIE DE LANGE



COLUMBIA (coming)



DECCA (23437)



VICTOR (20-1666)

Turn it over, Ops!

Turn over DECCA 18663 (I WISH)

for the only song that expresses the thought uppermost in every G.I.'s heart

### Put Another Chair At The Table

Recorded by  
**THE MILLS BROTHERS**  
DECCA 18663

LEEDS MUSIC CORPORATION • NEW YORK • CHICAGO • HOLLYWOOD



# PART 3—The Billboard

## ADVANCE SONG—RECORD

### PUBLISHERS' PLUG TUNES

Songs listed are those on which publishers are currently working or on which they plan to work in the near future. This, of course, means publisher will have his contact men make special concentrated effort to have band leaders, singers, disk companies, disk jockeys, program producers and other users of music use song begin-

ning on date listed, and extending anywhere from two weeks to three months from that date, depending on circumstances. List is based on information supplied direct from publishers themselves. Only tunes of publishers voluntarily supplying information are listed.

#### Current Plugs

Publisher	Publisher
A Couple of Years Ago.....Rudy Vallee	Darling, Promise Me.....Winthrop
A Friend of Yours.....Burke-Van Heusen	Dawn Time.....Crescendo
A Dream (That Won't Come True).....Midwest	Daybreak Serenade.....La Belle
A Kiss Goodnight.....Miller	Do, Do, Baby.....A-I
A Nickel Ride.....G. I. Music	Don't Be Tellin' Me Your Troubles.....Bell
A Rainy Sunday.....Duo	Don't Ever Leave Me.....Revilo
A Sky Full of Dreams.....Hi-Tone	Dream About Me.....Major Melodies
A Tender Word will Mend It All.....Barton	Echoes of the South Pacific.....Excelsior
All of My Life.....Berlin	Ev'rybody Knows But You.....Cavalcade
Along the Navajo Trail.....Leeds	Everybody's Seen Him But His Daddy
Am I a Passing Dream?.....Dave Ringle	.....Marks
And There You Are.....Feist	Every Night.....G. I. Music
Apple Face.....Lewis	Fishin' for the Moon.....Chappell
Are You Livin', Old Man?.....Jefferson	Fuzzy Wuzzy.....Drake-Hoffman-Livingston
Ask My Heart.....Manhattan Melodies	Garland of Old-Fashioned Roses.....O'Kay
Baby, Save Him for Me.....House of Melody	Gee, It's Good To Hold You.....Criterion
Bala.....Peer	Give Me All of Your Heart.....Pan-American
Bon Voyage.....Melody Moderne	Give Me Love Tonight.....Midland
Bounce-y Bounce-y Ball-y	God Bless Our Flag and Boys With
.....Singer, Reese, Patrick	Victory.....Marion W. Rinehart
But—I Did.....Remick	Gonna Keep on a-Dreamin' ('Till My
Bye Lo.....United	Dreams Come True).....Grimes
Caldonia.....Morris	Good, Good, Good.....Berlin
Can't You Read Between the Lines	Got a Penny, Benny?.....Vanguard Songs
.....ShapiroBernstein	Gotta Be This or That.....Harms, Inc.
Cause the One I Love Is	Green, Green Hills of Home.....Lincoln
Coming Home.....International	Guess I'll Hang My Tears Cut To Dry
Chattanooga Tennessee.....Carey	.....Marie
Chickery Chick.....Santly-Joy	Hail the B-29.....Process
Chitterlinswitch.....Advanced	He Was a Perfect Gentleman
Close as Pages in a Book.....Williamson	.....Burke-Van Heusen
Compared With You.....Original	He Was Your Friend and Mine.....Zoeller
Conversation While Dancing.....Capitol	I Ain't Goin' Nowhere, Baby.....Edwards
Cool Water.....American	I Begged Her.....Feist
Cowboy Moon.....Albert J. Randolph	I Can't Believe It.....Claremont
Crazy Things.....David Gornston	

(Continued on page 84)

#### Plugs Scheduled for Near Future

Publisher	Publisher
A Blue Song That Made Me Happy.Sudlik	Maybe You're Right (Maybe I'm Wrong).....Revilo
A Stranger in Town.....Stevens	Moon A-Shining On Chicago.....Gilbert Parmalee
A Two-Seated Saddle and a One-Gaited Horse.....American	My Nurse Corps Nightingale.....George F. Briegel
A Woman Will Be President.....Robert Mack	My Ring of Gold.....Perry Alexander
Some Day.....Crescendo	Night Wind.....La Casa Del Rio
Baby, You're On You're Owa.....Charles Gunther	Nobody Knows.....Byers
Broken-Hearted Lullaby.....Matt Pelkoken	Now That You're Gone.....Dearborn
Caribbean Magic.....Franco-American	Oh, What I Dream'd About You.....Pyramid
Cuddles.....Santly-Joy	Riding Over Sage Brush Plains.....Zoeller
Dancing With You in My Arms.....Grimes	Rollin' Hills.....De Cimber
Daydreams in the Moonlight.....Marks	Santa Marta.....Marks
Dearest Darling.....Advanced	Sarabara.....United
Don't Be Stupid, Mister Cupid!.....Excelsior	Shadow On My Heart.....Hill and Range Songs
Don't Turn My Love Into Hate.....Arcadia Valley	Silent Prayer.....Marion W. Rinehart
Dreaming.....Leeds	Since My Darling Went Away.....Russ Hull's Country Music
Garden of the Moon.....G. I. Music	Slowly.....Rudy Vallee
Going Back Home.....BMI	Some Sunday Morning.....Harms, Inc.
Hecky Darn!.....Midland	Somewhere We Met (But Where, I Never Knew).....International
Headin' Down the Wrong Highway.....Hill and Range Songs	Strollin' Down the Lane.....Process
Hilda.....Baltimore	Sweetheart.....Feist
Honey.....Feist	Technicolor Trail.....Hanna
How Many Apples Are There in a Fall of Grapes and If So, Why?.....Hi-Tone	That's the Stuff Ya Gotta Watch.....Campbell-Porgie
I Ain't Got Nothin' But the Blues.....Burke-Van Heusen	That's Why I'm Lonely for You.....Kelly
I Didn't Think You Cared.....Dubonnet	The Blues Are Nothin' New To Me.....Harmony House
I Need You So.....Roy	The Coccoanut Song.....Witmark
Idaho Moon.....Irving Siegel	The Gang That Sang Heart of My Heart.....Robbins
I'd Do It All Over Again.....Shapiro-Bernstein	The Last Time I Saw You.....Barton
I Have But One Heart.....Stanwood	The Girl With the Little Red Cross on Her Sleeve.....Bruno
I Never Believed in Love at Sight ('Til I Met You).....Hall's Hit Songs	The Rhumba, The Conga, The Samba.....Melocraft
I Never Thought I'd Sing the Blues.....Campbell-Porgie	The Waltz I Shall Never Forget.....Bell
I Was Here When You Left Me.....Berlin	There's No Other Love.....Bronx
I'd Rather Be Me.....Morris	(He's a Curbstone Cutie) They Call Him Jelly Bean.....Feist
It Seems Like I've Known You Forever.....Joe McDaniel	Too Soon.....Topik
I'll Say She Do.....James B. Paris	True-Mon-Tru.....Feist
I'm a Midnight Cavalier.....Wise	Twilight Memories.....Superior Melodies
I'm in Danger of Love.....Syncoption Songs	Walkin' With My Honey.....Republic
I'm Just a Baby.....Harmony House	We'll Be Sweethearts Forever.....Essex
In My Little Red Book.....Marks	When It's Down, Down in Australia.....Dave Ringle
Into the Night.....BMI	Who Knows.....BMI
It'll Take a Little Time.....Gaumont	Why Do They All Pick On Brooklyn?.....Orange
June Comes Around Every Year.....Morris	Yah Ta Ta, Yah Ta Ta (Talk, Talk, Talk).....Burke-Van Heusen
Just That Way.....Melody Moderne	Yesterday's Memories.....Albert J. Randolph
Just to Make a Long Story Short.....Dubonnet	You Came Along (From Out of Nowhere).....Paramount
Keep Right On Doin'.....Manhattan Melodies	You Know, Baby.....Tempo
Kissing Bug.....Tempo	You'll Miss Me Someday.....David Gornston
Last Page of Mein Kampf.....La Casa Del Rio	You Never Say Yes (You Never Say No).....Robbins
Latch.....Cherio	You're a Set-Up in That Get-Up, Baby.....Newart
Let's Dance Again.....O'Kay	
Let's Play House.....Lee-Dee	
Lingering.....Edwin W. Kukkee	
Little Red Hooding Ride.....Blasco	
Lose Your Heart in Texas.....Hanna	
Love Letters.....Famous	
Lumberjack Jill.....Original	
My Mother's Waltz.....Morris	

## VICTOR PRESENTS

**HAL  
MCINTYRE**

AND HIS ORCHESTRA

AMERICA'S  
No. 1



MUSICAL STYLIST

Now Appearing for American Troops in France and Germany RETURNING IN SEPTEMBER TO THE U. S. A.

### JUST RELEASED AUTUMN SERENADE

VICTOR #20-1711A

The Billboard—Record Possibilities, says "First major disk out on this unusual ballad is a honey. McIntyre handles it with plenty of musical sense and it all adds up to big time."

One of the Nation's #1 Recordings

### SENTIMENTAL JOURNEY

VICTOR #20-1643

Personal Manager: GEORGE K. MOFFETT • Direction: WILLIAM MORRIS AGENCY

# Music Popularity Chart

Week Ending  
Aug. 23, 1945

## RADIO

### SONGS WITH MOST RADIO PLUGS

(Beginning Friday, August 17, and ending Thursday, August 23)

Tunes listed here received the greatest number of plugs on programs emanating from network stations WABC (Columbia), WEAJ (NBC), WOR (Mutual) and WJZ (Blue). This is purely a numerical program plug compilation and does not estimate number of listeners who heard programs.

List is based on Accurate Reporting Service tabulation. The Billboard lists

the top 25 (more in case of ties) tunes alphabetically. The total number of times a song has appeared in the Chart is in the "Weeks to Date" column.

(F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

Wks. to date	TITLE	PUBLISHER	LIC. BY
4	A Kiss Goodnight (R)	.....	Miller—ASCAP
7	Along the Navajo Trail (F) (R)	.....	Leeds—ASCAP
4	And There You Are (F) (R)	.....	Feist—ASCAP
14	Army Air Corps	.....	Fischer—ASCAP
13	Can't You Read Between the Lines? (R)	.....	Shapiro-Bernstein—ASCAP
23	Dream (R)	.....	Capitol Songs—ASCAP
11	Good, Good, Good (R)	.....	Berlin—ASCAP
12	Gotta Be This or That (R)	.....	Harms, Inc.—ASCAP
11	I Don't Care Who Knows It (F) (R)	.....	Robbins—ASCAP
1	I Don't Want To Be Loved (By Anyone Else But You) (R)	.....	Mutual—ASCAP
4	I Was Here When You Left Me (R)	.....	Berlin—ASCAP
15	I Wish I Knew (F) (R)	.....	Triangle—ASCAP
2	I'd Do It All Over Again (R)	.....	Shapiro-Bernstein—ASCAP
15	If I Loved You (M) (R)	.....	T. B. Harms—ASCAP
1	I'll Buy That Dream (F) (R)	.....	Burke-Van Heusen—ASCAP
10	I'm Gonna Love That Guy (R)	.....	Bourne—ASCAP
1	It's a Beautiful Day	.....	Broadway—ASCAP
10	Lonely Love	.....	BMI—BMI
9	Negra Consentida (My Pet Brunette) (R)	.....	Marks—BMI
5	On the Atchison, Topeka and Santa Fe (F) (R)	.....	Feist—ASCAP
8	Out of This World (F) (R)	.....	Morris—ASCAP
5	Promises (R)	.....	Marchant—ASCAP
16	Remember When? (R)	.....	Campbell-Porgie—BMI
2	Small World	.....	Southern—ASCAP
8	Stars in Your Eyes (F) (R)	.....	Melody Lane—BMI
2	That Feeling in the Moonlight (R)	.....	Paull-Pioneer—ASCAP
21	The More I See You (F) (R)	.....	Bregman-Vocco-Conn—ASCAP
4	The Wish That I Wish Tonight (R)	.....	Witmark—ASCAP
17	There! I've Said It Again (R)	.....	Valiant—BMI
22	There Must Be a Way (R)	.....	Stevens—BMI
12	There's No You (R)	.....	Barton—ASCAP
6	Till the End of Time (R)	.....	Santly-Joy—ASCAP
11	You Came Along (From Out of Nowhere) (F)	.....	Paramount—ASCAP

### RECORDS MOST-PLAYED ON THE AIR

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

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

Weeks to date	POSITION		Title	Lic. By
	Last Week	This Week		
8	1	1	ON THE ATCHISON, TOPEKA AND SANTA FE (F)	Johnny Mercer-Pied Pipers
5	5	2	TAMPICO	Stan Kenton
3	2	3	TILL THE END OF TIME	Perry Como
26	2	4	SENTIMENTAL JOURNEY	Les Brown
6	3	5	IF I LOVED YOU (M)	Perry Como
23	6	5	THERE! I'VE SAID IT AGAIN	Vaughn Monroe
9	4	6	GOTTA BE THIS OR THAT	Benny Goodman
8	7	7	CHOPIN'S POLONAISE (F)	Carmen Cavallaro
4	3	8	ON THE ATCHISON, TOPEKA AND SANTA FE (F)	Bing Crosby
1	—	8	IF I LOVED YOU (M)	Bing Crosby
4	—	9	BELL-BOTTOM TROUSERS	Guy Lombardo
10	—	9	BELL-BOTTOM TROUSERS	Kay Kyser
17	—	9	DREAM	The Pied Pipers
3	9	10	A KISS GOODNIGHT	Woody Herman
1	—	10	ROSEMARY	Kay Kyser
2	8	11	HONG KONG BLUES	Hoagy Carmichael

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**Music in U. S. Army Manner; MBSS Does a Terrific Job**

(Continued from page 19)

song leader and an accordionist have been appointed. No battalion, no regiment shall be without a dance orchestra and a drum and bugle corps respectively. And lastly, every music director on his toes—and the majority are—is determined that each division has a well-trained authorized band. A great deal of work, it is true, yet there are few outfits—including all combat forces—where at least 80 per cent of these objectives haven't already been carried out and success achieved in some form or another.

In World War I we had a singing army. In this war the story has been different. Our army is mobile rather than an army of marching men. Soldiers are often broken up into small units—generally they travel by truck in small groups. They are spread all over the world, in isolated spots as well as in centralized areas. Realizing this, MBSS has gone out with an over-all program to stimulate singing by supplying troops with song folders and records and by training song leaders from the ranks.

**Hit Kits Distributed**

*Hit Kits*, a monthly publication of "hit" songs, eight or nine different ones in each issue, chosen by a jury of outstanding musical personalities and leaders from dance orks and radio, are put out in both words and music editions at a distrib rate of 145,000 music books and 925,000 word editions monthly. Every group of 150 men overseas is supplied with at least one music folio and 25 lyric issues. Personnel in the States are allotted at a lower rate of a kit of one music book and 50 word editions for every 200 men. Tho originally planned to stimulate mass singing, the *Hit Kit* has been used for everything, from small group entertainment and making band and orchestral arrangements from the music folio, to a sort of "what's being sung at home" bible.

In addition to the *Kit*, collections of old favorites—patriotic, folk, ballads, hymns, etc.—are included in the *Army Song Book*, the *WAC Song Book*, the *Army Nurse Corps Song Book* and the *Hymns From Home* folder, are continually making their way to distant outposts throught the world.

**Contests Held**

Because the MBSS knows that G.I.'s are not only interested in using the music publications issued by the army but also in writing their own songs and compositions, they have periodically conducted world-wide contests for soldier-composers of serious and pop numbers. Recently Services' G.I. contest with *Yank* magazine for the best parodies on pop songs drew 15,000 entries. Contests have also been held for instrumental groups, and the winners from some of them have been recorded on "V" disks.

Music Branch of Special Service has not only aided in forming the 600-odd authorized bands attached to divisions, posts and army convalescent hospitals, but they've sponsored and encouraged hundreds of smaller voluntary instrumental units—dance orks, string fours, even symphonies. In this way, they say, the G.I.'s entertain themselves as well as their buddies.

**Singles Helped, Too**

The soldier who doesn't play an orchestral or band instrument hasn't been neglected by the MBSS either. By making available to them smaller and easier-to-play instruments like the harmonica, ukulele, ocarina and tonette, accompanied by *Ten-Minute Self-Instruction* books, Special Service brings to these men a feeling of participation which they otherwise wouldn't have. These instruments—mostly made of plastic—have been supplied by the thousands to troops all over the world.

A 24-page booklet, *Improvised Musical Instruments and Equipments*, intros still another function that MBSS concerns itself with. It knows that working with one's hands is not only a form of wholesome recreational activity for the men and women in the armed forces, but that it also opens a door to an interesting medium of self-expression. Booklet teaches the soldiers how to make their own instruments from available odds and ends such as cigar boxes, cheese

boxes, drums and kegs, bits of wire and paper clips. Aside from the construction and use of these instruments in the field, the project has already proved of extreme value in hospital and convalescent centers in the United States and overseas—for mental relaxation, restoration of self-confidence and for the assistance given the wounded men in regaining muscular co-ordinations.

In addition, there isn't a port of embarkation, a transport—and that even includes activated task forces—a rest camp or recreational center in the world where music isn't being supplied in various forms.

Now that the war is over, the Music Branch of Special Services has a prominent place in the vast educational-recreational program planned for soldiers in inactive areas. Stockpiles of musical instruments, live disks and printed materials were collected in different theaters while there were still hostilities. Advance planning by the MBSS for leisure-time classes for soldiers who wish to learn to play musical instruments and to learn score composition, etc., is now in operation. Included also is a program which calls for the encouragement of G.I.'s to organize dance bands and symphony orks to compete in theater-wide contests, such as musical quizzes, etc.

Probably the most important service that MBSS has contributed by its complete and over-all music distribution these last four war years, is familiarizing the army personnel with the music of their own country. The soldier has learned to recognize the true value of good music and will return home with a deep appreciation of his cultural heritage. It might also be that the music program has assisted in laying the ground work for a great music renaissance in America.

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# Few New Combos Pounding Path to Doors of Bookers

NEW YORK, Aug. 27.—Tho the end of hostilities is little more than one week old, a few new units are already starting to appear in booking offices, seeking dates. Walter Bloqm, of Frederick Brothers; Bill Peterson, of Consolidated Radio Artists, and Johnny Hamp, of General Amusement Corporation, all report inquiries from newly formed or newly resumed units made up of one or more men released from the army or war plants. MCA says there have been

no inquiries from units but several individuals have strayed in to do a little feeling around. Joe Marsolais, of William Morris, states no new units of any standing have approached him so far.

The trade, of course, expects the ultimate appearance of many new units as men are demobilized. But the fact that new combos or potential combos are already showing their heads means the development may come a lot sooner than anticipated. And this, in turn, means that unless lounge biz as a whole stays where it is—at good or better levels—competition for jobs may grow sharp a lot faster than looked for and, possibly, prices may take a jolt.

So far, however, all sources report pretty good volume of sales to operators and fairly consistent demand, and this reflects continued good biz as a whole at the spots themselves. Price-cutting, or the effort to accomplish this, is beginning to show itself among the owners of smaller places, say the fee-splitters, but so far it is nothing serious. Units are refusing to take lower stipends, it is reported, and the agents aren't urging them to, at least not now. One or two flesh-peddlers even report record prices for some of their outfits.

## Chi Fee-Splitters See Lower Prices And Better Units

CHICAGO, Aug. 27.—Conflict's end and the consequent exodus of plenty of former musicians from war plant jobs and the service has cocktail bookers here visioning a general drop in prices, but the fee-splitters aren't crying the blues because they feel that they'll have more better units and less of the turkey variety on their books. A survey of the cocktail entertainment skedders revealed that the boys are glad to get the mediocre musicians and units out of their stables and draw from the new blood coming into their offices for jobs daily. Reaction of the bookers is that they would rather get a good price for all their units and satisfy the customer with first-rate talent, than sacrifice their prestige with their clients by peddling some of the turkeys that they've been forced to handle because of the scarcity of lounge performers.

Generally faces appearing at the offices for jobs have not been strange to bookers, as they are mostly former leaders and sidemen with plenty of experience on the cramped lounge stage. These boys have a lot of the know-how in the comedy and novelty field—a plenty nifty factor these days when bookies optimistically view the demise of the 20 per cent federal tax on singing and dancing. If and when this federal measure goes, cocktail lounge ops have notified skedders that they immediately want the best they can get in the entertaining units. Bookers have kept these kinds of units at a minimum on their books, as the outlets for this kind of entertainment were cut down heavily when the 20 per cent levy was added to the price of a cocktail. Heavy booking of entertaining units will mean a general lift in the weekly take of the booker for such units can demand a higher salary for their services.

### Booker's Take Boosted

Return of musicians, even if they did not have previous experience in the cocktail field, will also bolster the booker's take. With plenty of sidemen available, the percenters will be able to weed out the better talent and pick up conscientious newcomers. Such novices, after a couple of months in the cocktail field, will probably develop a good repertoire and will make for a plenty salable item in the booker's available list. Abundance of talent will also mean that plenty of experienced units and singles, who have gone into that "Well, I'm satisfied with myself" rut, will have to get off their seats and do some new arrangements and novelties to keep pace with aggressive newcomers who are out to establish themselves.

Spokesmen for the MCA office visualized a trend toward dropped prices for units and singles for about the next four months, but averred that after that prices would again mount, when the new units and sidemen had gained experience and broken into the field solidly. It's felt that when the 20 per cent tax is lifted, there'll be plenty of competition among owners to secure all the novelty and entertaining units out. Bookers admit that at the present time they will never be able to fill all requests.

End of the 20 per cent tax for dancing and singing will increase, it is believed, the flow of patrons into lounges as past experience has proven the entertaining and novelty combo to be the best payee-puller for lounge trade. With more customers at the bar, ops will be able to shell out more for entertainment, bookers reason.

## Florida Lounge Outlook Great, Trade Predicts

NEW YORK, Aug. 27.—Whatever else they may be thinking about the future of the cocktail business, lounge trade sources here are wearing rose-colored glasses in regard to Florida. They unanimously predict enormous business there among lounges and, consequently, a hot time for acts. One or two say the boom will extend not only to Florida proper but all Southern Coast resorts.

With the end of gas rationing giving free play to the long-retarded hunger for a Florida vacation among many people, trade here says the resort area this winter will see huge, free-spending crowds. Entertainment will come in for a large share of the shekels spilled out, and lounges will benefit accordingly. This, in turn, say the lounge percenters, will create a terrific demand for drinkery acts and ops won't haggle about dough, either.

### Expansion Indicated

There are numerous predictions that spots either will expand their capacity or their budgets, or both. There may also develop a large number of new lounges to take care of the anticipated boom. Indication of how the wind is blowing, says one agent, is the fact that the operator of a formerly successful lounge in Charleston is seeking a Miami or Miami Beach location to transfer his operation there, lock, stock and barrel. Charleston, this op is reported to believe, is finished now as a lounge center but Miami is just beginning to see the glow of gold.

One booker predicts a boom thruout the South generally but everybody else says 'tain't so. The South never was lounge minded because of bluenose influence, but the lure of profits brought a large number of spots into Dixieland when the service lads began to pour in. Now that the huge Southern camps are being closed or shaved down, there isn't enough local business to warrant any sizable number of drinkeries, say most of the fee-splitters. But, they add, don't worry about the South. Florida will more than make up for it.

## Lou Plant To Open Another Lounge in Jacksonville, Fla.

JACKSONVILLE, Fla., Aug. 27.—Lou Plant, who runs the Tropical Bar here, is working on a new lounge, untagged at present. Room will seat about 200 and is expected to debut about October 1. Policy envisions the use of smart singles and units.

## OFF THE CUFF

### East:

BILLY LaPLATTA QUARTET takes over at the 20th Century, Philadelphia, with Al Small moving his unit around the corner to the Midway Musical Bar, unshuttering for the new season. . . . FRANCINE DEY has joined The Freshmen at Ciro's, Philadelphia, replacing Phyllis Claire for the vocals. . . . THREE PEPPERS back at The Martinique, Wildwood, N. J., for the fifth summer stand. . . . CHARLEY PARKER and His Three Deuces unit make their Philadelphia bow at the Downbeat. . . . ROSE VENUTI TRIO takes over at Philadelphia's Club Au-Revoir. . . . TOMMY MAULDING brings his pianology to the Holiday Room of the Mayflower Hotel, Atlantic City. . . . CAL NEMETH and His Gypsy Melodians new at Lou's Chancellors Bar, Philadelphia. . . . RIFF ROBBINS TRIO ushers in the new season at Doc's Cocktail Lounge, Baltimore, on September 10. . . . IRENE GRIMM brings her organ interludes to the L'Aiglon Lounge, Philadelphia, the musical bar now owned and operated by Gilda Giacchino and Joe Zielinski.

AL TRACE starts at Greenwich Village Inn, New York, on September 12. . . . KATZ-N-JAMMERS back from USO overseas trip. . . . JOHNNY KOAHEE preems at the Drum, St. Paul, September 12. . . . BILL PETERSON marries October 7. . . . ARDEN and Alexander open at Crescent Lounge, Detroit, on September 4. . . . MEADE LUX LEWIS goes to the Brown Derby, Washington, on September 3. . . . ART TATUM owes two weeks in Orsatti's, Philly, and has to play it before the end of the year. . . . CATS 'N' A FIDDLE now current at Club Ball, Washington, starts one-nighters in the South, on September 15.

### West Coast:

DUKE SCHILLER at the Show Boat, San Diego. . . . IKE LEE'S orchestra playing the Keen Club, Las Vegas. . . . PINKY BLACK currently at Long Beach. . . . MUSIC MASTERS at the Backstage, San Francisco. . . . THREE ACES and Rose Money featured at Savoy, San Francisco. . . . KING PERRY held over at Streets of Paris, Hollywood. . . . GLADYS PALMER, pianist, goes into same spot soon. . . . SONNY YATES' band into Gallos Inn, Hawthorne, Nev. . . . RED CALLENDER TRIO into Suzl-Q, Hollywood. . . . EDNA WILLIAMS, trumpeters from Sweethearts of Rhythm Band, heading own outfit at Zanzibar, Los Angeles. . . . BUDDY BANKS band, Al Russell Trio at Rossonion, Denver. . . . MAKE BELIEVES, with Frankie Laine and Wini Beatty, opened at George's, Glendale. . . . DAVE CHANAULT at George's, too. . . . HOWARD MCGHEE and also the Seat Man remain at Swing Club, Hollywood. . . . JOHNNY CREACH at Chi Chi Bar, Belmont Shores, Calif.

### Midwest:

NICK VIAS, former bassman, is now booking acts with the Wald-Gervis Agency, Chicago. . . . EGGS ROYER currently at the Circus Room of the Wisconsin Hotel, Milwaukee. . . . MICKEY TRISTANO, brother of Lenny Tristano, pianist, is heading a new quartet at the Belvedere, Springfield, Ill. . . . DAVE (NOSE) BOLD moved from the Tailspin, Chicago, to the Primrose Path, Chicago, August 28. . . . CATS AND THE FIDDLE move from the East Coast to the Bar 'o Music, Chicago, September 12. . . . THELMA SILLS has inked the Kings of Strings, Negro two-guitar and bass combo, for the Bamboo Room, Kenosha, Wis. . . . CARL DAHLQUIST, manager of the Town Casino, Chicago, was murdered August 15 by an unidentified assailant in the basement of the lounge, NIGHTS OF RHYTHM current at the Chesterfield, Sioux City, Ia. . . . FOUR CINCINNATIANS working at the Buvette Club, Rock Island, Ill.

HAYWOOD COWAN'S TRIO opened at Don's Tavern, Danville, Ill., August 21. BETTY JOSEPHSON now at the Sportsman's, Peoria, Ill.

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# Fischer-Shuberts Set 2-a-Dayers

## Plan 10 Units, 2-Hour Show

Each to play a week per house—Fischer preps new 'Priorities' with Chevalier

NEW YORK, Aug. 27.—Clifford C. Fischer last week revealed that he and the Shuberts will definitely open 10 houses to two-a-day vaude by spring. Move has long been in the mulling stage and was due to start at least twice before but was held up chiefly by the shortage of headliners and standard acts. Now it is going forward and will see fruition by the end of cold weather, says Fischer.

Plan is to form 10 units capable of giving two-hour shows twice daily at pop prices. Fischer will produce them and they will be routed into Shubert houses in key cities. Fischer figures there will be enough acts of the necessary quality and pulling power available by then to permit formation of 10 packages. Units will play each house one week and at the end of the run will be disbanded. Producer says the shows will be built around a "new angle" but refused to divulge what this will be.

### New "Priorities" Planned

Meanwhile, declares Fischer, he is working on a new *Priorities* show to be played independently of the Shuberts. That is, it will not be a joint venture like the 10 vaude packages above. This show will star Maurice Chevalier. The French actor is due to arrive here in February. Show will not only revolve around him but the second act will be devoted almost exclusively to his stuff, giving him an opportunity for about a full 60 minutes of work. Fischer feels there is enough show value in Chevalier's bag of songs, dances and bits to make this kind of operation strong b. o.

Lucienne Boyer, another Fischer importation, is due to arrive here in late fall, says the producer. Present plans do not call for a show for her. Instead she will be piloted into niteries, he says.

## Forest Hills, L. I., Gets New Niteries, Opposite Boulevard

NEW YORK, Aug. 27.—A new niteries in the local white-collar residential district of Forest Hills, L. I., is in the works. Room so far is unannounced and construction has not started. But location, opposite another nabe spot tagged the Boulevard, has been leased by Paul Schrage, new to the business, and an undisclosed partner. Schrage is reported ready to start building when he gets his liquor license.

Capacity will run upwards of 250, and room will operate as a smart, intimate spot with a show policy. There also will be a cocktail bar at the front of the room where one or two units will be used.

## L. A. AGVA Scale Changes

HOLLYWOOD, Aug. 25.—Wage scale revisions for A, B, C and C Minus clubs and club dates were discussed and approved at an AGVA meeting held here recently and will be submitted to all agents. The group also okayed two resolutions giving AGVA national director Matt Shelvey a vote of confidence and endorsed action taken last year in making Los Angeles office a branch rather than a local.

## 2 Mexican Houses Try Flesh

MEXICO CITY, Aug. 25.—Despite shortage of talent, two more movie houses are trying stagershow. Sunday morning vaudeville has gone into the Bucarell here, with first show featuring Tona La Negra, Cuban singer. At Tampico, the Tropical Theater is booking week-end shows, first one headed by Flor Silvestre, of the screen.

## Henny's Gimmick

NEW YORK, Aug. 27.—Henny Youngman, who opens at the Mayfair, Boston, on September 5, intends to make the town know he's around—and without a p. a. too. He's made up a zillion window cards which he will put into Boston store windows. Gimmick, old to bands, is new to acts who usually depend on paid thumpers to get them talked about.

With cards setting Youngman back a couple of cents and a p. a. costing maybe a C-note a week, it's easy to see which is cheaper. Comic intends to carry cards wherever he works. Name of spots will be stamped on cards so they can be used in all locations.

## New Units Prepped For Vaude Dates, Starting in the Fall

NEW YORK, Aug. 27.—A number of new units are being prepped for vaude dates starting this fall. The first one booked is the *On Stage, Everybody* package made up of Strawberry Russell, Beatrice Fung Oye, June Brady, Jean Hamilton and Ronnie Gilson. Group is an outgrowth of an air show with the same handle which subsequently made a flicker for Universal, also using the *On Stage, Everybody* name. Unit opens on September 3 in Ohio.

A Buster Crabbe unit is also being prepped for theaters to start about November. Unit, carrying about 25, will have Al St. John and the Hickory Nuts in addition to Crabbe. Package is expected to preem in the East. Another unit to be made up of pic names is being readied. Latter will carry about 12 people and will be headed by small flickerites.

McCONNEL and Moore, now at Gay Nineties, San Francisco, have been there for the last year and a half. . . . JEFFRIE GILL and Evan Price in fourth month at Persian Room, Sir Francis Drake, San Francisco.

## 40-50 Weeks Work for Acts Forecast by WM's Nat Kalheim

NEW YORK, Aug. 27.—Acts can look forward to about 100 per cent more jobs within the next 20 to 25 weeks, in the belief of the William Morris office. At present, acts have available 20 to 25 weeks' playing time during the year. If present predictions materialize there will be 40 to 50 weeks available to acts that can do a job.

Reason for this expansion, according to Nat Kalheim, of the Morris office, is that many of the present theaters are obsolete and will be replaced by new houses. Up to now, building material for new houses has not been obtainable on account of the war. But while new houses go up, the old will continue to operate. Latter, however, will no longer run big pictures. These will go to the newer theaters.

This will leave B flickers for the old houses. It is obvious, says Kalheim, that B pic can't pull by themselves, and will have to get something additional to draw the customers. That something, explains Kalheim, can be only one thing—flesh shows. The William Morris office is already trying to gear its operation to cope with what it expects will be the bigger demand.

### "We Hope"

Other sources in the trade queried agreed on one thing—they hoped that Nat Kalheim was right but didn't lay much stock in the belief. For example, both Matty Rosen and Charlie Yates said

## AGVA Collects Ante From Philly Ops In V-J Close Squabble

NEW YORK, Aug. 27.—A post V-J Day tangle involving some 15 Philly niteries and their acts over shuttering when the news of victory came in has resulted in payment of an undisclosed piece of change by one or two of them to the acts concerned and placement of similar funds in escrow until an arbitration can be held, according to Dave Fox, of AGVA. Fox says that the union will not permit deductions from pay envelopes for V-J Day closing unless the authorities in a given city ordered clubs to darken for the specific purpose of observing the victory. Closings, even by the police, for any other reason cannot be construed as an act of governmental authority, says Fox, and therefore spots will have to toe the old play-or-pay line.

A whole slew of gripes developed among acts working in Philly when about 15 niteries decided to close and held out pro rata pay, states Fox. Claim was made to AGVA for the dough covering those days and the union threatened "unfair" action if payment was withheld. A few spots forked over pronto but the rest want to argue it, so the union has insisted on an escrow arrangement until all the beefs can be chewed over, says Fox.

## Det. Musicians Okay Time

### For Ham Show Rehearsals

DETROIT, Aug. 25.—Facilities for rehearsal of amateur acts appearing on Monday night at the Downtown Theater were okayed by the board of directors of the Detroit Federation of Musicians, to be effective in stand-by weeks when the orchestra is not playing the full week. Hank Finney, contractor for the Downtown house band, sought to move the scheduled Friday morning rehearsal period to Monday nights, on stand-by weeks, in order to provide a rehearsal for the amateur shows, with the understanding that no rehearsal would be given when the band actually played. The board slightly revamped Finney's plan, to allow one Monday night rehearsal in place of a regular performance, on stand-by weeks.

## Det. Bowery Turns To Twice Nightly Sked To Hypo Biz

DETROIT, Aug. 27.—The Bowery is switching its extra-long show policy in favor of two shorter sessions per night, running a mere three hours each. Single show formerly began about 9:15 and lasted, with one dance set between, until closing time 2 a. m., with practically no acts repeating. Now shows are starting at 8 and 11.

New policy gives a chance for a theoretical two fills of the house per night, but also caters to the night club patrons who got used to the curfew and want to be home by midnight. At the same time it gives a complete show to the late crowd which is expected to result in bigger business for the spot. Special inducement to draw out the dinner crowd is the waiving of admission charges up to 7 p. m., with dinner music for an hour.

## Martinique Signs A Pact With AGVA

NEW YORK, Aug. 27.—The Martinique signed a new minimum basic agreement, Class A, with AGVA Friday (24) after holding out for several weeks, according to Dave Fox, of AGVA. Union forced spot into line after threatening not only to stop its next show, due September 5, but also take out its current one. Club had objected chiefly to signing a pact to run only until January 1. Inking of La Martinique is the second major win for AGVA in New York in two months. It knocked off the Copa before that.

Negotiations are now pending in the Versailles and Leon and Eddie's. They have been held up by the absence of Matt Shelvey, AGVA head, who is on sick-leave.

## \$1,500 and 50-50 Privilege For Hazel Scott's Concerts

NEW YORK, Aug. 27.—Some 40 concert dates have been arranged for Hazel Scott, former club and vaude performer who turned her back on straight showbiz in favor of the concert stage, according to Lawrence Golden, who's doing the booking. Tour begins in Philly on September 28 and takes Miss Scott as far West as Topeka, Kan., after which she works East to be in town by Christmas.

Golden claims he's getting \$1,500 and a 50-50 privilege for Miss Scott's dates. Her program will be in two parts, the first a performance of serious music, the second a presentation of the kind of stuff with which she has been identified in niteries and vaude. A trio will support in the second half.

## MCA, Century Deny Exclusive Deal Set

NEW YORK, Aug. 25.—Trade this week buzzed with rumors that MCA is about to put another vaude feather in its cap by obtaining the booking privilege at the old Lafayette Theater in Buffalo, now dubbed the Century, which it had induced to return to a flesh policy after two years of straight films. Operators of the Century deny any such move. All Johnny Dugan, head of MCA's vaude department, would offer as comment was "No comment."

## Martha Raye Following Ritz Bros. Into Det. L. Q.

DETROIT, Aug. 27.—Martha Raye is the next attraction at the Latin Quarter set to follow the Ritz Brothers. She opens September 15 for a two-week prior to going to New York where she starts rehearsal for John Wildberg.

Beatrice Kaye follows Martha Raye at the L. Q. She opens September 29.

# AFEI Seeks Uniform Contracts

## Part of Co-Op Buying Move

Org purchasing plan cues economic and competitive advantage

NEW YORK, Aug. 25.—The Allied Food and Entertainment Industry, organization of night clubs and class restaurants in New York, is going after uniform contracts in the nitery industry here. An important aspect of the new move is that AFEI will not only seek similar pacts for various categories of hot spots, in respect to the unions concerned, but is thinking much more broadly. It is planned to go after uniformity on purchase contracts covering food and possibly liquor. Present plans contemplate the ultimate formation of a co-operative buying device among or for AFEI members.

AFEI is skedded to meet Wednesday (29) to chin about uniform contracts for nitery members in general and the Martinique situation in particular. Dario and Jimmie Vernon, Martinique operators, ran to the AFEI when AGVA put the arm on them for a Class A contract designed to terminate January 1. The office of AFEI's high-priced lawyer, Arthur Garfield Hayes, interjected itself into the dispute to suggest a one-year pact which AGVA refused to deliver, and the angle was to have been high on the agenda for the Wednesday meeting. Altho it has been settled, it will still be the starting point for a lot of discussion on the subject of uniform labor contracts for AFEI members.

### Seeks Stabilization

From its inception a few months ago, AFEI always had the implication of a move to obtain similar labor pacts for clubs of a similar economic position and early announced that it would seek to stabilize conditions in the industry here. However, the current move is now significant because (1) AFEI is openly talking and thinking for the first time about making a pitch for contract uniformity; (2) the advent of the post-war period with its changing economic conditions

### FREE ROUTE SERVICE

Because of paper shortage, it is still impractical for *The Billboard* to publish a complete list of act and band routes each week. These lists are still compiled, however, and upon request will be mailed free of charge to those interested. Merely write on your letterhead to Route Supplement Dept., The Billboard, 25 Opera Place, Cincinnati 1, Ohio. The routes will be mailed to you each week without charge.

requires another look at pacts already existing or about to come up; (3) AFEI members feel AGVA, particularly among labor unions, has been setting one member against another in negotiations, obtaining good conditions from one and turning around to seek better terms from the next guy; (4) AGVA has been quietly conducting a drive of its own to have several local pacts terminate early next year.

AFEI attorney was told, when he contacted AGVA this week, that the union does not propose to deal with the organization as a whole for the AFEI members on the matter of pacts. That is, AGVA will not put itself in a position where AFEI negotiates and signs pacts for its component parts, but will continue to deal with the hot spots on an individual basis. The attorney's reply was that, at present, AFEI does not seek to act in this way for its members, but is, however, intensely interested in obtaining similar terms on labor pacts for its Class A, B and C memberships, permitting the individual spots to deal separately with AGVA in the actual negotiations.

### AGVA's Action Unknown

Whether AGVA will, now or in the near future, agree to similar terms for similar spots is problematical. It is true that the union maintains a Class A, B and C system of its own, but frequently pacts signed within those categories have important modifications or improvements. In addition, AGVA is a relatively young union now facing a period of changing economic conditions and there is reason to doubt that it would consent to fixing pact terms for any long period of time among spots in so important a nitery sector as New York which leads the field, unless those terms (See AFEI Seeks Uniformity on page 37)

## Chi Cafe Owners Group Wages War Against Dishonest Workers

CHICAGO, Aug. 25.—Chicago Cafe Owners' Association this week started waging war against dishonest employees, designed to eliminate employees found to be tapping the till, from ever working in any Chi spot again.

Ted Raynor, legal rep for the COA, said that he had just received the first report on the conduct of bistro employees from an employee checking service. These names of persons found tapping the till, he said, will be kept as records for use of association members who then are protected against hiring a person who already has been caught putting part of the cash receipts in his pocket. Raynor said the cost of such service would be exorbitant if each operator took it out individually, but by guaranteeing the agency the work of its 50-odd members, Raynor said the service was collectively paid for with only a

small amount out of each member's coffers.

Some trade sources, however, questioned whether or not this action did not bode legal trouble for the org and op members making use of the information. Supreme Court and other courts, they pointed out, have held that use of a blacklist is illegal.

Local cafe ops' group has set up what is believed to be the first attempt on the part of nitery owners to explain their problems to the public. Raynor reported that the COA has set up an oral agreement with a local weekly dedicated to the after-dark entertainment field, in which COA have agreed to support the periodical thru advertising in return for which the sheet is turning over part of its editorial section so that owners and the COA's legal reps can air their opinions.

COA has also eased the liquor shortage situation, which has been creasing ops' foreheads for some time locally. Reps and members of the COA have made deals with several major liquor distributors and distillers, whereby they have agreed to give all their business to certain distillers and distributors if they are not forced to adhere to the "take a case of port with four bottles of Bourbon," gimmick being used by so many liquor peddlers. COA members are well supplied with everything except Scotch, which is rapidly taking on the proportions of searching for water in Death Valley.

## 35 Miami Hotels Returning To Private Use by November

MIAMI, Aug. 25.—With the intended cut in army and navy personnel in this area soon after V-J Day, a throwback of about 35 beach hotels is anticipated by November 15. These hostleries will be available for winter season tourists as soon as they can be conditioned for occupancy. Only five hotels, being used for convalescent hospitals, are to be retained by the government.

## IN SHORT

### New York:

TOMMY DIX and the Graysons set for the Strand September 28. . . . RAY FINE, ex-army and ex-owner of the Terrace Gardens, Albany, is now a flesh peddler with Al Grossman. . . . MILTON BERLE busts all over when the Watson Sisters use the word "berle" in their routine at the Diamond Horseshoe. . . . BILLY ROSE almost got a kileh

as he tried to pick up one of his show-girls who did an ad-lib pratfall opening night. . . . MYRUS filled in for the Hermanos Williams Trio at the Starlight Roof (23) when Williams became sick. Myrus doubled from the Pierre. . . . "WILD" BILL AMES, on Chesterfield Supper Club for last eight months, starts concerts and Statler chain this fall. . . . JIMMY (The Face) BUTTS current at (See In Short on page 37)



# THE JONES BROS.

JUST CONCLUDED SMASH ENGAGEMENT

FOREMOST EXPONENTS OF RHYTHM

LOEW'S STATE, N.Y.

BILLBOARD SAYS: Jones Brothers (3), piano, vibes and tom-tom, are sock from the walk-on to the walk-off. Boys do three part harmony and single voices and pick good material. The Negro lads did four numbers, each with plenty of bounce, and almost stopped the show.

—BILL SMITH.

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Downbeat, New York

Talent policy: Floorshows and dance music at 11:30, 1:30 and 2:30. Operator, Bill Levine. Prices: \$3, minimum.

With a show headed by Art Tatum and supported by the Loumel Morgan Trio and the Teddy McRae ork, the low-ceilinged room should do plenty of biz.

Art Tatum is still the maestro. His absolute control of the keyboard, his latent power, the tremendous feeling he manages to get into what seems a simple chord, is phenomenal. With his first note the room hushed up. It stayed hushed until he finished each number when it broke into terrific applause. Tatum worked for about 20 minutes using mostly pop stuff. Each number however, had arrangements and counter-arrangements, delivered with both hands, which made listening a pleasure.

The Lonmel Morgan Trio (piano, guitar and bass) open with a sock arrangement of *Flying Home* which pulls hefty mitting right away; follow with a couple of straight pops which are delivered in okay style but don't mean too much. Closed with *Tabby the Cat* in which trio add three-part harmony and single voices to their instrumentation. Result adds up to an attractive package.

Teddy McRae (5) sax, vibes, bass, piano and drum, show enough to mark him as one of the up and coming combos in the small band field. Music is exciting, shows tremendous power and originality. Sax and vibe boys carry the load, tho the skin beater and bass also do a good job. Weakest member is the piano who doesn't seem to get the kind of bounce the rest of the gang does. *Bill Smith.*

NIGHT CLUB REVIEWS

Diamond Horseshoe, New York

Talent policy: Dance music and floorshows at 8:15 and 12:15; Saturdays, 8, 10 and 1. Owner-operator, Billy Rose; publicity, Meyer Hutner. Prices: \$2.50.

Newest Billy Rose production is in the same nostalgic groove. It has Joe Howard, Ann Pennington, Fritzie Scheff and Emma Francis to remind the oldsters of the gaslight era. A gorgeously costumed line to draw the visiting firemen; the bobby-sox brigade has Sidney Catlett's skinbeating to pull it in; vaude is represented by standard acts headed by the Watson Sisters; while comedy is more than taken care of by the Amazing Mr. Ballantine. As a package it runs smoothly tho a few acts need tightening up. The line (11) is pretty. The show girls (6), however, with the exception of two or three, are ordinary.

Production is divided into four parts, *The Toast, The Dance, The Song* and *The Ball*. The first brings on the line as sweater-wearing jitterbugs who swoon while Bill Acorn, with an okay voice, makes like Sinatra. For contrast, Joe Howard comes on to sing *What Happened to the Pin-Up Girls of Yesterday?* while show girls, representing the mauve decade, strut around. In between latter and next production, Jacqueline Hurley comes on for a great acro routine. Gal makes like a pretzel and pulls hands

midway and at the end of her act. But she's on too long.

Second part is strictly a build-up for Ann Pennington. Gal gets a terrific pitch. First a song by Mitchell Brothers, *Penny for Your Thoughts*, then the line costumed in something representing *Black Bottom* and finally a fanfare by "Big Sid" Catlett on drums and Bill Moore on trumpet. After a build-up like that mob expects something sensational. It doesn't get it. Miss Pennington does the *Black Bottom* in a creaky manner, plus a few grinds and derriere tosses. But if she isn't terrific by present day standards she's still part of the nostalgic picture and should sell well. Sid Catlett decked out in a silver suit pounds out a solid beat. His stuff goes well with jivesters.

Hit of the show is the Amazing Mr. Ballantine. The same kind of routine which sold so well in theaters kills 'em here. From his walk-on to his beg-off he had the customers with him. His magic "tricks," each one stuffed off, were top showmanship. Booming delivery is attention getting and chatter is filled with sock material. If there is any single act which threatened to stop the show it was the Amazing Mr. Ballantine.

Next number, *The Song*, brings on Michael Edwards, a handsome robust bary who sings *Love Is an Old Song*. Line comes on as drummer boys and Fritzie Scheff follows. Miss Scheff looking dignified in a black sequin gown still does a great *Kiss Me Again*. Number still has plenty of appeal and crowd went for it and her with plenty of applause.

Watson Sisters, on next, do their standard vaude act. Gals sell corn glibly and pull their share of the laughs. Kitty and Fannie Watson haven't changed a single line in their old routine. Only addition is the word "atomic." Sisters get the crowd with their World War I pops and tear jerkers pulling them in for community sings.

Last number, *The Ball*, presents Joe Howard in white tails and top hat as still a fine showman. His *Hello, My Baby* and *Wonder Who's Kissing Her Now* pulled hefty mits. Emma Francis still can do a creditable clog and some fancy cartwheels despite her grey hair. Received a nice hand. Willie Solar's clown-faced gibberish also sold okay. A novelty dance by Ann Pennington and Bill Acorn gave gal a break. Acorn, a tall, long-legged kid, shows possibilities. For the finale Billy Rose had his Beef Trust on hand for their howling finish.

Vincent Travers ork did a fine job for the show. Morty Reid's outfit relieves for the dancing. *Bill Smith.*

Panther Room, Hotel Sherman, Chicago

Talent policy: Dancing and floorshows at 8:30 and 11:30. Management, Joe Spieler; production, Marty Bloom; publicity, Howard Mayer. Prices: \$1.50-\$2.50, minimums.

George Paxton, making his first Mid-west p. a. since forming, has already achieved a high polish to his performance. The former Ina Ray Hutton band member is an ace sideman on both tenor sax and tram, and his knowledge of both brass and reed is evidenced in the fine balance achieved by both these important sections. In Paxton's scorings, each team gets its just and listenable share in both lead and ensemble parts.

Paxton continually uses a French Horn to fill out the brass team (three tram, four trumpets), and the reed parts use two high register clarys, with two altos and a baritone. This particular blend gives the Paxton players a trade-mark in these days when orks are becoming rather stereotyped. Band's library is well stocked with everything from original specialties to the latest ballads.

Except for Julie Hewitt, the band's vocal corps isn't too impressive. La Hewitt does right well with the swingler ballads, but Allan Dale, who's visual mannerisms are a bit too sugary, and Johnny Bond, who lacks the comic sparkle necessary for a scat singer, don't ring the gong.

Remainder of the show is still hold-over, with Professor Backwards, the Dining Sisters, and the College Inn Models on deck. Management could hypo biz plenty by slipping some new name allure on the marquee, as these acts have been here too long. *Johnny Sippel.*

Blackhawk, Chicago

Talent policy: Dancing and floorshows at 8:30 and 11:30. Owner, Mrs. Otto Roth; management, I. H. Ahrends. Prices: \$1 to \$2.50, minimums.

Current line-up here, Gene Fields, Haukane and Lonya, backed by Harry Cool's music, is one of the best in a long time. Show moves along at sharp pace and each portion clicks solidly.

Cool's 15-piece ork, now two months old, is a very improved musical aggregation. Sidemen blend into a smooth commercial crew that's just right for the hotel room or intimate supper club. Band's book is primarily made up of commercial scorings, with a wee bit of subtle jump for the swingsters. Three-fiddle section would make prettier music if it did not use mutes so often. Effect of muted violin is rather weird for dance music listener and the boys can use the volume of the open instrument to compete with the heavier brass and reed sections.

Cool, tall and arresting in appearance, has relaxed plenty and he now can compete with any maestro when it comes to emseing and making with smiles for the customers. Besides this, he's still one of the top crooners in the business and the heavy scattering of all-fem tables in this bistro indicates his pulling power.

Haukane and Lonya make a hit here because their act is out of the ordinary class. Opening bit where they work handie-puppets behind a plush platform, is excellent intro. Using puppets dressed exactly as themselves, they give payees a preview of their work. Come on personally after a magnesium flash which they label *The Magic Powder*. Plenty of "oh's" and "ah's" greet this gimmick and from then on in, their dancing gets plenty of interest and later mitting from the diners.

Gene Fields, young mimic who previously has worked only vaudeville shows here, does solid job of impersones, which cover most of the prominent radio and screen names. Guy could click more solidly if he'd concentrate on those characters he does best. Instead of trying to squeeze over a dozen impersonations into his turn. Rated an encore, with a clever parody on *Don't Fence Me In*.

Cool closes show with two romantic ballads, both of which netted warm response. *Johnny Sippel.*

Clover, Miami

Talent policy: Floorshow and dance bands at 9 and 12. Management: Irvin Moss, owner-operator; George M. Jose, manager. Prices: from \$2.

This spot in downtown Miami on the boulevard is open again, after considerable changes in floor space, lighting and decorating. A complete floorshow is contemplated later, but, for the present, Henry Dunn, without his partner, Cross, provides in quality what is lacking in quantity.

Dunn is almost a complete show, first offering his Irish melodies, and then a medley of Gershwin hits that really wow the customers. Henry is liberal in his offerings and could have done more.

There are two orks here. Don Richards and his violin play dance tunes, alternating with Tommy Nunez and his rumba and other Cuban ditties.

Management promises big things in the near future when big name acts and a star chorus line are to be added to the show. Location is a natural draw, being just off the Main Stem. *Larry Berliner.*

Raye & Pedro

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## Loew's State, New York

(Reviewed Thursday Evening, Aug. 23)  
Aside from the fact that it could stand plenty of trimming, the new show here is a good one. Audience reaction started low but built steadily.

Salici Puppets act is first on. Life-like manipulations of puppet tumblers, a smoker, a singer, a flutist, etc., draw audible admiration from patrons, but nearly all the episodes could stand cutting in the interests of better pace. Good responses.

The Debonaires (five men) announced as newly out of the army, is a near-top-flight ensemble dance act. Five handsome guys offer something really different—dances with ideas in them—and work with plenty smoothness. Second of two numbers shown, a Machine Age item is especially well thought out and leads into a most unusual bow-off bit. With further experience, this act should land in the Grade A category where it belongs.

Lenny Gale, impressionist, is nimble enough when it comes to making with the facial and vocal resemblances but, like most acts of his type, he suffers from largely mediocre material. In addition he does too much stuff. It is not until he gets into his soap opera take-off that the laughs start coming in. Closes to a juicy mitt.

Think-a-Drink Hoffman is his usual suave self and his slew of drinks has the audience giving the usual amazed and amused reactions.

Dave Apollon and Filipino crew (now boasting a fem member) also is up to its usual high par in entertainment values. However, again a few minutes could have been trimmed without losing anything. New male warbler is plenty good. Biz fair. Picture is *Salty O'Rourke*. Paul Ross.

## Golden Gate, San Francisco

(Reviewed Wednesday Afternoon, August 22)

Whole show: Good; solid patron reaction.

Best job: SKINNY ENNIS'S ORK and soloists; numbers lively and well arranged, especially combination of *This and That* and *Sentimental Journey*, spotlighting the trombone choir; vocalist EARL COLBERT pleasing in *Caldonia*; ditto Monte Kelly's slick trombone solo of *Echoes of Harlem*; Ennis clicks vocally in memory medley including *I'll Take an Option on You* and *Did You Ever See a Dream Walking?* Blond CARMENE, fem vocalist; attractive, eye-and-ear satisfier; good addition to band.

Other acts: TARI VANCE, tapster; cute, shapely; nimble style. FRANKSON, magician; unbelievable dexterity; humorous; has class. WHITEY ROBERTS, comic; finesse; clowns while skipping rope; zany saucer-juggling routine with crockery crashing all over the stage; good chatter. Pic, *Along Came Jones*, third week. Edward Murphy.

## Strand, New York

(Reviewed Friday Night, August 24)

Charlie Barnet ork helped bring in capacity mob opening night of new bill here, which also boasts *Pride of the Marines*, but failed to send payees away with a glow of satisfaction. Biggest mitt went to one of the two supporting acts, while ork's responses ranged from indifferent to good. Barnet crew (19) doesn't register too heavily either musically or on showmanship. Band plays too many numbers (most pretty rough), provides poor accompaniment for its male and female warblers, exhibits little on the score of individual riffing aside from a pretty good solo by the maestro on *Sentimental Mood*. Barnet needs speaking lessons to handle the emcee chores.

Phil Briton, ork vocalizer, is a pleasant-looking young fellow who does a fair job on a couple of ballads. Fuzzy ork didn't help him, however, and his own selling could be improved. Okay receptions for this one.

Kaye Starr, outfit thrush, is a lot of gal who makes an early s.-a. impression. When caught, canary was reported suffering from a heavy cold and her naturally husky voice sounded breathy. Gal has nice feeling for the texture of a jump tune, but needs close application to improve her selling. For example, she could stop excessive hand and body movements, reserving these for emphasis and punch purposes. Mob went for her on the personality angle, many pew-holders calling loudly for her return.

Bunny Briggs, Negro terper, is a personable lad with a solid sense of what theater audiences go for in the line of cleat-pounding. Fellow's footwork is plenty able but he steers away from the esoteric in tappy and studs his act with a lot of showy easy-does-it breaks, slides, eccentric bits and so on, all of which fetch meaty palming.

Gil Malson is his usual amiable, informal, floor-rolling self. His educated anthropoid and bevy of hounds, large and small, are good for a lot of gut-quakes, and the two or three authentic balances he puts over with the beasts earn round applause. Paul Ross.

## Oriental, Chicago

(Reviewed Friday Afternoon, Aug. 24)

For the best-paced band show here in some time, current bill, Louis Prima's ork, with Rolly Rolls and Dixie Roberts, nabs the trophy easily. Prima's band puts on such a well-routined melange of comedy and music that it could hold the stage alone and still match the average bill. Addition of Rolls and Roberts, both of whose work is well keyed to the theme of the Prima band's work, makes the show top-drawer.

Prima was last caught here at the Regal Theater, Negro nabe house, three months ago, where he broke it up. Even tho it drew top hands there, ork shows improvement, with Prima acting as ringmaster for a three-ring circus that features his J-bug dancing and gravel-voiced growling of the vocals, plus an assortment of stage tricks by the band, the likes of which have never before been worked up by 15 sidemen.

Only minor blemish in the show was Lily Ann Carol's chortling of *Begin the Beguine*, which she did straight. Doing the song dramatically broke up the otherwise zany and swiny continuity of the show. La Carol should do another number like her first, *I Wanna Get Married*, which, tho old, socked home because it's her type.

Dixie Roberts demonstrates some distinctive tapping with a shapely frame, and the combination sends the payees just as much as Prima's cavorting. Gal rates interest because she's one fem cleater who doesn't sacrifice her effective terping when trying to insert a little showmanship.

Rolly Rolls, who made his debut as a vaude single at this theater three months ago, has proved his right to a top berth in vaude by returning and grabbing even bigger hands than he did previously. Guy has ironed out completely any flaws and racks up some solid palm-wacking. His smart material is exactly what discriminating vaude fans are looking for. Could have done an encore, except that stagehands pulled his piano off too fast. John Sippel.

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# Sales Confabs Mean \$\$ to Showbiz

## Meetings Seen Upped

ODT convention curb ease spells plenty of club-dates and nitery-vaude biz

By Paul Ross

NEW YORK, Aug. 27.—With reconversion the big domestic question now, a great many industries, pieces of industries and just plain business ventures will be calling conventions, sales meets and business get-togethers during the next six to 12 months—and these should prove a hefty source of dough to the flesh business according to most night club, vaude and club date sources queried last week. Immediately upon the victory the Office of Defense Transportation revised the convention quota upwards from 50 to 150 persons. It stands there now, but there is plenty of reason to believe that before many months have passed the quota either will be removed entirely or again broadened.

This new ability to travel, coming in conjunction with the requirement to

plan for the future now that peace is here, will most certainly result in a rash of get-togethers of all kinds, particularly among the sales staffs of various businesses. Plans will have to be laid for getting out and selling consumer goods. During the last four years the problem has been merely how to produce them.

### Club Dates Upping Seen

Majority of trade sources here are pretty confident that these meets will result in plenty dollars for club daters to begin with and the nitery vaude industry secondarily. Here and there a show-me guy in the trade says that sales meets are going to be too short and too purposeful to make any great difference to the entertainment industry, and that the kind of people who will be getting together are tourists at heart, not free spenders.

But the others, and they are in the great majority, feel that sales organizations and businesses will come to the conclaves loaded with coin in the form of extra profits, that they will be eager to spend this dough to avoid paying it out as taxes and to make an impression on many of their members whom they haven't seen before and on whom they'll have to depend to do a large part of the job of reconversion. They feel that the pent-up desire to travel and have a good time will be operating in high gear regardless of the other factors.

### "Good-Time Seekers"

Trade sources point out that the people who call conventions know little about the actual value of entertainers and care less. All they are interested in, say the trade boys, is having a good time when they're not working and to hell with the expense. This condition, feels the bulk of the trade, will result in the payment of present prices for

acts and perhaps even better dough. Moreover, with many meets occurring at the same time, there should be a sharp demand for club-date ace acts.

Nitery business, both in hotels and otherwise, also should benefit heavily, trade dopesters figure. Some go so far as to predict that the margin of business brought in by conventions will more than offset any loss endured thru plant layoffs, transient populations and so on. It is figured that plant and sales managers, for example, will be eager to hypo their forces, develop good will, get the boys hopped up about doing a job for the old alma mater from here on out.

### Free With Dough

Any business that knows what it is doing will want to retain its volume and profits as high as possible, and the task of bringing that about will fall on the old hands who know the product and know the field. Hence, say the majority of the trade boys here, managers are going to be free with their bucks—and that, inevitably, is going to mean sessions in the hot spots, for the nitery has long been recognized as a place where you put a guy in your corner by winning and dining him.

There is some difference of opinion as to where the biggest rash of meetings will break out. One source says the Far West and maintains that this is so because the West Coast areas now have a larger proportion of new businesses than ever before, and these new firms are going to go in for aggressive

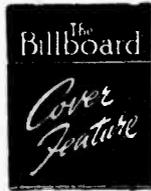
producing and selling to beat their rivals in other parts of the country. This man figures that the guy who's in there trying to make an impression is going to be doing more about it than the guy who's got his field sewed up. Multiply this by scores of new firms on the West Coast and it spells a lot of get-togethers and a lot of money being spent there, says the source.

### East Favored

Another man says the East will get the bulk of the meetings. Headquarters of many firms are here, he says, and besides there is the universal yearning to hit the Big Town for a little fun while doing a little work, too. Most sources say there is no particular area where there will be more conventions than others.

There is some evidence that a few plant-type shows are continuing. These grew up when war plants found they could better morale among war workers by giving them periodic entertainment for free or at low cost. While it is true that the question now is to get the workers back on jobs instead of trying to keep them happy with shows, nevertheless here and there a trade source reports continued bookings of flesh for plant shows.

Whatever happens during the reconversion period, it seems fairly certain that acts and niteries, at least, will reap at least a temporary harvest during the next six to 12 months if what the majority of the trade predicts proves to be true.



## Providence Nitery Suffers Estimated 36G Fire Damage

PROVIDENCE, Aug. 25. — Norwood Country Club, three-story Warwick, R. I., dine and dance establishment owned by Leo Roy and operated by Joseph Wagner, was badly damaged by fire last Monday (20). Loss was estimated at \$36,000 by the owner. Only \$1,000 insurance was reported as carried on the property.

The establishment, built in 1935, was known as the Norwood Hofbrau until shortly before World War II, when it came under investigation as a Bundist headquarters. Following the investigation, the name was changed to the Norwood Country Club.

## AGVA Awards Jerry Lester 9G Back Pay From Ciro's

HOLLYWOOD, Aug. 27.—Jerry Lester last week won his case against Herman Hover and Ciro's for a claim of \$9,000 in back pay.

An arbitration set up by AGVA awarded Lester the whole nine G's. Case grew out of a complicated series of charges and counter-charges resulting from a Ciro's date by Lester during the curfew. Because case dragged on Lester, at one point, offered to settle for \$1,200 less instead of going to arbitration. Hover insisted on a meeting of the minds, however, and found himself anteing up the whole disputed \$9,000.

## "Unfair" Label Lifted After Jacksonville Hotel Signs

NEW YORK, Aug. 27. — The George Washington Hotel of Jacksonville, Fla., has been taken off the "unfair" list, according to Dave Fox of AGVA, after agreeing to sign a Class A minimum basic agreement for its Rainbow Room.

Hotel became "unfair" after complaint by an act who took a contract to work the Rainbow Room but was forced to give an extra performance in the hostel's other nitery, says Fox. Union responded with "unfair" action. Hotel has now agreed that performers will be hired separately for shows in the two rooms.

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# N. Y. Houses Perk Along, Oldies Still Getting Play

NEW YORK, Aug. 25.—Stem biz which picked up a few weeks ago is still going strong. Old bills are getting quite a play and new ones are opening nicely.

Radio City Music Hall (6,200 seats; average, \$100,000) started strong with a first week of \$128,000. Bill has Four Macks, Black Brothers (just replaced by Paul Remos) and *Over 21*.

Roxy (6,000 seats; average, \$75,000) is the weak sister of the lot. Second frame with Phil Silvers, Carl Ravazza, Professor Lamberti and *Captain Eddie* had \$77,000 after an opening of \$89,000.

### Paramount, Capitol

Paramount (3,664 seats; average, \$75,000) got a big lift from the two V-J days which helped bring fourth week's take to \$70,000 as compared with previous week's \$67,000. Current bill with Phil Spitalny, Imogene Coca and *Incelandia Blonde* opened with \$90,000, followed by a second week's \$81,000.

Capitol (4,627 seats; average, \$55,000) is still the fair-haired boy. For the fourth week with Paul Whiteman, Johnnie Johnston, Lionel Kaye and *Anchors Aweigh* take was a solid \$96,000 compared with previous week's \$98,500. Show started with \$97,000 and went into a second frame that brought \$97,500.

### Strand, State

Strand (2,779 seats; average, \$45,000) collected \$60,000 for the fourth and final week stanza with Erskine Hawkins,

Charlottees and *Christmas in Connecticut*. Opened with \$78,000 and followed with \$70,000 and \$68,000. Total for run was \$276,000. New bill starting on Friday (24) has Charlie Barnet ork, Gil Maison, Bunny Briggs and *Pride of the Marines*.

Loew's State (3,500 seats; average, \$25,000) saw \$36,000 for Benny Rubin, Jones Brothers, Sara Ann McCabe and third week of *Valley of Decision* against \$40,000 for the previous week. New bill has Dave Apollon, Salici Puppets, Think-a-Drink Hoffman, Debonaires and *Salty O'Rourke*.

### Frankie Carle Pulls \$10,000 For Week Dance Date in Det.

DETROIT, Aug. 25.—Frankie Carle proved a good money-maker for Eastwood Gardens at Eastwood Amusement Park, drawing \$10,000 gross in a one-week stand. Carle had an excellent opening, but was handicapped by a light drizzle which became a downpour late in the evening, on Saturday (11). He also lost Tuesday night (14) entirely when the park closed down upon the announcement of the Jap surrender, so that the figure—under several recorded so far this season—is considerably lower than his natural drawing power here.

Sonny Dunham, who proved a big favorite here last year, had a nice opening for his return engagement, playing currently, and is expected to gross around the same figure.

### Louis Jordan, Phil Regan Aim At \$31,000 at L.A. Orpheum

HOLLYWOOD, Aug. 25.—Louis Jordan and Phil Regan, now at the Orpheum (2,200 seats), are pushing the b.o. to an expected healthy take of \$31,000. Current bill includes Jordan Tympany Five, Land and Claire, and Jack Morrison. Pic is *Sporting Chance*.

Martha Raye Revue last week equaled Count Basie's recent mark of \$33,000. Sharing her bill were Five Herzogs, Condos Brothers, Bob Williams, Valentine and Evelyn, and *Road to Alcatraz*.

### Basie Paces Golden Gate, San Francisco, to 38G

SAN FRANCISCO, Aug. 25.—With Count Basie headlining, Golden Gate (2,850 seats; average, \$27,000; prices, 45 to 95 cents) grossed \$38,000 for week ended Tuesday (21). Other acts on the bill were the Three Rockets, Pops and Louie, and Shorty Davis. Pic, *Along Came Jones*, held over.

### Pastor Comes Near Record At K. C. Pla-Mor Ballroom

KANSAS CITY, Mo., Aug. 25.—Tony Pastor's band, playing a one-nighter date here Saturday (18) at the Pla-Mor Ballroom, drew 3,670 persons at \$1.50 a head. Attendance was only a little short of the all-time record held by Harry James at Will Wittig's dancery.

### Kenton Draws Poor 8G

DETROIT, Aug. 25.—Stan Kenton drew a disappointing \$8,000 gross at the mammoth Eastwood Gardens, Eastwood Park here. Record was in sharp contrast to the even \$14,000 hit in each of the preceding two weeks by Vaughn Monroe. However, the major blow of the week was rain on Sunday night, which probably accounted for an extra loss of \$2,000 to \$3,000.

### Kenton Year-High at St. Paul

ST. PAUL, Aug. 25.—Stan Kenton pulled 3,720 dancers into the Prom Ballroom here August 15. Ducats sold for \$1.80, with Kenton's total a high for the year, but below the all-time mark of 4,100 set by Vaughn Monroe last year.

### Tex Ritter Pulls \$2,762

CHATTANOOGA, Aug. 27.—Tex Ritter drew a gate of \$2,762 last Tuesday (21) for one concert. Hillbilly fave played the Municipal Auditorium here.

### Ink Spots Get 40G, Miss Cracking Downtown Record

DETROIT, Aug. 25.—Ink Spots come close to setting a house record for the present management at the Downtown Theater (2,800 seats; house average, \$23,000) by grossing about \$40,000, considerably higher than that reached by Sammy Kaye a few weeks ago.

Patronage was about 40 per cent colored on this attraction, with the Paradise Theater, which specializes in all-colored shows, closed down for the summer. Novelty of the engagement was lines of patrons extending down to the end of the block on the opening days. On the midweek special holidays, business was good, but not colossal. Picture was *The Missing Corpse*.

Currently, show is featuring a group of six screen stars, headed by Benny Baker, Mary Healy and Hal LeRoy, without top name value, and is expected to gross around a modest \$20,000. Picture is *Jimmy Steps Out*.

### Baltimore Hipp Hold-Over Pulls \$15,800 for 2d Week

BALTIMORE, Aug. 25.—With continued excellent billing plus seasonal weather, Hippodrome Theater (seating capacity, 2,100; house average, \$14,000; prices, 35 to 65 cents) grossed a neat \$15,800 week ending Wednesday (22). The stagemat and picture were both hold-overs and brought the gross to \$38,000 for the two-week period. The gross last week was almost two grand over the house average and seven grand over for the two-week average.

The stage bill was headlined by Gil Maison, assisted by Ted Leary, the Eight Lucky Girls and Betty Wells. Pic was *A Thousand and One Nights*.

### VOICE ANSWERS CRITICS

(Continued from page 4)

myself—about the fact that we went overseas when the war was over.

"Well, it just so happens, for Miss Dietrich's information and for other people who have thought about it, that for eight months we had contemplated going overseas but with all the red tape and everything else we didn't get over until after V-E Day, and it just so happens that on V-E Day we called the USO and told them that we wanted to go to the Pacific theater of war. They said they were very sorry, but the army of occupation, which will be stationed in the European and Mediterranean theaters for the next year or more, will need entertainment more than ever. So you must go to Europe. And there you have it... which explains why Frank Sinatra and his troupe went to the European and Mediterranean theater of war after V-E Day."

### G. I.'S NIX GALS

(Continued from page 4)

*Jungle Jitters*, *K Rations* and *Stars and Gripes*—overseas. He felt they were well done, had a variety of acts, swell pacing and plenty of comedy—in other words, they had plenty of moxie on the ball. This type of show done for civilian customers, the actor said, would do right well by the box office.

The troupe also felt that the stripe of big names that they were playing to small audiences was "nonsense." The main thing is to feed the troops entertainment and not to worry about how large an audience would see your show.

They reminded the public that Special Service men had other things to do beside looking after USO companies. SS men are in charge of the entire amusement program at the bases and have movies, sports, clubs, books and many other activities under their wing. This, of necessity, makes for some errors, but on the whole the unit's experience with SS men was on the plus side. They pitched for more and better entertainment to the boys now that the war has been concluded.

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# Time's Going On Brokers' Orders Also

## BB Drive Spins Along

(Continued from page 3)

show, but it is even tougher on the poor guy who has got there on time and has to take a mauling when they climb over him into their pews. In fact, the practice is tough on everybody. The treasurers are delayed in making up accounts. The actors get off to a bad start, due to constant interruptions, and frequently give a let-down performance. And so the whole audience takes it on the chin and gets less than its money's worth.

### Mackey First

First under the wire to get on the brokers' agreement record is Mackey's, Inc., Manager Louis Schonceit explained that the vouchers were only issued when the ducat supply ran dry at the counter and that the current supply was good for a long time to come. However, said Schonceit, as soon as a reprint of the exchange slips was necessary, a spot would be included for the addition of certain time info. In the meantime, he added, ring-up time would be stamped on all exchange slips issued by his agency.

### Tyson-Sullivan Okay

Robert Durke, of the Tyson-Sullivan theater ticket-service combo, which services over 30 local hotels, as well as their home office counter, is equally enthusiastic. Tyson-Sullivan envelopes both their b.-o. exchange orders and tix. In the future, the envelopes will carry the penciled notation of certain time. Also all the Tyson-Sullivan display cards of attractions will include the mat and evening curtain times. When the next order for vouchers is placed, a slot for similar info will be included.

### McBride's, Too

A phone call to McBride's ducat service underlines the above. Says John McBride: "The idea is intelligent selfishness. Of course, we want to do whatever will improve theater-going conditions for our customers. We've got a lot of order blanks on hand, but as soon as they are exhausted, we'll add the curtain time information."

There are still a lot of specs to be heard from. *The Billboard* covered the field—about 60 laborers in the ducat vineyard. Reports from many of them will be coming in from day to day. However, it is a safe bet that the reaction of three of the biggies is indicative of the attitudes of the majority. Those that subsequently get on the bandwagon will be noted later.

## New Durante Show Being Cast; October Break-In Date Set

NEW YORK, Aug. 27.—Jimmy Durante's musical show starts rehearsals within three or four weeks, with the casting being set in the meantime. Brown and Henderson are producing with the middle of October being set as out-of-town shake-down time. Durante hasn't played the Main Stem in years, and the music boys gamble with The Nose being watched carefully by other legit producers, who wonder if this is the time to bring night club and radio characters back to the footlights.

## "Walk Hard" Set for Late Sept. Bow-In

NEW YORK, Aug. 27.—*Walk Hard*, which was given a tryout by the American Negro Theater last November, will likely make its Stem bow before the end of September. Abram Hill's script about a Negro prize fighter had undergone a considerable face-lifting and is now in shape for Broadway showing, according to advices from offices of Gustav Blum.

Canada Lee was to have had the lead, but production delays and previous commitments have put him out of the run-

# BROADWAY SHOWLOG



Performance Thru August 25

## Dramas

	Opened	Perfs.
Anna Lucasta..... (Mansfield)	8-30, '44	422
A Bell for Adano..... (Cort)	12- 6, '44	256
Charles Mayer out of show on Tuesday (21). Rex King subbed. Frederic March hospitalized with infected elbow due to insect bite since Wednesday (22). Performances cancelled since Wednesday eve. Show expected to resume on Tuesday (28).		
Dark of the Moon..... (46th Street)	3-14, '45	181
Dear Ruth..... (Henry Miller's)	12-13, '44	298
West Coast company goes into rehearsal on September 3 under stage supervision of Moss Hart. Phil Ober, Marjorie Gateson, Russel Hoyt and Rande Sanford head the cast. Next on Joseph Hyman-Bernard Hart production schedule is "The Secret Room," psycho-mystery thriller, which goes into rehearsal on September 22. Moss Hart will direct. Opens in New Haven on October 18, follows with two weeks in Boston and in Stem-due in early November. No theater set yet. Haila Stoddard is co-producer on this one.		
Glass Menagerie, The... (Playhouse)	3-31, '45	170
The London company which will launch a production under guidance of Gilbert Miller, in association with Eddie Dowling and Louis J. Singer, has signed Lawrence Olivier to play the Dowling role. No actress found yet for Laurette Taylor part.		
Harvey..... (48th Street)	11- 1, '44	351
I Remember Mama..... (Music Box)	10-19, '44	359
Newspaper ads beginning on Monday (27) will give featured billing to Adrian Gessner and Richard Bishop, spotting their names along with Frances Heflin.		
Late George Apley, The... (Lyceum)	11-21, '44	290
Life With Father..... (Empire)	11- 8, '39	2,431
Wind Is Ninety, The.... (Booth)	6-21, '45	76

## Musicals

	Opened	Perfs.
Bloomer Girl..... (Shubert)	10- 5, '44	374
Vaughn Grinnier has been signed for guest shot on Celanese Corporation program (CBS) on September 5. Ballet rehearsals for John Wilson's "Day Before Spring" begin on September 17. Anthony Tudor returns from Mexico on September 8 to take charge of the terping. Whole show goes into rehearsal on September 24. Opens in New Haven on October 25, Boston on October 29 and skeds preem at Broadhurst on November 21. Bill Johnson and Irene Manning have been signed for the lead slots.		
Carousel..... (Majestic)	4-19, '45	149
Beth Nichols joined the ensemble on Monday (20). Jessie Royce Landis has been signed for role of Hermione in Theater Guild's production of "A Winter's Tale." Jean Darling and Mimi Cabanne both celebrated birthdays Thursday (23). Were feted by cast. Jan Clayton skeds one on Sunday (26). She will get a party, too. Hank Sember will drumbeat for Guild's road tour of "Foolish Notion." This is his first tub-thumping chore since he shed Uncle Sam's khaki.		
Follow the Girls..... (Broadhurst)	4- 8, '44	578
Davis Tihmar replaced Val Vallinoff on Monday (20). Lyda Sue has taken over Jo-Anne Whitney's role. Ford Leary is back in cast after illness. Frank Kreig handle his role during absence.		
Marinka..... (Winter Garden)	7-18, '45	37
Winter Garden goes movie as of October 1. "Marinka" will transfer to the Barrymore on that date. Berle show, skeded for late fall at the Winter Garden, will likely bow in at the Imperial.		
Oklahoma!..... (St. James)	3-31, '43	1,057
Ruth Weston is on the critical list in Flower Hospital with pneumonia. She was taken ill on Monday (20). Edith Gresham is filling her role. Pat Meany broke a bone in foot on Monday (20) and has been out of cast		

20 NOW AND 9 TO COME  
When "Turtle" relights next week the legit list will step up to a total of 20 shows. However, barring unexpected slip-ups post-Labor Day month will put legit volume back on its feet. Nine bow-ins are skeded for September.

"Mr. Strauss Goes to Boston" is prepping a Century Theater preem for September 5. "A Boy Who Lived Twice" hits the Biltmore on September 11. "Devils Galore" comes to town on September 12. Ditto "Make Yourself at Home" for September 14. "You Touched Me" arrives on September 17. "Forever Is Now" comes to the Hudson on September 24. "Live Life Again" is due during the same week. "Deep Are the Roots" opens at the Fulton on September 26 and "Carib Song" unveils at the Adelphi on September 27.

	Opened	Perfs.
since that date. Richard Rober returns to troupe Monday (27) after vacation and tonsilectomy. Barry Kelly, who has been subbing for him, will return to his original role. Evelyn Wykoff leaves cast on Thursday (30). Will have lead in musical, "Girl From Nantucket." Iva Withers will take over lead slot until mid-September, when Betty Jane Watson will come in from the national troupe to take chore permanently. Members of the ensemble and ballet have been given a \$5 raise, retroactive to April 1, 1945. All those who have been with company over six months share in the hike.		
On the Town..... (Martin Beck)	12-28, '44	276
Song of Norway..... (Imperial)	8-21, '44	426
Ira Petina retrns to cast from vacation on Monday (27). Lawrence Brooks out of show on Monday (20). Loren Welch subbed. Wilma Spence out of cast for Wednesday (22). Doreen Wilson sang her role. Edwin Lester back from West Coast feted cast with champagne supper backstage on Friday (24). Celebrated first anniversary of show which was a year old on Tuesday (21).		
Up In Central Park..... (Broadway)	1-27, '45	242
Rowen Tudor returned to cast on Monday (20) after absence of five performances. Understudy Phil Lowry filled in. Hazel Roy, dancer, has been on the sick list for the last two weeks with an injured knee. Bob Field leaves troupe on Saturday (1). Earl Covert will replace him. General stage director Sammy Lambert taxied to Penn Station on Friday (24) to meet returned overseas "Mexican Hayride" troupe which has been touring the Pacific area for the last nine months. Reports "Park" troupe currently a wov with G.I.'s in Germany. Bob Downing is currently pinch-hitting for Harriet Kaplan as Todd office play and story editor. Latter is on sick leave.		
<b>ICE SHOWS</b>		
Hats Off To Ice..... (Center)	6-22, '44	557

## Main and Vine Set to Legit House Despite Crepe Hangers

HOLLYWOOD, Aug. 27.—Legit here is skeded for the long awaited hypo when the Gittelson brothers, theater tic brokers, bring their plans for a Hollywood Boulevard legit house out of the blueprint stage. George Gittelson told *The Billboard* that plans are under way for the building of an 1,800-seat house to be devoted to road shows and indie productions. Screen's head town has been sans a legit stage for some time with only the Biltmore in downtown Los Angeles taking in traveling attractions. Some who are close to the legit scene here lift a skeptical eyebrow at the Gittelson venture. They argue that only the Biltmore and occasionally the Philharmonic Auditorium have been able to draw heavy legit coin and that previous experience has shown Hollywood a poor theater spot. Reason, they say, is that Hollywood is too film conscious to want fleshers. However, real trouble probably lies in the fact that both Philharmonic and Biltmore are located in Pershing Square area of downtown L. A., which is the transportation hub of the county. Nearly all bus and trolley lines converge on Pershing Square, making any show house within reach of greater Los Angeles. Others pour black on the Gittelson picture by pointing out that the Biltmore has nearly all important road shows tied up and that the ticket men will have a tough time to pull a big traveling attraction to Hollywood. This fact, they say, coupled with Biltmore's travel advantage will really put the

squeeze on the Gittelsons when their plans for a new house materialize.

George Gittelson, in giving the other side of the picture, said that his house would not be built with the intention of cutting in on Biltmore coin. He pointed out that in his opinion there is room for more than one legit stage in this area in line with the growth of Los Angeles County and the centralization of theater-minded people within L. A. His house, he says, will not go strong for road shows but would instead boost independent productions. With the recent trend of film companies to test stories across the footlights before dishing out heavy coin in film versions, a play could be tried out here and if it gets the b.-o. okay, move to Broadway and then be finally screened. Such a set-up would not only build up a production name but would give the writers a chance to give it that "fine polish" before reaching the cameras. Gittelson said he realized that Pershing Square had the edge over any other location due to travel conditions, but he feels a sock show will bring people in no matter where it is housed. To prove his point, he cited *Blackouts* now going into its fourth year at the El Captain on Vine Street. Fact that Los Angeles is the most scattered town in the U. S. is probably the chief reason why legit hasn't hit a high mark here. With inhabitants living as much as 50 miles from town, shows must have unusual pull to bring in payees, but the end of gas rationing will ease this situation some, and Gittelson expects the proposed Postway Highway project which will make Hollywood more of a transportation center to be the real remedy. Asked when building will start on the theater, Gittelson refused to set a date.

## Dozen Newies Set To Open Philly Sked

PHILADELPHIA, Aug. 27.—Paced by a long run of *Oklahoma*, winding up a 19-week stand at the Forrest Theater September 8, the 1945-'46 legit season gets under way Monday (27) with the preem of *Make Yourself at Home* at the Locust Street Theater. The new season will find the four legit houses lit under Shubert aegis, including the Shubert and Walnut Street playhouses. This season will mark the first time in years that the stage teed off without a musical. First tune show not skeded until September 10 when the Forrest brings in *The Ryan Girl*. Almost a dozen shows are already on the boards, which augurs a big season ahead for legit here.

September 10 will give theatergoers three openings to choose from. Locust follows with the preem of *Deep Are the Roots*, the new Arnaud D'Usseau-James Gow play previously titled *Walls of Jericho*. And in addition to the Forrest musical, Walnut Street playhouse relights with *Emily*, starring Simone Simon.

Shubert reopens September 17 with *Foolish Notion*, and September 24, Locust follows with *Theresa*, same night bringing *Flamingo Road* to the Walnut. Shubert carries on October 1 with *The Hasty Heart*. On October 8, Forrest gets *Girl from Nantucket*, same night bringing the bow of *And Shadows Fall* to the Locust.

Also on the agenda for next season are three tryout stands for Mike Todd, including an operetta with an unpublished Victor Herbert score; the Bert Lahr musical about Rip Van Winkle, and *The Would-Be Gentleman*, with Bobby Clark. Local theatergoers also assured of getting the new Alfred Lunt and Lynn Fontanne opus planned by John C. Wilson; *Spring in Brazil*, starring Milton Berle, and the new Nancy Hamilton-Morgan Lewis revue, *Three to Get Ready*.

## Out-of-Town Opening

**SONG WITHOUT WORDS**  
(Opened August 20, 1945)  
**PHILHARMONIC AUDITORIUM**  
**LOS ANGELES**

Light opera based on a story by Monroe Bachman. Orchestra conducted by Franz Steininger. Book by Frederick Jackson. Lyrics by Forman Brown. Music by Peter Ilyitch Tschalkowsky, adapted by Franz Steininger. Choral direction by Hugo Streitler. Solo pianist, Edmund Horn. Choreography by Anton Dolin. Book direction by William Alland. Orchestration by Eric Zelsl. Costumes by Alvin Colt. Set designed and executed by Harry Dworkin. General manager, James Doodlittle. Company manager, Bert Lang. Press representative, Jack Proctor. Stage manager, Eugene Wheeler. Presented by Theodore Bachenheimer.

Artist .....Allan LeClair  
Sonja Korasov.....Leonore Rae  
A Guest.....Emerson Trent  
Evan Petrovski.....John Pell  
Peter Ilyitch Tschalkowsky.....John Maxwell Ayes  
Lt. Count Steffan Gregorovitch.....James Newell  
Katherine, Princess Dolgoruki.....Della Lind  
Desiree Artot.....Margit Bokor  
Charles Mannerling.....Eric Blore  
Messenger.....George Spelvin  
Countess Anna Ostrovitch.....Katherine Baker  
Court Chamberlain.....Michael Stevens  
Czar Alexander II.....Monroe Manning

**CORPS DE BALLET:** Mia Slavenska in a special ballet by Anton Dolin with Ivan Kivov. **GIRLS:** Esther Worthy, Joan Larkin, Beverlee Bower, Marilyn March, Lyn Stephens, Evelyn Torino, Mitzi Gerber, Jo Ann Merritt, Grace Carol Mann, Nina Haven, Jerry Syss, Dorothy Schloderer, Ceia Karina. **BOYS:** David Carl, Nicky Nadean, Richard Thomas, Derek Low.

**CHORUS:** Warren Tipple, Harry Humphrey, Richard Scott, Allan Le Clair, Gloria Marlon, Etta Prince, Jessica Foulds, Gretl Schubert, Marjorie Wright, Patricia Saunders, Lorraine Gale, Soneva Wedding, Alyce Bryant, Emerson Trent, Joseph Edison, Karl Bongfeldt, Paul Craik, Warren Myles.

*Song Without Words* starts off with a dazzling pace and looks for a bit as if it might have a sock spark. But it doesn't take long to size the show as moving drollly along with Leonore Rae and John Pell stealing the applause, allowing a satisfactory response for Mia Slavenska in a special ballet by Anton Dolin with Ivan Kivov. The 22-piece orchestra, under the direction of Franz Steininger, is tops. But, as a whole, the performance lacks the voices needed to make it an outstanding performance.

Despite the extravagant and authentic scenery and lavish costuming, *Words* has no plot. The meager attempt to bring intrigue into the story, which is an isolated sequence in the life of Tschalkowsky (when he wrote a special song for an unknown opera singer, Desiree Artot), isn't tied into the over-all product with any finesse. In fact, it bumbles things up to the middle of the second act, the audience being carried along by outstanding musical arrangements and Steininger's expert batoning.

It is a pity that the show wasn't cast better for the basic idea is good. Any part of Tschalkowsky's life is sufficiently colorful to provide story material. But even though the story had been strong there wasn't talent enough here to carry it thru. Miss Rae's voice has quality but no volume. Working with Pell in the second act in a light sequence of *The Song of the Troika*, this couple stopped the show.

Work of the Corps de Ballet is exceptional with Mia Slavenska and Ivan Kivov working in duo and singly. They are supported by a well-balanced and smooth working group of 12 fems. Patrons went for the routines patterned commendably by Dolin. The terpers in the first act and the fourth scene of the second act add zip to the performance.

James Newell does well in the romantic lead. Had his baritone been of better quality, he could have had the show in his hands. John Maxwell Hayes, as the composer, does no singing, but carries his acting role satisfactorily.

A lot of energy and coin have been poured into *Words*. And it's a shame it isn't a better show. *Sam Abbott.*

## Kim and Kathy Gaynes for Adrian 'Girl From Nantucket'

NEW YORK, Aug. 27.—Henry Adrian announces the signing of Kim and Kathy Gaynes, Hollywood dance team, for his musical, *The Girl From Nantucket*. Script is being revised to give duo thesping as well as terping slots. *Girl* sked a Stem bow for late November after a Philly break-in. Evelyn Wykoff has the fem lead.

## Balt. Has Indie Legit House Now

NEW YORK, Aug. 27.—Baltimore gets another legit tryout and road spot with the lease of the Maryland Theater to the Mutual Theater Corporation. Mutual org with offices at 1564 Broadway, New York, is now open for bookings, either musical or straight, into the 1,300-seater. Michael Stewart and Richard Romeo are in charge.

## Tele Review

### Comedians

Reviewed Sunday (26), 8:15 to 8:55 p.m. Style—Opera. Sustaining over WNBT (NBC), New York.

The metopera's Herb Graf presented a wedding of Italian opera, English dialog and mugging in a so-called modernized version of *Pagliacci* which didn't come off. Before putting the performance on the operating table it might be just as well to give credit where credit is due. The camera handling was superb. (*NBC does not give out the names of the men behind the cameras so they can't be given a name bow here.*) The cueing from the Victor disks (ordinary commercial disks were used for the singing voices and the ork) was, considering the problem, slightly out of this world. The lighting wasn't as good as it might have been, but it won't be for awhile. It's still a number one problem technically. Of course, if the new mosaic, which is supposed to permit scanning by the light of a match, were available, then lights would cease to be a problem. (That puts an administrative problem up to NBC, whether to wait for the new mosaic in cameras or put in more intense light sources now.)

Back to the wedding. The idea of wedding Italian opera (the singing) to an English script is slightly screwy. First it made the crowd noisy in English and then in Italian . . . the same crowd, too. Then it put an almost unbeatable acting problem on the cast . . . synchronizing facial movements with recorded words. At times they were all out of sync but no one could have kept it up for the entire production. The English script was corny, some of the dialog being out of the *Poor Neil* school. Unfortunately it came over that way. More than likely the reason for using actors and recorded music can be traced to the AFM-Petrillo ban on music in television. It, this device of wedding foreign singing to an English script, gets by the ban, but why do it at all. Television can do without opera a few more months.

Settings as usual were well done by Robert Wade, with N. Ray Kelly riding herd on the job. Nell (Columbine) was as dainty as a truck horse pulling a heavy load. It is okay to use a heavy handed fem in a part like this when she has to sing, but when she only has to act . . . ouch. The rest of the cast can be spared the aches of reading of their impossible performances here.

If this had been done at WABD or even at WRGB, where amateurs are frequently employed for video jobs, this could have been excused. NBC should have continued doing experiments on closed circuits. *Joe Koehler.*

## AFEI SEEKS UNIFORMITY

(Continued from page 31)  
were substantial enough to give the union a talking point around the country. Finally, while AGVA might eventually set up uniformity on contracts it would be pretty sure to insist that the standards it sets are its own, not somebody else's.

### Musicians May Go Along

Whether other unions might go along with AFEI on uniformity remains to be seen. Local 802 does set pretty much the same standards for clubs in the same category. These have been worked out over a long period of years, so if present practice continues AFEI should not have too much difficulty with the tootlers. Local 802, however, like most unions, may be contemplating changes of its own as the post-war period hits the industry.

AFEI has one important precedent to go. The Restaurant Owners' Guild, which is soon to join AFEI, managed during the last two years to work out a system of uniform standards on pacts

## In Short

(Continued from page 31)

the McKinley. . . . DONNA LOUISE, now at Sonny Carrol's Supper Club, Newark, goes into Milton Berle's musical, *Spring in Brazil*.

LARRY MORRIS' yarn about the gal who wanted to sell him jingles is a sidesplitter. . . . CAPITOL with Paul Whiteman, Johnnie Johnston and Lionel Kaye is now set for a 10-weeker and boys are talking about a 12-weeker. . . . BOBBY BAXTER's option picked up for another two weeks at the Glass Hat. . . . DICK RANDALL Associates latest entry into flack field.

MARY LOU WILLIAMS doubling from Cafe Society Downtown to the McKinley Square Theater, the Bronx. . . . CARLO MENOTTI working at Don Jullo's. . . . GLORIA BARRY at Oetjen's, Brooklyn. . . . "CHARLIE CHAN" at the Tip Top in Flushing. . . . MYRUS returns to the Cotillion Room on September 4. . . . LEONORA AND GALLANT open on same bill. . . . SWING CLUB is planning an addition to be called the Gardenia Room. . . . JOAN ELLIS working at Kelly's Stable. . . . CARLOS DEL RIO appearing at El Chico. . . . ANNE PAIGE and Johnny and George on new bill at the Greenwich Village Inn, opening on September 12. . . . FREDDIE LAMB transfers his Club 18 to a new location, opening on October 10.

LOU HOLTZ opens at the Martinique September 5. . . . NORA MANNING working at the Village Barn. . . . PERCY STONER in Ernie's. . . . VICKI VOLA set for the Ruban Bleu in October. . . . JACK LAURIE appearing at Pinto's. . . . PEGGY O'NEIL current at the Bayou. . . . RONNIE NOVELLE and Eleanor Padova working at the Seven Seas, Coney Island. . . . BETTY JANE CARLTON appearing at the Tropic Isle. . . . AIR-LANE TRIO in the Hotel Dixie. . . . JUDY TREMAINE at Kelly's Stable. . . . LEON AND ROSITA working at Oetjen's, Brooklyn.

### Here and There:

BILL ROBINSON opens at the Chicago Theater, Chicago, on September 29 for the first three-week bill in the house's history. . . . JERRY LESTER into the Chez Paree on September 24. . . . BEATRICE KAY due at the Latin Quarter, Detroit, on October 1 and the 400 Club, St. Louis, on October 18. . . . BUDDY YOUNG current at the Lotus Club, Washington. . . . LENNY ROGERS working at Baker's Skyway Club, Jacksonville. . . . TED AND DENNIE PETERS open at the Primrose Club, Covington, September 7. . . . ARTHUR AND IOLA working at the Savoy Club, Montreal. . . . AVON SISTERS at the Gaieteau Country Club, Ottawa. . . . LABLANCA AND GARCIA due at Leon and Eddie's, New York, on September 7. . . . HUGO MARTINELLI into the Mount Royal, Montreal, on September 10. . . . FRAZERS open at Ye Olde Tavern, West Brookfield, Mass., September 3 along with Ed Rickard and Una Cooper. . . . MARGO WADE and Lorraine Vernon current at the Henry Grady Hotel, Atlanta. . . . BRUCE MORGAN appearing at the Bolton Hotel, Harrisburg. . . . CHARLOTTE BRUCE current at El Chico, Miami.

with the cooks' union. Undoubtedly, AFEI will do lots of pointing to this as an example of what should be done further.

### Big-Time Industry

Proposal to engage in co-operative buying has major implications for the industry here and thruout the country. For one thing, if carried out, co-op purchasing of supplies would, for the first time, put the nitery industry in the same economic position as other big-time industries, for they would be able to wield more economic power over suppliers and producers, while working as a group, than individually. Moreover, there would be important savings which would reflect themselves either in the profit margin or price scales, or both.

Such a device presupposes a degree of stability in the industry which has not been present to any great degree up to now. It would mean that the stay-putters in the field would have an even stronger competitive advantage over the fly-by-nighters than they have now, and if the strength of the entire bloc were put into play against an undesirable or unwanted upstart, the latter would be in a tough spot.

It implies a high degree of co-operation among men and spots which are usually at one another's throats on all scores.

## AFEI Loses Claude Mills; General Organizer Resigns

NEW YORK, Aug. 27.—E. C. (Claude) Mills has resigned as general organizer for the Allied Food and Entertainment Industry. Mills says he came in on a temporary basis to get the organization started and now considers his work at an end.

He will confine himself to his other activities from now on, which include the job of copyright adviser to the American Hotel Association. No successor has been named.

## New Mexico City Club Using Four Acts; Seeks Americanos

MEXICO CITY, Aug. 27.—New night spot in Monterrey, Maxim's, is featuring four-act floorshow and house band. First show has Barreta and Margaret, dancers; Los Tariacuri, singing trio; Pepe Sandoval, and Edward Mathews, Negro singer. Maxim's hopes to get American acts, as Monterrey is only a few miles from the Texas border.

## 11 USO Units Tour Pacific

HONOLULU, Aug. 25.—USO-Camp Shows units are in full swing in the Pacific area now. Units making the rounds of the G.I. cirk are: *Rhythm and Rhyme*, a revue; Jack Carson's troupe with Chili Williams, Gerrie Gale, Tommy Wells, Mary McCarty and Joyce Anderson; *Junior Miss*, a three-act comedy with a New York cast; *Symphony of Strings*; Jim O'Connor, table tennis champ; *On Wings of Song*; *Mystery and Melody*; *Fun With Rhythm*; Cowboy Phil and His Golden West Girls, and *Musical Intertude*.

## Detroit Nabe Spot Relights

DETROIT, Aug. 25.—Nebilo's, West Side nitery, reopened on Saturday (18) for the winter season, after being closed all summer. Spot is a roadhouse type club, in the suburb of Melvindale, and is one of the few in town to close entirely for the summer.

Jimmie Stevenson and His Statesmen move in for an indefinite stay.

## ROUTES Dramatic and Musical

Bad Man, with Leo Carrillo (Geary) San Francisco.  
Blackstone (Grand) London, Ont., Can., 30-Sept. 1.  
Carmen Jones (Erlanger) Chi.  
Dear Ruth (Harris) Chi.  
Devils Galore (Wilbur) Boston.  
Dunham, Katherine, in Carib Song (Shubert) New Haven, Conn., 30-Sept. 1.  
Good Night, Ladies (Blackstone) Chi.  
Life With Father (Colonial) Boston.  
Make Yourself at Home (Locust St.) Phila.  
Mr. Strauss Goes to Boston (Shubert) Boston.  
Oklahoma (Forrest) Phila.  
Rebecca (Biltmore) Los Angeles.  
Ten Little Indians (Lyceum) Minneapolis.  
The Overtons (Shubert Lafayette) Detroit.  
Voice of the Turtle (Selwyn) Chi.

## HOW DISK ALBUMS PLUG LEGIT MUSICALS

The place of the record album in the legit musical exploitation picture will be one of the 56 outstanding feature articles fully discussed in the 7th Annual Edition of The Billboard Music Year Book . . . and whether you're interested in records or in legit, or any branch of the music biz, you're going to go for the '45 MYB.

## Burlesque Notes

By Uno

POPPY NOLAN, on the Schuster Circuit, has added magic to her talent repertoire. . . . BILLY AINSLEY is laid up with an injured back sustained when he had a chair pulled from under him on stage recently. Had been in stock at the National, Detroit, opposite Frank Smith, straight, for many months. . . . CAPITOL, Toledo, long a burly stop (previously the Empire, operated by Hurtig & Seaman), has had its nine-year lease, held by Bill Collins, terminated and, following extensive improvements, will be renamed Town Hall for the tenancy of Shubert legit shows. . . . FRANK X. SILK, Irving Siegel and Joe Lyons opened as part of a Hirst unit at the Casino, Pittsburgh, September 1. . . . AL STRYKER and Billy Hess were extra attraction acts at the Gayety, Washington, and Casino, Pittsburgh, the last fortnight; also Palmer and Peaches and Charles Hurwen at the Empire, Newark, N. J., and George Screen at the Hudson, Union City, N. J. . . . JESS MACK and Harry Ross here for inoculations preparatory for a Pacific USO tour. . . . BELLA BELMONT, since the death of her husband, John Ferguson, has been in retirement in her Atlantic City home. Expects to return to emcee duties in Philadelphia niteries next month. . . . JOHNNY KANE doubling as manager between the National, Detroit, and Roxy, Cleveland.

JOE DORRIS, emcee-comic, completed eight weeks of his original contract at the Shore Road, Casino, Brooklyn, August 21, and was immediately re-engaged, at an increase in salary, for 14 more weeks. . . . ANNE DARLING celebrated Grandma Darling's 63d birthday recently in Buffalo. Grandma is playing club dates with a comedy song and dance act. She started her theatrical career 50 years ago in England with a kiddie revue. . . . BENNIE (WOP) MOORE, after six weeks in Norfolk, four in Toronto and three in Atlantic City, is now at Nipmuk Park, Mass., and is set to reopen in burly in St. Louis soon. . . . DOC JACKSON and Miles Murphy are featured comics at the Clover, Baltimore. Stock strips are Doris King, Pearl Shelton and Mary Martin. . . . ROXY, Cleveland, opened its Hirst Circuit season with Chuck Wilson and Ray Kolb, comics; Harry Rollins, straight; Madge Anthony, dancer, and Olive Raye, Poppy Nolan and Diane Mason (featured) strips. There is also a Negro group composed of Jockey Grey's company of five girls and three men. Barry Melton is house singer.

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## Camp Dates Now May Have Profits For Name Bands

(Continued from page 3)  
a couple of dates in Midwest camps in the middle of October.

### Air Transport Okay

Bands get another break from the war's end in that service camps are able to obtain permission much more easily now to guarantee a band air transportation if they will make a number of stops en route to their destination and play service camps and hospitals free. Planes are much easier to secure, and one booker reported that the army used two big transports to transport a 20-piece band troupe last week, while before the men were crowded into one plane. Jimmy Dorsey is set to fly from Hollywood to Kansas City, Mo., for a civilian date at the Pla-Mor by army plane in return for which the band will make three stops at bases in Idaho, Wyoming and Nebraska for free. Bookers are also noting more Central Midwest bases offering free transportation if they can secure free talent for camp shows. Previously the bulk of the flying was offered by bases in such remote spots as Colorado, Nebraska and Idaho.

Joe Kayser, of MCA, was the only booker who said he had not noticed any increased bidding for bands. Kayser said officials of the Ottumwa (Ia.) Naval Base and Truax, AAF Base, Madison, Wis., had been in to see him this week, but had not mentioned upping their bids for bands. Both these posts are large military establishments, which have been engaged in primary and advanced training in new methods important to the war, and chances are that such bases will survive longer than the Japan B-29 jumping off spots and smaller airfields.

## High Court Judge Reserves Decision On Noble's Suit

NEW YORK, Aug. 27.—Supreme Court Judge James B. M. McNally on last Thursday (23) reserved decision on motion by Edward Noble for examination before trial of Donald Flamm, former owner of WMCA. Flamm's suit, reported in previous issues of *The Billboard*, to recover triple damages from Noble, charging that the latter forced him to sell WMCA in 1941 for \$850,000. Noble later sold the station to Strauss after the FCC ordered him to sell it. Flamm also charges that Noble was represented to him as a man of such powerful connections that if he did not consent to the sale he would "lose his license to broadcast."

Noble has retaliated by filing a counter-suit against Flamm, asking for \$1,000,000 damages for alleged libel. Noble seeks to examine Flamm and also asks the court to have him produce his books and records in order to determine WMCA's earnings before the sale. Move to have the sale rescinded was denied Flamm by the Supreme Court Justice David Peck, and the triple damage suit and counter-suit followed.

## Lissauer's Army Special Services In Luzon Area Now

LUZON, P. I., Aug. 27.—S/S Robert S. Lissauer, ASCAP member and president and chairman of the board of Kalmor & Ruby Music Corporation and of Loeb-Lissauer, Inc., music pubs, is in the Philippine Islands, where he is assigned to Maj.-Gen. Frederick Gilbreath's Army Service Command Headquarters.

Sergeant Lissauer's wife and son live at 40 Bank Street, Sussex, N. J.

Composer of both pop and long-hair music before entering the army, he recently ended his training at Camp Sibert, Ala., army's Special Service base. Ordered overseas October 10, 1944, he became a member of an all-soldier *Yanksapping*, and later became director of the company. The troupe played entire South Pacific, being based on New Caledonia, with army headquarters for the South Pacific.

## Magic

By Bill Sachs

EDDIE COCHRAN is winding up his USO jaunt in the Pacific area and is due back at his home on the West Coast around September 10. Writing from the Philippines under date of August 15, Cochran says: "We really have been on the go here. This theater of war is far worse than the European theater. I have been pretty ill ever since I put foot on the islands. There are quite a few shows over here but we have been on the go so much that we just haven't bumped into any of them. The other night we put on our show for a combat outfit in the jungle. Also showing that night was the world's premiere of the Bogart-Bacall picture, *The Big Sleep*. Newsreel pictures were made of the performers as they got out of the jeeps in front of the barn in which the show was presented." . . . ED HEYL, of Baltimore, is working on a book on daubs and card magic. . . . CAPT. T. H. HALL, of Wakefield, England, has a book at the printers on R. W. Hull's card magic. . . . SGT. JOHN PRINCE MENDES, a feature with *This Is the Army* since its inception, typewrites from Guam, Marianas Islands, that the army show terminates its world's tour October 10, after touring three years and four months. Members of the cast will proceed immediately to the States for possible reassignment or discharge from the service, Mendes says. . . . ADE AND TRUE DUVAL are winding up a two-week stint on the Normandian Roof of the Mount Royal Hotel, Montreal. . . . BECKER THE MAGICIAN (William F. Becker) was discharged from the army August 22, after serving since January, 1942, as an M.P. He is well known on the lyceum circuits and is busy at his home in Aurora, Ill., prepping for fall and winter dates. . . . SYDNEY LEVINE, Montreal magickler, is convalescing at the Ford Hotel, that city, after a two-week stay in a hospital. He had as recent visitors at the hospital True and Ade Duval, and Arthur Schalek, Montreal magic enthusiast. . . . HEN FETSCH, of Baltimore, is gathering data for a volume on ropes, most of which he plans to devote to "inner rope" mysteries on the *Rope Epic* principle. . . . L. E. (ROBA) COLLINS is still handling the inside on the side show on the Austin Bros.' Circus, now touring Dixieland. . . . JOHN CALVERT opened Friday (24) at the Downtown Theater, Detroit, where he headlines. He opens this Friday (31) at the National Theater, Louisville. . . . JOE (EGG-BAG) FLYNN, old-time vaude magician, was in Detroit recently in advance of the Olsen and Johnson show and put in much time there entertaining the newspaper lads and lassies with some nifties from his vast repertoire. . . . AL SHARPE V-mails: "After eight months with the Mickey Rooney unit, I'm now emceeding the Celeste Holm show. Have met Lucille and Eddie Roberts, Ming, Lake and Fabian the past month. . . . HARRY E. CECIL, well-known Detroit trixster, who recently underwent an operation for gall bladder trouble in Minneapolis, has had a relapse and has returned to that city for further treatment.

## Andrews Sis. Disk With Ethel Smith & Guy Lombardo

NEW YORK, Aug. 27.—Dave Kapp's latest plans for Andrews Sisters waxing include pairing the gals with Ethel Smith, Guy Lombardo and three-piece combos. Maxene, Laverne and Patty, who have just returned from a USO trip to E.T.Q., would double with the music-makers furnishing the background.

Girls, incidentally, are planning to produce their own picture with same title as their air show, *Eight to the Bar Ranch*. Altho Andrews Sis are ditching Nash-Kelvinator and the show because of a squabble with agency over control of the music, title belongs to them. Script is being written now.

## Fay's, Providence, Resumes

PROVIDENCE, Aug. 25.—Fay's theater, which dropped its vaudeville on July 20 for the summer, has resumed its usual policy of seven acts and a feature film. Bookings are handled by the Joe Fineberg Agency. House has been redecorated inside and out, during showing of films alone thru summer.

## Jack Benny Sued For 10G; Breach Of Pact Claimed

NEW YORK, Aug. 27.—Edward A. Powers, public relations counsel, has filed a breach of contract suit for \$10,000 damages against Jack Benny in New York Supreme Court. Complaint charges that Benny allegedly failed to compensate Powers for a broadcast idea submitted in January, 1944, whereby the radio comedian, in co-operation with the American Red Cross, would promote the Blood Donor Campaign by presenting to those donating blood a free pass to the Benny show.

Powers claims that upon approval of idea Benny stated that if he adopted it he would hire Powers to handle promotion and pay for the idea. Powers further says that on February 18, 1945, a large number of people were admitted to the Benny broadcast in St. Joseph, Mo., upon presentation of proof that they had donated a pint of blood, but alleges that Benny failed to notify him of \$90,589, and use of the idea.

Powers asks \$7,500 for value of idea and \$2,500 for services rendered. Suit was disclosed when Powers' attorney moved for examination of Benny before trial. Radio comedian's lawyer denied all the charges.

## Chi's Latest E. T. Org—Criterion

CHICAGO, Aug. 25.—Current mushrooming of new radio transcription companies in the radio industry was given another impetus here this week when this city got its newest radio package outfit, Criterion Radio Features, Inc. Criterion has already started to sell one transcribed show, the Jimmy Evans football forecast, which has been a script show in past years and has on fire two more personality packages for the near future. One of these other shows will feature an important Hollywood figure; the other will star one of Chicago's best-known radio actors.

Robert R. Hansen, well-known Chi radio figure, and William Walbaum, former producer-writer at WHAS, Louisville, are presently directing the activities of Criterion.

Hansen, who has his own public relations and radio advertising consulting office here, will operate in a supervisory capacity for Criterion's nationwide operation. In the near future, he will make arrangements for the opening of a Hollywood office for Criterion. Prior to forming his own free-lance public relations operation, Hansen was publicity director of WIND, local indie, and then sales promotion manager of WGN, Chi Mutual outlet. Walbaum will be in charge of production at the org's Chi office.

The first Criterion show, the forecast program of Jimmy Evans, former All-American, will be sold to the trade for airing starting September 21.

MARY BETH HUGHES due on October 4 at the National, Louisville. . . . GUY KIBBEE working on same bill. . . . LIP-HAM TRIO at El Capitan Theater, Hollywood, until January 13.



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# The Billboard's VETERANS' RE-EMPLOYMENT SERVICE

Each week The Billboard publishes this classified directory of honorably discharged veterans who have had experience in show business or its allied fields, or who have talents which may enable them to get into some phase of the amusement industry. There is no charge to anyone for this service. Prospective employers are urged to contact the servicemen whose advertisements appear here direct.

**ACTOR, 34,** air corps veteran; 10 years' professional experience: "Boy Meets Girl," "Too Many Girls," "2nd Mrs. Tanqueray," the "Nel Coward" part in "The Man Who Came to Dinner." Interested in legit, radio, night clubs, vaude. James MacColl, 126 62d St., New York. Tel. RE 7-0753. 1/7/28

**ACTOR, 22,** stock (3 years); leads in "Of Mice and Men," "Liliom"; produced, assisted directing, acted in army hosp. show; with Bob Hope's troupe in Casablanca; interested in legit, radio. Norman G. Schlein, 3506 Hull Ave., Bronx, N. Y. OL 5-1179. 3/7/28

**ACTOR, 20;** Spec. Ser. vet; Rochester radio work; five years WHAM (NBC), WHEC (CBS), WSAY (MBS); commercials, dramatic series, vocalist. Jon E. Lasher, 356 West 34th St., N. Y. C. 95/7/28

**ALTO SAX and clarinet man, 31,** 76th Infantry band veteran; has played night clubs and vaude, various hotel dates. Wants to join dance band. Robert J. Cassidy, 567 Minniford Ave., New York. Tel. City Island 8-1280. 5/7/28

**ALTO AND TENOR SAX MAN, 19,** 3 years' experience with colored dance bands, wants to join dance band. Samuel Clement, 56 Lefterts Place, Brooklyn, N. Y. 6/7/28

**ARRANGER, 21,** done free-lance arranging for dance bands. Local 802, A. F. M. member. Albert Ernest Mockler, 7601 Colonial Rd., Brooklyn, N. Y. SH 5-8251. 8/7/28

**ARRANGER, 29;** trumpet (8 years), major network (6 mos.); name bands; interested concert orks, name bands. Robert Person, 52 Clifford Place, Bronx 53, N. Y. TR 8-061. 8/9/25

**ARRANGER-COMPOSER, 24;** pre-army on KOMA staff; USO work in army; 3 years music col.; complete piano, voice and chord arrangement (10 years exp.). Mack Ferguson, Rt. 4, Box 315, Kansas City, Kan. 102/9/1

**BAND VOCALIST, 23;** baritone; 1 year Mal Hallett Ork. Leonard Lane (Ghiatta), 1831 Radcliff Ave., Bronx, 60, New York. 75/8/18

**BARITONE CROONER, 29,** name band exp. (10 yrs.), interested night club, radio, vaude. John J. Coffey, 52 Barrow St., N. Y. C. 61/8/11

**BARITONE, 29;** clubs, vaude, small band exp. (5 yrs.); AGVA; wants to join band. Constantino Leone, 39 Centre Moll, Brooklyn 31, N. Y. 59/8/11

**BARITONE, 32;** directed, produced, played army shows. Interested trio work; clubs, radio, vaude. Benjamin M. Beitch, 1077 54th St., Brooklyn, N. Y. 68/8/11

**BARITONE, 26;** played Granada Club (Hollywood); Red Mill (Bronx), other clubs and war industry shows; seeks dance band. Albert Capozzola, care A. Cappy, 235 West 75th St., N. Y. C. TR 4-9624. 91/8/25

**BLUES SINGER, ex-WAVE, 24,** with navy band (1 yr.), radio exp., wants to join band. Anne Weir, 2200 E. Tremont Ave., N. Y. C. UN. 3-8280. 62/8/11

**BOOKER, 33;** talent scout (12 years). Vincent F. Arrigo, 1433 66th St., Brooklyn 19, N. Y. 77/8/18

**CHORAL AND SOLOIST SINGER, 34,** with Eva Jessie Choir, Rosemond Johnson Choir, Donald Hayward Choir. Seeks connection in vaude, night club, legit or radio. Howard Leroy Carios, 262 West 115th St., New York. 11/7/28

**COCKTAIL ACT, 26;** piano player, imitator, comedian, 3 years. Pre-army exp.; 3 years army spec. services. Sumner (Butterball) Collier, 975 Sedgwick Ave., Bronx, N. Y. FO 5-7102. 87/8/18

**COMEDIAN, 40,** air force special service veteran; worked Radio-Keith-Orpheum vaude, straight man, comedy; Paramount-Public units. Seeks opportunity in radio or legit. George Kahn, 168 Beach 82nd St., N. Y. Tel. Belle Harbor 5-5701. 12/7/28

**COMEDY MAGICIAN, 22;** army spec. services and 3 years pre-army exp.; club dates. Work any field. Harold Rifas, 2071 95th Ave., Bronx 60, N. Y. 92/8/25

**COMPOSER, 28,** army special services veteran; has composed original scores for ballet; written popular music; worked with Maurice Evans writing for army shows. Wants to write for musical shows, night clubs, radio, vaude. Jack Goldman, 165 Pinehurst Ave., New York. WA 8-2357. 13/7/28

**COMPOSER, 39;** has original popular, novelty, ballads, waltzes. Seek audition with publishers or entertainers. Not interested in full-time job. Marcel I. Joseph, 220 South St., N. Y. C. Cortland 7-1212, EXT. 311. 93/8/25

**CONDUCTOR-TENOR, 29;** symphony orchestra, opera, band exp.; army band, USO shows. Joseph O. Presti, 146 George St., Brooklyn, N. Y. EV 4-0275. 71/7/28

**DANCE TEAM (male member, 35,** coast artillery veteran), 10 years a professional dance team; Spanish, ballroom, dress, adagio, night club or vaude work; \$150 starting salary. "Leon & Rosita," address Louis John, 295 Ocean Parkway, Brooklyn, N. Y. 15/7/28

**DRUMMER, 47 (25 yrs. exp.):** Dance, concert orks; brass bands; circus, theater, radio; in navy band; instruments—Snare, bass, traps. Seek connection Greater Manhattan. Member Local 802. George H. MEREDITH 236 E. 76th St., N. Y. C. Tel. RH 4-4788. 53/8/11

**DANCER, 27;** pro (12 years) ballroom; club dates, theaters, interested in line or team work. John Harris, 214 W. 127th St., New York City. 16/7/28

**DANCER, 32,** baritone and song stylist; master of ceremonies; 19 years a pro. dancer in "This Is the Army"; interested radio, vaude, legit, night club. Herbert C. Fluker, 76 St. Nicholas Place, N. Y. C. ED 4-1394. 88/7/28

**DRAMATIC BARITONE (24),** opera, musicals; quartets, solos; 4 yrs. exp. Interested musicals, vaude, clubs. Starting sal., \$50. Frank Shea, 4675 Palisades Ave., N. Y. C. KI 3-1695. 63/8/11

**DRUMMER, 43,** 27 years' professional experience with Chick Webb, Fats Waller, Cecil Scott, Tiny Bradshaw, other name and semi-name orks, wants to join dance band. Arnold "Scrippy" Boline, 853 St. Nicholas Ave., New York. 17/7/28

**DRUMMER, 23,** worked with Jerry Wald orchestra; played hotels with own 15-piece band, wants to join dance band, or show band for radio, motion pictures. Roy Duke, 7817 69th Ave., Queens 27, New York. Tel.: Havemeyer 8-7305 (after 7 p. m.). 18/7/28

**DRUMMER, 25,** two years' experience with dance bands, wants to join orchestra, radio, night club or vaude work preferred. Anthony Annunziata, 524 East 148th St., N. Y. C. 20/7/28

**DRUMMER, 30;** Marine Corps vet; Ozzy Nelson (5 yrs.); Don McGrane (3 yrs.); Sid Austin (4 yrs.); Marine Corps Band (2 yrs.). Some radio. Howard W. Bruno, 853 7th Ave., N. Y. C. COL. 5-8935. 67/8/11

**DRUMMER, 40;** pro musician 16 years; wants to join dance band. Frank Galucci, 3489 Seymour Ave., Bronx, N. Y. 21/7/28

**GAG WRITER, LYRICIST;** radio, stage, screen, newspapers, magazines; specialize topical gags. Harry Goldstein, 762 Snedicker Ave., Brooklyn 7, N. Y. 65/8/11

**GUITAR PLAYER, 28;** pro exp. (8 years); club dates. Joseph A. Masso, 433 East 80th St., N. Y. C. 23/7/28

**HAMMOND ORGANIST, 31;** N. Y. theater (15 years), seeks N. Y. club or hotel. Robert McCombs, 38 West 89th St., N. Y. C. SCH. 4-9640. 81/8/25

**KNOCKABOUT COMIC-ACROBAT, 42,** 250-pounder, club-vaude experience; interested in niteries, vaude, carnivals, fair dates. Frank Stanley, 245 West 51st St., New York. 24/7/28

**MASTER OF CEREMONIES, 32;** pro exp. (10 years); club dates; singing, dancing, impersonations; interested night club, radio, vaude. Rudolph A. Sanchez, 600 W. 140th St., N. Y. C. 27/7/28

**MECHANIC, 35;** juke box and pin game service and installation eng.; radio mechanic (7 years exp.), army radio mechanic and bombsight repair; own tools. Prefers Florida or California; starting sal. \$125. Wm. R. Treverthen, 539 Leta Ave., Flint 3, Mich. Tel. 9-8392. 100/9/1

**MINSTREL MAN, 38,** 17 years' experience; U. S. O., musical comedy ("Hot Chocolates") and burlesque. Seeks connection in night club, vaude or legit, as minstrel entertainer. Douglas Jenkins, 139 West 136th St., New York. 28/7/28

## IF YOU ARE AN HONORABLY DISCHARGED VETERAN AND HAVE SHOW BUSINESS QUALIFICATIONS OR EXPERIENCE HERE'S HOW YOU MAY AVAIL YOURSELF OF THIS SERVICE.

Write The Billboard's Veterans' Re-Employment Service editor (1564 Broadway, N. Y. 19, N. Y.) a letter, carefully stating all the following information:

- (1) Full name, age, address and telephone number (if any).
- (2) Working experience (if any) before entering armed forces. (Do not list amateur show business experience.)
- (3) Names and addresses of employers for whom you worked before entering armed forces.
- (4) Branch of armed forces in which you served, and date of discharge.
- (5) Work done in the armed forces which may help qualify you for show business job you seek.
- (6) Education (state fully, by years in grade school, high school and college).
- (7) In which show business field would you most prefer to work?

- (8) What specific type of job would you prefer?
- (9) What salary would you require? (You need not state this, if you do not choose to.)

Mail the letter containing all the above information, together with a photostatic copy of your honorable discharge papers, to the editor at address stated above. If the copy of your papers is not included you will not be eligible for this service. The information supplied in your letter will be rewritten into a classified advertisement and run in the first available issue in these columns. The Billboard would appreciate it if, after your advertisement appears, you would write the Veterans' Re-Employment Service editor, each week, stating whether you have secured a job, or whether you would like your advertisement continued. There is no charge or obligation of any kind entailed in this service.

**OPERATIC TENOR, 47,** army special services veteran; 18 years' professional experience; seeks connection in night club, vaude, or fairs. John Cattano, 1177 Putnam Ave., Brooklyn, N. Y. 29/7/28

**PIANIST, 25;** pro exp. (8 years); concert platform, cocktail lounge, ballet theater accompanist; seeks cocktail lounge, or concert work. Daniel Gordon, 3033 Coney Island Ave., Brooklyn, N. Y. 30/7/28

**PIANIST, doubles on trumpet;** Marine Corps dance band; 14 yrs. previous exp. dance bands; some radio. Seeks radio or night club connection in coastal area. John McAllister, 315 Mascott St., Wichita, Kan. 56/8/11

**PIANIST, 31 (12 yrs.),** classical and swing. Seeks solo or band work. Edward Johnson, 149 W. 140th St., N. Y. C. 58/8/11

**PIANIST, 22,** colored; played college bands, club, hotel dates; solo and with band. Played while in army. Hubert Dixon, 308 East 101st St., N. Y. C. 80/7/28

**PIANIST, 36;** club exp. (12 years); seeks night club or hotel in N. Y. C. area only. Peter Farinella, 285 Sumpter St., Brooklyn 33, N. Y. 90/8/25

**PRESS AGENT, 30,** college grad.; army pub. rel.; pre-army sports rep. and press agent for L. I. Daily Advocate, World-Telegram, News Day. Interested any field. Louis B. De Fichy, 314 Eldert St., Brooklyn, N. Y. 99a/9/1

**PRODUCTION-SALES,** non-theatrical films; army signal corps vet, 39; worked production documentary films in army; pre-army exp. (10 yrs.); acting, production. Bernard Hess, 253 W. 72d St., N. Y. C. EN 2-9600. 69/8/4

**PUBLICITY MAN, 23;** free-lance booking, publicity; dance bands, vocalists (4 years). Bernard Feldman, 1277 Hue Ave., Bronx 59, N. Y. OL 5-5781. 84/8/25

**RADIO ANNOUNCER, 26;** announcer WORL sustaining prog. (2 1/2 years); maj. exp. control work; seeks opportunity as announcer. Jac H. Karlan, 105 Haven Ave., N. Y. C. 32. ED 4-3657. 32/7/28

**RADIO PRODUCTION, 21,** associate producer at 10,000-watt N. Y. "indie"; some radio news, continuity, and musical programming. Bernie Rosenberg, 507 Hegeman Ave., Brooklyn, N. Y. 33/7/28

**RADIO PRODUCTION, direction, acting; 27,** 3 1/2 years' army radio experience; directing, programming, writing, announcing; participated in over 100 shows; worked for army radio station in Attu; seeks opportunity in radio prod. directing or acting. Gilbert O'Connell Winfield, 46 Downing St., Brooklyn, N. Y. MAIN 2-7043. 35/8/4

**RADIO PROGRAM BUILDER, 36;** musical arranger, vocalist, copyist (5 years), radio stations, short-wave broadcasts; interest program work for radio station, any size. Franz Ulsperger, 116 W. 80th St., N. Y. C. TR 4-8137. 82/8/25

**RADIO SCRIPT WRITER, 30;** gags, drama, soap operas, material for night club and vaude acts; piano accompanist; George Price (4 years). No traveling. Buddy Arnold, 251 West 89th St., N. Y. C. SCH 4-3531. 99/8/4

**SAX, clarinet, violin man, 32;** AGF band overseas; 12 years' pre-army band exp.; no traveling. Lawrence Pisano, 102-46 45th Ave., Corona, L. I., N. Y. 98/8/4

**SAX MAN, 22;** pro exp. (3 years); played with Dick Rogers, George Auld, Art Mooney, Arthur Lopez, 717 7th Ave., N. Y. C. BR 9-9256. 37/8/4

**SINGER, 26;** 7 years' pro. exp.; can act. Seeks night club, musical, band. Irving Kay, 60 Bank St., N. Y. C. CH 2-9205. 96/7/28

**SINGING TRUMPETER, 28;** pro exp. (12 years); trumpeter and baritone. Walter Krall, 721 DeKalb Ave., Brooklyn, N. Y. 89/8/4

**SINGING PIANIST, 33;** double on guitar; radio, night club exp. (13 yrs.). Seeks cocktail lounge or vaude. No orks or combos. Salary, \$90 in N. Y.; \$125 out of N. Y. Andy Mandale, 477 Neptune Ave., Brooklyn, N. Y. ESP 2-7513. 72/8/4

**SIGN PAINTER (20 yrs' exp.)** circus wagons, carnivals, scenic work; AFL Loc. 72. Thomas A. Hammill, 923 Irving Rd., Birmingham, Ala. Tel. 2-6074. 57/8/11

**SPANISH DRUM PLAYER, 30;** N. Y. night clubs (6 years). Frank Rivera, 654 E. 158th St., N. Y. C. 83/8/25

**SPORTS ANNOUNCER,** undefeated Olympic and world speed ice skating champ; guest appearances, army shows. Seeks out-of-N. Y. radio station with sports sponsor. Irving Jaffee, 152 West 42d St., N. Y. C. WI. 7-8716. 55/8/11

**STRAIGHT MAN-SINGER, 32,** signal corps veteran, burlesque experience, 6 ft. 1, 185 lbs.; wants vaude or night club work. Bob Dale, 204 West 108th St., New York. Tel.: Riverside 9-1856. 41/8/4

**TENOR, young, talented;** B'way musicals, radio, motion pix, vaude exp. Seeks opportunity radio, musical comedy. No traveling. Neal Francis, care Fred Steele, 9 Rockefeller Plaza, New York. 97/7/28

**TENOR, sax, clarinet, 27;** read, transpose, fake; has played all types and size outfits; Local 661, 77 AFM. Radio shows in army band. Jack Garellick, 10 North Iowa Ave., Atlantic City, N. J. Tel. 4-9416. 101/9/1

**TENOR;** loc. night club exp.; large repertoire, including show tunes, operettas, semi-classical material. Clifford Jay, 388 State St., Brooklyn, N. Y. MAIN 5-4408. 70/8/4

**TENOR-SAX AND CLARINET MAN, 24;** army bandsman, studied music before entering army. Loc. 802 AFM. Sal F. Marotta, 310 East 106th St., N. Y. C. Lehigh 4-1398. 85/8/11

**TROMBONE PLAYER, 23;** army bandsman (56 months) first trombone in 16-piece combo. Interested radio, night club, vaude or legit band work. Elwood H. Edwards, 606 54th St., West New York, N. J. 73/8/18

**TRUMPET MAN, 27,** has worked with small and large dance bands; played with concert bands. Wants to join dance or concert orchestra. Samuel Lazarov, 1890 Crotona Pkwy., New York. 44/8/4

**TRUMPET MAN, 31,** 12 years' a professional musician; wants to join night club or restaurant orchestra. George Kushner, 1930 McGraw Ave., Bronx, New York. 45/8/4

**TRUMPET MAN, 26;** army concert band 4 1/2 years; also 16-piece jazz combo; 2 years pre-army small combo dance exp. Victor P. Martin, 184-02 89th Ave., Hollis, L. I., N. Y. Republic 9-3295. 86/8/18

**TRUMPETER, 26;** pro exp. (9 years); played coronet, trumpet. Alfred Ruggiero, 5519 4th Ave., Brooklyn, N. Y. 46/8/4

**VOCALIST, air corps veteran, 25,** has done radio work with choral groups; two seasons vocalist at summer resort, seeks connection as band vocalist. Gary Cole, 432 Ave. "U", Brooklyn, N. Y. 47/8/4

**VOCALIST, 23,** army special services veteran; night club, hotel and some radio experience as singer, master of ceremonies, impersonator; interested in radio, night clubs, vaude, musicals. Vincent Dante Fichera, 2609 21st St., Astoria, L. I. N. Y. Tel.: CO 5-8595. 48/8/4

**VOCALIST, 27,** sang with army special services; also did radio work in army; passed NBC "Welcome Home" auditions. Seeks connection with band, radio, night club or vaude preferred. George Stonehill, 114 East 168th St., Bronx 52, New York. Tel.: JE 6-3878. 49/8/4

**VOCALIST, 20;** army spec. ser. vet; pre-army exp. playing club dates; radio 8 years; interested radio, night clubs, vaude, Elias Friedman, 656 Stone Ave., Brooklyn, N. Y. 50/8/4

**VOCALIST, 26;** army hosp. and Red Cross shows; club dates; seeks night club or cocktail lounge. Bennie Paris, 120 Wise St., Lynchburg, Va. Tel. 3508-W. 54/8/11

**VOCALIST, 23;** U. S. Marine Corps vet; club dates; USO work. Gerry Grayson, 1839 Loring Place, N. Y. Tremont 2-5273. 66/8/11

**WRITER, 29;** free lance gag material for Henry Youngman, Happy Lewis (WINS), Danny Webb; wrote script and acted comic routines in army spec. services. Interested night club, radio, vaude. No traveling. Kenneth C. Lesser, 61 Vermilyea Ave., N. Y. C. LO 7-8740. 94/8/25

**YODELING COWBOY, 23;** guitar player; produced, directed, starred in show while in U. S. C. G.; night club, vaude, prof. Kenneth O'Rourke, 161 15th St., Brooklyn, N. Y. SO 8-8732. 52/8/4

**BAKER**—George, 53, Worcester, Mass., cook tent helper with Arthur Bros., Circus, at Portsmouth, O., August 21. He was crushed to death while show was loading. He was a veteran of World War I. Survived by sister, whose address is unknown.

**REDMAN**—T/S B. Shaw, 39, former drummer, drowned recently in the course of secret duty on the Atlantic Coast. For three successive years he was drummer with Finzel's orchestra on the Put-in-Bay running out of Detroit and subsequently on the Tashmoo and Western States. He also played for some three years at the Blossom Heath Inn, Detroit roadhouse. Survived by his widow. Burial in Grandlawn Cemetery, Detroit.

#### In Memory of Our Brother

## CARL BARFIELD

Who Passed Away Aug. 20, 1944

Sadly Missed by Us All

JOHN, DAVID AND HELEN

**BUNYAN**—Pfc. Arthur J., husband of Mrs. Audrey Mae Bunyan, of Cavalcade of Amusements, of injuries sustained in a mine explosion on Okinawa Island May 3. He had been in the South Pacific since 1941. In addition to his widow, also survived by a sister in the WACS.

**DAYNE**—Mrs. Haldee, 53, concert pianist, at the Peoples Community Hospital, Eloise, Mich., recently after a long illness. After studying in England she completed her musical education in Germany and France. She traveled around the world twice on concert tours. Survived by a son and grandson.

**DOPS**—Orin E., 60, retired circus clown, in St. Joseph Hospital, Bloomington, Ill., August 10 following a brief illness. Survived by his mother, Mrs. Bertha D. Ward, Bloomington, and a step-sister, Mrs. Dorothy Wright, Hollywood. Services at Beck Memorial Home, Bloomington.

**DRAKE**—Paul W., 51, in Akron August 12 after an illness of 10 weeks. Drake had been connected with the Yankee-Robinson, Hagenbeck-Wallace and Ring-

#### Cyril Scott

Cyril Scott, 79, actor, died August 16 at the Parsons Hospital, Flushing, L. I., N. Y. He made his first appearance on the stage in 1883 in *The Girl I Love* and joined Minnie Maddern Fiske's company before becoming a leading member of Richard Mansfield's Prince Karl company at the Madison Square Theater, New York, in 1886. A year later he supported Lotta in *The Little Detective*, and *Pawn Ticket 210*. He was in the original production of *Lord Chumley* with E. H. Sothern at the old Lyceum and later appeared with Sothern again in *The Master of Woodbarrow*. When *The Lost Paradise* was produced at Proctor's 23d Street Theater, Scott appeared as Bob Appleton and later joined the Empire Theater Stock Company, appearing as Arthur Penwick in *The Girl I Left Behind Me*, this being the opening play of the Empire Theater. Again he appeared at the same theater as Gerald Harringway in *Liberty Hall* and as Dick Major in *The Younger Son*. Shortly after he joined DeWolf Hopper at the Broadway Theater, playing in *Doctor Syntax* and in 1896 he appeared in *The Heart of Maryland*. In later years he went to the Casino, appearing in *Flora-dora*, which was followed by a long engagement in *The Medal and the Maid*. In 1917 he played in *Polly With a Past* and later in *On the Firing Line* and *Paddy the Next Best Thing* at the Shubert Theater. As late as 1931 he was acting with Ethel Barrymore in *The Passing Present*. He was a member of the Lambs, the Players, Actors' Equity Association, and a life member of the Actors' Fund of America.

## THE FINAL CURTAIN

ling circuses and several smaller shows. He also headed his own show, the Drake Society Circus which toured Indiana and Illinois. With Jack Viering, of Akron, he also operated two carnivals, the Four Pauls Shows and the Atlas Carnival, in the late 1920s. A veteran of World War I, he had been employed at the Firestone Steel Products Company the last three years. Survived by two sisters, Mrs. Charles Cox, who operated the lunchroom at Summit Beach Park, Akron, and Mrs. Florence Muth. Burial in Mount Hope Cemetery, Akron.

**DUBOSE**—Portor Jr., 23, pianist and arranger, at home of his grandmother in Muskegon Heights, Mich., recently. He played cafes and clubs in and around Detroit for a number of years. Survived by his parents. Services at the Christ Temple Church, Muskegon, with burial in Morton Cemetery there.

**GRIMES**—Allie (Old Tom), watchman on Bunting Shows, from heart disease in St. Francis Hospital, Peoria, Ill., August 21. He formerly was with the Pearson, Tilley, Turner Bros. and other shows. Services at Ladd, Ill., August 25.

**GRIGAITIS**—Mrs. Anna, 61, singer, August 18 in Sacred Heart Hospital, Philadelphia, after a long illness. A concert singer, featured with oratorio societies in leading cities in the United States, she was the wife of Dr. Walter

field. Interment in Union Dale Cemetery, Pittsburgh.

In Memory of a Good Trouper  
**Daniel M. McPride**  
August 29, 1944  
**JOHN G. KREIS**

**OLDS**—Sylvester, 55, former manager and canvas boss, in Richmond, Va., August 15, following a long illness. Survived by his widow, Viola, and a son, Ellsworth.

**O'NEILL**—Elizabeth M., 45, advertising exec, at Doctor's Hospital, New York, August 15. A private secretary before she joined the O. S. Tyson & Company, Inc., she later became its office manager. She was elected secretary in 1931 and treasurer in 1943. She was also a director of the company. Survived by her mother.

**PONCE**—Phillip L., 59, songwriter, music publisher and manager of entertainers, August 22 in Community Hospital, New Haven, Conn. He retired five years ago because of ill health. He had managed the late "Fats" Waller and had been associated with the Artists' Service Bureau of the National Broad-

Cedar Grove, N. J., August 21. She played stock in Cleveland for many years and also appeared on the New York stage for several years. She played in *The Darling of the Gods* in 1902, and in 1926 was seen in *Shanghai Gesture*. Surviving is a daughter.

**THOMAS**—Robert J., 42, Negro drummer at Receiving Hospital, Detroit, recently. No immediate survivors. Burial in Woodmere Cemetery, Detroit.

**WEHLE**—Ernest (Ernie) Charles, 77, father of William (Billy) Wehle, owner and manager of Billroy's Comedians, following a lengthy illness at his home in Louisville August 10. He traveled for several seasons on the Billroy show and was well known to rep performers. In addition to his son, he is survived by a daughter-in-law, Marion; granddaughter, Mrs. Joseph Unick; grandson, Billy Wehle Jr.; three grandchildren, Judy and Sherry Wehle and Beverly Unick, Miami, and a sister, Mrs. A. Stern, Louisville.

**WHITAKER**—Elizabeth A., mother of Blanche Clark, dancer, formerly with *Greenwich Village Follies*, *Desert Song* and other shows, at her daughter's home in Wildwood, N. J., July 21. Survived by another daughter and a sister.

**WITHEE**—Frank C., 69, banjoist with Emery's Hometowners for many years, at Lewiston, Me., August 13. He was a native of Bangor, Me.

## Marriages

**BALDWIN-WILKINSON**—Billy Baldwin to Margaret L. Wilkinson in Quincy, Ill., August 11.

**DORMAN - DONOGHUE**—Charles R. Dorman, former contracting agent of the J. J. Page Shows, to Ora Donoghue, nonpro, August 5 in Athens, Ga.

**LUNDGAN - MORGAN**—Corp. Bill Lundgan, former movie actor, to Rena Morgan, adopted daughter of Helen Morgan, in Hollywood recently.

**LYEEN-AMMERMAN**—Werner Lyeen, concert master of the New York City Center Opera Company, to Lorraine Ammerman, solo dancer with the Metropolitan Opera Company Ballet, at the Essex House, New York, August 3.

**NELSON - BEEMAN**—Floyd Nelson, aerialist, to Theresa Beeman, club juggler, in South Gate, Calif., August 6.

**OAKLEY-COLLIER**—Bob Oakley, actors' agent, to Lois Collier, screen actress, in Beverly Hills, Calif., August 4.

**POWELL - ALLYSON**—Dick Powell, screen star, to June Allyson, movie star, in Hollywood August 20.

**WILLIAMS - COPPINGER**—Lieut. Thomas G. Williams, formerly with Metropolitan Theater Corporation, Los Angeles, to Dorothy Carolyn Coppinger, nonpro, in El Paso, Tex., August 8.

**WILLIAMS-MacDONALD**—Jack Williams, manager of the Liberty Theater in New Kensington, Pa., to Maxine MacDonald in New Kensington, August 4.

**WILLS-ERNST**—Lieut. William D. Wills to Mary Ernst at Kennewick, Wash., June 24.

## Births

A daughter to Mr. and Mrs. Jerry Shoup in Halifax Hospital, Daytona Beach, Fla., August 5. Parents have a Boardwalk concession at Daytona Beach and were formerly with Johnny J. Jones and Royal American shows.

A daughter to Mr. and Mrs. Glyde Snyder at Swedish Hospital, Minneapolis, August 19. Father is owner of Glyde Snyder Productions. Mother was formerly a ballet dancer.

A daughter to Mr. and Mrs. Sid Conrose in Hartford (Conn.) Hospital. Father is co-owner of Conrose's Roller Rink, Hartford.

A daughter, Vicki Ann, to Mr. and Mrs. Irving Benson in Women's Hospital, New York, August 22. Father is a burlesque comedian of the team of Ryan and Benson.

A daughter, Christina Catherine, to Mr. and Mrs. George Crawford in Garfield Hospital, Washington, August 1. Father is chief announcer on WINX, Washington.

A son to Mr. and Mrs. Ward Morehouse, New York, August 11. Father is the drama editor and columnist of *The New York Sun*. Mother is Joan Marlowe, of *The Theater Information Bulletin*.

A son to Mr. and Mrs. John M. Grubor, Pittsburgh, August 11. Mother was formerly Virginia Rae, nitery dancer.

A son to Mr. and Mrs. Warren P. Williamson Jr., Youngstown, O., August 14. Father is president of WKBN, that city.

A daughter to Mr. and Mrs. Mickey Alpert, in New York, last week. Father is night club emcee; mother is former Kathryn Band, night club singer.

### THE VETERANS' COMMITTEE OF THE NATIONAL SHOWMEN'S ASSOCIATION, INC., IS GRIEVED TO LEARN OF THE DEATH OF

## BROTHER SAM LAWRENCE

WHOSE LIFE WAS CUT SHORT BY A COWARDLY ASSASSIN'S BULLET. SAM LAWRENCE WAS A REAL FRIEND OF THE VETERANS OF WORLD WAR 1 AND WORLD WAR 2. HE NEVER CEASED TO DONATE FOR THE BENEFIT OF OUTDOOR VETERANS AND GIFT PACKAGE FUNDS. SAM LAWRENCE SERVED HIS COUNTRY IN WORLD WAR 1 AND HIS BUDDIES IN WORLD WAR 2. MAY HIS SOUL REST IN PEACE IS THE PRAYER OF THE

### VETERANS' COMMITTEE OF THE NATIONAL SHOWMEN'S ASSOCIATION

JACK LICHTER,  
Chairman of Veterans' Committee

Grigaitis, conductor formerly with the Pennsylvania Grand Opera Company in Philadelphia, and last year was conductor of the Polonia Opera Company in New York. Besides her husband, she is survived by a son, Walter Jr. Interment in Reading, Pa., August 22.

**HODKINS**—Charles, 80, former owner of 150 vaudeville theaters, and manager of the Pantages Circuit, August 12, in Chicago at the Oak Forest Infirmary, where he had been confined since 1933. He lost the fortune he had made as a theatrical owner during the stock market crash and his estate consisted solely of a collection of clippings about Eva Tanguay, Charley Murray and Ben Turpin, artists whom he once booked. Members of the Show Folks of America and the Entertainment Managers' Association shared the burden of his funeral expenses.

**JENKINS**—Richard, steward for the past two years for the Detroit Federation of Musicians, at Highland General Hospital, Detroit, recently.

**MCCUNE**—Mary (Grant), 67, former circus and vaude performer, at Suburban General Hospital, Pittsburgh, August 17. She was at one time of the sister team of Lottie and May Grant, and later married Frank McCune and worked in the McCune and Grant horizontal bar act. Their son, William, later entered the act and it became the McCune-Grant Trio, which played throught the country. Survived by her husband and son. Latter is now known as Gary Grant in the night club

casting Company. A member of the American Society of Composers, Authors and Publishers, he was the author of *Carmencita*, *Sugar Rose*, *Dancing Tambourine*, *I'd Rather Cry Over You Than Smile at Somebody Else*; *Oh, You Have No Idea*; *Oh, the Last Rose of Summer Was the Sweetest Rose of All*, *Let's Don't and Say We did*, *Underneath the Palms*, *The Cat's Whiskers* and *Lady of My Cigarette*. Surviving are two daughters, Mrs. Bryan Fenley, Covington, Ky., and Mrs. Richard Verkamp, Cincinnati. They were formerly radio entertainers under the name of the Ponce Sisters.

**QUINN**—Frances A., drummer in Lynne Corrine's girl band, following a heart attack at her home in Panama City, Fla., August 14. Interment in St. Dominica Catholic Cemetery, Panama City.

**ROCKWERN**—Boris, 85, former musician, at his home in Cincinnati August 21. He played with Smitty's and Weber's bands in the Cincinnati area and was a band leader in his native Russia before coming to this country. Survived by his widow, Sophia; three daughters and two sons. Interment in Covedale Jewish Cemetery, Cincinnati.

**SCHNEIDER**—Mrs. Rose, 76, mother of Irving Snyder, of Sterling Sign Company, which prepares lobby poster work for Loew's and other circuits in Metropolitan New York, recently in New York. Burial in Riverside Cemetery, Rochelle, N. J.

**SHONE**—Mrs. Rose, 80, actress, in

# TALLY TAGS TALKERS BEST

## World of Mirth Signs Bangor Fair for '46

PORTLAND, Me., Aug. 25.—General Manager Frank Bergen announced today that the World of Mirth Shows has been signed to furnish the midway at the 1946 Bangor Free Fair on the strength of a record-making week at that event, August 5-11. The contract is the first awarded the show for next year's fairs.

World of Mirth opened in Portland after another banner Maine stand at the Skowhegan Fair, where midway grosses soared in ratio to attendance gains that ran up to 256 per cent ahead of last year.

Trucking overland from Bangor, many shows and rides were routed by Bergen into Skowhegan for the opening Sunday, with even those arriving late scoring good grosses.

Over the two V-J holidays, fair attendance climbed 256 per cent over the same days in 1944 to give the midway the assist it needed to shatter all records for receipts. Busses from Waterville and automobiles, freed from rationing, poured out customers, and factories and business houses were closed to swell attendance. The victory spending mood continued thru Friday and Saturday, both days running well ahead of 1944.

Midway, freshly painted and repaired, paraded in virtually pre-war style. Lew Hamilton is getting good grosses with the new girl revue. Hoyle Dobson's trackless streamlined train, managed by Joe Harris, is in the top-money brigade. Blondy Mack has added more animals to his Wild Life Show and enlarged the cast of his Monkey Circus. Bob Buffington has a strong line-up of performers for his *Harlem Revue*. Whitey Sutton is handling the side show, while Glenn Porter, its owner, is in the service. Arch McAskill's Illusion Show reports good business for the season, and Bob Hermine's Midget Revue, with 12 performers, is clicking. Jean Walker has returned following a major operation.

With 12 more fairs on the route, the World of Mirth is scheduled to remain on the road thru mid-November.

## Hennies Off 20% In Panama City

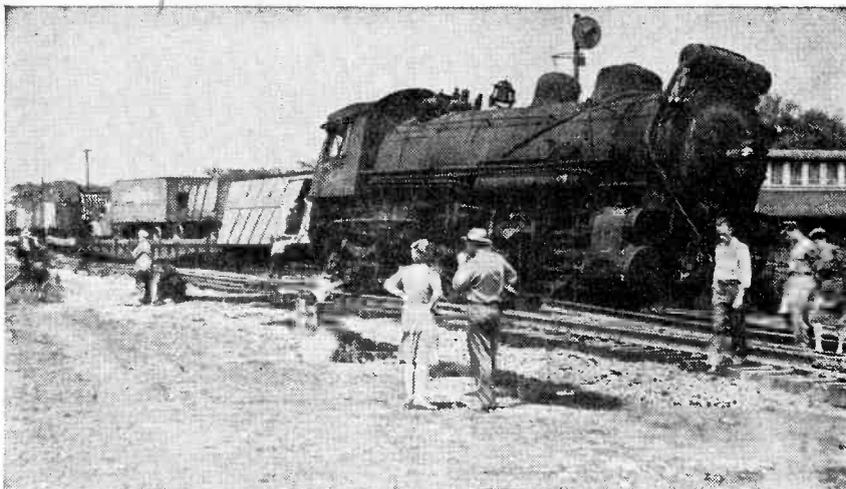
MOBILE, Ala., Aug. 25.—Hennies Bros.' Shows arrived here Thursday (23), too late to get set for the scheduled opening, due to prevailing railroad conditions, and Owner Harry W. Hennies reported that business in Panama City, Fla., for six days, ended Tuesday (21), was 20 per cent less than last year.

"Shipyards are laying off hundreds daily, due to government cut-backs, and Panama City soon will be a ghost town," Hennies reported.

Week-end business in Panama City was strong enough to make the engagement profitable and justified the 1,172-mile hop from Ionia, Mich. On that jaunt, the show moved from Ionia to Grand Rapids, Mich., on the Grand Trunk and Western; to Louisville on the Pennsylvania; to Montgomery, Ala., on the Louisville & Nashville; to Dothan, Ala., on the Atlantic Coast Line, and into Panama City on the Bay Line.

Final recap of Hennies business at the Ionia Free Fair gives the org a new cash record for that annual by a margin in excess of \$13,000. In 1941, Beckmann & Gerety set a record with a gross of more than \$33,000, while the official count just completed shows that Hennies got in excess of \$46,000, which is considered remarkable in that the B&G line-up was transported on 40 railroad cars, while Hennies is confined to 25 cars.

A sign of the times was evidenced at Panama City, when the show advertised for extra labor to put it up, and more men reported for the jobs, at 75 cents an hour, than the show could use.



ENDY BROS.' SHOWS' 21-CAR TRAIN ran thru an open switch recently at Elmira, N. Y., while making the haul from Hornell, N. Y., to Binghamton, N. Y. Engine, tender and shows' boxcar and five flats were derailed and two members of the Endy organization were injured. Shows' boxcar was badly damaged but the wagons loaded on the five flats came out of it unscathed. Shows made it into Binghamton in time for its Monday night (13) opening.

## Nebraska and Kansas Switch Midway Orgs

ST. LOUIS, Aug. 25.—North American Exposition will play the Kansas State Fair, Hutchinson, and International Shows will furnish the midway for the Nebraska State Fair, Lincoln, according to reports received here.

Cavalcade of Amusements was originally booked for both annuals, but changed its route when both fairs were canceled by ODT orders. Al Wagner had rerouted his show into the Deep South after accepting the cancellations, making it impossible for him to make the dates after the fairs were re-scheduled. Pete Kortez, managing-director of the North American, also announced that his org will play the new Four States Fair, at Texarkana, Tex., the second week in October.

International Shows, under the management of Coleman Lee, have been enjoying a 30 per cent increase in business at Colorado and Western Nebraska fairs this season, and will be augmented considerably by the parent org, the World of Today Shows, for the Lincoln stand.

W. J. (High-Pockets) Lindsay, legal adjuster, visited Co-Owner L. C. (Curly) Reynolds in Sedalia, Mo., Monday (20), and made arrangements for additional rides and attractions.

## Hammond's Mighty Midway Set for Pasadena, Tex.

PASADENA, Tex., Aug. 25.—Pasadena, bustling industrial center near Houston, will observe its 50th anniversary with a nine-day celebration beginning September 1.

Promotion will be handled by Weldon J. Hornsey, editor and publisher of *The Pasadena Times*, and Jack T. McCully, veteran publicity man and outdoor promoter. Bob Hammond's Mighty Midway Shows have been booked for the heart of downtown area. A Labor Day street dance is set.

## Midway Fems Grab Press Laurels For Ozark Empire Fair Exhibit

SPRINGFIELD, Mo., Aug. 25.—Reporters covering the Ozark Empire District Fair here went overboard in acclaiming the prize exhibit in the Women's Building.

A model of showmanship, the display was set against a background of 62 colorful afghans, soft coverlets of knitted wool. It pictured a disabled veteran seated with an afghan covering his knees with a Red Cross nurse at his side.

The eye-catching exhibit came from the midway, where members of the Women War Workers' Club of the World

## Any Old Excuse

SUITLAND, Md., Aug. 25.—Yea, bo! Times do change, and here is the evidence.

Well-wishers on Bantly's All-American Shows dug up four quarts of Canadian Club to help Al Porter, general agent, celebrate his 57th birthday Sunday (19), and the ork had just played a complete blank at Hyattsville, Md.

"In the old days when an agent booked a bloomer they wanted to kill him, but now in 1945 they wine and dine him. Will wonders never cease?" mused the bewildered Porter.

## Regal Tours Two Units for Fairs

COOKEVILLE, Tenn., Aug. 25.—Divided last week at Carthage, Tenn., where the stand started slow but grosses picked up as the week advanced, attractions of the Regal Exposition Shows are touring Tennessee fairs in two units, Manager E. Sylvester said today.

The No. 1 unit opened here this week and will furnish midway features at the DeKalb County Fair, Alexandria, Tenn., August 27-September 1. The No. 2 unit, according to Sylvester, opened at Harts-ville, Tenn.

## Blue Ribbon Exhibits to 22,000 at Germantown, Ky.

GERMANTOWN, Ky., Aug. 25.—Blue Ribbon Shows played to 22,000 paid admissions at the Germantown Fair.

Organization has been contracted to furnish the midway attractions for the 1946 annual.

## Midways Eye Platter Future

Moan shortage of old-time spielers, but survey shows jobs are safe for humans

CHICAGO, Aug. 25.—Gone tho he is, the fabled old-time side show talker left the modern carnival midway a descendant whose words and colorful actions will survive today's mechanical age.

For, however, nostalgic their yearning for the old-timer himself, America's top carnival owners agree that his offspring is still more adept at turning a tip than any mechanical substitute yet devised.

Queried specifically regarding the use of recorded voice transcriptions to bally shows, a wartime measure employed by some carnivals, most midway operators inform *The Billboard* the practice is, in their opinion, not likely to put the spielers out of business.

"Your milling midway crowds want to see the talker in action," asserts Peter Kortez, manager of the North American Exposition Shows, summing up the majority viewpoint. "It takes a real, live talker to gather a tip, then hold and sell it with his tricks of the trade."

### They Will Come Back

"Records are being used now, due to manpower shortage," explains John H. Marks, owner and manager of the Marks Shows, well-known Eastern carnival organization. "Many of our best talkers are in the armed forces and managers would rather rely on canned openings than inexperienced talkers."

But Marks voices the belief of most managers in predicting that "transcriptions will pass out of the picture with the discharge of our men in the service."

Few, if any, of the nation's showmen view the synthetic spieler as a serious threat to the so-called "barker," a legendary figure, as American as apple pie, and a favorite of fiction, stage and screen.

### Platters for Grind Shows

But his lesser known comrade of the lots, the grinder of the small shows, faces opposition that should alarm him, in the belief of many, including Roy E. Ludington, of Crafts 20 Big Shows, Pacific Coast organization.

"To old-time showmen," says Ludington, "nothing will ever replace those bygone orators whose silver tongues and pulpit gestures held crowds spellbound. But Crafts Shows is now using transcriptions on three grind shows and one Funhouse and the operators report they would not be without these mechanical grinders."

Ludington points out that recorded voices on grind shows not only eliminate novice ticket sellers, but are constantly dependable, always in "good voice" and censored for correct and proper lingo. But he doubts that platters will ever be widely used in front of bally shows.

### Wilson's Points Socko

John W. Wilson, co-owner with Issy Cetlin, of the Cetlin & Wilson Shows, also marking the distinction between grinders and bally talkers, points to radio to support his contention that talkers must be seen as well as heard.

"Why," he asks, "would the radio industry spend millions perfecting television except for the certainty that their patrons want to see as well as hear the programs?"

Wilson, in a careful and detailed analysis of the subject, concludes that a real talker, adept at catching the whims of his listeners and quick to seize opportunities, will survive the threat of mechanical gadgets.

Supporting the minority opinion, such leading showmen as Max Goodman, (See *Tally Tags Talkers* on page 69)



### Bingo on Okinawa

OKINAWA, Aug. 25.—Pharmacist's Mate 3d Class Malcolm Robertson, 19, of Gonzales, Tex., helping to clear hundreds of civilians from a cave on Southern Okinawa, was ribbing the natives with such cracks as, "Up y'go, granmam"; "There y'are, sister, safe and sound."

Presently he addressed a man with, "Hi there, stranger, y'all ain't from Texas, are you?"

"Why yes," the Okinawan replied, "I'm from Galveston. Where you from?"

Robertson stared, speechless. Then he learned that George Kiyuma had lived 23 years in America, the last four in Galveston running a carnival bingo game. The Japs had forced him to remain in Okinawa when he came to visit his parents before the war.

### Canadian Class B Loop Big for Wallace Shows

HAMILTON, Ont., Aug. 25.—In a 2,000-mile rail run from Prince Albert, Sask., Wallace Bros.' Shows of Canada have returned to Ontario after a seven-week tour of Western Canada described by Manager J. P. (Jimmy) Sullivan as "the greatest in history—a record breaker."

Starting late in June at Carman, Man., the Wallace organization, said Sullivan, rolled across the prairie provinces of Manitoba, Alberta and Saskatchewan in its annual round of the 13 exhibitions comprising Western Canada's Class B circuit of fairs.

Everywhere, he reported, attendance was heavy and spending was up, a combination that produced grosses ranging from 20 to 30 per cent over last year at all events but two. At Vegreville and Red Deer, both in Alberta, rain-outs cost a total of three days to account for the exceptions.

Elsewhere, ideal weather favored the show as it moved in bi-weekly jumps, ranging from 60 to 600 miles, from Carman to Weyburn, Sask., and on to Moose Jaw, Sask.; Portage la Prairie, Man.; Yorkton, Sask.; Melfort, Sask.; Lloydminster, Sask.; Vermillion, Alta.; North Battleford, Sask., and Prince Albert.

#### Make All Openings

Wallace, bringing his attractions into Hamilton for the engagement beginning August 16, praised officials of the two Canadian railroads which carried the show. Not a day was lost or an opening missed.

En route to Hamilton, the train was boarded at Hearst, Ont., by Leo Parsellie, sole survivor of a tragic auto accident which cost four show people their lives as the 1,400-mile opening move from Ottawa to Carman was made. Parsellie was warmly welcomed by his friends.

The five shows carried on the tour included Dorothy Lewis's top-money-grossing Monkey Circus; Buck Williams's *New York Follies*; the Posing Show, managed by Mrs. Pat Williams, and Frank Hall's two features, the Circus Side Show and Snake Show.

#### Show, Ride Line-Up

Monkey Circus: Vern Hall, assistant manager; Cy Schafer, Jack Chipperfield, Paul Dyson, Edward Hutch and Blackie Daves. *New York Follies*: Patricia Ronalds, Marjorie Lloyd, Rose Jacobs, Aldine (See B Big for Wallace on page 69)

### Free Kiddie Treats Benefit Lynch, Libby

ST. JOHN, N. B., Aug. 25.—Carnivals touring the maritime provinces are reaping a harvest of good will from the heavy attention paid to underprivileged children.

Parties for orphans and other less fortunate children have become a standard feature on both units of the Bill Lynch Shows, and the Libby Shows gave two such events during its stand in St. John. On all three shows, kids from institutions have not only been given the right of way on the midways but treated as well to free hot dogs, candy, ice cream, pop and popcorn.

# GLORY FOR SOCK PRESS YARN

## BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Bombsight, Calif.  
August 25, 1945.

Dear Pat:

Manager Pete Ballyhoo announced today, that due to the atomic bomb ending the Pacific War, his show was no longer a military secret, and that the foreign tour has been canceled. Victory put some of our people in a happy mood, while others rejoiced over the war's ending, but worried inwardly over their futures. Our best midway military strategists have been crowding the cookhouse stools explaining the fundamentals of the new bomb, that is still a mystery to most scientists. As one old-timer put it: "I have spent 45 years, man and boy, in the carnival business, and should know something."

I am sure that you would like to know what effect the war's ending had on this operty. With gas rationing past history, our people rushed out of their berths and staterooms to check into hotels. The five added coaches are now excess cars. Those who didn't own cars bought them. Our employees' cars and trucks that were being hauled on the flatcars are now slated for overland tours, which leaves 140 feet of loading space, and the office out a sawbuck per week for hauling each vehicle. The train crew is out not less than \$60 in tips. Their policy has always been: "Tip us or we'll tip your car." Our porter blows at least a half yard in tips weekly collected for ice and water. No one ever beefed over not getting either. There is some talk around the wagon about putting him on a salary.

Word that 5,000,000 men would be released from military service in 12 months made many of our people jittery. General Agent Lem Trucklow was seen polishing the boss's five cars. The loyal ones are wisely nodding their heads and saying: "We told you so." Mrs. Hank Ballyhoo, who operates a Geek Show, climbed out of the pit and advised her cannibal that she was thru working as a relief glommer. For the first time in years the chairs under the office wagon awning are vacant. Those who spent the past years in those chairs to advise the management on how to overcome the labor shortage, have gone to work. We have never been able to figure out why showmen prefer sitting in those chairs. Perhaps they want to impress the passing

natives with the idea that they are big men with the outfit. It is a known fact that our cookhouse operator sends 'em there to blow 'em off of his already overcrowded stools, and to dodge listening to beefs and smart-money wisdom.

You won't know this show next season. At least you won't know many of the people with it. They are already turning over a new leaf. Yesterday a farm paper sheetwriter came on the lot and wrote up 90 per cent of our personnel. He used pledges as premiums. They won't have to sing *How You Going To Keep 'Em Down on the Farm?* following this war. We're sending 'em there. Peace on Earth, Good Will Towards All Men has long been this shows' motto, but there will be a helluva lot of lug chasing around here on closing night.

P. S.—Please mention that biz here was on a sliding scale. The midway was layed out in a horseshoe. Have forgotten which show I mentioned topping the midway last week. Look it up in your files and switch it to another.

### British Shows Tossed From Parks in Fancy Peacetime Brush-Off

LONDON, Aug. 25.—English outdoor showmen are being pushed off the choice locations they occupied in public parks and recreation grounds during the war against Germany.

Encouraged then by public officials to set up fairs and circuses on public grounds, within easy access of the citizenry, showmen were acclaimed as a potent morale factor in England's darkest days.

Now, however, that war burdens are lifting, local authorities are reverting to their peacetime attitude that public sites are likely to be damaged by show and circus paraphernalia, should not be trampled by crowds enjoying fun at the fairs.

In the early days of the war the British government urged local authorities to provide entertainment for those who could not get away for holidays because of transportation difficulties.

### Newark Gives Prell Solid Business on Fourth Visit

NEW YORK, Aug. 25. — Prell's Broadway Shows played their fourth stand of the season in Newark, N. J., their second on the same lot, at Dicker-son and First streets.

Attendance thru the week was good, and Saturday the shows played to a solid crowd. New Posing Show has joined org.

## Billboard Award Is Open to All

Maybe a little story has as much wallop as a Page 1 splash—judges to decide

CHICAGO, Aug. 25.—Hard-hitting carnival publicity will pay off in glory as well as cash in the office wagon under rules governing *The Billboard's* First Annual Promotion Awards Contest announced in last week's issue.

Punch newspaper yarns, profitable merchant tie-ups, kiddie matinee promotions—these and other products of the crack midway press agent are slated for recognition in competition that has been divided into six different classes.

No entry fees, no red tape and no bother, these are the three cardinal rules governing the simplified entry system devised for the contest. Carnival owners or their publicity representatives simply mail in their nominations to *The Billboard* Carnival Promotions Award Editor, 155 North Clark Street, Chicago (1), Ill. Entry deadline is November 1, 1945.

Probably the story to be judged by a jury of newspapermen, advertising managers and promotion specialists as the nation's best, has already been written and published.

Perhaps it was a Page 1 hit, splashed with color and riding under inch-high headlines. But not necessarily so. For the champion story might well be confined to a couple of paragraphs, half hidden away inside the paper, or even a simple letter to an editor. Winning contender for the best single newspaper story of the year award will be the one that is considered to have produced the most effective benefits to the show originating it.

This provision is one of several established with the aim of putting all shows on a par, of giving the small carnival an equal chance with the big one, to grab a share of the laurels at stake in the Promotion Award competition.

In addition to the best single press story, awards will be made for the best publicity campaign mapped and carried out in connection with a single date, either fair or still; for the best single display advertisement; for the most effective tie-up campaign; the best single tie-up advertisement; and the most effectively promoted special matinee.

Between the November 1 entry deadline and December 1, winners in each of the six classifications will be determined and the displays transferred to *The Billboard's* headquarters in Hotel Sherman, where they will be exhibited during the IAFE convention.

### Lawrence Shows To Complete Run

NEW YORK, Aug. 25.—Lawrence Greater Shows will continue their season as per schedule, despite the death of the owner, Sam Lawrence, at Kutztown, Pa., August 17.

Shows will be under the joint management of Patty J. Finnerty and Louis (Dada) King, and will play Tamaqua, Pa., until August 31; then Lehigh, Pa., September 3-10, after which they jump to North Carolina for a string of fair dates.

#### Impressive Funeral Rites

Funeral services for Sam Lawrence, owner of the Lawrence Greater Shows, were held in Riverside Memorial Chapel, New York, Tuesday (21) afternoon. Impressive rituals were rendered by members of the American Legion, the Masonic Lodge and Rabbi Burnstein. Interment was in Mount Hebron Cemetery, Flushing, L. I.

More than a hundred friends and fellow showmen attended the services, and messages of condolence were received from practically every carnival company in the United States and Canada. There were also many floral tributes from the shows.

Among those noted at the chapel were Mrs. Fanny Linderman, Mr. and Mrs. Julys Lasures, Phil Cook, Jerry Gottlieb; Senator Arthur Goodman, of North Carolina; Solly Nuger, Louis (Dada) King, Mr. and Mrs. George Glassco (he is warden of the New Jersey Penitentiary), Jack Lichter, Jack Carr, Clem Schmitz, Max Hoffman, Joe End, Max Schaffer, Jack Rosenthal, Joe McKee and Walter K. Sibley.

## FAIRS—J. F. SPARKS SHOWS—FAIRS

Get in now for the big ones

- LIMESTONE COUNTY VICTORY FAIR, Athens, Ala... SEPT. 3-8
- NORTH ALA. STATE FAIR, Florence, Ala... SEPT. 10-15
- MIDDLE TENN. DIST. FAIR, Lawrenceburg, Tenn... SEPT. 17-22
- ETOWAH COUNTY FAIR, Gadsden, Ala... SEPT. 24-29
- CHAMBERS COUNTY FAIR, Lanett, Ala... OCT. 1-6
- RANDOLPH COUNTY FAIR, Roanoke, Ala... OCT. 8-13
- TALLAPASSA COUNTY FAIR, Alexandria City, Ala... OCT. 15-20

#### GOOD FAIRS TO FOLLOW

SHOWS—Side Show, 5-1, Monkey Circus, Fat Show, Big Snake, any Show that can win money. Sam Golden, Slim Kelley, Mark Williams, contact. Musicians, Performers for Minstrel Show.

Book Fly-o-Plane—have other Rides needed. Legitimate Concessions except Bingo, Pop-Corn and Penny Pitches.

Replies J. F. SPARKS SHOWS, this week, Centre, Ala.; then Athens, Ala.

### GERARD'S GREATER SHOWS

WANTED—Ferris Wheel Foreman, Chairplane Foreman, also Second Men and General All-Around Help on other Rides. Top salaries. Tear down every two weeks. No trucks to drive. Long season.

WANTED—Agents for Talley Ball, Ball Games, Grab and Pop-Corn. Address CHARLES GERARD, 900 Grand Concourse, Bronx, N. Y.

# MIDWAY CONFAB

FILL her up.

LON RAMSDELL, the jolly agent who recently left the O. C. Buck Shows to join Blackstone the Magician, claims he was at Potsdam during the conference and left for London immediately after, neglecting to mention, however, that it was Potsdam, N. Y., and London, Ont.

FOUND a heat-wave remedy?

S. L. LOVER was a visitor at the home of The Billboard in Cincinnati last week en route to Clarksburg, W. Va., to settle the estate of his mother, who passed away in November, 1944. Lover is skedded to rejoin the Wallace Bros.' Shows in a few weeks.

MIDWAY EXPERIENCE doesn't teach one not to be a sucker.

MR. AND MRS. JACK BEARD, currently with the Crescent Shows, recently visited H. M. Kilpatrick, who is confined to the WNC Sanatorium in Black Mountain, N. C. LINDA LOPEZ, with the Wonder Shows of America, is sporting a new 27-foot house trailer.

MANY SHOWMEN HAVE a talent for disorderly conduct, which they claim is carried on in an orderly midway manner.

RUBE LIEBMAN wants the boys to know the reason he has shown up on so many midways this year is because he made about \$60,000 worth of sales for the Barnes-Carruthers office and has to make all those fairs to handle his clients and to do a little clowning.

VIRGINIA BARNES spent a week with her mother at Grinnell, Ia., where she enrolled her son, Jimmy, in school. She has returned to the Mound City Shows, where her husband, Jack Barnes, operates a photo gallery and a clothespin pitch.

JOHNNY CARR, who describes himself as ex-pig iron on several shows, reports that he met Texas Blackie, the old-time tattooer, who now runs a mug joint in Dallas.

GENERAL AGENT'S EXCUSE for sleeping late was: "I don't spend my winters sleeping."

FROM ANNA, ILL., comes word that Mrs. F. A. Steinbarger, who suffered a broken leg at Vandalla, Ill., is back on the Great Sutton lot but is forced to use a wheel chair. ELMER F. COTE, owner of the Wolverine Shows, suffered a sprained ankle setting up for the Northwest War Council's Victory Fair in Detroit, and he has just recently recovered from a serious accident of a year ago. MRS. KAY YENNIE underwent a kidney operation at Municipal Hospital, Tampa, August 17.

WHAT A WINTER OF BUILDING this next one will be with the battle of supply and demand over.

JACK KORIE'S A Night in Casablanca on the Great Sutton Shows is featuring Patsy Valdez, New Orleans, with Bertie LePaige working in the annex.

LARRY BIGGERS reports that Paul (Muscles) Miller is a sanatorium patient at Independence, Kan. SGT. EMERY PENDERGRAW, better known as Emery Jackson, who worked his last three years before entering the service with Bill (Spindle) Moore, served 16 months in Iceland, 3 in England and 10 in Ireland; fought in 5 countries, won

the Bronze Star and 5 battle stars. He has 110 points and soon hopes to be back on a midway.

IT IS COMFORTING to look back and see how many hardships we endured, which hurt nobody, but helped the cookhouse commentators who needed something to discuss.

WORLD OF TODAY SHOWS, which hung up a new all-time record at the Springfield (Mo.) Fair, enjoyed splendid weather all that week, but an hour after the fair closed, Friday (17), a terrific wind and rain storm hit the lot while work of tearing down was under way. W. JACK MOORE, owner of Moore's Modern Midway, purchased a new Roll-o-Plane, Octopus and Tilt-a-Whirl, to be delivered for his 1946 opening. Business for the Moore's Modern Midway at its Indiana fairs has been very good.

BEST WAY TO CAUSE a boss mechanic to throw a wing-ding is to bring an army cot to a shop wagon to have its rivets tightened while he is trying to finish a wagon on Saturday.

MOE (TIMMIE) CLAMAN, who previous to entering the service was a concession operator with the Johnny J. Jones Exposition, has been returned home from Germany, where he was wounded. He served 32 months, 22 of which were spent overseas. He was in six major campaigns and the Normandy invasion. He is now recuperating in an army hospital in Utica, N. Y. Claman was an active member of the Showmen's League.

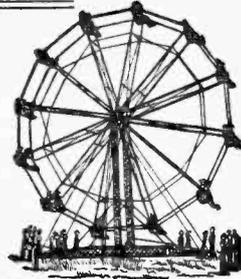


ALAMO EXPO NOTES—TERRY MARTIN, Ben Hyman and Ted Custer do the fancy hoofing ahead of the show and back with it. BEN AND MRS. HYMAN report that their son, Eddie is due for a furlough from the air corps. MRS. JOE STEGEL'S birthday was the occasion for a party. JACK LITTLE is prepping for his post-season golf match in San Antonio with Dick Haven. BILL CARR always seems to have his Bullet Ride ready. TONY KITTERMAN, Joe (Palooka) Ular and Bille Rose are getting ready for the hunting season.

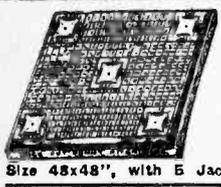
LIEUT. FRANK SUTTON JR., formerly with the Great Sutton Shows, was recently appointed headquarters company commandant in an advanced base on Luzon. After serving in the Leyte campaign with the 24th Division, he was designated an aid to the family of President Sergio Osmena. From this duty he formed a strong friendship with the first family of the Philippines. As a guest of the family, he stayed at Malacanang Palace in Manila, during which time he occupied the personal room of the late President Manuel L. Quezon. Participating in the initial landings on Leyte, he was awarded the Combat Infantryman's Badge, and also holds two campaign stars for his Asiatic-Pacific theater ribbon. His parents are Mr. and Mrs. F. M. Sutton.

OWNER THOS. YANDA SAYS:

"I am all for the BIG ELI WHEEL. After you get it there is not much expense. Tom should know, he has operated many wheels—owned two—and now operates his BIG ELI No. 5 at Grand Rapids, Michigan. Consider a BIG ELI in YOUR post-war planning."



ELI BRIDGE COMPANY  
800 Case Avenue Jacksonville, Illinois



**PENNY PITCH GAMES**  
Size 48x48", Price \$30.00,  
Size 48x48", With 1 Jack Pot, \$40.00.  
Size 48x48", with 5 Jack Pots, \$45.00.

**PARK SPECIAL WHEELS**  
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price \$15.00

**BINGO GAMES**  
75-Player Complete \$5.00  
100-Player Complete 7.00

1/3 Deposit on All Orders.  
**SLACK MFG. CO.**  
124-126 W. Lake St. CHICAGO, ILL.

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All Readings Complete for 1945  
Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00  
Analysis, 3-p., with Blue Cover, Each .03  
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Samples of the Readings, Four for 25c.  
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**NEW DREAM BOOK**  
120 Pages, 2 Sets Numbers, Clearing and Polly. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15c.  
**HOW TO WIN AT ANY KIND OF SPECULATION**, 24-p., Well Bound .25c  
**PACK OF 79 EGYPTIAN F. T. CARDS**. Answers All Questions, Lucky Numbers, etc. 40c  
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**MENTAL TELEPATHY**, Booklet, 21 P. .25c  
**"WHAT IS WRITTEN IN THE STARS"**, Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; Sample, 10c.  
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name and ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

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Send for Wholesale Prices.

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Giant Yellow, excellent popping condition, expertly processed.  
Discount on large orders.  
Popcorn Cones, assorted colors, \$2.30 per thousand.

**GASOLINE APPLIANCES**  
Complete Line Coleman Burners, Pressure Tanks, Fittings, Tubing. Prompt Shipment  
**NORTHSIDE SALES CO.**  
(Established 1920)  
INDIANOLA, IOWA

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Many Styles  
Also Folding Tables  
PROMPT SHIPMENT



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Corner 26th St.

## AGENTS WANTED NORTH AMERICAN EXPO SHOWS

Dick Crawford, Roll Downs and Slum Store Agents. Arch Brumley, Clothes Pin Agents. Ray Belew, Blower Agents. Murl Deemer, Bowling Alley Agents. Aug. 27th, Hannibal, Mo.; then St. Joseph, Mo.; then Hutchinson, Kans., Fair. Wire or phone.

## SHRUNKEN HEADS

Shrunken Bodies, Mummified Attractions, Cannibal Heads, Ape Boy, Devil's Child, Wolf Boy, many others for window attractions, side shows, store shows, carnivals, circuses. Write for free circulars, photos and descriptions. Address:  
**TATE'S CURIOSITY SHOP**  
Rt. 9, Box 365, E. Van Buren, Phoenix, Arizona



★ **INSURANCE** ★  
**CHARLES A. LENZ**  
"THE SHOWMAN'S INSURANCE MAN"  
A1338 INSURANCE EXCHANGE CHICAGO

## WANTED DAVIDSON AND ORR AMUSEMENT CO.

Downtown Location. Free Gate.  
Ride Help for Merry-Go-Round, Swings and Kiddie Ride. Concessions—Stock Concessions, \$17.50 per week. Mitt Camps, Ball Games. Can place you, Tex Dow, C. D. Dean, Hobert Thomas, Bill Dean, Pete Smith, Herb Beard.  
JACK ORR, Mgr.; Dave Davidson, Agent, Franklin, Georgia.  
P.S.: Jack McCarty, can place you.

## EVERYTHING YOU NEED!

**POPCORN**  
FINE POPPING \$11.10 PER 100 Lbs.  
CONDITION CEILING PRICE

## POPCORN SEASONING

AND SALT (POINTS ON SEASONING)  
10c SIZE CARTONS — \$6.50 PER M.  
ALL SIZES OF BAGS

ORDER ENTIRE YEAR'S REQUIREMENTS NOW!  
IMMEDIATE SHIPMENT

ALL PRICES F.O.B. CHICAGO  
**POPPERS BOY PRODUCTS COMPANY**  
60 E. 13th ST. CHICAGO, ILL.

## KARL ALZORA WANTS

For SIDE SHOW, Outstanding Freak or Working Act. State salary. Wire BRIGHT LIGHTS EXPOSITION SHOWS, Indiana, Pa., this week.

## BAKER'S GAME SHOP

Wheels, Skillos, Tracks, Roll Downs, Razzle Dazzles, Pea Pool End Tables, Soup Peps, Milk Bottles, Heavy Metal and Aluminum, Pan Joints, Laydowns, Buckets, Eight Die Blocks, Ball Chucks, Waterfall Blowers, Bingo Blowers, Electric Bingo, Master Boards, Bingo Cards, Under and Over Cloths, Beat the Dealer Cloths, Penny Pitches, Bearings, Axes. Many Others Not Mentioned.  
2907 W. WARREN, DETROIT 8, MICH.

## SIDE SHOW AT LIBERTY AFTER SEPT. 15th

Not the biggest but the best. 110 ft. of solid flash. Would like to hear from all clean, up-to-date shows playing bona fide fairs in Tenn., Ala., Miss. and Ga. Will not cover up for any strong Grift Show that pays off with passes, as I don't feature Billy Goats. If you want a real show state all details and percentage.

## SAILOR KATZY HAPPY LAND SHOWS

Traverse City, Mich., this week

## FOR SALE

SNAKE SHOW and WHAT IS IT SHOW. Both shows complete, built this year. Two 20 watt A.C.-D.C. Bogen amplifiers with turntables. 2 good Turner mikes. 4 new 21-inch University speakers with 25 watt drivers. 1 new, 1 used 20x30 top and side wall in perfect condition. New poles and banner line, all fir. New banners. Pit for snake show, panel front case for It Show. Plenty of flash, jungle back drops, light panels, flags, palms, light strings, panel ticket boxes that speak for themselves. All built by the Master. \$1,200.00 cash takes all. Can be seen at Traverse City, Cadillac or Allegan, Mich.  
**SAILOR KATZY, care HAPPYLAND SHOWS**

**WHEELS**  
OF ALL KINDS  
Tickets—Paddles—Laydowns  
Complete KENO Outfits  
CARNIVAL SUPPLIES AND EQUIPMENT  
GAMES, ETC.

ALUMINUM MILK BOTTLES  
Now Available . . . Write

Write for Catalog  
**H. C. EVANS & CO.**  
1520-28 W. Adams St., Chicago 7

**"Firechief" Flameproofing**  
The compound that won't wash out—fire, water, weather resisting. Deliveries temporarily subject to approval of allocations. Write for information on deliveries of available supply.

**UNITED STATES**  
**TENT & AWNING CO.**  
2315-21 W. Huron St. Chicago 12, Ill.

**HURRY—HURRY**  
**CANVAS CEMENT**  
Pints—Quarts—Gallons.  
TAKE CARE OF YOUR CANVAS UNTIL  
TOTAL VICTORY.  
Mail Orders Now

**E. G. CAMPBELL TENT & AWNING CO.**  
100 Central Ave. ALTON, ILL.

**TENTS**  
NEW FOR NEXT SEASON OR NOW  
Concession and Carnival. Sidewall. Change Aprons. Write stating size wanted and will quote.

**D. M. KERR MFG. CO.**  
1945 W. Grand Ave., Chicago 22, Ill.

**TENTS—BANNERS**  
Charles Driver—Bernie Mendelson.  
Portable Corona Typewriter.

**O. Henry Tent & Awning Co.**  
4862 North Clark St. CHICAGO 40, ILL.

**SUNFLOWER STATE SHOWS**  
WANT

For Kansas' largest Labor Day Celebration, Hoisington, on Main Street; Northwestern, Okla.; Roundup and Rodeo-Fair Combined, Beaver, Okla.; then ten weeks in the heart of the best cotton West Texas has ever had. All joints open, including Diggers. Will book any Stock Joint regardless of kind. What have you? Need Shows, any Ride not conflicting. For Sale—25x40 Top, 20x40 Top, Wall, Elec. Pop Corn Machine. Wire

**C. A. GOREE, Scott City, Kans.**

**FOR SALE**  
After Labor Day  
Two 1 1/2 ton 1937 Chev. Trucks, closed body, completely overhauled, good rubber, with 4 spare tires. Also Concession Tops with frames, 4 12x12, 1 14x10, 2 14x14, 1 Fly 18x16, 4 12x8; 10 Daisy Guns, complete Pan Game, 2 8x4 Penny Pitch Board, 4 Wheels with new lay down. One Truck, can be seen on Dumont Shows at Ford City, Pa., Labor Day. The other Truck in Jacksonville, Fla., Oct. 1st, 412 Main St. Phone 30620, care Merlins.

**GEO. ATKIN**  
Care Dumont Shows Ford City, Pa.

**SECOND-HAND SHOW PROPERTY FOR SALE**  
\$40.00 Iron Boot Torture Specimen Glass Case.  
\$40.00 New Sleeping Tent, 12x14, with poles.  
75¢ New Government Flags, 36"x72", Red, White & Blue. Special price in quantity. We have plenty.  
\$20.00 Double Head Tom Tom, 16 1/2" inch diameter.

**WEIL'S CURIOSITY SHOP**  
12 Strawberry St. Philadelphia 6, Pa.

**READING'S SHOWS**  
Want Photo, Diggers, Ringo, Fishpound, Bowling Alley, String Game, Ball Games, Grab Joints, Want Grind Shows, Midet, Fat, Illusion. Want Ride Help, Concession Agents, Cook House Help, Petersburg, Tenn., Colt Show and Fair, Aug. 31 to Sept. 5; Hickman County Fair, Centerville, Tenn., week Sept. 10. Address: **W. J. WILLIAMS, Mgr.** P.S.: Sheldon wants Penny Pitch, Ball Game Agents.

**World of Today  
Flattens Missouri  
State Fair Mark**

(Continued from page 42)  
of the time he had invited the late Rubin Gruber to try his skill with the galloping dominoes, and Rubin lugged away all the silver as well as the folding stuff around. "Foot's" quickly changed the subject by inviting one and all to be his guests "at a joint where the fried chicken is out of the world." All hands accepted, but this pleasure was by-passed because of the necessity of catching a train. "Foot's" did not issue rain checks.

**Just a Pair of Kids**  
After the breather under the canopy, the caravan moved on, and next greeted was Jim Dunleavy, extolling the amazing features of his big snakes. Jim is a snappy 74, and he was quite happy because his daughter, Mrs. Rose Clawson, was visiting from the Clyde Beatty Circus. Next in line was Johnny Bejano's Side Show. Johnny, 85 years young and still spry enough, was on the bally, with an excellent trip inside.

McCaffery asked the old fellow, who has been on the midways for 57 years, what he was doing for fun.

"Just as good as you are," Johnny replied with a sly wink, and the subject was dropped.

Johnny Willander was on his own ticket box in front of his Monkey and Gorilla Show, and his power of persuasion had enticed a goodly portion of the throng to mill inside around the pits. It being the matinee, the girl shows were idle, but not so with the Funhouse, dubbed Lovers' Lane, which fairly purchased last winter from Patty Conklin.

"You are now standing in front of the greatest attraction on this or any other midway." Fairly expounded. "Wait a moment, and you'll see why." There were a couple of hundred others waiting and gaping at the upper level. At that moment a woman stepped into view, the air-hose shrieked, and her skirts rustled.

"Just my luck," moaned the Noble one. "When I want to show off, the power fails."

**A Lesson in Dealing**  
Time was taken out to watch Little Phil Little deal plate lunches off both arms in his cafeteria under the grandstand, and he was really dealing 'em off with his unbounded enthusiasm. Ernie Young's Man Friday, Dave Malcolm, was busy in front of the grandstand setting up for the premiere of the Young revue, and the spacious grandstand had about 5,000 cheering folk at the harness racing. The picnic grounds gave off real old-time fair atmosphere, numerous families being there with their box lunches. They had come for the day to see the fair.

Then, back to the World of Today office wagon, and Curley Reynolds agreed to act as an escort of one to the railroad station. It was then that Reynolds did talk a little.

"If we were to go to the barn right now we could chalk it up as a good season, and this spot really will put us over the top in great shape," he declared.

**New Record Certain**  
Facts are that the best any show ever has done at the Missouri State Fair was \$15,700, and last Wednesday night (22) the World of Today had that figure knocked in the creek, with Thursday, Friday, today and Sunday still to go.

The two-man caravan, accompanied by Reynolds, dropped into a cafe near the depot for a quick beer and a sandwich. At the bar a hand was extended, accompanied by a "How are ya, Mac?"

It was Oscar Haas, formerly of the Four Haas Brothers, who did a horizontal bar act when McCaffery was with Western Vaudeville Managers' Association many years ago. Oscar has been in business in Sedalia for more than a dozen years, and he says he doesn't yearn for the road, even tho he knows that acts like his now get almost as much for a split week as they did for two weeks of hard work.

Editor's Note—Frank B. Joerling, *The Billboard's* Brisbane of St. Louis, was seen working his hardest, leaning against a canopy pole on the midway. He reports that business for the *Cavalcade of Fairs* edition is mighty good, indeed.

**WATCH FOR**  
**The Announcement of America's  
Pioneer Maker of Outstanding  
Corn Popping Machines**

**CRETORS**  
Established 1885

**FOR SALE FOR SALE**  
**COMPLETE ORGANIZED CARNIVAL**  
Now in full operation in the South. Consisting of four Major Rides, one No. 5 Eli Wheel, good condition; one Little Beauty Merry-Go-Round, good condition; one Seven Tub Tilt-a-Whirl, good condition; Chair-Plane, good condition; one Transformer Truck, A-1 shape; Sound Truck and five Chev. Semi Trailer Trucks and one Short Truck; one 20x30 Marquee.

Address BOX D-15  
Care Billboard, Cincinnati 1, Ohio

**POPCORN**  
EFFECTIVE SEPT. 1, CORN \$11.10 PER 100 LBS.  
WE ARE NOW DELIVERING THE FINEST POPCORN MONEY CAN BUY

We stopped selling corn when we couldn't deliver the kind that Chunk-E-Nut (formerly Moss Bros.) is famous for. But now you can get it again . . . any quantity. Here's the corn with tops in popping volume. Don't forget we can also supply the best and strongest Popcorn cartons you ever handled . . . three popular sizes. Also Colored Cones, Glassine Bags and Seasoning. Over in the nut department . . . Peanut Bags and best Virginia Roasted-in-the-Shell Peanuts. 19c ceiling. 100 lb. bags. Get your order in now.

Our best references are  
CIRCUS, CARNIVAL, PARK AND THEATER BUYERS

**CHUNK-E-NUT PRODUCTS CO.**  
Factories in  
PHILADELPHIA 6, PA. PITTSBURGH 22, PA.

**BILL'S NOVELTY RIDES**  
BUSINESS GOOD  
WANTED WANTED

Ride Help that drives semis. I own my own Rides. Will buy Little Beauty Merry-Go-Round for cash. Want General Agent that knows Alabama and Mississippi. Can place few Stock Concessions. Now starting fall and winter show. Charlie Drill wants Agents for Ball Game, Penny Pitch and other Concessions. Drunks and agitators, save your time, you won't last here. We are in the heart of peanut country; plenty money here. Cuthbert, Ga., Aug. 27-Sept. 1.

**BILL BROWN, Owner-Manager**

**OCTOPUS ROLLOPLANE FLY-O-PLANE**  
World's Most Popular Rides  
**EVERLY AIRCRAFT CO., Manufacturers, Salem, Oregon**

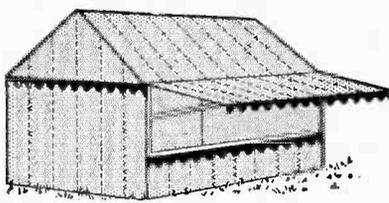
**ROLL TICKETS**  
Printed to Your Order 100,000 for  
**Keystone Ticket Co. Dept. B. \$19.50**  
10,000 ..\$6.50  
20,000 .. 8.00  
50,000 ..12.50

Send Cash With Order. Stock Tickets, \$16.00 per 100,000.

# "First Things First"

Because Government Orders come first we are still unable to manufacture civilian requirements.

HOWEVER . . . We now have a very high grade canvas cement which can be used to repair your tent and canvas equipment. Immediate shipment can be made in pint size cans and we will be happy to serve you. Write to Powers & Company, 26th and Reed Streets, Philadelphia, Pennsylvania.



## CONCESSION TENTS

Important Feature of Our Post-War Plans



# POWERS & CO.

MANUFACTURERS OF

# CANVAS GOODS

PHILADELPHIA, PA.

CHICAGO, ILL.

## WONDER CITY SHOWS

STILL BOOKING SHOWS

Rides, Concessions for as good a route as there is in the South. Leaksville, Miss., Legion Fair, this week, with Mobile, Ala.; Copiah County Fair, Hazlehurst, Miss.; Newton County Fair, Newton, Miss., and 10 other Fairs to follow. Address

**JOE KARR**

As Per Route

## WANT—ROYAL UNITED SHOWS—WANT! FOREMAN FOR FERRIS WHEEL AND RIDE HELP

Also Agents for Clothes Pin Store and Office Operated Slum Stores. Competent Office Secretary, excellent salary. Wire

ROYAL UNITED SHOWS

Waterloo, Iowa, August 31 to September 3; Tama, Iowa, September 4 and 5; Chariton, Iowa, September 6 to 8.

## WANT FOR — BIG 4-H CLUB STATE FAIR — WANT FOR

INDIANAPOLIS STATE FAIR GROUNDS, STARTING SUNDAY, SEPTEMBER 2ND. BIG LABOR DAY MONDAY, THEN BALANCE WEEK FAIR.

This date will be as big as the previous State Fairs, as extra expenditures, advertising, etc., have been approved.

WANT—OCTOPUS, ROLL-O-PLANE, SPITFIRE, FLY-O-PLANE OR ANY OTHER NEW NOVEL RIDE. WOULD LIKE TO HEAR FROM GOODING, CHAS. MILLER OR ANY INDEPENDENT RIDE OWNERS. CAN USE HIGH-CLASS SHOWS OF MERIT ONLY WITH OWN OUTFITS. CONCESSION SPACE TO LEGITIMATE CONCESSIONS ONLY. NO MONEY GAMES. ALL INQUIRIES TO

**ROGERS GREATER SHOWS**

BRIDGEPORT, ILLINOIS

Will place you at the balance of our Fairs if you desire booking.

## WONDER SHOWS OF AMERICA

This is a railroad show  
WANTS

Drome Manager with Riders. We have fine Drome with five Cycles and Automobile. Will consider competent Manager only. Need Ride-O Foreman and can use sober Ride, Show and Train Help. Want Cookhouse with or without own outfit for remainder of season. Can use Monkey Show or some Show that does not conflict for rest of season and next year. Billy Boudreau and Family, communicate with Jimmy Hurd as per route. Jefferson City, Mo., August 28 thru September 3.

## FOR SALE—ROLLOPLANE

24-Ft. Semi and Chevrolet, front end included, \$6,000 cash. Address

## HAPPYLAND SHOWS

Traverse City, Mich., August 27 to 31; Cadillac, September 1 to 7.

## FROM THE LOTS

### Virginia Greater

SOUTH NORFOLK, Va., Aug. 25.—Week ended August 18; location, South Norfolk showgrounds; auspices, VFW; weather, inclement; business, fair when weather permitted.

The show lost two nights, Monday and Tuesday (13-14), on account of rain. On Wednesday night, V-J Day, turned out a big crowd but biz was only fair. On Thursday the rains came again and the night was almost a blank. Business picked up Friday and Saturday.

Visitors from Suffolk, Va., 20 miles from here and the winter home of the show, included Larry Briggs, Mr. and Mrs. Wallace Goodrich, Mr. and Mrs. George Laderback; Harry Taylor and son; Captain Finnery, of the Salvation Army, and Sam Stallings, Suffolk postmaster. From Norfolk came Tommy Poplin, manager of the Art Lewis rides at Ocean View; W. G. Wade Jr., now in the navy; Mr. and Mrs. R. J. Gray and Mrs. Mugs Murphy. Nola Bass was surprised by her sister and a party of friends from Burlington, N. C.

Larry Astrom rejoined as manager of the cookhouse. George Burns, wearer of the Purple Heart and recently discharged from the navy, rejoined. Previous to the stand at South Norfolk, the show played Salisbury, where biz held up fairly well. Frankie Carleo left the show at Salisbury for his home in Orange, N. J. Mrs. Humphrey and son and daughter left for their home in New Jersey after visiting Mrs. Humphrey's sister, Mrs. Sarah Masucci. Hannah Trinker closed her War Show.—HAPPY ARNOLD.

### Bright Lights Expo

HERMINIE, Pa., Aug. 25.—Show moved here after a successful week at the Nanty Glo, Pa., firemen's convention. After ducking rain all week here to a fair business, the deluge came Saturday (11) about 10 p.m., with a large crowd of spenders on the midway.

Bud Vallier joined with a Girl Show and side show and enjoyed good biz. Mitch Wasson has been clicking with both the corn game and Penny Arcade. Sol Saulsberg, legal adjustor, has five concessions. Mrs. Saulsberg has charge of the front gate. Danny Donnini, with a line-up of neat concessions, has been getting his share.

Bruno and Tao Zacchini report satisfactory business with their rides and concessions. Bill Dubois has the Wild Life Exhibit, and Frank Norton, Monkeyland. Dunning has the diggers and snow cone concessions. Mike Lucas, in charge of the cookhouse, is kept busy trying to find meat. Hattie Dolan, operating two ball games and the Chairplane, reports an excellent season. Owners John Gecoma and L. C. Heck are optimistic with the fair dates coming up. The show plans to stay out until November, moving South after the Gratz, Pa., fair. Joe Rae has been doing a good job laying out some difficult lots. His wife, Anne, has been doing big business with her popcorn and candy apple concessions.

FRANK NORTON.

### A. M. P.

SPRING GROVE, Pa., Aug. 25.—Move from York, Pa., made in good time and everything was in order for the Monday (13) opening. Patronage started off lightly but picked up as the week progressed. York proved to be one of the better still dates of the season, despite the fact two nights were lost by rain. The best gross was on Saturday (11), while the best attendance was registered on Wednesday (8) when a giant birthday party was held by local officials on the recreation lot adjacent to the show lot.

Roy Gaylord has joined as electrician and mechanic. Rudy Caccia, who handles the mail and *The Billboard*, and Grace Sheaks visited their respective homes in Wilkes-Barre. George West has purchased a 1937 Buick sedan.

Tommy Allen, of grab stand fame, has added a duckpond. Rajah Rabo has the Walker Twins working in the *Temple of India* show. A. M. Podsobinski, owner-manager, made a hurried trip to winter quarters in Phoenixville, Pa. He placed an order for five new two-ton tractors. G. C. Mitchell, general agent, has recovered from a slight illness.

G. C. MITCHELL.

### Alamo Exposition

GARDEN CITY, Kan., Aug. 25.—Trip from Great Bend, Kan., made in good time. Hitch on the office trailer broke but no damage resulted. Great Bend proved only fair for the concessions but the shows and rides garnered good business.

Garden City gave the show a solid opening and business continued good. Show didn't open Tuesday night (14) because of the war's end and the folks celebrated in various ways. Jack Ruback was host to the staff. Jack Little, Roy Allen, Bill French and Joe Ulcar went night clubbing. With all the cafes in town closed, Liptrap's cafe and Whitey Lively's sandwich shop were kept busy feeding not only the showfolk but the towners, as well.

Jack Ruback's brother, Mike, has joined. Everything has been put in tip-top shape for the fairs.—TED CUSTER.

LAMAR, Colo., Aug. 25.—After a good week's business at Garden City, Kan., show moved here in good time and was ready for Monday's opening. Jack Tally has a full crew on his nail store, including Dusty, one of the old-timers. Leon Cadwell has charge of the Octopus, and has been clicking. Much repairing and painting has been done in preparation for the fairs.

Most of the kiddies have left for their various homes to get ready for the opening of school. Manager Jack Ruback says he will miss the birthday parties. He always saw to it that the kids had a birthday shindig. Word has been received that Albert Wright is up and around again and that he will visit the show soon.—TED CUSTER.

### IMMEDIATE DELIVERY

## POPCORN

Any quantity, top quality high-popping-volume corn, per 100 lbs., \$12.10 (O.P.A. Ceiling). Order Now!

## BOXES

Heavy Blue & White, any quantity from 1,000 to 50,000. 5c, 10c, 2 for 15c sizes from \$5.00 to \$6.50 per M. (Name imprinted FREE on orders of 50,000.)

25% deposit with all orders, bal. C.O.D.

## J & N Popcorn Specialties

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## FOR SALE

### PEDIGREE COCKER SPANIEL PUPPIES

Best blood lines. Shipped anywhere on money-back guarantee if not satisfactory. \$35.00 and up.

## ORMYLA KENNELS

ORVILLE AND MYRTLE LA ROSE, Owners  
ROUTE #2, DOTHAN, ALA.

## FOR SALE

Late Model Single Loop-o-Plane, A-1 condition. Can be seen in operation in East Hampton, Conn., week of Aug. 20-25; Unionville, Conn., Aug. 27-Sept. 1.

### CONNECTICUT CARNIVAL SUPPLY CO.

35 Winthrop St. Bristol, Conn.

## WANTED AT ONCE AGENTS

For Pitch-Till-U-Win, 6 Cats, Slum Skillo and P. C. Must have experience. Wire

## HIRAM BEALL

Care Lawrence Shows Tamaqua, Pa.

## WANT

A Ferris Wheel and five Major Rides, also Concessions. Will pay spot cash if delivered to Maryland. What have you?

## J. W. ISAAC

25 Eastern Avenue ESSEX 21, MD.

**FOR SALE**  
**"Emerson"**  
**IRON LUNG**  
 Complete attraction ready to operate. 20x30 Royal Blue Tent—60 Ft. Steel Banner Line. All new Banners (O. Henry), Blow-Ups, Window Cards, Special Advertising. 25 Ft. Tandem National House Trailer—1941 Ton and Half International Truck, long wheel base, good rubber, 12,000 miles. This attraction must be seen to be appreciated, now showing Coney Island Amusement Park, Cincinnati, Ohio. Have six weeks of Ohio Fairs booked starting Sept. 12.  
**CHAS. W. STANLEY**  
 Care Exhibition Bldg.  
 Coney Island Amusement Park  
 Cincinnati, Ohio

**FLYING SCOOTERS**  
**"QUEEN" OF THE FLYING RIDES**  
**NOW TAKING ORDERS**  
**BISCH-ROCCO**  
**AMUSEMENT CO.**  
 5441 S. Cottage Grove Ave.  
 CHICAGO 15, ILLINOIS

**TILT-A-WHIRL #13**  
 9 Car, now operating in Daytona Beach Amusement Park. For sale reasonable. Come and see it. Sale after Labor Day. Address  
**JIM FOREST**  
 31 N. Atlantic Avenue, Daytona Beach, Fla.

**FRANK ORGAN SERVICE**  
**SERVICE ANYWHERE NOW**  
**BUYS, SELLS OR TRADES**  
 4948 Waveland Ave.  
 Pens. 2613 Chicago 41, Ill.

**FOR SALE**  
 MANGELS KIDDY RIDES, WHIP, BOAT, FERRIS WHEEL, AIR-O-PLANE. CAN BE SEEN OPERATING.  
**AL-KAY**  
 BOX 54 SEASIDE HGTS., N. J.

**RIDE HELP WANTED**  
 FERRIS WHEEL and TILT-A-WHIRL MAN. Also want Photo Gallery and Scale.  
**HADJI DELGARIAN**  
 2303 N. Melvina CHICAGO 39, ILL.

**FOR SALE**  
 Modern, well established Soda Fountain and Short Order Business, located on main highway, county seat and shopping center. Equipped for curb service, living quarters in back, two car garage. Many opportunities for enlargement. Reason for selling, widow wishes to retire. "THE OASIS," Mrs. M. Brutcher, Princeton, Ill.

**WANTED**  
 Information Concerning the Whereabouts of  
**ANDREW (ANDY) BAKER**  
 Address BOX D-10  
 Care Billboard Cincinnati 1, Ohio

**McMAHON SHOWS WANT**  
 at once—Merry-Go-Round Foreman, Second Man for Rides. Top salary if capable. David City Fair, Aug. 28-31; Schuyler Labor Day Celebration, Sept. 1-3; Madison Fair, Sept. 7-9; all Nebraska.

**7 CAR TILT-A-WHIRL**  
 For Sale—\$2,500.00 cash. Can be seen on Reading Shows, Petersburg, Tenn., Fair, week Aug. 31 to Sept. 5th; Centerville, Tenn., Fair, week Sept. 10th. Also one Auto Kiddie Ride, \$125.00. Address as per route or  
**W. J. WILLIAMS**  
 1417 Dickerson Rd. Nashville, Tenn.

**Central American**  
 YORK, Neb., Aug. 25.—The show opened to good business here and this may prove the banner spot of the season. Everything is painted and in order for the fairs. The show has 6 rides, 3 shows and 25 concessions. Line-up includes Ray Wheelock, three concessions, Athletic Show and Kiddie Airplane ride; Tommy Henderson, seven concessions; Brownie Bishop, five concessions and Chair-o-Plane; Mr. and Mrs. D. M. Campbell, corn game; Shorty Hively, pan game; L. M. Peavey, percentage; Giff Roberts, two concessions and girl show; Mr. and Mrs. W. R. Sage, two ball games; Frank Bynam and C. M. McKay, popcorn, juice and grab, and Bob Mitchell, mitt camp.  
 The big event was the birthday party for Jenny Wren Lee, daughter of Mr. and Mrs. S. O. Lee, owners at the corn game. Luncheon was served. Miss Lee, who marked her 15th milestone, received many beautiful gifts. Attending were Paul Broderick, Frank C. Miller, W. E. (Blackie) Botman, Mr. and Mrs. Campbell, Mr. and Mrs. G. H. Roberts and family, Joe Snow, Shorty Hively, Mr. and Mrs. Tommy Henderson and family, James Monroe, Mr. and Mrs. Otis Hall, Red Applebee, Red Waller, Happy Debose, Bob Bullock, Frank Bynam, C. W. McKay, Mr. and Mrs. W. R. Sage, Bob Mitchell and family and John Lee, Jenny's grandfather.

**Bantly's All-American**  
 HYATTSVILLE, Md., Aug. 25.—This spot was a bloomer, week ended August 18, despite V-J celebrations, perfect weather, a well-located lot and strong advertising.  
 Show didn't open Tuesday, and Wednesday and Thursday most natives went to Washington to celebrate. A few came out Friday and Saturday, but not enough. Town had been closed for three years and in the past had been a good stand.  
 Harry Copping, father of Mrs. Herman Bantly, was a visitor from Reynoldsville, Pa., hale and hearty in his 70s. Mrs. Bantly was confined with a cold. Herman Bantly, midway wags say, is pulling more of that Sarah Bernhart stuff about this being his farewell tour.  
 The writer leaves for the West Coast soon, his contract with this org. expiring September 1, and the Skoble-Barlow-Porter combine has been dissolved.—AL PORTER.

**Sparks Bros.**  
 FULTON, Ky., Aug. 25.—Week ended August 18; location, ball park; auspices, Young Men's Business Club; weather, okay; business, fair.  
 The return engagement here under the same auspices and under favorable weather conditions gave the show fair biz but not up to expectations. V-J Day holidays hindered rather than helped. The show was augmented with a new Wild Life Show and a Nudist Colony attraction. O'Steen's photos joined for the week.  
 Owner Frank Sparks and Ed Sweeney made a business trip to Memphis. Mrs. Cunningham surprised her husband, Slim, with a birthday party. Mrs. Roy Littleton, who operated concessions with her late husband, visited Mr. and Mrs. H. G. Starbuck. Mrs. Pat Brown has purchased a Boston Bull. Dad Grant, master painter, is touching up the ticket boxes.—H. G. Starbuck.

**J. F. Sparks**  
 CARTERSVILLE, Ga., Aug. 25.—Weather was fair here and business was the same. Show came here after a successful week at Rome, Ga.  
 Ferris Wheels topped the rides, despite the fact that Bill Dunn, foreman, lost part of the equipment en route.  
 Mr. and Mrs. McGrath joined with photo layout and Eddie Wheeler returned with concessions.  
 Betty Coughenour, niece of the owner, has announced her engagement to a sailor, Ted McConn, of Florida.

**Mad Cody Fleming**  
 ELBERTON, Ga., Aug. 25.—This was the first real red one of the season, after a season of just fair biz. Previously the show enjoyed a good week's business at Augusta, Ga., under auspices of the City and County Employees' Union. Here at Elberton, the show, the first to visit here in three years, played under auspices of the Legion.

**HEAR YE! HEAR YE!**



**LADIES AND GENTLEMEN... OWNERS AND CONCESSIONAIRES**

**CARNIVALS... CARNIVAL FIELDS**  
**CIRCUSES... ARENAS**  
**BALL PARKS**  
**AMUSEMENT PARKS**  
**ALL INDOOR AND OUTDOOR**  
**JUICE-JOINT OPERATORS**

*Save Money!... Make Money!*

**1-2-3 MIXER**

The most amazing line of tart flavors and sour bases for ades, coolers, and the like... for all-year 'round use.  
 SO EASY TO PREPARE... JUST LIKE ITS NAME... 1-2-3 and You have It! No mess... No waste... Every drop utilized... Made from Oil of California Lemons (or Oranges or Limes) with other wholesome ingredients... Nothing like it for sheer economy plus quality...  
 You can get 1-2-3 MIXERS wherever you are... wherever you go... jobbers carry it in cities and towns... **FREE TRIAL PACKAGE: Write us for nearest jobber. He will be glad to give you samples and demonstrate its amazing value for you!**

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Ordinary method and ingredients for packaging to obtain a tart flavor or sour base...  
 Natural flavor from Oil of California Lemons—THE PLUS FLAVOR—which, together with other wholesome ingredients, equals...  
 ...the original formula and new method created by the One Two Three Company in 1939...



**FREE TRIAL PACKAGE**  
 Write us for the nearest jobber—wherever you are—he will be glad to send you **FREE TRIAL PACKAGE** and demonstrate its amazing value to you.

**CAUTION: Beware of imitations.** 1-2-3 Mixer is the original 2-bottle package, necks protruding from package. Look for the Patent No. 1,731,153 to make sure you are getting the original—the assurance of the right quality.

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## FAIRS—FAIRS—FAIRS—FAIRS

Week Sept. 10—Rutherford County Fair, Rutherfordton, N. C.  
 Week Sept. 17—Open.  
 Week Sept. 24—Williamsburg County Fair, Kingstree, S. C.  
 Week Oct. 1—Colleton County Fair, Walterboro, S. C.  
 Week Oct. 8—Union County Fair, Union, S. C.  
 Week Oct. 15—Lee County Agri. Fair, Bishopville, S. C.  
 Week Oct. 22—Georgetown Exposition, Georgetown, S. C.  
 Week Oct. 29—Manning Greater Fair, Manning, S. C.  
 Biggest Armistice Day Celebration in the South.

## WANT—WANT—WANT—WANT

Concessions that work for Stock and not over 10c, no P. C. Hi Striker, Basket Ball, String Game, Bowling Alley, Ball Games. Sell exclusive on Age and Scales, Lead Gallery, Mitt Camps. SHOWS with own equipment that don't conflict. Opening for Fun House, Glass House, Mechanical City, Fat People, Midget Motordrome. (No Girl Shows.) COLORED PERFORMERS and MUSICIANS for the best Colored Revue in South, Singing and Dancing Comedian, Brown-Skin Girls. Trumpet, Sax, Bass. Wire Doc Anderson or Prof. Vadalia. Salaries paid by office. RIDE HELP: Second Men all Rides, Foreman handle brand-new streamlined CATERPILLAR. Will arrive Sept. 7th direct from factory. Truck Drivers. Can use good Special Agent. Geo. L. Smith, wire. Concession Agents, Cookhouse Help, come on. Address:

L. C. McHENRY, Mgr.

## CRESCENT AMUSEMENT CO.

Concord, N. C., This Week

## ELKHART COUNTY FAIR

Goshen, Ind., September 3 to 8—This Fair Opens Monday With a Big Special Labor Day Celebration and Will Continue Thru Saturday

Can place Independent Shows of all kinds, especially want Penny Arcade. Can also use a few more legitimate Concessions for this date and four other Fairs to follow. Bourbon, Ind., follows Goshen. Now reserving space for the Kalamazoo, Mich., Free Fair and La Grange, Ind., Street Fair.

Address

## W. G. WADE SHOWS

Medaryville, Ind., This Week

## WANTED INDEPENDENT RIDES

WANTED—Rolloplane, Flyoplane, Octopus, Spitfire. Wanted to play 4H Club State Fair, State Fair Grounds, Indianapolis, Indiana, September 2 to September 5. Address

## ROBERT H. KOBACHER

Care Lincoln Hotel, Indianapolis, Indiana

## Sunshine Shows and Holman Parks Want

All kinds Rides, Shows, Concessions (no grift) at once and all winter's work in Florida. With the war over this will be a big boom. Write SAM HOLMAN, Care Sunshine Shows, Perry, Fla.

## CASS COUNTY VICTORY FAIR

CASSOPOLIS, MICHIGAN  
 September 4-5-6-7-8 Included  
**WANTS**

Legitimate Concessions of all kinds, Penny Arcade, Monkey Show, Snake Show, Mechanical City. Coldwater Branch County 4-H Fair to follow. Write or wire

C. D. MURRAY, Mgr. W. G. Wade Shows Unit No. 2  
 Rensselaer, Indiana, August 27 to 31

## SNOW CONE SUPPLIES

Spoons; all in stock ready for same day shipment. If you are not buying from us, get our price list today.

Gold Medal Products Co. 318 E. Third St., Cincinnati 2, O.

Stewart Asbury, commander; Joe Allen, adjutant, and I. V. Hulme, who handled the business for the Legion, did everything in their power to co-operate. All rides, concessions and the front gate did good business.

Hobart Thomas, C. Dean and Ben Dow left to join other shows. The Mitchell Brothers have added three concessions, giving them 12. Erwin Heller added three to bring his total to five. Pete Smith joined with two. Other concessionaires are Frankie Shelton, Lyle Schilling, Clyde Dowdy, S. L. Griffen and Grade Fleming.

John (Dad) Davis, Eli foreman, left to undergo treatments at Columbus, Ga. A new truck and a semi have been added. Paul Jarvis has taken over the Merry-Go-Round. Jesse Boseman is the billposter, and the writer is on tickets. SALLY BOSEMAN.

## R. & S. Amusements

JACKSONVILLE, N. C., Aug. 25.—Despite the fact it has rained plenty during the last six weeks, the show is still on the right side of the ledger. New Bern, N. C., a return date, ended okay, after the first three days were lost by rain. Beaufort, N. C., started off big but the rains came shortly after opening. Business, however, was surprisingly good, with the Jaycees the sponsor. The kiddie matinee promised to be one of the best of the season. With 3,000 kids on the lot, rain came at 3 p.m. The night was clear, however, and 4,500 admissions came thru the gate. *The Beaufort News*, Lockwood Phillips, publisher, gave out with plenty of publicity.

Jacksonville proved a good spot, altho rain was plentiful. Among recent visitors have been F. Stanley Reed and Lloyd Reece, of the Bradley & Benson Circus; Mr. and Mrs. Carter Tisdale, former troupers, and Earl and Mabel Kanuff. The Kanuff's played leading carnivals for many years. They now operate florist shops in several North Carolina towns.

Concessionaires reported good business. They are Louis Williams; Lindsey Pigott; C. Abbott; Tom Hale, owner of bingo; S. P. Young, engraving stand, and Percy Sink. Howard and Vera McCann report good business with Bob Parker's Diggers.

Mrs. Lera Hedgecock is visiting her mother in Princeton, W. Va. Mrs. Edmond Johnson is *The Billboard* agent. Carter Barnhill, chief Diesel electrician, has the two plants in tip-top condition. Mrs. Barnhill is cashier at the main entrance. Eddie Cooper, legal adjuster, is busy meeting all the visitors. His concession staff includes Bert Cooper, Harry Morris and Mrs. Pat Lewis.

The show has added four more trucks for the fall dates and will combine with the Marks Shows for the Second Annual American Legion Thrill Circus at Wilmington, N. C., week of October 15. Show is booked solid until the closing date at Warsaw, N. C., November 11. WALTER D. NEALAND.

## Gold Medal

HERRIN, Ill., Aug. 25.—Monday (13) found biz only fair and the show did not open Tuesday night because of the Jap surrender announcement. Wednesday, however, was a big day, with more than 4,000 paid admissions. Wednesday gave the show its largest single day gross of the season. Thursday and Friday proved good. The Tilt led all rides, with the Octopus second. Mose Smith reports that he had the biggest day of the season Wednesday (15) with his Big Snake. Cavalcade paced the shows.

Pop Edwards joined with his Mystery show. George Peterson purchased a new frozen custard and had a big opening week.—FRANK GASKINS.

## Sunshine

MADISON, Fla., Aug. 25.—Week-ended August 18 brought very good business, despite the fact that another show, sponsored by the American Legion, moved in the second week. We were so situated that patrons wishing to get to the other show had to cross our lot first.

Edward Hooper, jewelry wire worker, joined, and said it felt good to work without an overcoat. Carl Carter is back after a visit to his home. Mary Lee Holman, secretary, has left for her home in Union, W. Va. to see her brother, recently returned from overseas. She will return in a few days. SAM HOLMAN.

## FOR THE FAIRS

Get Our New War Show

## WORLD WAR II

Including Jap and Nazi Atrocities and The Terrible Destructive Atomic Bomb.

3 banners, 36 viewing boxes with great scenes inside, 30 great blow-ups in color and black and white picture panels in frames; also 8 big 46 in. by 66 in. blow-ups in frames for front, clearing hundreds of dollars per day on fairs, etc. Run by 2 people. Average tent required 20 by 30 ft. Piling up great records at 25 cents.

ONLY \$550.00

No. 2—Smaller Show, \$340.00

From now on war shows will get more money for next ten years than ever. We know. We built War Show No. 1 for 12 years. Send 1/3 deposit, remainder collect, or write for info. on War Shows and on great

## "BOUQUET OF LIFE"

Showing pre-birth, actual birth and world's greatest "miracles of birth" or freaks. The show that is topping midways on our largest carnivals and in parks.

Note: We have another War Show with 25 big blow-ups in color, 46 in. by 66 in. Great Jap and German atrocities and Atomic bomb and 3 8x10 banners, only \$450.00. Big money on fairs now, then south or in storerooms all winter. Supply limited. All goods guaranteed.

CHAS. T. BUELL & CO.

BOX 306, NEWARK, OHIO

## NORMAN LITTLEFIELD

### —WANTS—

PERCENTAGE AGENTS, all kind. Can use GOOD Pin-Store Crew. ROLL-DOWN Agents, SKILLO Agents, SLUM Agents. All above must be sound people. Johnny Reed, legal adjuster. Join Alexandria, Tenn., Fair, opens Wednesday.

REGAL EXPOSITION SHOWS, INC.

## BORDER STATE SHOWS WANT

Man to work Photo Gallery, Ball Game Agents. Have Mitt Camp open. Can place a few more clean Concessions. Fairs open at Hinton, Sept. 6-7-8; Hobart Fair, Sept. 13-14-15; others to follow. Long season south in the cotton country. Hammon, Okla., this week.

## TENTS

CONCESSION TOPS, ALL TYPES OF CARNIVAL CANVAS, CAMPING TENTS, AND BIG TOPS. HAVE 1 20'x30'x8' PITCH. GABLE END, TOP ONLY, ALMOST NEW.

TENTCO CANVAS, INC.  
 130 GREENE ST. NEW YORK 12, N. Y.

## OPENING RAINBO CARNIVAL

September 10 for 14 weeks south, on Cotton Tour. Will book or buy Ferris Wheel. Can place Grab Joint and a few more Concessions not conflicting. Contact TEX ROLLINS, Worthington, Ind., this week.

## AM NOW BOOKING

For Texas, Greatest Mexican Fiesta, Riverside Park, Waco, Sept. 14, 15, 16. Have opening for Ferris Wheel and Mixup. All Legitimate Concessions open. No racket. 25,000 attendance last season.

### POP HALE

425 So. 8th WACO, TEX.  
 Phone 2-9347

## OMAR'S GREATER AMUSEMENTS WILL BOOK OR BUY

One Flat Ride, Bingo, other Concessions, Shows with own transportation. Want Agents. Walter Canipe wants Roll Down Agents. For Sale—15 KW. D.C. Generator, cheap. Stuttgart, Ark., Aug. 27 thru Sept. 1.

# CLUB ACTIVITIES

## Showmen's League of America Sherman Hotel, Chicago

CHICAGO, Aug. 25.—Chairman Charles G. Driver announced that the final meeting of the Nominating Committee will be held early in October to assure early completion of the report on candidates. Bob Parker and his Ways and Means Committee have mailed letters on the Cemetery and Hospital Fund Drive. Annual directory this year, reverting to its original style, will include only \$10 type listings. Directory will be issued as the League's Banquet and Ball program.

Mustering-out checks have been sent to N. P. Raymond, Maxwell Harris, Eugene A. Harper, Luther M. Sinclair and W. B. Featherston.

Vince McCabe, leaving the Wonder Shows of America, has returned to Chicago. Mel Harris has returned after a long absence. John Haye, formerly of the Conklin Shows, called at the clubrooms. George Raner, Al Rossman and Lou Leonard have returned to the Royal American Shows. Recent visitors were Oliver Barnes, Earl Wagner, M. J. Doolan, Mike Wright, Charles H. Hall, Petey Piver, Maxwell Harris, Jack Krutt, Ozy Breger and Smiley Daly.

Current sick list, all convalescing, includes George Terry, T. Dwight Pepple and William J. Coultry. Red Cross donations have been received from Thomas M. Henderson and Mr. and Mrs. Earl Bunting. Dues payments are arriving daily. Better send yours in today. John Gallagher has filed an application for P. H. Brady.

Terrell Jacobs and James Edgar visited while in Chicago on business. Bob and Leona Parker have left for the East. Rube Liebman writes from Minnesota that his fair season is going smoothly.

### Ladies' Auxiliary

Lillian Woods, Treasurer, has returned from her vacation at Lake Marie, Wis. Mrs. Tom Rankine Jr., is vacationing in Worcester, Mass.

Applications for membership are coming in fast and a special meeting to act on these will be held soon. Dues are due now and may be sent to Elsie Miller, 4215 West Fifth Avenue, Chicago 24. Mrs. Henry Beiden, chairman of the bazaar, welcomes all donations.

Ann Stewart is recuperating at her home in California after a long illness. Mrs. George Golden's mother is ill in Miami. Nan Rankine, of the Happyland Shows, visited the World of Pleasure Shows in Fowlerville, Mich.

Rose Page is vacationing in South Haven, Mich. Edna Stenson O'Shea, Pearl McGlynn and Billie Lou Bunyard are spending two weeks at Lake Delavan. The Bob Parkers and Mrs. Parker's mother, Mrs. Lottie Mayer, are spending the summer at Lake Delavan. Their recent guests were Mr. and Mrs. J. C. McCaffery. Mr. and Mrs. G. L. Wright also are spending the summer at Lake Delavan.

## National Showmen's Association 1564 Broadway, New York

NEW YORK, Aug. 25.—All members of the association were shocked at the death of Sam Lawrence. Walter Sibley, secretary, attended the services at Reading, Pa., Sunday (19). Also in attendance were Jake Shapiro, Pittsburgh; Ralph Endy and Clem Schmitz, New York, and Mr. and Mrs. Jackie Fields, Carlisle, Pa. Services also were held in Riverside Memorial Chapel, New York, Tuesday (21).

Lon Ramsdell, chairman of the publicity committee, sent in lots of ads. Also received was a donation of \$110 from the B&V Shows, secured by Justin Van Vleet and Queenie, not to mention most of the members of the show, as the result of a bingo game. An advertisement has been received from George Isengrad, T. D. Williams and Ritz Barbeque.

The eligibility committee met Thursday (23) to vote on the membership applications of Harry Stahl, sponsored by D. D. Simmons; Hal Hope and Robert W. Harris, sponsored by Pat Martino; Joe Walker, sponsored by John McCormick; Meyer Gendel, Nathan Tash and Ward C. Graves, sponsored by Harry Kaplan, and Jacob Kregag, sponsored by Oscar C. Buck.

Letters have been received from Jack Gallager, Eddie Mann, George Cramer, George Hamid, Louis Rosshandler, and Eddie Brown, of the Pacific Coast Showmen's Association. Payment of dues was made recently by Sam Spitz, Martin H. Smith, George Traver, Robert Lawrence, Angelo Thomasino, Max Tubis, Robert S. Hunter, Phil O'Neal, Albert Bydairk, Samuel Cohen, H. Bernard Kelley, Clinton Sinclair, Louis Herman, William Gottlieb, Ernest T. MacIntyre, Patrick Schilly, Victor Weinberg, Henry Fein, Louis Zackowitz and Charles Holtz.

Frank Schillizi, recently released from Veterans' Hospital, is visiting fairs. Dick Gilsdorf is coming along okay after his accident. Harry Heller has his leg in a cast and may have to undergo an operation. George Johnson has been discharged from Lenox Hill Hospital. Sam Prell, who has been confined to his home by illness, is up and around again. Red Finklestein is out of the hospital and recuperating slowly. Jackie Allen was operated on Friday (24) in Polyclinic Hospital.

New photographs in our distinguished members' gallery are Gene O'Donnell, Col. Harold Hoffman, Eli Lagasse, Leo Bistany, Ralph Decker, Joe Rogers and Benny Weiss. Reservations for the banquet are coming in at a fast clip and a sellout is anticipated. Sam Rothstein, general banquet chairman, will call a meeting of the chairmen of the various committees soon.

## Showfolks of America San Francisco

SAN FRANCISCO, Aug. 25.—President Sammy Corenson called the Monday (20) meeting to order, and 65 members answered roll call. Membership drive is progressing rapidly and 16 members were recently admitted. Among them were E. K. Fernandez, of Honolulu, and Bill Kindel, of Kindel & Graham, San Francisco. Another of the new members, Mrs. Anna B. Pabst, of West Virginia, who saw our membership drive notice in *The Billboard*, sent in \$25 for the Cemetery Fund.

Harry Seber, first vice-president and chairman of the Cemetery Fund, is now working on the Cemetery Monument Fund. He reports receiving a \$100 subscription from Felix Burke, of Sacramento, and the same amount from Kindel.

Members of the Crafts 20 Big Shows were guests in the clubrooms before their Oakland opening. Entertainment and a big feed was provided.

Fred Weidemann, of the Publication Committee, says the bulletin will be out on time. He thanks members who furnished material. Guests at recent meetings included Jack and Joe La-Crosse, Mr. and Mrs. Joe Kay, Brownie and Estelle Rosenthal, and Lester Pinter, of Joe Reichman's orchestra.

A gold star has been added to the Roll of Honor banner for Joe B. Rossi, who was killed in action in Germany.

## Pacific Coast Showmen's Association 623 1/2 S. Grand Ave., Los Angeles

LOS ANGELES, Aug. 25.—Plans for the annual banquet and ball got underway at the regular Monday (20) meeting when Joe Glacy was named chairman. On the rostrum were Bill Hobday, fourth vice-president, who presided; Joe Mettler, third v.-p.; John Backman, executive secretary, and Ed Mann, recording secretary.

Membership drive was boosted when Mettler pulled out a sheath of applications which he had secured at Mission Beach.

Max Morrison attended, and made a brief talk. The club's August bulletin is being prepared and will be mailed in a few days. A new system of book-keeping is being installed by Edgar Steeves.

Being the first meeting after the surrender of the Japs, the club paid homage to victory by lowering the lights. A prayer for guidance and thanks was offered by Hobday.

### Ladies' Auxiliary

Mabel Brown, vice-president, presided at the Monday (20) meeting in the absence of President Marie Tait, who is visiting in San Francisco. Minnie Fisher, chaplain, opened with a prayer.

Gloria Barth was reported ill. Rose Rozard won the bank award. Mabel Stark was present after a long absence. Peggy Blondin was anxiously awaiting word from her son who was expected to land in San Francisco from overseas duty. Maybelle Bennett, chairman of the bazaar, announced that there were places for more names on the luncheon cloth. A bazaar party will be held Wednesday (29) at the home of Edith Hargraves.

A special board meeting will be held

September 10. No meetings will be held until that date, after which meeting will be held every Monday. Letters have been received from Lucille King, Betty Coe, Fay Prosser, Consuelo Blake-slee and Mrs. Johnnie Davis. A wedding announcement was received from Marty Ernst and Lieut. William D. Wills from Kennewick, Wash. Marguerite Aldridge was congratulated on the arrival of a grandson, Jack Roland Thompson, August 12.

## 3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6c.

## 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

### LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c. Large Numbers Board, 6 in. type, 4 ft. by 15 ft., in 3 collapsible sections, non-electrical ..... \$75.00  
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 ..... 1.25  
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 ..... 2.00  
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000 ..... 1.25  
3,000 Featherweight Bingo Sheets, 5 1/2 x 8, loose, per M ..... 1.40  
Round Gray Cardboard Markers, 1800 for 1.00  
Thin Plastic Markers, brown color, M ..... 2.00  
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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19 W. JACKSON Blvd., Chicago 4, Illinois

# MINEOLA FAIR

SEPTEMBER 11-SEPTEMBER 15 Inclusive

WANTED—ALL CONCESSIONS EXCEPT WHEELS. PENNY ARCADE WANTED. SHOWS WITH OWN OUTFIT. MUST HAVE FIREPROOF CANVAS. SHOWS ALREADY CONTRACTED FOR MINEOLA FAIR, GET IN TOUCH WITH US AT ONCE. EMIL SOLOMON, CONTACT US AT ONCE.

## I. T. SHOWS, INC.

ISIDOR TREBISH, Pres. — PHILIP ISSER, Gen. Mgr.

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NOVELTY MERCHANTMEN .....	90
IRON CLAW DIGGERS .....	19
ELECTRIC TRAVELING CRANE .....	15
BUCKLEY TREASURE ISLAND .....	13
BUCKLEY DELUXE DIGGERS.....	14
<b>TOTAL .....</b>	<b>151</b>

ALL COMPLETE, IN GOOD WORKING CONDITION. 1c SLOTS, SPARE MOTORS, PARTS AND MERCHANDISE.

# RIVERVIEW PARK COMPANY

Roscoe and Western

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## AGENT WANTED

for Scafes, Guess Age; Novelty Men for Trenton, New Jersey, State Fair and six big fairs in the South. Twenty weeks' work Indoor Circus Rodeo this winter. Apply to

### A. HYMES

104 Thatford Ave. BROOKLYN, N. Y.

## RIDE-O FOR SALE

12 car, in perfect condition, all rebuilt, new upholstery. Now operating. Also transportation if you want it. Two International Tractors. Two 24 ft. Fruehauf Trailers. Address:

### TURNER SCOTT

166 S. Ocean Ave. Daytona Beach, Fla. P.S.: Yes, Scott Bros.' Shows going on the road. Same policy as the late C. D. Scott operated.

## WANTED

FOR 7 FAIRS AND CELEBRATIONS IN ARKANSAS—SHOWS, RIDE HELP.

## MOUND CITY SHOWS

Lebanon, Mo., this week

**IMPORTANT NOTICE****PILOT TRAINER**

Is Manufactured Exclusively for and  
Sold Exclusively by

**PILOT TRAINER SALES CO.**

2 COLUMBUS CIRCLE

NEW YORK 19, N. Y.

No other firm has the right to manufacture or sell PILOT TRAINER or use the  
PILOT TRAINER name.

**PRELL'S BROADWAY SHOWS****WANTED FOR JUANITA COUNTY FAIR**

Port Royal, Pa., Starting Labor Day, and Ten Other Fairs To Follow

Ball Games, Bingo, Guess-Your-Age, Scales and Ten-Cent Grind Stores.  
Also few choice Wheels. Truck and Motor Mechanic. Also Ride Help, Semi  
Drivers preferred. Can use one more High Wire Act. P.S.—Fair Secretaries,  
we have two weeks open in South for October. All answer care Show,  
Elkton, Maryland.

**DODSON'S WORLD'S FAIR SHOWS****CAN PLACE AT ONCE**

First-class Publicity Man. Must be sober and capable of promoting chil-  
dren's matinee. Address DODSON'S WORLD'S FAIR SHOWS, Fort Smith,  
Ark., August 27 to September 3; Ardmore, Okla., September 4 to 8.

**WANTED****FOR THE DESHLER BROOM FACTORY  
55th ANNIVERSARY CELEBRATION**

September 27, 28 and 29

A Carnival, a High Act and a Clown or Comic Act, also Eating and Drink  
Stand. Write or wire T. S. STRUVE, care The Deshler Broom Factory,  
Deshler, Nebraska.

**CAN PLACE ORGANIZED POSING SHOW**

Frank Ware, wire. Also can place Polers and Train Help, Talkers  
and Grinders, Merry-Go-Round Foreman, Loopplane Foreman,  
Scooter Help.

**JAMES E. STRATES SHOWS**

Cortland, N. Y.

WANT

**GEREN'S UNITED SHOWS**

WANT

For Akron, Ind., Fair, Sept. 5-8; Muncie, Ind., Fall Festival, week Sept. 10, sponsored by  
Southside Boosters' Club, and then south until December.  
Concessions: Cotton Dandy, Jewelry, Novelties, Ice Cream, High Striker, Coca-Cola Bottles, String  
Game, Hoopla, Basket Ball or any other legitimate joint working for stock. Shows have Snakes and  
Monkeys, any others not conflicting, 30% plus tax. Will buy super Roll-o-Plane and 8-Tub Octopus  
with transportation. Do not want junk. Cash waiting. All replies to  
W. R. GEREN, PERU, IND., THIS WEEK.

**SUNSET AMUSEMENT CO. WANTS**

A-1 Ferris and Tilt Foremen, also Second Men on Rides. Must drive trucks.  
Have Girl Show equipment. Open September 4 at Carthage, Ill., Fair;  
Morrison, Ill., this week; Carthage, next.

**SPONSORED EVENTS**

Veteran, Lodge and Other Organization Festivities

Communications to 155 No. Clark St., Chicago 1, Ill.

**Victory Fair Grosses  
\$12,500; Dance Flop  
Cuts Net to \$2,500**

DETROIT, Aug. 25.—Northwest War Council's Sixth Annual Fall Festival—quickly rechristened the Victory Fair because it was scheduled to open on V-J Day—grossed \$12,500 for the five days and netted about \$2,500, Arnold Klett, chairman, announces.

Show's opening stand, at Grand River and Greenfield Roads in the suburban section known as Strauthmoor, lost the opening night (14) because of V-J Day, but grabbed the gelt the succeeding days.

Major disappointment was the outdoor dance floor, which lost \$900, according to Klett. This may have been due partly to the lack of advance publicity on the dance, which was an innovation this year.

On Wednesday, much revenue was lost when Fire Marshal Edward W. Hall required rearrangement of some exhibits. On Thursday, Hall ordered Capt. Jimmy Jamieson, high fire diver, to discontinue use of flames on the water because he lacked a permit to use the inflammable liquid.

NWC scored a scoop when it exhibited Ford trucks, just off the production line, the day after V-J Day. Elmer F. Cote had four rides on the midway. Lou Rosenthal and Charles Westerman furnished the concessions and stock, and Robert C. Bielenberg made sketches of visitors. NWC members handled the games on the midway.

**Deshler, Neb., Sets Acts,  
Fireworks for Celebration**

DESHLER, Neb., Aug. 25.—Anniversary celebrations at five-year intervals is the custom followed here, but officials hope the 55th anniversary event to be held September 27-29 will be successful enough to warrant making it an annual affair.

With everything free, the celebration will be held at the Thayer County Fairgrounds where acts, fireworks, band concerts, a historical pageant and annual firemen's dance will be presented.

The 1940 celebration commemorating Deshler's 50th anniversary drew more than 25,000, according to T. S. Struve, treasurer of this year's event.

**UNITED EXPOSITION  
SHOWS WANT**

PHOTO GALLERY, GIRL SHOW MGR. with Girls. No drunks. Can place Mechanical or Grind Shows. Want Half and Half, some Acts for organized Pit Show. Want Ride Men who can drive trucks. Top salaries. Help for Bingo, Girl Ball Game Agents. Want Agents for office gallery, one Mitt Camp, Snow Cone, Pop Corn. Gus Mitchell, wire. Best cotton crop in years. Plenty money. Albany, Texas; Graham follows. First show in 4 years.

C. A. VERNON, Mgr.

**JUST FOR FUN****SCHAFFER SHOWS**

Want for best fall spots in Texas: Ride Help, someone to take over Jap Show, 50/50. Also Shows that don't conflict and Agents for Grind Stores. All address: MRS. W. A. SCHAFFER, 716 S. Haskell Ave., Dallas, Tex., or as per route: Sulphur Springs, Tex., Aug. 27 to Sept. 1; Greenville, Tex., Sept. 3 to 8.

**Float Parades and Flags**

for Victory Celebrations, Etc. We Promote and Decorate. Professional Services.

**L. ROBERT REHM National  
Decorators**

4314 Drury Lane Phone: Harrison 1887  
FORT WAYNE 6, INDIANA

**6th Annual Mexican Fiesta**

No. BALTO. Ohio, City Park  
Sept. 12-13-14-15-16, 1945  
Can use Legitimate Shows, Concession.  
Wanted—American Palmistry. Gypsies need not apply. Photo Gallery, also Ball Games.  
Telephone: 230.  
**HARRIS RIDES**  
Tofa N. Etoll, Sponsor; Irvin Schall, Lot Mgr.

**WANTED**

Show Concessions for  
**3-DAY CENTENNIAL CELEBRATION**  
Sept. 13, 14 and 15, Edina, Mo.  
J. E. SCHOFIELD, Secy.

**WANTED**

All Kinds of Rides and Concessions for  
**WEAUBLEAU ANNUAL REUNION**  
Sept. 13-14-15.  
JOHNNIE ALLEN, Weaubleau, Mo.

**BREAKING RECORDS**

over the road erecting, dismantling and gross receipts. Ask any fair board where we exhibit. Want clean Shows, Concession Agents; 3rd Men on Octopus, Big Eli, Roll-o-Plane; 4th and 5th Men on Tilt, Ride-o and Spitfire. Baraboo, Wis., Aug. 27-30; Mineral Point, Wis., follows.

**DYER'S GREATER SHOWS****WANT****KIDDIE RIDES**

One Auto Ride and one Airplane or similar in good condition. Give details and prices.  
BOX D-6, The Billboard, Cincinnati 1, O.

**Record-Breaking Throng****Attends Minerva, O., Event**

MINERVA, O., Aug. 25.—Largest crowd in its history was attracted to the annual Minerva Home-Coming here, August 13-18, according to Charles Hart, general chairman. Instead of the usual book, the committee this year solicited an eight-page booster sheet which went out with the regular newspaper here.

Acts included Sensational Marion and Arnold's Barnyard Frolics. Larry Fallon handled concessions and the midway, including his bingo. Other concessions were handled by Maggie Fallon, Lester Rodgers, Louis Leichtamer, John McCausland, Sam Bentley, George Marlow and Susie Sponseller.

**Mt. Ayr Street Fair Draws**

MOUNT AYR, Ia., Aug. 25.—Officials estimated an average daily attendance of 1,500 for the four-day fall festival held on the streets here, August 14-17. Weather was favorable. Rides, furnished by Alva Merriam, Ogden, Ia., grossed approximately \$2,500, according to W. B. Cuning, secretary. Free acts were booked thru E. W. (Deak) Williams, Manchester, Ia.

**Business Good at Trenton**

TRENTON, N. J., Aug. 25.—Despite the pollo scare, a 16-day carnival here, under auspices of the Rustling Hose Company and White Horse Hose Company, did excellent biz. Firemen operated the concessions and featured Mickey Palmer's band. Herbert Mace had the Ferris Wheel. John Hard operated the swings.

**Horse Show for Iowa Fete**

MAREGNO, Ia., Aug. 25.—American Legion-Sponsored Home-Coming Festival scheduled here August 30-September 1 will open with a horse show, according to R. R. Schroeder and Milford Englebert, members of the show committee.

**WANTED**

Street Fairs, Celebrations of all kinds. We have 6 Rides at liberty after Sept. 15. Have Ferris Wheel, Chairplane, Loop-o-Plane, 3 Kiddie Rides, some Concessions and Arcade Machines. Will set up anywhere on percentage. Call, wire or write.

**BARTKO, Edwards Shows**

Home Address: Geneva, Ohio

# COLE STILL ROLLS IN DOUGH

## R-B Jams 4 of 6 Performances In Minneapolis

MINNEAPOLIS, Aug. 25.—Ringling Bros. and Barnum & Bailey played to capacity throngs four of six performances in Minneapolis, August 21-23. With excellent weather breaks in its favor, the circus did full-house biz at matinees and evenings, Wednesday and Thursday, drawing better than 9,000 persons to each performance.

Opening-day matinee attracted approximately 5,000, with the evening show going to 7,000. During capacity runs, general admission section overflowed. Ducats were \$3, reserved; \$1.50, general admission, and 80 cents, kids' general admission.

Only mishap of the engagement befell James Holly, of Lucy, Tenn., circus employee, whose leg was crushed when he became jammed between props and a wagon as the Big One was setting up on the parade grounds Tuesday. He was taken to General Hospital where his condition was fair.

R-B finishes up a four-performance, two-day run in St. Paul today.

## FBI Moves In On Beatty Case

MOBERLY, Mo., Aug. 25.—The FBI has been assigned to the Clyde Beatty Circus robbery case but, so far, no arrests have been made. Show was robbed of \$15,000 by four armed bandits August 18 at Alton, Ill.

While the FBI worked on the case, the circus continued on its way, with stands at St. Charles, Mo., Monday (20), and at Moberly Tuesday (21). At St. Charles, the lot was a mile or more from town but that didn't stop the people from attending, approximately 2,000 paying the nut.

Hot weather held down the matinee crowd here but a full house turned out for the night show.

## Dan Rice Opening Set for Kankakee

CHICAGO, Aug. 25.—The Great Dan Rice World-Toured Circus and Hollywood Arena of Thrills will make its 1945 debut at Kankakee, Ill., September 11, with rehearsals beginning there Monday, Ray Marsh Brydon, general manager, announced today.

The Staff, as announced by Brydon, includes: Ray Thompson, equestrian director; Cheyenne Bill Penny, Wild West director; Prof. Skinny Gore, band director; Prof. John Dusch, side show band director; Bob Atterbury, side show manager; Lew (Bozo) Ward, producing clown; Phil Mathieu, concession manager; Walter Weaver, big top canvasman; Bluejay, menagerie canvasman; Red Monroe, boss seatman; Howard Holly head electrician; Nathan Carl, master of transportation; George Donnelly head mechanic; Floyd Mossier, boss props; Jack Walsh, cookhouse steward; Doc Hefferan, front door.

Mike Pyne is brigade manager; George W. Pугhe, promotion manager, and H. B. Shive, general agent with banners.

## Three Minnesota Spots Prove Profitable for Monroe Bros.

BROWERVILLE, Minn., Aug. 25.—Three spots in Minnesota—this city, Swanville and Royalton—proved profitable for Monroe Bros.' Circus.

Two strong houses were on hand here Saturday (18), while at Swanville, Friday (17), a full house witnessed the night show after a fair matinee.

At Royalton, Thursday (16), a strong house attended the night show. There was no matinee. Weather co-operated at each spot.

## "Can't Beat Circus for Good Will," Says Overseas Scribe

CHICAGO, Aug. 25.—Within three months of V-E Day, a German-owned circus was presenting a French perch act working side by side with an Italian acrobatic troupe, while an enthusiastic crowd of American G.I.'s howled approval. "As a force for international good will," concludes Sgt. Gordon E. Gladue, self-proclaimed European circus reporter for *The Billboard*, who witnessed the performance, "you can't beat the circus."

Gladue, writing from Essingen, Germany, said the show was billed as Max Holzmueller's 6-Masten Circus, and featured Nurmi, the elephant. It was a one-ring affair showing under a six-pole round top. The audience was sold tickets for blues and boxes, as well as lounges.

"No kidding," wrote Gladue, "they carry soft-cushion seats for lounges."

The correspondent reported the circus, considered Germany's second largest pre-war show, traveled on 70 wagons, including both baggage and living wagons. Charcoal-burning tractors and horses furnished motive power. Canvas was new, and lighting equipment, first class.

Holzmueller was quoted by Gladue as pleased by courtesies and co-operation shown his organization by American Military Government authorities. Four years had passed since his last tour.

Sixteen numbers were listed, in German, on the program, which Gladue reported crammed with interest from start to finish. Outstanding act was the Four Parlows, a perch act that had worked Berlin's Winter Palace, the Medrono at Paris, and at Blackpool, London. The Connelli acrobats, working on a novel platform, and Reff, cartooned by Ripley for his feat of jumping backward on his head from pedestal to pedestal, were other hit numbers. Elephant baseball number appealed to the house filled with G.I.'s.

As for the music, Sgt. Gladue noted the lack of brass in the Holzmueller band.

"Can you imagine," he asks, "Merle Evans using violins and a bass fiddle?" During intermission, tickets were sold

for the menagerie in the back yard. Lions, tigers, bears, wolves and monkeys were shown in 12 cage wagons, and assorted camels, elephants, horses and cows were displayed.

"They tell me," said the correspondent, "that everyone is scared of the one American buffalo they show caged."

## Musicians Up Scale For Detroit Circus

DETROIT, Aug. 25.—New upped scale for circus engagements in the city was set by the board of directors of the Detroit Federation of Musicians, with a basic scale of \$96 per man per week, for a six-day week, with afternoon and evening sessions not exceeding four hours each.

For six consecutive afternoon or six consecutive evening sessions, with a maximum of four hours, the scale is \$60. Additional days or sessions will be figured pro rata in either case.

The new scale sets a minimum of 18 men for a circus band, and allows the contractor 10 per cent extra of the total.

Scale is not likely to be placed in actual operation this year, inasmuch as all the big circuses have passed up Detroit for the season.

## B. & B. Attracts Full House At Lumberton Despite Rain

LUMBERTON, N. C., Aug. 25.—That Lumberton residents like a circus was proven here Monday (20) when a strong house turned out for the Bradley & Benson matinee. A full house was on hand at night, despite the fact it rained all day. Show drew a full house at night and a strong matinee August 6 at Greensboro.

## Dailey Offers Fast, Nifty Program; Equipment, Stock Hits Ohio in Top Condition

### First R.-R. Show in Aurora, Ind., in 25 Years

CINCINNATI, Aug. 25.—Dailey Bros. furnished big-top entertainment for this area Wednesday (22), when it exhibited to a light matinee and a strong night house at Hamilton, O., offering a well-paced performance and boasting excellent equipment.

Show has been using the top purchased from Cronin Bros., a 120 with three 50's, and a shipment of 30 new quarter poles was reported en route from Calico Rock, Ark.

Ring stock looked good and worked well, and the eight Dailey elephants made an excellent flash.

Joe Rossi's 10-piece band cut it, and Milt Robbins apparently has enough strength in the side show.

Bertha Drane is *The Billboard* agent,

and from *The Billboard's* Cincinnati office at the matinee performance were E. Walter Evans and son, Wally; Larry Gatto and Charley Wirth, accompanied by Wally Smith, who is exhibiting a miniature circus in a local department store.

Show had been billed for Lawrenceburg, Ind., Tuesday (21), but due to inadequate rail facilities, show switched on short notice to Aurora, Ind., where farm work held down the matinee but the night show was packed. Earl Huffman, of *The Aurora Bulletin*, was responsible for the show getting a suitable lot just outside the city limits. It was the first railroad show in Aurora in 25 years and the natives were out for the unloading, and a big crowd saw the loading.

## Tri-Cities Hot 3-Day Run

### Return to Minnesota proves okay—show still moving on system flats—actors labor

AUSTIN, Minn., Aug. 25.—With successful stands in Wisconsin, Illinois and Iowa on the books, Cole Bros. moved back into Minnesota Tuesday (21), and if this town was any criterion business is due to continue good.

The show moved in here from Mason City, Ia., and was set up in good time. Threatening weather early in the afternoon held down the matinee crowd, but even with that difficulty a strong house was on hand when the show opened. The night crowd was strong. One of the show's wagons went off the runs while loading and tipped over but was not badly damaged.

A three-day sojourn in the Tri-Cities, Rock Island, Ill. (15) and Davenport, Ia. (16-17), proved good business. Rock Island gave out with two near capacity houses, while Davenport greeted the three full and one strong for the two days.

The three-day stand marked the first time in history of this area that such an extended stay had been scheduled for a circus. Managers of the show were pleased with attendance at both spots.

Actors still assist on seats and taking the stock to the train, rather than ride the gilly wagon which was practically demolished in the wreck near Brainerd. Show is using some system flats. Officials hope all damaged equipment will be replaced within the next week or so.

## Biz Off for Arthur In Ohio Trek Finale

LYNCHBURG, Va., Aug. 25.—Arthur Bros.' Circus ended its trek across Ohio at Ironton, Tuesday (21), with two performances which added together, produced one full house of customers. Matinee was extremely light, with only a quarter-house on hand, while the night show brought out a three-quarter house.

Show fared somewhat better the preceding day at Portsmouth, where the matinee was substantially stronger and the night crowd came close to full house proportions. This was virtually a repeat of the Marietta story, Saturday (18). Enroute to Marietta, the show was delayed at Newark when two sailors rammed an automobile into the side of the show train.

At Newark, Terrell Jacobs concluded his abbreviated tour because of difficulties met in transporting his animals. Ken Maynard has also left the show.

Two full houses made Cambridge a winner Thursday (16).

George Baker, Worcester, Mass., cook-tent helper, was crushed to death when he fell from a wagon while the show was loading at Portsmouth late Tuesday night. Baker was crushed under the front wheel of a truck driven by Robert Inskeep, who stopped the vehicle before the rear wheels passed over the body. Efforts were being made to locate sisters of the dead World War I veteran.

## Roberta's Show Rings Bell At Middletown With 2 Straws

MIDDLETOWN, N. Y., Aug. 25.—Roberta's Circus, playing here on the final day of the Orange County Fair Saturday (18), rang the bell with two straw houses.

The matinee was presented in conjunction with the Hell Drivers, and the evening performance was billed as the final show of the fair. The weather co-operated wholeheartedly.

### VETS . . . VETS . . . AND MORE VETS

There's one to fill the job you have open. Look over their qualifications.

TURN TO PAGE 39

# DRESSING ROOM GOSSIP

## Russell Bros.

Twenty-second week, and outside of a few rainy days now and then, all runs smoothly. One of the best three-day stands of the season was registered at Denver, with all six shows playing to capacity or turnaways. It marked a triumphant return for the show which last showed here two years ago. Both press and radio gave plenty of publicity and credit must be given Roland Butler and Bill Antes and company for their efforts. It was the high point of the summer tour. The only complaint was some of the folks were unable to find hotel rooms.

Visitors were plentiful, and if some of them miss mention here it's because Snoopy Ike is not superman. No. 1 on the visitors' list is Sgt. Alex Konyot, back in the States after serving two years with the Fifth Army in Italy. What a happy day for wife, Bee; son, Wayne; his father, Arturo, and sister, Doreta.

Buck Pierce, of Buffalo Bill Show fame, visited, as did Harry Shaw, who was a guest of Brownie Gudath. And one

mustn't forget CFA's Richard Frey and Harry Cholfant, both of whom live up to the slogan, "We pay as we go." Frey exhibited his vast collection of circus photos, and Cholfant had many of the folks to his home in Colorado Springs, Colo., to view his miniature circus. Other visitors included Musical Sampson, Lucky Robinson, Joe McNeill, Sam Miller, Frank McGuire and Betty Thompson.

Colorado Springs gave up a big day's business, in addition to the heaviest rainstorm of the season. Just as the night show started, the rain came down in torrents for about 10 minutes. However, the show went on as scheduled and the crowd remained.

Camera views of the week: Jeanie Sleeter working the bull act again and doing a head-stand simultaneously with Elsie, our star pachyderm—a big applause getter. . . . Mike Doyle looking at his scrapbook. . . . Bob Reynolds looking for Scranton Harry. . . . Jessie Lewis doing Snoopy Ike's washing. . . . Alvie Evans looking over diamond rings. . . . George Werner in his new rain ensemble.

DICK LEWIS.

## Ringling-Barnum

Jumping from Indianapolis to Milwaukee—280 miles—we had a day off en route and many of the folks spent it visiting Chicago.

Opened in Milwaukee, Friday (17), for a three-day stand to good business. Circus Fans had a field day with their cameras. Among them were Dr. and Mrs. H. H. Conley, Dr. and Mrs. C. C. Coleman, Mr. and Mrs. Sverre O. Braathen, Mr. and Mrs. Gail, Mr. Barlow, Mr. Lem and Mrs. Tom Tormey.

Dr. and Mrs. Conley gave a party at Club Madrid, Milwaukee, for some 35 members of the Ramdoodle Club. There was a good floorshow and dinner. Party lasted until the wee hours, with dancing, storytelling and speeches. Frankie Saluto and Chitlens Chase were pips.

Harry Atwell, circus photographer, visited, as did Nat S. Green and Pat Purcell, of *The Billboard*. Other visitors were the Wolthing's grandson, Lucretia Darnay's parents, Yvonne Carew's family, Shirley Lindeman's family, and Marge Crumley. Laura May McKenzie's parents visited in Indianapolis.

Around the lot: Harry Dann busy as a beaver between shows. He now has the only duck in showbiz that walks the tight wire. He will initiate the new act this winter. . . . Baseball has taken the dressing rooms by storm, with the clowns playing the ballet girls. Outcome is as secret as the atomic bomb. . . . Harry (That's My Boy) Klima has taken up the art of juggling, using pop bottles as props. . . . Louis (Woody) Woodruff and William McKittrick are now in the yellow wagon, replacing Joe Boynton, who has left the show for the season.—DICK MILLER.

## Arthur Bros.

Spotty houses have been the rule thru most of Ohio. In Massillon, O., Estrellita Escalante and her husband, Floyd Crouch, visited the Acevedos. Floyd went into the wire act with the Acevedos and followed the show for several days, working with Alec.

Circus fans visiting recently have included Roy and Esther Frietsch, Bob Parkinson, Mr. and Mrs. Bert Backstein, Mr. and Mrs. Bob Erlenbush, Pvt. Billie Backstein, Mr. and Mrs. Frank Myers, Mr. and Mrs. Walter Beebe, Mr. and Mrs. Arthur Larson and Margaret May Larson. The folks brought their cameras and took plenty of pictures. They promised to send us some prints and we're looking forward to receiving them.

Ted Deppish, of the Canton Siegrist Club and P. M. McClintock also visited. McClintock brought a great many circus photos and was very generous with them. Milo Hartman and the writer added these to our collection.

Mrs. Forbes' vacation has lasted too long and we want her to return quickly. Bernie Dean is really excited about the mail since peace was declared. Speaking of Bernie, I'd like to know how she ever got me to help her with her props?

When the orphans visited us in Newark, O., Larry Black bought all 90 of the kiddles popcorn, and Polly Thompson and Mary Thorne organized the butchers, who in turn bought the pop and hot dogs. Ken Maynard and Bertha have left the show. Bertha is greatly missed by Gracie and the writer. Her daily visits were high spots for us in the office. Emma Hartman and Mrs. Mitt Carl have the rest of us envious. We'd like to know how they keep that immaculate appearance.

BERNICE COLLINS.

## Cole Bros.

The folks had a good time fishing and swimming at Racine, Wis., where the dressing room was almost on the beach of Lake Michigan. Justino Loyal and Con Colleano even built a boat. It didn't prove seaworthy, however, and sank in midstream with Justino, who was aboard, escaping. A vote of thanks goes to our Mexican folks with the show. A swell group of troupers and hard workers.

Cyse O'Dell, who underwent an operation at Brainerd, Minn., is back with the show. Bill and Ada Spaulding threw a shindig at Davenport, Ia., their hometown. Guests included Mr. and Mrs. Don Kidder, Gene Weeks, Harry and Nena Thomas, Florence Tennyson, Phil Fein, Freddie and Ethel Freeman, Hank and Ella Linton and Marion Knowlton.

Now that the war is over, there will be a lot of our folks going back to their former trades. And those former trades are not acting! The Sverre O. Braathens showed their color films of the Ringling-Barnum, Cole Bros. and Arthur Bros. circuses. Harry Atwell shot a flock of pictures.

Visitors recently have been Earl and Hattie Shipley, Docrill and Holland, M. A. Goodenough, Mr. Henderson, Mr. and Mrs. Braathen, Dean Thomas, Mr. and Mrs. Clarence Kachel, Mrs. Hall, James McElwee, Charles Kitto, Joe Taggart, Bill Olcott, Charles and Mamie Baker, the Aerial Christensens, Mrs. Bissett and Mrs. Edgar Wilson.

Doc Wilson likes our show so well that he has decided to spend three weeks with us. New additions to Arthur Hoffman's Side Show are Frances, the armless wonder, and Mrs. O'Connor. Pat Partello wants her Aunt Ann in Ocean City to know that so far we haven't had frog legs or crab in the cookhouse, but we have hopes for the future.

FREDDIE FREEMAN.

# ANIMALS

Actually Ordered To Arrive Soon in the United States.

10 Female Baby Indian Elephants, 3½ to 4 Ft. Regal and Rock Pythons, 6 to 18 Ft. Sarus, Demoiselle and White Cranes, several hundred Monkeys. Place your orders now, delivery when desired. Deal with Trefflich, outstanding for his service and delivery.

## HENRY TREFFLICH CO.

215 FULTON STREET

NEW YORK 7, N. Y.

# CIRCO ATAYDE HERMANOS

—EMPRESA MEXICANA—

(FOUNDED IN 1888)

TOURING MEXICO, CENTRAL AND SOUTH AMERICA

WANT TO BUY—ONE FEMALE ELEPHANT OF INDIA, 8-10 years of age, performing, must be tame and can travel in truck.

TWO CAMELS OR DROMEDARIES of normal age, also performing, tame, which will ride persons and will travel in truck.

GROUP OF FOUR OR SIX PONIES, trained, that can be worked by a woman. WILL CONTRACT MAN OR WOMAN who can ride a Motorcycle inside of huge globe (furnished by us).

WANTED—CIRCUS ACTS, in special a FLYING Trapeze Act, ACROBATIC, etc. Contract twelve weeks or more. Free transportation both ways from Texas border and during period of contract.

Name salary, full particulars, acts performed, route ahead, permanent address.

ALL PROPOSITIONS TO BE SUBMITTED TO OUR REPRESENTATIVE.

## CHARLES L. SASSE

18 KENNEDY ROAD

MORRIS PLAINS, N. J.

## ATTENTION! — AERIALISTS!

Experienced High Thrill Act Performers or other Circus Gymnasts to learn this work for the 1946 Outdoor Season.

Special preference shown to Ex-Service Men, Women, particularly Parachutists, Airborne Troopers, Seabees and Girls with overseas service with athletic ability for Crash Dunigan's

# "FOUR ATOMIC BOMBSHELLS"

(New Trade Name Copyright Applied for—U. S. Patent Office)  
WORLD'S HIGHEST MULTIPLE RIGGING

and other of my Sky High Thrill Acts. Also want good Trapeze Man who does High Net Dive. Everybody write—don't wire—giving all details, routines, photos, etc.

Crash Dunigan's "Sky High Thrillers."

Address: 237 OSGOOD AVENUE, NEW BRITAIN, CONN., U. S. A.

Paste This Ad in Your Date Book.

# BARNETT BROS.' CIRCUS CAN PLACE

For opening near York, South Carolina, Thursday, September 13th, the following:

Aerial and Ground Acts doing two or more, Dog and Pony Acts, Clowns, Electrician, Candy Butchers, Seat Men, Working Men in all departments, for advance six Combination Billers, Elmer Yancey, Harry Crabtree, answer. Sober, capable Office Man to take complete charge of Office and Ticket Wagon, Side Show Acts, Dancers, Impersonators, Knife Thrower, Minstrel People, Ticket Sellers, Boss Canvasman, Novelty Acts. All people previously with Barnett Bros.' Circus wanting a long season, good treatment and money each night, wire or write lowest salary to

P. O. BOX 238, YORK, SOUTH CAROLINA.

Circus pays gas after joining.

# BAILEY BROS.' CIRCUS WANTS

CLOWNS, WIRE WALKER. Bob Stanley, wire Geo. L. Myers at once. WILL BUY RING CURBS. Address: BOB STEVENS, Mgr., BAILEY BROS.' CIRCUS, Kingsport, Aug. 29; Bristol, 30; Elizabethtown, 31; Erwin, Sept. 1, all Tennessee. Asheville, N. C., Sept. 3.

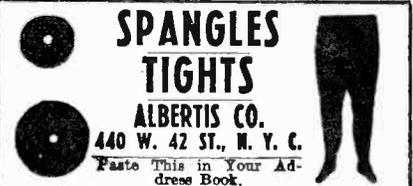
Show stays out until late November.

# CIRCUS ACTS WANTED

## JR. CHAMBER CIRCUS

Charleston, S. C., week Sept. 11; Greensboro, N. C., week Sept. 17; Asheville, N. C., week Sept. 24; Augusta, Ga., week Oct. 1st. 2 to follow. Address:

EDWIN N. WILLIAMS  
Frances Marion Hotel Charleston, S. C.



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ALBERTIS CO.  
440 W. 42 ST., N. Y. C.  
Paste This in Your Address Book.

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CASH WITH ORDER PRICES ---10M, \$7.15--- ADDITIONAL 10M's AT SAME ORDER, \$1.65

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only add 50c. No order for less than 10 000 tickets of a kind or color.

**STOCK TICKETS**  
1 ROLL.....75c  
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## WELDON, WILLIAMS & LICK FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

# COWBOYS - - - COWGIRLS

BRONCK & BULL RIDERS, ROPERS, WHIP CRACKERS, NOVELTY ACTS. HIGH AND GROUND CIRCUS ACTS. SIX CONSECUTIVE WEEKS, OPENING KNOXVILLE, TENN., SEPTEMBER 1-2-3.

## TOM AUMANN

FARGOTT HOTEL

KNOXVILLE, TENN.

## Much Fun on Tap For Joplin Folks

JOPLIN, Mo., Aug. 25.—There'll be no shortage of circus and carnival entertainment for folks around here for the next few weeks.

To date, three circuses and one carnival are scheduled.

Coleman Dog and Pony Show starts things off Monday (27).

Come September 5, the Wonder Shows of America, sponsored by the Eagles, will hold forth for 10 days.

Cole Bros.' Circus moves in September 13, followed by Russell Bros.' Pan-American Circus, the latter having optional dates of September 10-11 or September 17-18.

## 4 of 5 Kansas Towns Give Full Houses to Kelly-Miller

SMITH CENTER, Kan., Aug. 25.—Kansas proved a boon to the Al G. Kelly-Miller Bros.' Circus, with four of the five spots played giving out with full or straw houses, and the fifth turning out two good ones.

With perfect weather, the show drew two straws here Saturday (18). At Mankato, Friday, the show played to a straw at the matinee, with a full house at night. Despite cool and threatening weather, Washington had two full houses Thursday (16), while at Belleville, a strong house witnessed the matinee and a full house was on hand at night. Marysville, Kan., was okay Wednesday.

## GIRLS

### FOR HAMID-MORTON AERIAL BALLET

Work Webb and Traps. Opening Boston Gardens, Sept. 30th. Apply now to

### PEACHES O'NEILL

Care George A. Hamid, Inc. 10 Rockefeller Plaza, Radio City, New York

## WANTED

STEWARD FOR COOK HOUSE (Man and Wife wanted)

## BAILEY BROS.' CIRCUS

Kingsport, Aug. 29; Bristol, 30; Elizabethtown, 31; Erwin, Sept. 1; all Tennessee. Asheville, N. Car., Sept. 3.

## WANT TO BUY

70-foot Baggage Car, must be in A-1 condition, no junk. Will pay cash for same. Also want small Miniature Cages and Cross Cages. If you have the above equipment and want to sell for cash address:

### NATCHEZ SHOWS OPERATING CO.

116 Frederica St. Jackson 22, Mississippi

## WANTED

Mechanic to operate Light Plants. Assistant Boss Canvasman and Sail Maker. Animal Acts for big show. Magician for Side Show. Answer per route or

2004 Rugby Road, Dayton, Ohio  
**M. L. Clark & Sons Circus**

## WANTED

Billposters, long handle, wet paper, who can drive truck and do construction. Steady year-around job. No booze hounds need apply.

### UNITED POSTER ADV. CO.

408 E. Main Street BENTON, ILL.

## WANTED WILD WEST and THRILL SHOW ACTS

of all kinds with or without stock, High Acts, Hillbilly Band. Chip Morris and all Rangers, write or come on. Grandstand Concessions to let. Can use good Ticket and Program Men. Rodeo Thrill Show opens for 14 weeks, Kinston, N. C., September 12, first date under Kinston Fire Dept. and High School Band. All write

S. A. KID, Kinston, N. C.

## Detroit Rodeo Grosses \$30,000

DETROIT, Aug. 25.—Twenty thousand persons, a new attendance record, witnessed the annual rodeo, sponsored by the Saddle Ridge Club at the Wayne County Fairgrounds, Northville, 25 miles northwest of Detroit, August 15-19. This was an increase of 2,000 over last year's attendance. With prices ranging from 60 cents to \$2.40, and averaging around \$1.50, the gross was estimated at \$30,000.

Saddle Ridge Club is composed of leading Detroit industrialists, professional men and others interested in horse events. Club took over sponsorship of rodeos here when the State Fair was discontinued in 1941.

Happyland Shows, operated by William G. Dumas and John F. Reid, was on the midway and reported business good. Show moved out Sunday (19) in order to be on hand for up-State fair dates.

Music was furnished by the Saddle Ridge Buckaroos from WXYZ. A number of members of the sponsoring club participated in the special exhibition events, including cowboy quadrille, musical chairs and the Roman chariot race, with fireworks effects, which was used as the finale. Drivers in the race were Russ Dawson and Harry Mack, of the Ford Motor Company. Mack, who has been the father of rodeo revival here for 15 years, leaves soon to assume his new post as territorial head of the Ford Company in Dallas.

Staff included Joe Greer, producer and manager; Danny Walters, arena director; Tommy O'Neil, Cheyenne, Wyo., and Bert Weems, Alliance, Neb., judges; Al Mann, high jumping horse specialties, and George Tyler, clown.

Winners in the various events were: Calf Roping—Hugh Ridley, Ponca City, Okla., and Harry Greer, Lancaster, Wis. Bulldogging—John Stewart, Custer, S. D., and Orr Carlson, Broadus, Mont. Bareback Riding—Jack Bushbaum, Rushville, Neb., and Tommy Harris, Ardmore, Okla. Saddle Bronk Riding—Harry Sankey, Lusk, Wyo., and Casey Tibbs, Fort Pierre, S. D.

Ridley won six first-day moneys and also acted as announcer for the show. Other contestants included Joe Fox, Grady Price, Dick Garvin, Clay Lewis, Roy Rice, Anne Harris, Red Horn, Joe Adkins, Jack King, Bob Gleb, Teddy Warhoie, Bill Bushbaum, Shorty Collins, Jack Richter and Joe Mae Greer.

## Fisher Bros. Primes For Southern Route With Paint, Animals

CHICAGO, Aug. 25.—Fisher Bros.' Circus, a one-ringer currently touring Michigan's Upper Peninsula, has been repainted and strengthened in the animal department for its Southern route. Show will play several Wisconsin stands before moving into Missouri.

Showing under a 60-foot top, with a 30-foot middle, the organization has operated smoothly and to steady business despite severe manpower problems and resultant late arrivals on many dates.

Program, running an hour and a half, presents both aerial features and dog and pony numbers, with the Fisher Sisters' riding act featured. A new Liberty act is being broken in. Side Show, operated by James E. Carter, has been augmented by the purchase of several animals from a Pennsylvania zoo. Carter uses a five-piece band and calliope.

James E. Howe has been engaged to handle show canvas for the fall tour.

Show staff includes F. E. Fisher Jr., superintendent of trucks and light plant; Mrs. F. C. Fisher, secretary-treasurer; Dr. Raymond Siegler, superintendent of reserved seats; Phyllis Hooker, front door; Elmer A. Fisher, privileges, and James E. Carter Jr., Side Show canvas. Thos. L. Fulton has the stock.

## UNDER THE MARQUEE

GOOD NEWS, hey?

CAREY EMRIE, Cincinnati, visited Dalley Bros.' Circus at Aurora, Ind., August 21, spending all day on the lot. He reported a swell time and performance.

DICK GRESHAM recently contracted Gainesville, Tex., for Friday (31) for Russell Bros., the show going there from a two-day stand in Wichita Falls, Tex., and moving from there to Ardmore, Okla.

CIRCUS BIZ is like matrimony: It's hard to get out of.

WALLY SMITH has an interesting miniature circus (model) display in the toy department of Shillito's in Cincinnati. It's playing a two-week engagement there, having opened August 20. Phono records of circus music adds to the exhibit.

J. D. NEWMAN, general agent for Cole Bros., has pulled stakes from the Hotel Sherman, Chicago, and has headed south, telling the boys it probably will be the dead of winter before they see him again, which indicates he intends to visit his home in Los Angeles before starting his 1946 labors.

SWELL IDEA: Let Admiral Halsey lead the spec on Hirohito's white horse.

FRANK BRADEN, veteran R-B press agent, was one of the happiest men in the United States when he learned that

Lieut. Gen Jonathan (Skinny) Wainwright, hero of Bataan, was freed from a Jap prison camp. Frank soldiered in the Philippines with Wainwright ever so long ago.

LEN RICE, of the old Rice family of performers and at one time of the act of Proverce and Rice, is reported by S. J. Robinson, in a wire to *The Billboard*, to be seriously ill in Miami and in need of medical attention. Rice is residing in a trailer camp at 2950 N. W. 36th Street, Miami.

FRANK MILLER, who with his



brother Paul has had concessions on the Ringling Bros. and Barnum & Bailey Circus the past 10 years, literally parlayed a peanut into a fortune. His chief pastime is gin rummy and he's always ready for a rummy contest on a moment's notice.

OUT OF LUCK is the 24-hour man who, after arranging for water, finds that he has lost the hydrant wrench.

BOB EUGENE reports that two of his original men have returned to his act since the war ended and are filling dates around Boston. . . . EDDIE (See Under the Marquee on page 72)

## FIRST CALL

# GREAT DAN RICE WORLD TOURED CIRCUS

and

## HOLLYWOOD ARENA OF THRILLS, Combined

Season Opens KANKAKEE, ILL., TUESDAY, Sept. 11  
Rehearsals Monday, Sept. 10

All Those Engaged or Now Applying, Contact by Mail or Wire the Following:

BIG SHOW PERFORMERS . . . . . Ray Thompson, Equestrian Director  
WILD WEST and RODEO HANDS . . . Cheyenne Bill Penny, Contest Director  
(With or Without Stock)

BIG SHOW BAND . . . . . Prof. Skinny Gore  
Wants Musicians on All Instruments

SIDE SHOW BAND . . . . . Prof. John Dusch  
Wants Musicians on All Instruments

Both the Above Are White Bands

SIDE SHOW PERFORMERS and WORKINGMEN. Bob Atterbury, Manager  
CLOWNS, RODEO RUBES and COME-IN WORKERS . . . . .

Low (Bozo) Ward, Producing Clown

Can place two more White-Face with plenty of Wardrobe

SEAT BUTCHERS, CANDY STAND and GRAB HELP. Phil Mathieu, Mgr.

BIG TOP CANVASMEN . . . . . Walter Weaver, Superintendent

MENAGERIE CANVASMEN . . . . . Bluejay, Superintendent

SEATMEN . . . . . Red Monroe, Boss

ELECTRICAL HELPERS . . . . . Howard Holly, Light Superintendent

TRUCK DRIVERS . . . . . Nathan Carl, Master of Transportation

MECHANICS and HELPERS . . . . . George Donnelly, Boss Mechanic

PROPERTY MEN and RIGGERS . . . . . Floyd Mossier, Boss Props.

WAITERS, COOKS, etc. . . . . Jack Walsh, Steward

FRONT DOOR HELP . . . . . Doc Hefferan, Superintendent

## FOR THE ADVANCE

COMBINATION BILLERS, BANNER TACKERS and PROGRAMERS . . . . .

Wire Mike Pyne

TICKET TIE-UPPERS, PROMOTIONAL and TELEPHONE MEN . . . . .

Wire George W. Pughe

BANNER SOLICITORS . . . . . Wire H. B. Shive

All Replies to Department Heads

## Care DAN RICE CIRCUS

Apt. 806, Hotel Croydon, Chicago, Ill.

RAY MARSH BRYDON, General Manager

Brigade Starts August 31 — Show Opens September 11

# Scrap Local for State-Wide Plans

## Late Annuals Hit the Ball

Mississippi Valley events will benefit most from lifting of restrictions

(Continued from page 3)

peacetime, but they are going ahead with 1945 events that will lean heavily to amusements and display the traditional farm, home and livestock exhibits only as they can be rounded up.

Several of the larger fairs, with so-called victory celebrations and festivals in the making before ODT removed its grip, have already altered the pattern of their plans.

At Topeka, Manager Maurice W. Jencks, whose fall peace festival was to be held in lieu of the Kansas Free Fair, has already enlarged his program to State-wide proportions. Now scheduled as an all-State peace and victory celebration, the event will open September 8 under its regular fair title.

### Hutchinson Maintains Record

At Hutchinson, Secretary S. M. Mitchell of the Kansas State Fair announces that the best celebration possible under the circumstances will be held with the removal of restrictions on State expositions.

Until the ODT action, no fair or celebration had been scheduled, although fair authorities delayed as late as possible before deciding to end an unbroken string of 45 consecutive State or district fairs at Hutchinson since 1901.

With exactly one month to complete preparations, Mitchell said the event will necessarily be more of an entertainment program than an agricultural exposition. "It is impossible to prepare a premium list and get it out in time," he pointed out.

### "No Education," Says Hemphill

The ban on State fairs was removed far too late to allow one in Oklahoma this year, reports Ralph T. Hemphill, veteran manager of the annual at Oklahoma City. An Oklahoma City Fall Festival, however, is to be held at the State Fairgrounds September 22-28.

"We'll guarantee that there won't be a single bit of education at the festival," he asserts. "That's the way it was planned under ODT orders before the war ended."

Hemphill, for many years a national leader in fair planning, believes the Oklahoma City program will provide a realistic experiment to prove whether amusements are sufficient without support from exhibit departments to draw State Fair crowds.

With a heavy entertainment bill that boasts the Royal American Shows, the big Barnes-Carruthers grandstand show and other top features, Hemphill is conducting an advance sale of 25,000 tickets at bargain prices.

The Oklahoma City event may give showmen a hint of what labor layoff (See Fall Fairs Scrap on page 70)

## Iowa Plans Hinge on Army Lease Decision

DES MOINES, Aug. 25.—Iowa State Fair plans for 1946 hinge on whatever action the army may decide to take to cancel or extend the lease it has held on the exposition grounds since 1942.

Secretary Lloyd Cunningham of the State Fair said today that he has not yet had an answer to inquiries directed to Washington officials concerning an early release of the grounds and buildings now used by the army air corps.

The government lease was granted for the duration plus six months.

Cunningham hopes to regain possession by January 1 in order to make preparations for Iowa's Centennial Year State Fair in 1946.



RALPH E. AMMON, widely known fair and amusement park man, who has been appointed manager of the Wisconsin State Fair, Milwaukee. He was manager of the fair for a number of years and during the last two seasons was with the C. S. Rose park interests. He is a past president of the IAFE.

## Memphis Considers Cotton Carnival

MEMPHIS, Aug. 25.—Mid-South Fair will not be held this year, the lifting of restrictions having come too late to allow preparations to be made. "Next season is the earliest we can hope to get back in business," says E. O. Bailey, chairman of Mid-South Fair certificate holders. Fair usually is held the second week in September.

There are possibilities for a Cotton Carnival in 1946. Robert H. Jordan, comptroller of the Cotton Carnival Association, said plans for a cotton carnival at the war's end had been informally discussed. He said there was much rebuilding to do if the carnival is resumed. Floats have been dismantled or destroyed, making it necessary to "build from the ground up," he said.

## "Show Me State" Annual Attracts Record Crowds

SEDALIA, Mo., Aug. 25. — Missouri again went on display this week from August 19 to 26 inclusive, after a lapse of two years due to the war. They flocked to the "Show Me State" annual in droves, with more than 20,000 paying their way into the grounds on Sunday, opening day. Since then the crowds have been about double that of every corresponding day of the 1942 event, which was the last held. Fair got a phenomenal "break" in the fact that gasoline restrictions were lifted just four days prior to the opening of this first wartime Missouri State Fair. Ironically, it was the first Missouri State Fair to be held under the management of Secretary-Manager Ernest W. Baker, who took over immediately after the 1942 annual, and in all probability it will be the only one under his direction, since this year there was a change in the political set-up and the new governor is slated to appoint a new director of agriculture, as well as a secretary-manager of the State fair in the next few months. Baker did a splendid job in putting over this wartime annual. The "everybody pays" policy was again put in effect with no passes issued to anyone. Admission was 25 cents, plus 5 cents excise tax, with 25 cents for each automobile.

More money was expended than ever before in publicity and advertising. Billboards were used extensively thruout the State and ads run in practically every newspaper in the State, with most of

## Consider Moving Michigan State To East Lansing

DETROIT, Aug. 25.—Removal of the Michigan State Fair from Detroit, where it has been held for many decades, to "a more centrally located city in the State" is under consideration, according to Charles J. Figy, commissioner of agriculture.

East Lansing, 80 miles from Detroit, has been suggested as a probable site. If it were selected, the event would be held on the Michigan State College campus.

Recently the city of Detroit proposed that the fair property here be turned over to the city for park purposes. The race track, however, would be excluded in such a transaction, as it is considered too much a money-maker for the State to discontinue.

At present the fair property is under lease to the army, and Figy says it may not be released for some time. The grounds have been used principally for ordnance storage, most of the vehicles produced here for military purposes being on the grounds. With the war at an end, the continued use of the grounds for storage of such vehicles is expected until the vehicles can be disposed of.

Figy has proposed alternative courses regarding the fair. He suggests that the State committee investigate the practicability of (1) remodeling the present buildings, (2) construction of new buildings, (3) acquiring more parking space, (4) acquiring a new location, or (5) retaining the present property and making it available for other purposes.

Fate of the State Fair property probably will tie in with the ultimate decision on the world's fair. The State Fair property is, of course, much too small for the world's fair project, but it is possible, if the interests of the two groups are co-ordinated, that the world's fair site could be selected with some consideration of the State Fair needs and a portion of the property be made available as permanent fair property in the event the present grounds inside the city limits are taken over by the city as a public park.



WILLIAM V. (JAKE) WARD, aggressive manager of the Illinois State Fair, Springfield, who has announced an extensive building program that should make his fair plant one of the best equipped in the country.

## IAFE Meet Is Definitely Set

CHICAGO, Aug. 25.—The 55th annual meeting of the International Association of Fairs and Expositions has been definitely set for December 3, 4 and 5 at the Hotel Sherman, it is announced by Frank H. Kingman, secretary.

These were the dates originally set at the conclusion of the convention last December, but there had been some doubt as to whether ODT regulations would permit holding the meeting this year. Since restrictions have been eased to permit 150 delegates instead of the former 50 to attend, the IAFE can now go ahead with its plans.

At the 1944 convention, 44 United States fairs had 91 representatives in attendance, five Canadian fairs had eight representatives, and 10 State associations were represented by 11 officials.

This year's meeting is expected to be an exceptionally lively one, as there will be many important problems to be discussed pertaining to post-war plans.

Officers of the IAFE are Samuel S. Lewis, York, Pa., president; Clarence H. Harnden, Saginaw, Mich., vice-president; Frank H. Kingman, Brockton, Mass., secretary.

## Winkley & Swenson Report Record Biz

SEDALIA, Mo., Aug. 25.—Business is running far ahead of pre-season estimates made by Frank R. Winkley and Aut Swenson, co-producers of the All-American Thrill Drivers, Swenson reported today as he completed preparations for the organization's appearance at the Missouri State Fair Sunday (26).

During the past 10 days the Winkley-Swenson motor spectacle has appeared at Owatonna, Minn. (19); Abilene, Kan. (22); Harlan, Ia. (23), and Jackson, Minn. (24). Show is playing the Freeborn County Fair at Albert Lea, Minn., today (25).

With the addition of another big cargo trailer and gas restrictions lifted, the show is moving smoothly thru its mid-season schedule, according to Swenson.

## Butler County's Annual Successful Despite Heat

ALLISON, Ia., Aug. 25.—Altho the weather was a bit on the hot side, the Butler County Fair here, August 16-19, proved highly successful, with approximately 12,000 attending. On the midway were the American Beauty Shows. Features included Jerry Smith, Frank King's band, and the Songfellows, all of Station WHO, and the Clyde S. Miller Rodeo.

# Huge Ill. State Building Program

## New Mexico State To Go Full Scale

ALBUQUERQUE, N. M., Aug. 25.—New Mexico's Victory State Fair will be held here, October 7-14, with the full schedule of exhibits and amusements prepared for the original September dates, it was announced today by Leon Harms, manager.

The State Fair commission, meeting Wednesday (22), gave Manager Harms the green light, with instructions to present every feature originally designed. Overnight, livestock, farm and other exhibits began pouring in.

Harms predicts that amusement-hungry Southwestern people will establish a new attendance record.

The amusement program comprises eight days of horse racing with pari-mutuel wagering, a carnival and a night rodeo. Grandstand space has been doubled and new livestock show barns and permanent restaurant buildings have been added since last year's fair, which set an all-time high attendance record.

## V-J Steps Up Orange County Crowd Mark

MIDDLETOWN, N. Y., Aug. 25.—Orange County Fair officials claimed the biggest single day attendance in the 105-year history of the exposition here Wednesday (15), when 17,000 V-J holiday visitors crowded the grounds. The 5,000 grandstand crowd at night surpassed the previous record attendance of 4,200. Weather was excellent all week.

The second victory holiday, Thursday, produced another healthy turnout, with 14,000 passing thru the gates. Grandstand figures again hit near the 5,000 mark.

Total attendance for the week, August 13-19, was more than 60,000, topping all previous records, according to Secretary Madden. This was the first time in 23 years that the fair encountered no rain.

The event opened Monday (13) with the annual Children's Day activities, and reports from the office of Alan C. Madden, secretary, Monday night indicated a near-normal opening crowd. Tuesday's visitors were already celebrating V-J and the holiday mood colored the fair thru the remainder of its run. Friday, designated as Old-Timers' Day, drew a matinee grandstand of 3,200, followed by another full house at night.

Grandstand acts were furnished by George A. Hamid, Inc. Coleman Bros. Shows were on the midway.

Jack Kochman's Hollywood Helldrivers were the Saturday afternoon feature. Kochman outfit had 'em all on their toes and all seats filled. Two-day racing for the Nassau Driving Club Stake Wednesday and Thursday drew large crowds.

## Pinellas County Annual Will Get New Building

CLEARWATER, Fla., Aug. 25.—With the county commissioners providing \$10,000 in their budget, plans are going ahead here for construction of a new building on the Pinella County Fairgrounds at Largo. Building will house a sales pavilion and headquarters for boys' activities.

Started in 1917, the fair was held each January until 1943. It was canceled after 1943 because of the war.

## DID YOU HIRE A VET THIS WEEK?

Remember, it is your #1 postwar job. Scores of capable veterans have advertisements in The Billboard this week—

TURN TO PAGE 39

## Congressman To Aid World Fair On Foreign Tour

DETROIT, Aug. 25.—Detroit's projected World's Fair took on an international aspect this week with the appointment of Congressman Louis P. Rabaut of Detroit as unofficial ambassador to various countries to act as liaison man in connection with fair arrangements.

Rabaut is making a three months' tour, principally in Europe, on behalf of the House Appropriations Committee, and will double as the representative of the Detroit World's Fair.

Rabaut will contact all possible European countries on his tour, checking thru American legations as well, and contacting government officials and business men to determine how soon they will be in a position to send exhibits to the projected fair. Decision upon the date of the fair will be withheld until there is assurance the now devastated countries will be able to send at least specimen exhibits.

Sentiment here is against rushing into the project too soon, despite a natural eagerness. The condition of the national transportation system is probably realized more keenly here than anywhere else, particularly on the highway side. Recovery of rail transportation will, of course, be essential. Detroiters realize that the national transportation system is in a precarious state as far as cars are concerned, and will not approach normal until a substantial portion of cars can be replaced.

## Ex-G.I. Cast for Auto Thrill Show Planned by F. Cushing

SACRAMENTO, Aug. 25.—Released from the navy after many months in Pacific battle zones, Frank Cushing, former widely-known stunt man, is framing an all ex-servicemen's auto thrill show that will hit the road under the direction of Harry LaBreque, veteran fair manager and promoter.

Cushing, winner of a performers award contest sponsored by *The Billboard* in 1939 and claimant of many "firsts" in the field of motor thrills, served as chief electrician's mate aboard the USS Zellar, sunk off Okinawa.

His wife, billed as Marjorie Bailey, the Sky Lady, will perform a high-pole act as an added attraction of the show.

## Superior Draws 80,000 in Five-Day Session; Young Revue Scores

SUPERIOR, Wis., Aug. 25.—Tri-State Fair closed with a bang last Sunday (19), establishing a record attendance for its five days of operation. Total count was in excess of 80,000. The big day was Wednesday (15), when more than 23,000 people passed thru the gates. After a two-day rainout at the start, there was excellent weather for the rest of the week.

While exhibits were not as numerous as in pre-war years, there was a good showing in the livestock, agriculture and home economics classes and exceptionally large exhibits of 4-H Club work.

### Excellent Entertainment

Entertainment program was up to the usual high standard. Ernie Young's revue, *March of Victory*, was the night grandstand attraction and played to large crowds. Well costumed and ably presented, it proved a pleasing performance. Between the sprightly production numbers, acrobatic, comedy and novelty acts were presented. These included the Zavatta Family; the Two Maringos, traps and balancing; Coty and Sue, Chinese duo in hand balancing; Tarzan, ape man; the Conner Duo, globe, juggling



W. R. HIRSCH, secretary-manager of the State Fair of Louisiana, Shreveport, who is planning a full-scale State Fair this year, now that restrictions have been lifted.

## Canton's Circus Fire Ruling Boomerangs; Hits County Annual

CANTON, O., Aug. 25.—Canton's stringent circus fire regulations, passed last February, have boomeranged right into the city's own county fair.

J. D. Holm, Stark County fair board president, appeared before city council here and warned that the county fair could not be held in Canton this year until the present tent regulation is repealed or amended.

The ordinance requires flame-proofed tents in all city gatherings and orders all cooking tents open to the public to be spaced at least 50 feet apart on all sides.

Holm declared that the fair board could not get concessions with flame-proofed tents, as these are not required by State regulations or in any other city. He said also that it was impossible to rent flame-proofed tents to house such events as the fair's famed 4-H prize calf show.

A resolution to amend the ordinance proposes to allow gatherings of less than 200 in tents not flame-proofed, provided that adequate precautions are taken.

James Secombe, former mayor and U. S. congressman, advocated repeal of the ordinance, while Fire Chief George Jacob and Councilman John Lehman upheld it.

and balancing, and the Zoppe Troupe, ladders. Selden, the Stratosphere Man, presented his feature high act on the infield, and on the track Jinks Hoagland's Hippodrome provided pleasing entertainment that included high jumping and high-school horses and push-ball. The Paulettes, six attractive girl singers, provided excellent vocal background for the revue. Ralph Snyder did a solid job of emceeing.

Hoagland's Hippodrome and the various acts provided a pleasing afternoon show.

On the midway the Royal American Shows provided a variety of attractions. RAS made an attractive appearance, shows and rides looking as tho they had just come out of the barn. The shows' huge light towers flooded the midway with brilliance. There were several outstanding fronts, notably those of the *Nite Club Follies* and *Minstrel Show*, both new. Merry-Go-Round had been freshly dressed up with gold and silver leaf and brilliant colors, and other rides were attractively framed. Night business was good thruout the week.

Among the independent attractions (See *Superior Draws 80,000 on page 56*)

## Millions for Improvements

### New Coliseum included in long-range program—fair will resume in 1946

SPRINGFIELD, Ill., Aug. 25.—Illinois State Fair, out of action since 1941 because of wartime restrictions, will be resumed in 1946, it was announced this week by William V. (Jake) Ward, general manager. Dates set are August 9-17.

A huge building program has been planned which will give Springfield one of the finest fair plants in the country. A two-year program of permanent improvements for which the State Legislature has voted \$1,878,000 will begin soon, Ward states. In addition, a long-range program, which will include a \$1,500,000 coliseum, a \$1,000,000 stadium, and other new structures, is being worked out.

Since 1941 the fair plant has been occupied by the army air forces supply depot, which is expected to move out soon. As soon as the army vacates the grounds the work of rebuilding streets, sidewalks and the drainage system at a cost of \$255,000 will be started. Other improvements to be started soon include remodeling of many buildings at a cost of \$793,000, and increasing the seating capacity of the grandstand from 10,000 to 13,000 by building box seats in the arena between the stand and the race track.

In the blueprints for 1945-'47 are 11 new fireproof cattle and horse barns costing \$396,000, and doubling the size of the dairy building; a new cafeteria costing \$105,000, and terracing and landscaping at a cost of \$200,000. Fire-proof chairs will replace the wooden seats in the coliseum.

If the Legislature approves, the fair officials hope later to construct a new coliseum for the horse show and other public gatherings. They propose a stadium with 25,000 seats for use on Veterans' Day.

Some changes made in fairgrounds buildings by the army will necessitate considerable remodeling, Ward says. Concrete floors placed in the cattle and horse barns will be covered with creosote blocks. Ward also states that within the next decade two new buildings to house University of Illinois and State government exhibits may be built.

Ward says that the largest program of agricultural, sports and other attractions is being planned for the 1946 fair, which will include full-scale harness, auto and motorcycle racing, a rodeo, and outstanding carnival and grandstand attractions.

## Hennies Signs Columbus, Ga.

COLUMBUS, Ga., Aug. 25.—Chattahoochee Valley Exposition, skedded for October 8-13, has signed the Hennies Bros. Shows for the midway.

## WANTED FOR WISCONSIN'S RACE AND EXHIBIT WIND-UP FAIR

September 28-30, Platteville RIDES—SHOWS—CONCESSIONS

Write or Wire

W. G. PITTS, Secretary Platteville, Wis.

## WANTED

Grand Stand Attractions, Free Acts and Thrill Show for

MARTIN COUNTY AGRICULTURAL FAIR

Week of Oct. 8th to 13th. J. A. WARD, Secretary, Williamston, N. C.

## Coffey Co. Saved by Advance Ducat Sale

BURLINGTON, Kan., Aug. 25.—Two rainouts hurt but were not enough to ruin the 64th annual Coffey County Fair here August 6-10. Secretary Carl N. Henning explained today that a heavy advance sale of group tickets had saved the day financially.

The event was ushered in Monday with a heavy downpour and closed Friday with an even heavier rain knocking out both matinee and night activities. The stagershow, produced by J. C. Michaels, was moved into the high school auditorium Friday night, but the Ben Truex fireworks were rained out.

Afternoon programs featured horse races and riding stunts, as well as horse-pulling contests. The motion picture, *Battle of Russia*, was shown in front of the grandstand Thursday night by army personnel from Camp Crowder, Mo.

TRENTON, N. J.—Directors of the New Hope, Pa., Recreation Center announce indefinite postponement of the annual Street Fair, August 30-September 1, because of the polio epidemic.

## Better Housing!

MIDDLETOWN, N. Y., Aug. 25.—With the Orange County Fair in full swing, the housing problem in this city of less than 25,000 was acute.

They were so acute, in fact, that friendly fair officials took drastic steps to find overnight lodging for two fairgrounds performers.

They found it in one of the exhibition buildings, where a fancy post-war prefabricated house was on display. Pressed into practical service, it became the fairgrounds residence of the two performers.

## All-Iowa Expo Set for '46

CEDAR RAPIDS, Ia., Aug. 25.—Officials of the All-Iowa Exposition announce that the fair on Hawkeye Downs will be held in 1946 after a four-year void. The all Iowa program will feature observance of the 100th anniversary of Iowa's Statehood. Plans call for a historical pageant and exhibit.

## Du Quoin Labor Day Opener Set

DU QUOIN, Ill., Aug. 25.—A \$100,000 Grand Circuit harness racing card plus top grandstand attractions, a top-flight horse show and choice farm and livestock exhibits from Southern Illinois head the Du Quoin State Fair program to be held here September 3-8.

Labor Day inaugural crowds will get a whiff of the rich speed card when fields drawn from 445 entries contest for \$38,000 in purses. Harness racing will continue thru September 7. All-American Thrill Drivers, Frank R. Winkley-Aut Swenson auto daredevils, will take over the one-mile Du Quoin track Saturday 8.

Grandstand show will center around Ernie Young's night revue and acts, according to H. E. Strong, secretary. A gala horse show, with championship stakes worth up to \$1,000, will be presented, with Jack Staulcup's orchestra and circus acts augmenting the presentation.

Tuesday (4) has been designated Children's Day. Men and women in uniform will be admitted free.

Entries in agricultural and livestock departments, attracted by the most valuable premiums yet hung up here, indicate strong competition.

## Pre-War Features Restored at Cincy

CINCINNATI, Aug. 25.—All of the features and attractions, heretofore curtailed because of the war, will be restored for this year's Greater Cincinnati and Carthage Fair, September 12-15, Myers Cooper, former governor, chairman, announces.

Indications are that all available exhibition space will be sold, Cooper said. Entertainment will be provided by the Gus Sun Agency. Cooper said that harness races will be held and the horse show events will attract the best three and five-gaited horses from Ohio, Kentucky, Indiana and West Virginia.

## Superior Draws 80,000 In Five-Day Session

(Continued from page 55)

was Nat D. Rodgers' Purple Heart exhibit. Attractively framed, it presented an interesting array of war material, trophies, pictures, etc., and got a heavy play.

A miniature railroad, built to quarter-inch scale and operating in one of the exhibit buildings, attracted thousands of fair-goers. It was presented by the Superior-Duluth Railroad Club.

### Random Notes

Ford Campbell, president, and M. H. Lavine, secretary, the moving spirits of the fair, found time from their many duties to play host to visitors, charmingly assisted by Mrs. Campbell and Mrs. Lavine. They, with Mr. and Mrs. C. J. Sedlmayr; Father Leo Block, superintendent of the Orphans' Home, and Nat Green, representative of *The Billboard*, spent several pleasant hours at the Gitchindji Country Club.

Ernie Young could be found every night at the main grandstand entrance counting the house, and when it was all over he was well pleased with the week's take.

George Bush, Kansas City (Mo.) concessionaire, was on hand looking after his soft drink and other concessions. He reported an excellent week.

Among concessionaires and pitchmen noticed on the grounds were the Desplenter brothers, novelties; Mrs. R. C. Knowles, needlework; R. C. Knowles, collis; Fred and Hale Kjollien, kitchen gadgets; Ruth Anthony, handwriting analysis; James E. Miller, jewelry; T. R. Davis, horoscopes, and Roy Bowen, chameleons.

## Le Sueur County's Gross Highest Since '37; Crowd Off

LE CENTER, Minn., Aug. 25.—Total receipts for the Le Sueur County Fair here, August 17-19, hit the highest since 1937. Attendance, which was estimated at 7,500, was cut somewhat because of the late harvest.

Howard Amusement Company, Howard, S. D., was on the midway, and the grandstand show was supplied by Barnes-Carruthers, Chicago. A total of 463 boys and girls took part in the 4-H Club exhibit.

## Records Topple at August Annuals; Bigger Ones Ahead

CHICAGO, Aug. 25.—The old "bigger and better" gag is no gag this year, as far as the county fairs are concerned. Records have been toppling at the August annuals with surprising regularity. Attendance figures are ahead of last year and the business done by midways and grandstand shows has hit new highs.

Marks achieved by the early fairs and indications of keen interest in those to come presage big weeks ahead for the later fall events.

From Owatonna, Minn., R. W. Seath, secretary of the Steele County Fair, reports weather ideal all week and attendance 20,000 over last year. "The fair was a grand success," says Seath, "grandstand and midway business running 20 to 25 per cent greater than last year. Grandstand was a sellout Sunday (19) for Thrill Day."

Skowhegan (Me.) State Fair had the biggest attendance in its history Wednesday and Thursday (15-16), and the World of Mirth Shows beat all former records for those days. Ideal weather and cancellation of gas rationing brought record crowds.

William V. (Jake) Ward, manager of the Illinois State Fair, has been visiting many Illinois county annuals and reports that they are having one of the most successful seasons in years, with attendance and business topping the records of previous years. Similar reports are coming from many other States.

## McLean Co. Draws 25,000 To Rate Title—'Best Yet'

BLOOMINGTON, Ill., Aug. 25.—Pending final figures, Secretary Paul V. Curtis estimated a 25,000 total attendance for the McLean County Fair held here August 14-16 and asserted that it can be described financially as the most successful yet held. An early morning rain threatened the opening day, but the weather was clear the rest of the event.

Grandstand show was booked thru the Ethel Robinson Agency, while the Illinois ride operators, Tatham of Clinton, and Hahn of Pekin, furnished these attractions. A horse show, with 120 entries, closed the fair.

## Flemington Cancels Kids

TRENTON, N. J., Aug. 25.—Maj. Edward B. Allen, president of the Flemington Fair Association, announces that children's day has been canceled due to the polio epidemic. Allen also announced a program of auto racing will be featured at the Labor Day celebration.

## Jersey Skeds Auto Racing

TRENTON, N. J., Aug. 25.—George A. Hamid, president of the New Jersey State Fair Association, announces he has signed contracts for auto racing at the fair this year. The races will be held September 16.

## Fair Dates

The following corrections and additions to the List of Fair Dates were received during week ended Aug. 24.

The complete List of Fair Dates was published in the issue dated July 28. The next complete list will be published in issue to be dated September 29. See each issue of *The Billboard* for correction and additions.

### Alabama

Atialla—Etowah Co. Fair Assn. Sept. 24-29. H. G. Banks.

### Arkansas

Bentonville—Benton Co. Free Fair. Oct. 3-5. Lester Draka.

### Connecticut

Haddam Neck—Haddam Neck Fair. Sept. 3. Anzi N. Clark, R. D. 1, East Hampton. Wapping—Wapping Fair. Sept. 22. Walden V. Collins, Buckland, Conn.

### Kansas

Hutchinson—Kansas State Fair. Sept. 16-21. S. M. Mitchell.

### South Carolina

Bishopville—Lee Co. Fair. Oct. 15-20. J. E. Reeves. Charleston—Charleston Agrl. & Indust. Fair. Nov. 5-10. W. M. Frampton.

# ACE LILLARD

and

## HIS CIRCUS OF DEATH

will be at

## SOLDIER FIELD CHICAGO

SEPTEMBER 2 AND 3  
(Labor Day Week-End)

ACE INVITES ALL HIS AMIGOS FROM MEXICO AND SOUTH AMERICA AND ALL OF HIS GOOD FRIENDS AND FRIENDLY ENEMIES AND CRITICS TO SOLDIER FIELD TO SEE THE WORLD'S WILDEST—MOST DARING AND

NO. 1  
DARE-DEVIL DRIVERS  
PERFORM

## PENDLETON COUNTY FAIR

FALMOUTH, KY., SEPTEMBER 12-13-14-15

Bingo, Custard, String, Cotton Candy still open. Legitimate Concessions of all kinds. No grift. Save your money and stamps. Shows of all kinds. No Girls. Rides booked. Rita and Dunn, contact. Write or wire

W. E. LAMB, Mgr., Pendleton County Fair, Falmouth, Ky.

## WANTED FOR ELIZABETH CITY, N. C.

New Fairgrounds, New Location  
Carnival of Merit—Nothing Less

Than 20 paid attractions or more considered. 6 DAYS, 6 NIGHTS. Horse racing. Shows and Free Attractions. Geo. Hamid, contact. Dates pending.

RURITAN FAIR ASSOC., E. D. Boswell, Business Mgr., 1112 Court St., Portsmouth, Va. Phone 708-J.

## Olympics May Include Wheels For First Time

NEW YORK, Aug. 25.—Plans are in progress for resumption of the Olympic Games. Avery Brundage, president of the United States of America Sports Federation, sailed for Europe August 23 to survey the situation. He will visit England, France, Germany, Switzerland and other countries.

Contacts will be made with the National Skating Association of Great Britain and the International Skating Union on behalf of the United States Amateur Roller Skating Association with regard to the possibility of including skating for the first time in Olympic Games.

Eligibility to enter Olympic championships in skating is only available to those who are first approved by the USARSA and have competed in sanctioned competitions by that body.

United States was recently added to the title of the ARSA and hereafter, according to Ozzie Nelson, secretary-treasurer, it will be known as USARSA.

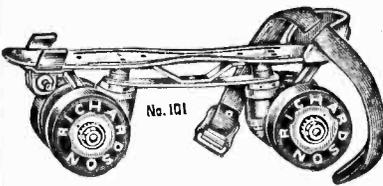
### Eight-Week ARSA N. J. Judges Schools a Click

FLORHAM PARK, N. J., Aug. 25.—Ozzie Nelson, secretary-treasurer U. S. Amateur Roller Skating Association, and Alfred McCullah, chairman of the judges' committee of the national body, recently conducted examinations at the close of an eight-week official ARSA school for judges sponsored by the New Jersey Skating Association. Object of the classes, held at Florham Park Arena here, was to fill the gap in New Jersey State judges. Thirty-five students enrolled from Florham Park, Twin City, Park Arena, Passaic, Paramus, Radburn, Dumont, Chester, Morristown, Irvington and other spots in the State.

First lesson consisted of rules and methods, with questions answered by Walter Zitniak and Miss Harrington. Second session was held at Twin City Arena, Elizabeth, where John Callahan demonstrated figures. Another class met at Passaic Arena for dances, rhythm and expression. Another session will be held this fall.

New Jersey ARSA judges are John Hodgeson and Betty Andrews, Florham Park; Muriel Tuttle and Harry Muller, Paramus, and Doris Harrington, Twin City, Bronze Dance. Walter Zitniak, Twin City, and John Hodgeson and Betty McAndrews, Florham Park, Bronze Figures.

**The First Best Skate**



**QUALITY**

**RICHARDSON BALLBEARING SKATE CO.**  
Established 1884  
3312-3318 Ravenswood Ave. Chicago, Ill.  
**The Best Skate Today**

**FOR SALE**

First-class Outdoor Roller Skating Rink. Now in operation. Complete with maple floor, skates, wiring, tent, Concession Tent, etc. Two hundred and fifty pair new skates. For further information write

**ROLLERCADE**  
Sturgeon Bay, Wis. Telephone 727-J.

**ATTENTION**

Special Sale on PRECISION BEARINGS No. 37 @ 40¢ each. All our Bearings are new, not seconds. Balls, 3/16" round, true, high-grade steel, @ \$1.50 per 1000. We have Precision Wood Wheels. Also general supplies for Roller Rinks. Send in for full particulars. Large quantity of Brooks Detachable Toe-Stoppers.

**JACK ADAMS**  
1471 Boston Road Bronx, New York, 60

## United Rink Operators Offer Aid To Returning Servicemen

ELIZABETH, N. J., Aug. 25.—United Rink Operators are offering every assistance possible without financial gain to the rehabilitation of returning servicemen. W. Schmitz, chairman Eastern Division publicity committee, has sent the following letter to Manager McGregor, Veterans' Administration, Newark, N. J.:

"Dear Sir:

"I have received many letters from wounded servicemen asking about the rehabilitation program set up under the G.I. Bill of Rights. They also would like to know if they can receive instructions, leading eventually to a job in a roller-skating rink. This, of course, is only one phase of the many problems which confront our government.

"Our association is willing to offer its services, not only in helping a returning serviceman to obtain a job, but what we believe is more important, to use our association for the social rehabilitation of the returning serviceman.

"For instance: When I go around the rinks I see boys coming back with a leg missing. Before these boys entered the service, to them roller skating meant more than eating. These boys watch the skaters enjoy themselves with a sad look in their eyes. Naturally, I talk to them and encourage them, telling them that there is no reason why they cannot skate again.

"It is well known that many a man has turned against society and became a criminal because of a handicap which deprives him of the normal pleasures of life. These boys develop a complex because they are aware of their handicap. They feel that sometimes the girls talk to them skate with them out of pity. Naturally this causes a resentment.

"Knowing the roller-skating business, I am using this as an example.

"We are doing everything we can to teach these skaters who have lost a leg, to again enjoy the sport. However, what about the thousands of men in the army and navy hospitals all over the country? I believe that the government could set up a simple program in these hospitals to teach these boys not only to skate but to dance, play basketball, etc.

"It may be that you already have such a program set up. If not it would be a very simple matter. Each hospital has a recreation room which could be used for this training program. The instructors, of course, should be persons with the same sort of handicaps. For instance: I have a man who has his right leg off above the knee, yet this man cannot only roller skate but do the regular dance steps on skates. He also plays basketball. At the present time he is working in a war plant, however, prior to this he was teaching cripples how to play basketball. It is too much to outline everything in this letter. However, I am

## Skates Aid In Rehabilitation

ATLANTIC CITY, Aug. 25.—Roller skates are playing a most important role in the rehabilitation program under way here for the amputee cases at the England General Hospital for the returned casualties of the Army Air Forces.

In teaching the veterans that losing a leg need not become an insurmountable handicap, those with artificial limbs are being outfitted with roller skates, and under the supervision of trained nurses, are being taught to roller skate.

Each morning finds the nurses guiding veterans rolling along on the Boardwalk on skates to help develop their self-assurance. The roller-skating technique has proved to be one of the most popular with the servicemen.

sure that we could give you a demonstration of what could be done.

"I want to make it clear that the members of our association are not looking for any financial gain, but are merely doing this out of patriotism, as we feel that it is our duty to help those boys which sacrificed so much for us.

"W. SCHMITZ."

**FOR SALE**

24 Pairs Men's and 24 Pairs Ladies' Skate Outfits. Ladies' New White Leather Shoes, sizes 5 1/2, 6, 6 1/2, 7 and 7 1/2. Men's New Black Leather Shoes, sizes 7, 8, 9, 10 and 11. Skates are mostly Chicago. Some Richardson, all made up with new Chicago fibre wheels and mostly new parts. \$10.50 per pair. Ration stamps and deposit must accompany orders.

**S. ROTHMAN**  
609 Plaza Bldg., Pittsburgh, Pa.



### No. 321 DUSTLESS FLOOR DRESSING

Cleanses the air, providing a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal., in 5 gal. containers. Terms: 25% with order, balance C. O. D.

**GAGAN BROTHERS**  
444 Second St. Everett, Mass.

**It's Fun To Roller Skate**

on

**"CHICAGO"**  
TRADE MARK REG. U.S. PAT. OFF.

**FLEXIBLE-ACTION ROLLER SKATES**

Keep your skates in Good Repair 'til it's over over there then you can buy A NEW PAIR



# VICTORY

## AND Our JOB now

- ★ To pause in humble Thanksgiving for the supreme and greater sacrifice of all who, for us, have paid the price of peace.
- ★ To complete remaining needed production, that no service person anywhere shall go without non-combat materiel while they await in far off isles final settlement of war.
- ★ To make our respite brief, realizing the job ahead and the necessity for prompt reconversion to intensified civilian need.
- ★ To recognize our obligation—the part we must, like all producers, play in economic stabilization to secure peace and employment.
- ★ To face the challenge of tomorrow confidently, but without complacency, as we share the responsibilities of Free Business to bring about higher standards of living for all at home and coming home.

That is Our Job now. It belongs to all of us in the factory and in field associations. It means immediate full PREPAREDNESS for the job ahead.



**HYDE**  
**ATHLETIC SHOE CO.**

CAMBRIDGE, MASSACHUSETTS.

# Prep for Extensive Expansion

## Millions for Improvements

Leading funspots planning new rides, buildings for '46—new ideas are sought

CHICAGO, Aug. 25.—Amusement parks, closing one of the most successful seasons in their history in spite of an unfavorable spring start, are planning the greatest expansion in years for 1946. New rides, new buildings and new ideas in entertainment are on the agenda for the approaching peacetime era, and parks from Coast to Coast already have improvement programs laid out that will call for the expenditure of millions of dollars in the aggregate.

NEW YORK, Aug. 25.—Conservative estimates of new construction and new rides and equipment being lined up for amusement parks and beach resorts in the immediate vicinity of New York indicate that owners and operators are prepared to expend close to a million dollars on improvements this winter or as soon as materials and labor become available. In addition to the above privately operated commercial projects, there are numerous State and municipal plans for additions to beach, park and recreational facilities in the New York area. Largest of these projects will be the construction of an Oceanarium, replacing the old Aquarium of New York, which will be erected at Coney Island at a cost of \$3,100,000.

Among the important projects already under way or definitely set are an addition to Playland, the sole amusement park on the popular Rockaway peninsula. A. Joseph Geist, owner-manager of the spot, is building a skating rink, 200 feet long, on a plot adjoining the park. Included in the project will also be a large dance hall, bowling alleys and a Penny Arcade. Several new rides will also be installed in the park. Playland has been kept in top form, but with the Rockaways catering to weekend crowds well above the million mark, Geist is decidedly optimistic as to the immediate future of the Rockaways and plans on expending approximately \$500,000 on additions and improvements to Playland.

Henry A. Guenther, Olympic Park, Irvington, N. J., is inclined to be a bit conservative in tossing around dollar figures but he has several important projects in the blue-print stage which hinge on the availability of materials and labor. First on the Guenther agenda is the construction of one of the most elaborate Old Mill rides in America. Plans for the attraction, which will cost \$35,000, have been prepared by Ackley, Bradley & Day, and construction will get under way as soon as material can be obtained. The Old Mill will replace Hogan's Alley, one of the park's older Funhouses, and will have an ornate facade, a large artificial lake and other attractive features.

Other improvements planned for Olympic are the erection of a large milk bar on the site of the Old Mill, and replacement of the fleet of Water (See Ops. Spent Millions on page 69)



LESOURDSVILLE LAKE PARK, on Highway 4, between Hamilton, O., and Middletown, O., sports one of the finest inland bathing beaches in the Midwest. It attracts tens of thousands of bathers annually from within a wide radius. Under the direction of Don Dazey, Lesourdsville is winding up one of the most successful seasons in its history.

### Speedboat Bandits Make 10G Snatch From Detroit Spot

DETROIT, Aug. 25.—Bob-Lo Amusement Park, located on Bois Blanc Island in the Detroit River, was invaded by four armed bandits Monday (21) who took about \$10,000 in Sunday receipts from five safes. They came to the island about 3 a.m. by speedboat, and made their escape with the loot in the same way.

International piracy laws may be involved in the event the bandits are caught, inasmuch as the island park, normally reached only by excursion steamer from Detroit, is located in Canadian waters.

### Dunes Closing Listed

INDIANAPOLIS, Aug. 25.—Dunes State Park Beach and the Nature Guide Service will close Labor Day, Maj. Robert F. Wirsching, State park director, said today. The Dunes Hotel will close September 9, while the Duneside Inn will remain open until November 1.

## CONEY ISLAND, N. Y.

By Uno

V-J days brought crowds on a par with any heavy, sunny Saturday. Many of the larger rides, such as the Comet, Cyclone, Rocket, Bobsled and Thompson's Coaster, shuttered the first day. Others did likewise but reopened in the evening. The Kyrimes four followed suit. They had intended on an all-day close upon assurance that Steeplechase was similarly gaited. But the Ride King, upon arising, found the park in full swing, so got busy forthwith and rounded up most of his staff. By dusk he had all cash registers working overtime. Food was at a premium. Nathan's, the only sidewalk eatery, observed the double holiday by not opening at all. It was hilarity and gaiety the two days and nights for both customer and Coney.

More Steeplechase personnel. On the Parachutes: Eugene Mann, Edward Smith, Leonard Steen, Joseph Savarese, Tino DeFede, Joseph Rovello, Robert Stewart, Steve Cannon, William Seward, Frank Garrity, Harold Collins and Arthur Schulte. Ride men include Charles Lipp, Robert Lynch, Andrew Marterello, Louis Salerno, Pat Devoy, Mike Covell, Thomas McKinney, George Ferguson,

### G.I.'s Help Swell Daytona Beach Biz

DAYTONA BEACH, Fla., Aug. 25.—With the season here already recorded as one of the best in the resort's history and business continuing at a fast clip, indications are that this year's gross will be hard to top in years to come.

The presence of a large number of military personnel, both in the resort and at near-by stations, is largely accountable for the big biz this season. It is not an uncommon sight to see lines of folks outside eating places waiting their turn to enter.

The amusement area continues to do a thriving business. There isn't an inch of concession space around the Boardwalk area that isn't in use. Bars and night spots are flourishing. Club Pier Casino, largest of the local spots, is doing a lively trade, with G.I.'s making for the bulk of patronage. Running close behind from the standpoint of activity are Charlie's Hi-Hat, the Martinique, Kentucky Bar, Turf Bar and the Rustic.

The V-J celebration here was one of the most demonstrative this community has ever seen. It did require a large number of amusements to close down, however.

Joseph Fallon, Pasquale Paldina, John Lanzaro, George Gimpel, Russell Bachman, Cyril Matheson, Pasquale Giordano, John Bergen, John Prebianca, Jesse Blades, Achille Ciranni, James Sweeney, Angelo Brienza, Joseph F. Clancy, Michael Nellet, John Huhn, Henry Cordes, Anne Oakes, Joseph Seggese, Charles Coxen and Felix Florito.

### Fathers of Inventions

Genius for invention is reflected prominently this season among such localities as Chris Feucht, of the Cyclone ride, for a safety lock device to prevent falling out of cars of unruly passengers; Julius Tolces, of Feltman's, for a gadget to keep recording disks in place; Leo Stober, a Reiben concessionaire, for an electrically geared rabbit race; Johnny Senders, Arcad op, for a number of new coin machines; Jimmie Kyrimes, ride op, for illuminating devices, and Garber and Gersh of 5-Star Final, for new Pokerino table manufacture.

Marie Wagner, with Palace of Wonders, is planning a trip to Italy to supervise the transfer to America of the (See Coney Island, N. Y., on opp. page)

## Big Yr. Ahead For Funspots

Extent of 1946 improvements depends upon availability of material

CHICAGO, Aug. 25.—After four years of marking time on improvements because of wartime restrictions, the nation's amusement parks are ready to start an extensive rehabilitation program to put their grounds and buildings in first-class shape and provide new attractions for the coming years of peace, which are expected to provide ample business.

Reporting a record-breaking season, the managements of leading resorts are in the mood to go ahead with long-delayed expansion and will be limited only by their ability to obtain new rides and building material.

### Extensive Revamping

"We have started extensive remodeling of a number of our buildings which will run thru the winter," says Paul H. Huedepohl, operator of Jantzen Beach Park, Portland, Ore. "We also are planning a new modern office building to be ready for the 1946 season. If new rides are available in time, we would like to replace a few of our older ones. We plan to close the park October 15, with Jan Garber's music in the ballroom. Business, as a whole, is down a little over last year. However, August will be the biggest month the park has ever had."

Cedar Point-On-Lake Erie, owned and operated by the G. A. Boeckling Company, Sandusky, O., reports a record-breaking season. Opening last June 16 and closing this Labor Day, the company is away ahead of its 1944 season in all departments. This includes its many concessions, also the rental and operation of the Hotel Breakers with its 1,000-room capacity. "In looking forward to next year," Edward A. Smith, president and general manager, states, "the company plans numerous improvements and new features and is optimistic that it will be able to obtain many new features for next season, which opens, as always, around the middle of June." The resort closes its season the night of Labor Day.

### Gurtler Seeks New Ideas

Arnold B. Gurtler, operator of Elitch's Gardens, Denver, reports that the park will close the most prosperous season in its history Labor Day. "I am sending both my sons, who are ex-marines, on an extensive tour thruout the East and South for new ideas. We will be in the market for several new rides and games."

Edward L. Schott, president and general manager of Coney Island, Inc., Cincinnati, has elaborate plans for the post-war years. "Our most immediate 1946 project," he says, "will be a new front for Moonlite Gardens Ballroom and extra locker space for the natatorium. Other more elaborate building projects are under consideration but not definitely projected pending availability of building materials. The season has been very successful—almost 15 per cent better than last year. As usual, we will close on Labor Day, with nothing planned after that except the customary down-river tour of our steamer, Island Queen. As usual we are closing the season with a big free attraction, the Victory Sky Revue, and with a carnival and fireworks show daily from August 24 thru Labor Day."

Belmont Park, Montreal, started the season with a long spell of bad weather, but has climbed to 20 per cent above last year, an all-time record, Manager Rex D. Billings reports. "We contemplate some fireproof construction," Billings states, "but are uncertain as to when we can start it because of priorities. We are closing Labor Day with an official Labor Day celebration. Major free attractions have been a big factor (See Nation's Funspots on opp. page)

### HAVE A JOB TO FILL?

Don't hire anyone until you have examined the veterans' advertisements in The Billboard this week. At least one of them has the qualifications you need.

TURN TO PAGE 39

# Detroit Spots Plan Expansion

## Setting New Attractions

**Large sums to be spent on improvements at Jefferson Beach and Eastwood**

DETROIT, Aug. 25.—Most elaborate expansion program in years is being planned by Jefferson Beach and Eastwood Park, two of the leading local amusement centers.

Eastwood Coaster Company, headed by Abner Rosenzweig, signed this week to install the largest group of rides to be placed in Eastwood at one time since the spot was opened 18 years ago. These will include a Caterpillar, Moon Rocket, Cuddle Up and Old Mill. In addition, new fronts will be installed on the Roller Coaster, Bug and other attractions. Eastwood Gardens, big outdoor ballroom, will be remodeled. Lighting changes have been an important feature of the Gardens several seasons, with many pioneer developments in show lighting being made here. The stage will be remodeled in harmony, with a new square glass effect in gold tones, combined with velvet drapes.

Jefferson Beach organization, headed by William P. Young, of the True Fruits Products Company, as president, with Sam Kutzen, refreshment concessionaire at Eastwood Park, as secretary-treasurer, also plans numerous improvements. Harry Stahl, superintendent of Eastwood Park, will double as vice-president and general manager of Jefferson Beach under the new management. He has announced that \$300,000 will be spent on improvements, with work starting at once to assure an early opening next spring.

Major new rides to be installed include Caterpillar, Moon Rocket, Tilt-a-Whirl, Flying Scooter and two Ferris Wheels.

Concession buildings are being rebuilt, with neon fronts. New Coaster entrance and Penny Arcade will be erected, as well as new Skee-Ball alleys. General repainting and new neon lighting of the entire funspot, closed for two seasons, is being undertaken.

An important new show attraction will be the Palace of Wonders to be operated by Charles H. Hodges, Coldwater, Mich., who has a similar show at Eastwood. The new Palace will have a huge 150-foot front.

On the waterfront a new seawall is to be built 300 feet out into the lake to provide additional protection to the bathing beach.

A speedboat concession is to be erected and two large lake cruisers are being added for rides on Lake St. Clair. This will be operated personally by Stahl.

A new type of attraction will be a special lagoon to be enclosed on the lake front for Scooter Boats, a new type of two-passenger boat built like a Dodgem.

Plans for the ballroom are incomplete but present plan is to remodel it for use as a night club using name acts to run during the summer only.

## Lifting of Gas, Travel Ban Hypes Out-of-the-Way Spots in NY Area

NEW YORK, Aug. 25.—End of gas rationing and easing up on travel restrictions is affecting attendance at all amusement resorts in the New York area, causing moderate slumps in such near-by spots as Coney Island and Orchard Beach and definite increases in such places as the Rockaways and Jones Beach.

Rockaway Beach topped Coney Island in attendance last Saturday (18), with a crowd of 750,000 to Coney's 600,000, and again Sunday (19), with 1,362,000 against Coney's 900,000. Jones Beach, depending on auto trade, drew 75,000 Sunday (19), while Orchard Beach, served by bus, drew only 70,000, a considerable drop from highs of 100,000 chalked up there several Sundays this season.

Ideal weather over last week-end, however, favored all outdoor spots. Olympic Park, Irvington, N. J., and Palisades (N. J.) Park drew capacity

### CONEY ISLAND, N. Y.

(Continued from opposite page)  
body of her son, Henry Edwards, killed in action a year ago. Her son, Donald, has been given a discharge, and another son, Howard, merchant seaman, is still in service. She has another son and three daughters. Among the latter is Carol, a dancer, also with Rosen's show, as is daddy, Ike Wagner, a ticket seller. . . . Al and Joe Kirsch operate a well-patronized cafeteria back of the Half Moon Hotel, where Ma Kirsch is chief cook. . . . Charlie Topack, headwaiter of the Irish Stable, will perform similar duties at Fred Sindell's winter spot in Manhattan, destined to become another cabaret and eatery.

### Henry Stubbman Passes

Death overtook one of Coney's leading business men August 10 when Henry Stubbmann, owner of the Hotel Eleanor and a large carousel on Surf and West Fifth, passed away of a heart attack. An islander half a century, he started as a bungalow renter. He leaves his widow, three daughters and a son. Carrying on are Mrs. Stubbmann and daughter, Charlotte. . . . Cactus Cowboys, now at the Irish Stable, suffered losses of their instruments in a fire while at the Ringside Bar, Manhattan, August 4. Jack Watts came away without his guitar, and Billy McKay, his bass violin. Bobby Gregory, third member, was more fortunate in salvaging his accordion. New manager at the Stable is Morris Konowitz, late of the Cosmo Cafeteria. . . . Dan Lane, of the Irish House, is laid up with stomach ulcers. Operating for him are Tim Haggerty and Manager Jimmie McCullough.

Many ops favorably inclined toward some kind of a victory celebration. Stanley Gersh is for a big block party, and Phil Pates for a three-day, week-end fete. . . . Mrs. George C. Tilyou, the former Mary Elizabeth O'Donnell, wife of the originator of Steeplechase Park, the late George C. Tilyou, is still active and the power behind the throne. She is chairman of the board and of the Tilyou Realty Company and has been ever since the demise of her husband in 1914. . . . George C. Tilyou, now at the Steeplechase helm, and his wife, who was Adele McCooley, daughter of the late John McCooley, Kings County leader and committeeman, will celebrate their 22d wedding anniversary next April. Adele presides as assistant treasurer of Steeplechase, taking over because Uncle Sam needed her sons. . . . Archie Bell, former featherweight champ, is managing the Clam Bar.

ATLANTIC CITY, Aug. 25.—Resort's first peacetime week-end in nearly four years found Atlantic City enjoying its biggest crowd of the season last Sunday (19). The turnout was estimated at under 300,000, as compared to the 225,000 coming here for week-ends in previous weeks. The resort was handsomely filled, with the beach and Boardwalk black with visitors all day, most of them having arrived by automobile.

crowds and for the first time since Pearl Harbor found their auto parking lots overtaxed.

## Nation's Funspots Look to Prosperity

(Continued from opposite page)  
in our business pick-up. Currently, we are playing Les Kimris."

In the Chicago sector, General Manager George Schmidt, of Riverview Park, standing ready to swing into action with definite post-war plans, will follow a "wait-and-see" policy for awhile.

There will be time enough this winter, Schmidt believes, to get construction started. Meanwhile, he intends to watch for economic trends and, particularly, governmental steps in the direction of lower taxes.

Currently enjoying its banner season, the Riverview manager asserts that taxes cut so deep a slice out of the grosses that the situation stands as the most serious obstacle to successful operations. He contrasts the current 20 per cent amusement tax with the 10 per cent given up during World War I to punctuate his views.

At Riverview, buildings and grounds have been kept in tiptop repair despite wartime shortages and restrictions, Schmidt reports.

Kennywood Park, Pittsburgh, closing a successful season, expects to make a number of improvements in 1946. A. B. McSwigan, manager, states that the management has made no plans so far but is waiting to find out what materials will be available. The park closes September 9.

## Partnership Suits Settled Out of Court

SPRINGFIELD, Mass., Aug. 25.—Two suits in equity brought against Edward J. Carroll, owner-manager of Riverside Park, by Albert Reeves, Boston, have been settled out of court for a reported \$50,000, it was learned today. Decrees ending the suits have been filed in Superior Court.

Reeves sued Carroll for \$200,000, demanding an accounting of a reported partnership at the Barrington Race Track, Great Barrington, and in a second suit demanded dissolution of the partnership known as the R&C Corporation, which operated the midget Auto Ride concession at Riverside.

Carroll contended that neither partnership existed. Suits were filed in January and February and never came to trial.

## Fire-Wrecked Florida Resort To Be Rebuilt

JACKSONVILLE, Fla., Aug. 25.—Plans are going forward to rebuild the Flag, huge amusement center at Jacksonville Beach, which was destroyed by fire Monday (13) for the second time in 18 months.

Owned by Carl S. Ward, Jacksonville, the resort was operated by Cecil Summers and Fred Blas, both of Jacksonville. Ward said the building was insured for \$100,000 and damage was estimated at that figure or more.

The fire was believed to have started when a large neon sign over the entrance to the building went snafu. An estimated 500 persons in the building when the fire began escaped injury.

Altho the amusement building itself was a total loss, the firemen managed to keep the fire from spreading to adjacent structures. Some rides close to the flaming building were damaged by heat and flying sparks.

A large part of the Flag was burned February 1, 1944, the fire at that time being caused from a short circuit. The building was ready to operate during the summer of 1944, however.

## Chicago Janitors Picnic; See Annual Outdoor Circus

CHICAGO, Aug. 25.—Chicago's janitors gathered Sunday (19) for their annual Janitors' Union Picnic at Riverview Park and outdoor circus later in the day at near-by Lane Technical High School Stadium.

The show, booked thru Barnes-Carruthers, included Nellie Dutton's riding act, camels and other features; Lang's teeterboard act; the Francettas, girl acrobats; Francisco, high pole; Ernie Wiswell's Funny Ford; Bozo Harrell and Company, and the following clowns: Earl Shipley, Jimmy Davison, Gabby DeKoe, Lindsay Wilson, Charley Demilo, and Charley and Peggy Kline.

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

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Browne, Vernon O.
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Lewis, Eddie
Lewis, Edgar
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Littles, Carl
Lloyd, Capt. Jack
Lockard, Estier
Long, Louis
Louis, Jesse
Lowrey, Esther
Lowery, Willie
Lucas, Bessie
Luika, Anna
Lusk, Joe (Joe Blow)
Lutz, May J.
Lynn, Gypsy
McFarlin, Ed
McLean, Paul
Mack's Holly-wood Circus
Males, J. G.
Manning, Don
Marion, Grace
Marks, John
Marks, Steve
Marmon, Lou
Marshall, Tom
Martensy, Hensley R.
Mayer, Betty
Meinert, Eugene
Mellina, Peggy
Miller, Charles
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Miller, Frank
Miller, H. A.
Miller, Jerry
Miller, Louis S. & Margaret M.
Milligan, Robert W.
Minchin, Geo.
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Mitchell, Geo.
Mitchell, G. L.
Mitchell, Mike or Russell
Mitchell, Willie
Mix, Art
Monroe, James
Montana, D.
Moore, Bill
Moore, Lewis
Moore, Helen
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Morgan, Jack
Morgan, James R.
Morgan, W. E.
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Mulls, Mike Todd
Murray, Mrs. Jess Polly
Musale, Margaret
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Naramore, Mrs. Charles E.
Nard, Helen
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Neill, Mrs. Leonard
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Niel, Lou Emma
Newcomb, Harry W.
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Reed, Mrs. R. W.
Reen, Gilbert
Reeves, H. N.
Reid, Jesse R.
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Rhodes, D. D.
Rice, Maurice J.
Richards, Franco
Ritz, Prof. Charles
Roach, J. S.
Roach, Lambert G.
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Roberts, J. H.
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Smith, Mary (Blues Singer)
Smith, Milton
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Strait, Cedric Wayne
Strait, Texas
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Talbot, Frankie
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Williams, Jay
Williams, Mary E.
Williams, Wayne
Willse, Mrs. Birdie
Wilson, Newton J.
Wilson, Ted
Wolfe, Raymond
Wrisck, Donald
Wyble, Ben
Yeager, James Franklin
Yonko, Spero Leo
ZENO, Joseph J.
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Toni, Vickie
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REP RIPPLES

H. H. ANGIER has a vaude-pic show in Kiowa County, Colorado, playing three-week stands. Dramatic sketches are used for the flesh end. . . . CHESTER COBB is booking schools in the East for his vaude-film unit. . . . CAULEY AND DAVIS have opened a small trick at Reform, Ala. Colored unit will play the Huntsville, Ala., area until middle of September, when it moves to Tallahassee, Fla., where it operated last winter. Four people make up the troupe which plays short-cast bills and shows under auspices. . . . MUSICAL STIPPS, xylophone duo, recently joined the By Gosh Hill-billy Tent Show, as have Chuck Swain and "Smiling Ray" Walker. Jack Pierce was a recent visitor. . . . GATES FAMILY SHOW is in Hooker County, Oklahoma, showing films and dramatic sketches. . . . MR. AND MRS. E. L. TABER, with films and short-cast bills for flesh, are in the Blytheville, Ark., sector. They will make schools in West Texas after the middle of September. . . . NORTHAMPTON PLAYERS, four people, have closed their summer trek in Southern Vermont. They will play under auspices around Boston this fall and winter.

Wolfe's unit on the Kemp Time last season. . . . WILLIAM J. MCINNIS is readying a vaude-picture outfit to play fall and winter auspice dates in vicinity of Lebanon, Pa. . . . CLARKE FAMILY SHOW (Harold W. Clarke) will play E. F. Hannan's Mr. Jed in schools and auspice dates in New England after middle of September. Bill features 6-year-old Billee Clarke. . . . BAILEY'S TEXAS SHOW is in Southern Oklahoma. . . . BOYD'S vaude-film show is in the Braham (Minn.) area.

An Old-Timer

By E. L. Paul
BLACKY DAWSON'S mention of Claude Cubine in his recent letter to The Billboard, will bring memories to many an old-timer of one of the greatest character actors the rep business has ever produced. He had everything—voice, appearance, education, intelligence—and was an artist par excellence with make-up.

Many believe, the writer among them, that there was no limit to where he might have gone in his chosen profession if he had let drink alone. But he couldn't, and it finally got him just as it has ruined the career of many another promising actor. He finally passed from the picture, ending his days as a shoemaker in his home town, Coffeyville, Kan. May he rest in peace!

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LEON HARVEY, former repster, now with Ohio Productions, Inc., Columbus, O., is acting as personal representative for another rep vet, Homer Meachum, and His Arizona Aces, currently playing fair dates for Bob Shaw of the Gus Sun Office. This fall, Meachum will have his own radio show over WCOL, Columbus ABC station. Harvey also is booking Cal and Bonnie West, formerly Clem and Maggie, WLW team, and at one time with Billroy's Comedians.

MRS. JIMMIE HULL (Jimmie Hull Players) underwent her second major operation August 18. She went under the knife the first time April 13 and has been confined 19 weeks with kidney trouble. She will be down six or eight more weeks. Her address is St. Therese Hospital, Room 316, Beaumont, Tex. . . . JACK SWEETMAN, minstrel vet, has his band with Klein's Victory Revue, grandstand show. He recently visited with Hab and Denton, minstrel vets. Sweetman was with Linton De-

Ellises Readyng "Rip" Unit
ADRIAN, Mitch., Aug. 25.—Mr. and Mrs. John Ellis, veteran rep operators, announce that they will again tour their Rip Van Winkle presentation, opening here September 24. They are booked for Toledo for several dates before moving into Cleveland for the fall semester in senior high schools.

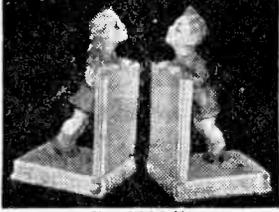
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390 Arcade Bldg., St. Louis 1, Mo.

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Barr, E. E.
Beall, Miss A. A.
Boatwright, B. E.
Briley, Louis F.
Brown, Wheeler
Bryant, J.
Buck, Mrs. Buddy
Burnett, R. C.
Bydairk, Albert
Check, William T.
Chunas, Anthony
Clemens, Dick,
Lion Act
Conway, Jack
Cortez, Madam
Crawley, Mrs. Eleanor
Davis, Mrs. W. N.
Dennis, Harold
Detwiler, Bryan A.
Dickson, Chuck
Dorey, Mrs. Edna
Duffy, Mrs. Fern
Durham, John
Eberhart, Miss Virginia
Forster, Gus
Frazier, Mrs. Opal
FRAZER, Raymond Newton Jr.
Gates, Kelly
Glover, Charles Jr.
Gowdy, Pamela
Graves, Floyd A.
Hawley, Wanda
Heller, Harry
Hurst, Eleanor
Jablonsky, Miss Frances
Jensen, Marvin
JoAnna, Madam
Johnson, Ray
Jones, Miss
Kerr, Sylvester A.
Klein, Pop A. P.
Knapp, G. W.
Lanning, Geo. W.
Luck, Miss D.
Luck, William J.
Mahoney, Dan F.
Murray, Miss
Martina
Nessler, Velma E.
Nottingham, Mrs. Ruth
Parker, Miss Boots
Patterson, Mrs. Guy
Rambo, Wesley
Rasmussen, A. S.
Raye, J. L.
Robinson, Mrs. Ralph
Rudney, Mrs. C. H.
Schemel, Lloyd
Shimman, William
Stark, Leslie C.
Stern, Elton
Stratton, Jimmie
Stietman, William
Tubbs, Eddie
Tyree, Thomas E.
Wall, Mrs. Betty
Warner, Leslie W.
Wilson, Robert
Wilson, William
Yanda, Thomas
Yates, Kirby
Young, Albert
YOUNG, Harry J.

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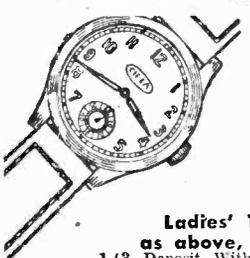
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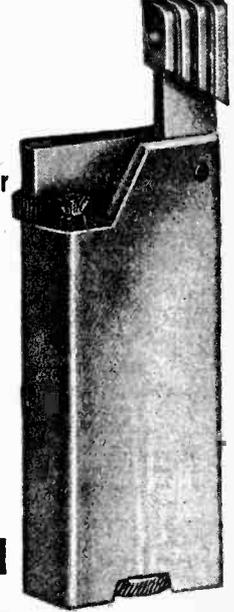
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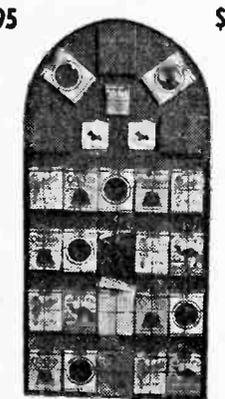
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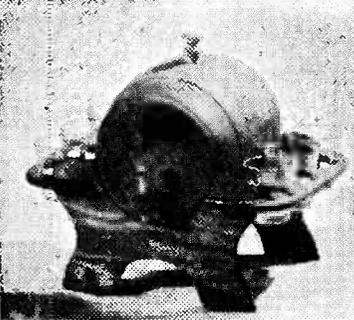
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By Bill Baker

Communications to 25 Opera Place, Cincinnati, 1

PVT. RICHARD J. HULL . . . known to the boys and gals as Dutch Hull before going into the service, is now at Macon General Hospital, Brentwood, L. I., N. Y. Hull expects to hit the road soon. He would like a pipe from Ruth Livingston.

WHERE ARE YOU heading for now that you have the gas?

LOU DAVIS . . . is with the Harry Craft Shows on Sex.

HARRY GREENFIELD . . . reports that some spots at Coney Island have closed and that the weather has been the worst in many summers at the New York spot. Jack Kahn and Sol Addis recently celebrated their 25th anniversary on the Boardwalk there. Both have sons in the navy.

A. C. SELLS . . . sent a swell cartoon of Pitchman Pete and a dog, with the balloon carrying: "Happy days are here again. C'mon, Pitchmen, shoot in those pipes to Bill Baker. Lets make the last part of '45 the best yet. Okay, let's go." His cartoons have had publication acceptance, he lines from Savannah, Ga., and adds that he formerly pitched razor blades and sold house to house with crews.

EX-G.I.'s will appreciate your help in getting them back to tripes and keister.

RUTH LIVINGSTON . . . says that hubby, Doc Irving Livingston, caught a 35-pound fish off Boston harbor the day before he left for a three-week stand in Nelsner Bros., Rochester, N. Y., with his Exit foot package.

JACK (BOTTLES) STOVER . . . says the knights of the road met the Knights of the Golden Horseshoe at the 124th annual tournament in Natural Chimneys, Va., recently. Among those working were A. J. and V. J. Stover and Paul Lokey, photos, and Hunter Butler, popcorn. All reported good takes. Willie McDorman, Bill Webster and Paul Lokey had counting geedus at a recent fire department lawn festival in a Virginia town.

JACK WIESE . . . shoots from Atlantic City that Nat Morchelles, of New York, is doing a good auctioneering job on the Atlantic City Boardwalk. He was known as Handsome Morch when on fairs.

JOBLESS does not mean moneyless. They got it; you get it.

AL PORTER . . . closed his Wonderland Show in Washington and is set to leave for the West Coast to open an amusement center in Southern California in November. He says that he spotted Bill Deitrick on the midway of Bantly's All-American Shows in Suitland, Md. Latter has been sheeting around Maryland tobacco markets. Red Roberts continues with sheet around Washington, Porter adds, and says that Benny Wolfe is off the road until fair time.

SAM CRAIG . . . is with razor blades and novelties around the nation's capital.

EILEEN ROGERS . . . comes thru from New York with some interesting slants on Pitchdom plus a warning. She says:

"Latest boon to arcade owners is the concessionaire. But how beneficial is this alliance to the lessee?"

"A hole in the wall on Broadway rents for \$50,000 per year or better. Arcade owners find it isn't easy to meet this figure on machines only. So, beginning with Max Schaffer, owner of Hubert's Museum on West 42d Street, arcade operators gave birth to a new idea—letting to concessionaires.

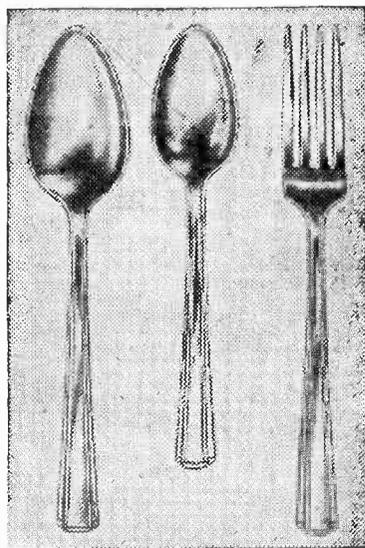
"Concessionaire usually comes from

**Demonstrators—Pitchmen**

**ENGRAVING JEWELRY**

Signet Pins, Rings, Lockets, Identification Bracelets, Anklets, Dog Chains, Birth Stone Rings. Immediate Delivery. Samples \$15.00.

**JACK ROSEMAN CO.**  
307 Fifth Ave. N. Y. C.



**A-1 SILVERPLATE**

For merchants and concessionaires. GENUINE PURE SILVERPLATE on nickel-plated steel base. Here's QUALITY in GRADED pure silver-plated tableware at prices that defy competition. A sure-fire combination of eye-appeal and sales-appeal. Get it now while limited quantities are available.

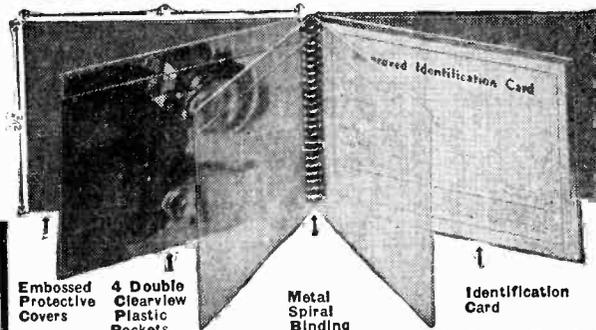
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Teaspoons . . . . . \$18.00 Per Gross  
Soup Spoons . . . . . 22.50 Per Gross  
Forks . . . . . 22.50 Per Gross

Minimum order 1 gross one kind or assorted. Gross lot prices allowed on assorted gross orders. Order a sample gross, your selection, today for your inspection. If not 100% satisfied your money back if returned within 5 days. TERMS: 1/3 deposit with order, balance C. O. D., F. O. B. Chicago.

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731 Plymouth Court Chicago 5, Illinois



Embossed Protective Covers 4 Double Clearview Plastic Pockets Metal Spiral Binding Identification Card

Timely fast selling specialty . . . easy to carry and deliver. Everybody buys our Clear View IDento-Case . . . 4 Clear View plastic pockets . . . metal spiral binding plus two heavy Plastic Covers. Sells like hot cakes! Price 50¢ each . . . costs you \$2.80 per dozen. We pay postage write for your trial order of one dozen today.

**SAMPLE DOZ. \$2.40**  
Special discounts in gross lots.

**BEACON SALES CORP., Dept. B, 37 South Wabash, Chicago 3**

**\$2.80 starts YOU in business**

Be your own boss! You, TOO, can be successful and independent. Make more money than you ever made before.

**IDENTO-CASE WALLET INSERT**

An ideal gift . . . the perfect Wallet or Billfold Insert . . . also preserves valuable SNAPSHOTS so dear to the man in service . . . fits into lady's hand-bag.

**FOR IMMEDIATE DELIVERY**

**#5H Iridescent Mother of Pearl BRACELETS**

#5H—Has Five Drop Hearts on Gold Plated Chain.  
#5HC—Has Three Hearts and 2 Sterling Silver Crosses, Gold Plated Chain. Each on Separate Cards.

**\$9.00 dozen**  
25% With Order, Balance C. O. D.

**GOLD ARROW PRODUCTS**  
1133 Broadway NEW YORK 10, N. Y.

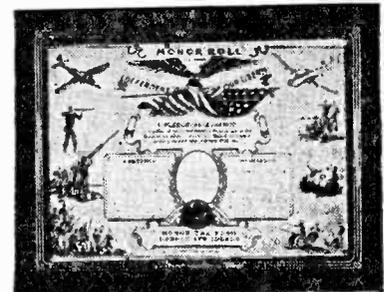
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**THIS 4 COLORED HONOR ROLL**

All ready framed, stands on table or hangs on wall. Every Soldier, Sailor, Marine or WAC a prospective buyer. \$4.50 Doz. Send \$1.00, will mail you a sample post prepaid. Good number Army and Navy Supplies and Souvenirs. 25% Deposit With Order.

**WORLD ADVERTISING NOVELTY CO.**

122 East 25th St. New York City 10  
Agents Wanted, Discharged Soldiers or Sailors.



**FLYING—BIRDS BOMBERS**

YELLOW OR COLORS—REAL WHISTLES—COMPLETE WITH STICKS—\$18.50 GROSS.  
NOTE — Positively the Tops of Any Bird Made Today — Just Out.

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**P-A-P-E-R M-E-N**

We have good publications for small towns and rural districts in all States. Up-to-date War Maps. Write or Wire

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Write today for new wholesale catalog on Tonics, Oils, 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**

# 100 MERCHANDISE HITS FOR YOU

• **CHECK THIS LIST** of fast selling merchandise items carefully. They're all proven money-makers and the companies offering them have thousands of other items.

• **PICK THE ITEMS** you want, and in cases where immediate shipment is desired rush check or money order to Box Number listed. In case where further information, free catalogs or price lists are desired, wire or write Box Number listed.

Make Checks Payable to the Advertisers, Not to The Billboard.

## BOARD DEAL

Flame Girl Lighter—Compact deal. Gross profit \$30.00. Write for confidential circular and net prices. John Baker Co., Box 09, 155 No. Clark St., Chicago 1.

## CANDY

Mirror Vanities, Cedar Chests, Cigarette Lighters, Mirror Cocktail Sets. Immediate delivery. Sylvan Co., Box 010, Billboard, 155 No. Clark St., Chicago 1.

## CELLO-LEIS

Hawaiian Leis, cellophane, sparkling colors. \$4.75 per 100; 150 to carton. Phoenix Merchandise, Box 5004 M, Billboard, 1564 B'way, N.Y. 19.

## CHARMS

Plastic Slum Prizes, \$4.00 per M. Charms on gift cards, \$6.50 per M. Sam Eppy, Box 5030M, Billboard, 1564 B'way, N.Y. 19.

## COMIC CARDS

Colorful Comic Greeting and Joke Cards, all occasions. Send for circular. Marcy Mfg. Co., Box 5055M, Billboard, 1564 B'way, N.Y. 19.

## CROSSES

4 Inch, gold sprayed, \$3.00 doz.; \$33.00 per gr. Plain Crosses mounted on rayon card, \$3.50 gr. Knickerbocker Handkerchiefs, Box 5054M, Billboard, 1564 B'way, N.Y. 19.

## DOLLS & TOYS

36" Part Plush Beasts, \$40.00 doz. 13" Chenille Dolls, \$12 doz. The House of Dolls, Box 5027M, Billboard, 1564 B'way, N.Y. 19.

## FLAG BUTTONS

Metal, American, 3¢ per C; \$3.50 per M. Cards for Buttons, 25¢ per C; thousand lots only. Cherry Products Co., Box 5055M, Billboard, 1564 B'way, N.Y. 19.

## FURS

Coats, Jackets, Chubbys. Lowest prices. Large assortment. 1946 fashions. Free catalog. Rose Fur, Box 5053M, Billboard, 1564 B'way, N.Y. 19.

## NAIL CLIPPERS

New precision built; tempered spring steel; Individually wrapped. Retailers for 59¢; \$4.20 per doz. delivered. S. Rabinowitz, Box 5049M, The Billboard, N.Y.

## NEW BRACELET

Genuine Lucite Bracelet with space for engraving. 12 favorite colors. Sample order, \$5. Universal, Box 08, Billboard, 155 N. Clark, Chicago 1.

## SALESBOARD

13 Items. Take \$75, pays out \$10. Sample deal, \$17.50, net profit \$47.50. 1/3 Dep. Boro Amusement Co., Box 5034M Billboard, 1564 B'way, N.Y. 19.

## TABLE LAMPS

All-Metal Table and Boudoir Lamps. Beautiful designs. Imm. Del. Send for free circular. Great Lakes, Box 015, Billboard, 155 N. Clark, Chicago.

## TOB. POUCH

Ex. Qual. Tobacco Pouch, 2 ply o/skin. \$1 retailer, 5¢ each in doz. lots. Sample 60¢ & 10¢ postage. Bernhard, Box 07, Billboard, 155 N. Clark, Chicago.

## TRICKS

Jokes, novelties, carnival supplies, noise makers. Write for catalog. Gordon Novelty Co., Box 5010M, Billboard, 1564 B'way, N.Y. 19.

## WASH-TOYS

Durable, ass't colors, 8 1/2" long, face closing. \$6.75 dz. Mt. Vernon Novelty Co., Box 5006M, Billboard, 1564 B'way, N.Y. 19.

## WATCHES

Men's American made Walthams, 7 Jewel, \$16.75. Rebuilt (guaranteed) 1/3 doz. Motor Dist., Box 5040M, Billboard, 1564 B'way, N.Y. 19.

## WALKIE TALKIE

Hottest novelty in years. Flashy. \$9.00 doz. Sample \$1.00. Act now. Glenwood Mfg., Box 5019M, Billboard, 1564 B'way, N.Y. 19.

some branch in pitchdom. He is asked to pay from \$600 to \$3,000 per month for space 8 by 4 feet. He then assumes the problem of employees. If he fails, the money on the lease is lost. But it is he who takes all the risk. His chance for survival is slim because of the terrific tariff. Getting spots on percentage just isn't being done these days.

"Turtles pay the rent for some stands. Novelty jewelry is another item that goes. Post card studios bring in big receipts. Sketch artists don't click unless they are very quick and able. Recording machines that are operated by personal attendants pay off. Automatics grade slow in comparison.

"Arcade owners can be right or wrong. It is usually a struggle anyway one looks at it. Rents too high; spot scanty; owners temperamental. Add to that the paucity of lines which will go in an arcade environment. So pitchers, beware before entering the arcade domain."

## HELEN V. GAGHAN . . .

is taking advantage of the warm months to work in cool Minneapolis with shampoo. She says she is looking forward to a return to Cincinnati this winter. She would like to read lines here on Vi Rubinstein and shoots a hello to Phil and Frances Nordberg.

VICTORY WAR LOAN is set for October. Still got your War Bonds?

CHIC DENTON . . . is kept busy these days around Dallas.

ROSS DYAR . . . med king, is busy at Fergie Ferguson's laboratories in Columbus, O., for a few months.

DOC AMOS . . . is planning for a future thru Pennsylvania and West Virginia.

## Band Didn't Play

By E. F. Hannan

STEVE BARRETT, now retired at his Roxbury, Mass., home, is a former pitchman of no mean ability. I recently ran into Steve and he recited a story concerning Dexter Fellowes, noted press agent, which Steve says Dex forgot to include in his autobiography. Steve's particular sales item was an ointment for general use, and one time he was working in Fellowes' home town in the winter.

Steve was staying at the local hotel, and Cleveland's Minstrels struck town and attempted a noonday parade but the weather was so cold and the wind so high that after going a few blocks they gave up trying to make music and trekked back to the hotel.

The brass players complained of cracked lips and Fellowes, who knew Barrett and had used his ointment, recommended it to some of the musicians. They bought of Steve, smeared their lips and mouthpieces with the salve, and went outside and played a concert.

For some years afterward Barrett was receiving mail orders for his ointment and he used the letters from the minstrel men as testimonials of the merits of the product he sold.

Steve says: "This is what pleased me most: the fact that the product I was pushing was worth sending long distances for." The few good words that Fellowes spoke were like bread upon the waters.

## Imported Hard Candy On Same Ceiling With Dom. Hard Candy

WASHINGTON, Aug. 25.—According to an announcement of the Office of Price Administration, sales of imported hard candy must now be made on same dollar and cent ceiling prices which apply to wholesale and retail sales of domestic hard candies.

OPA says that importers, like domestic manufacturers of hard candies, have their choice of using either the dollar and cent ceiling prices or highest price for which they sold such candy in March of 1942.

OPA announced its intention of making an allowance for wrapping in individual pieces of hard candy. That allowance is established now at 2 1/2 cents per pound. In Amendment 9 to the supplementary regulations on gen-

## B&V Bingo Up \$220 to Cut Between NAS, Miami Clubs

NEW YORK, Aug. 25.—A benefit bingo party, Wednesday (15) night, by the B&V Shows on the fairgrounds at Afton, N. Y., netted the sum of \$220 to be divided equally between the National Showmen's Association and the Miami Showmen's Association. Staff members and concessionaires of the Endy Bros.' Shows, playing Binghamton, N. Y., attended the B&V party and assisted in putting it over.

B&V Shows' staff this season is made up of Jess Van Vliet, general manager and general agent; Queenie Van Vliet, secretary-treasurer; Mike Buck, general superintendent; Sal Marcello, electrician, and Phil Cook, publicity.

eral maximum price regulations, OPA has provided a method for establishing ceiling prices for packages which contain more than 8 ounces of hard candy in various sizes and types of containers other than paper bags.

OPA said that this new amendment to the regulations becomes effective as of August 25, 1945.

## CLOSE OUTS

- 5000 Gr. Slum Pins on Cards . . . \$ 1.25 Gr.
- 300 Gr. Novelty Pins on Cards . . . 4.50 Gr.
- 350 Gr. Assorted Perfumes, Boxed. . . 12.00 Gr.
- 200 Dz. Stuffed Animals . . . . . 15.00 Dz.
- 200 Dz. Stuffed Animals . . . . . 18.00 Dz.
- 200 Dz. Stuffed Animals . . . . . 24.00 Dz.
- 150 Gr. Metal Ash Trays . . . . . 1.50 Gr.
- 100 Gr. Lamb's Wool Powder Puffs, 2 to Cellophane Envelope . . . . 4.50 Gr.
- 50 Gr. Face Powder . . . . . 9.00 Gr.
- 100 Gr. Novelty Dress and Suit Pins, Boxed . . . . . 14.00 Gr.
- 150 Dz. Wing Bracelets, 24k and Plated . . . . . 3.00 Dz.
- 100 Dz. Leather Wallets . . . . . 9.00 Dz.
- 100 Gr. Novelty Necklaces for Kids 2.00 Gr.
- 25% Deposit with Order, Balance C. O. D. Nothing Under Gross or Doz. Lots.

## MERCHANDISE DISTRIBUTION CO.

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## GOLD FILLED LOCKETS

Beautiful 3-tone engraved quality Locketts and Chains, 1/20 12K gold filled on sterling silver, complete with chain and beautiful box.

- #122 Medium Size. Doz. . . . . \$27.00
- #322 Large Size. Doz. . . . . 33.00
- #2/7 Baby Locket. Doz. . . . . 18.00
- Sterling Silver Bangle Bracelets. Dz. 9.00
- Sterling Silver Baby Bangle Bracelets. Doz. . . . . 6.75

1/3 deposit with order

## JUDY PARKER

277 Broadway New York City

## GIANT BALLOONS

2-3-4 feet in diameter. Can be used for large beach balls, decorations and many other uses.

## BIG MONEY MAKER

Send \$2.00 for 5 asst. samples, including shipping charges to you.

## CORE ASSOCIATES

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### FUR COATS JACKETS—CHUBBIES

LARGE assortment of NEW 1945-'46 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs 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 Furlier  
236 W. 27th St. (Dept. b-3), New York 1, N.Y.

**LOWEST FACTORY PRICES**

## IDENTIFICATION BRACELETS!



No. 501—Sterling Silver, Men's, .060.. \$24.00 doz.

- No. 502 Sterling Silver, Men's, .070 . . . . . \$30.00
- No. 503 Sterling Silver, Men's, .090 . . . . . 42.00
- No. 504 Gold Filled, Ladies' . . . . . 27.00
- No. 505 Gold Filled, Men's . . . . . 51.00
- No. 506 Gold Filled, Men's . . . . . 36.00
- No. 507 Sterling Silver, Ladies' . . . . . 13.50
- No. 509 Sterling Silver, Men's, .080 . . . . . 36.00

1/3 Dep., Bal. C. O. D., F. O. B. N. Y.

SEND FOR CATALOG OF LOCKETS, ANKLETS AND IDENT'S!

MURRAY SIMON CO. 114 E. 32D STREET, NEW YORK 16



## COMIC CARDS XMAS AND EVERY DAY

Creators of: "You Can't It With You," "Six Men in Every Woman's Life," "Advice on Health," "To a Deserving One." Send for Descriptive Circular.

MARCY MFG. CO., INC. 138 W. 17th St., New York

## Ops Put Millions Into Improvements

(Continued from page 59)

Skooters as soon as new boats become available. Cost of modernizing Skooter layout is set around \$35,000. Practically all Olympic structures were streamlined and given a general face-lifting last winter, so the park has no urgent need of overhauling. In addition to the projects listed above, however, the shifting to more suitable spots of several concessions and refreshment stands is envisaged and new rides and attractions will be obtained when available.

Palisades (N. J.) Park, practically wiped out by fire in 1944, was rebuilt on modernistic lines under the supervision of Joe McKee and is at present one of the biggest and flashiest amusement parks in America. Nevertheless a few isolated spots on the grounds were by-passed in the whirlwind rebuilding program, and Jack and Irving Rosenthal, owners, are set to go ahead on improving these fire-scarred or antiquated corners as soon as materials are available.

Actually in the blue-print stage at Palisades is an elaborate Old Mill chute which will occupy the space of one of the old Scenic Railways. Herbert Schmeck, of the Philadelphia Toboggan Company, and Joe McKee, Palisades' superintendent, have collaborated on plans for a water ride which will include all the usual features of an Old Mill chute, as well as a 40-foot Cascade and other novel scenic features.

Major construction job on McKee's program is the erection of a new restaurant to replace the park's present eatery, one of the structures to escape last summer's fire.

To complete the modernization of Palisades, the huge Bobsled Ride, designed by Norman Bartlett, will be demolished and replaced by a Giant Coaster. Beginning of this project also hinges on availability of materials and labor. Minor project already under way is equipping of picnic grounds with new tables and benches. Several rides will be set up on a centrally located plot at present serving as an annex to the park's swim pool beach.

Completion of the Palisades improvement program will cost the Rosenthals close to a quarter of a million dollars, in addition to the huge sum already expended in rebuilding their park.

In all probability there will be a considerable number of new projects at Coney Island, but no major plans for construction or improvement have as yet been announced. Luna Park's status is still confused, with lawsuits blocking any definite plans for that spot. Other big spots at Coney Island, such as Tillyou's Steeplechase Park and Felthman's, have been operating only parts of their establishments the past two years, due to manpower shortage, and undoubtedly will ready these idle spaces for use next season.

Vernon Keenan, of Ackley, Bradley & Day, engineers, reports a tremendous lot of tentative plans for new rides and park buildings throughout the New York and New England sectors.

NEW YORK, Aug. 25.—Announcement Wednesday (22) by the War Production Board of major relaxations in its lumber-control order should be a shot in the arm as far as building and renovation plans of amusement parks and outdoor resorts is concerned.

In the New York and New England area a large number of important park projects have been held in abeyance due to uncertainty as to when and if lumber would become available. The WPB statement that "within 30 days sufficient amounts of lumber will be on hand to meet all kinds of construction requirements" should result in many of the park projects getting under way.

## Colorado Springs Turns Out Straw for Russell Bros.

COLORADO SPRINGS, Colo., Aug. 25.—Even a heavy rainstorm, which started shortly before the night show got under way, couldn't dampen the appeal of Russell Bros.' Circus here Monday (20), and the show played to a straw house, after a strong house witnessed the matinee.

At Boulder, threatening weather hurt, and the show drew only a half house at night after a strong matinee.

En route to Boulder, the circus train collided with a coal truck. No one was injured but it delayed the show's arrival.

## Tally Tags Talkers Best; Midways Eye Platter Future

(Continued from page 41)

World's Wonder Shows impresario, argue that voice records will solve many bally problems.

"Sure," says Goodman, "crowds prefer a talker who is a good salesman, but in late years they are few and far between. The old ones are going and no new ones are being developed."

Goodman's statement is echoed by Ernest Sylvester, secretary of the Regal Exposition Shows, now touring Tennessee fairs.

"There are very few Duke Drukenbrods on fronts at present," asserts Sylvester, "so I am using recordings made by professional announcers from radio stations."

### Conklin Scores With "Cans"

While not yet employing platters himself, Goodman is enthusiastic about them after observations made on a visit to the Conklin Frolicland at the Regina (Sask.) Exhibition.

"Patty has them in front of several grind shows, and believe me," he says, "that is the money. I am for them for small shows and if the new wire recording system is as practical as they claim, records will solve many a bally."

Frank Conklin, vice-president of the Conklin Shows, grounded in the tradition of leather-lunged talkers, admits that he finds it hard to get used to the new trend.

"It was bad enough when the lads turned to the microphones, but if they're going to leave carnivals altogether, the life won't have much color left to it," he says.

This theme is expanded in reports from others, including M. G. Dodson, manager of Dodson's World's Fair Shows, who recalls when he was considered a first-class talker himself.

"Most anyone you put in front of a show today thinks himself a talker," but asserts Dodson, "take the p.-a. away from him and he would be speechless."

Disdaining records, however, Dodson would prefer to give a first-rate talker a guarantee plus 10 per cent of a show's gross than resort to the mechanical voice.

### Platter Has Its Place

Many showmen most vehement in defense of real talkers concede the value of transcriptions for special purposes.

Dodson, for example, points to the use of a "laughing record" in front of the Funhouse operated by Charles Goss on the Dodson Shows as an effective piece of mechanical salesmanship.

Carl J. Sedlmayr, general manager of the Royal American Shows, is another who has found transcriptions valuable under certain conditions.

"When Zorima was over here five years ago," he relates, "we played a record for the inside lecture. This worked out satisfactorily, because the show was presented in semi-darkness, and the lecturer was not supposed to be seen."

Sedlmayr believes the first record ever used in front of a show was cut by Jack

Dadswell, Royal American press representative, who transcribed Raynell's regular opening with a machine carried in his press wagon.

"When the crowd was small," says Sedlmayr, "Raynell would use the record, holding the mike close to her face and barely moving her lips, but saving her voice for larger crowds."

Another record effectively employed on the Royal American Shows was that cut for Mrs. Dodson who, confronted with extreme manpower worries, handled both the inside of her Monkey Show and the grinding in front by use of the transcription.

### Can It for Follow-Up

General Manager F. E. Gooding, of the Gooding Amusement Company, can see some point in employing records to follow up a talker but believes the public prefers to see the talker in action for at least the main openings.

"It is the same principle as an orator or a band," he adds. "It is always better to see them than to hear them over the radio."

Jack Ruback, general manager of the Alamo Exposition Shows, sticks to his belief that "a talker who comes out in front of his show and looks like he slept in a bed instead of a beer joint the night before and not as if he had to tell a story to his audience will get more business than one of those recorded voices."

### Hennies Wants Talkers

Harry W. Hennies, owner of Hennies Bros.' Shows, is convinced that carnival grosses would drop with any wholesale invasion of the vocal robots. He believes firmly in the power of the talker to sell midway crowds.

"He tells them about his attraction," says Hennies, "and the entire tip turns heads as he points down to the end banner. Then, walking to the other end of his platform, he swings attention to the other end banner-line. He commands attention in a way that no stereotyped record will ever achieve."

Art B. Thomas reports that, while not yet using transcriptions on his own Art B. Thomas Shows, he believes, from observations made on other lots, that "they will be a blessing to the smaller operators who cannot afford to pay a good bally man."

"The records are here for good," he says, "but they will never replace a good talker."

Frank Bergen, general manager of the World of Mirth Shows, himself a former talker, scoffed at the idea of transcriptions ever replacing talkers. His answer was summed up with a quick: "What the hell?"

### Biz Good at Tullahoma

TULLAHOMA, Tenn., Aug. 25.—Business proved good here Thursday (16) for Bailey Bros.' Circus, with two strong houses for the matinee and night shows.

## Ammon Appointed Manager of Wisconsin State and Centennial

MILWAUKEE, Aug. 25.—Ralph E. Ammon, former director of the Wisconsin Department of Agriculture and manager of the State fair, has accepted the management of the 1948 Wisconsin Centennial and the State Fair, effective September 1, it was announced today by the board of agriculture.

In commenting on Ammon's selection, Milton H. Button, director of the department, said: "In 1948 Wisconsin will celebrate the centennial of her Statehood. The Legislature has designated the Wisconsin State Fair Park as its site. It is a great opportunity and we are very fortunate in securing a manager for this important event with the experience and ability of Mr. Ammon."

Ammon was secretary of the Dane County Fair, Madison, in the late '20s and originally took over the management of the State Fair in 1930 during a period of depression and at a time when the institution was struggling for its existence. At that time many leading Wisconsin newspapermen, legislators and farmers were convinced that the fair

should be discontinued. Attendance had dropped to a low of 200,000 and operating losses were a matter of serious concern to the State.

Accepting the responsibility of making the State Fair self-supporting, Ammon began a program of improvement that included the elimination of the pass evil and building up the entertainment and educational features of the fair. The results were immediate. During the decade of 1931-1941 attendance tripled, increasing from 200,000 to 675,000, and the annual income began to reflect the increased interest of the public in the fair. A program of construction was started which added nearly a million dollars to the physical assets of the fair. When Ammon resigned the management in 1942, the fair was generally recognized as one of the outstanding State fairs in America.

Plans for the 1948 Centennial and the 1946 Victory Fair, and the improvement of the new 67-acre addition of State Fair Park will be begun in the near future.

## R-B Lawyers File In Program Suit

NEW YORK, Aug. 25.—Attorneys Engel, Judge and Miller, for the Ringling circus, have filed a motion with Supreme Court Justice James B. M. McNally, in New York, for dismissal of suit for \$6,250 damages brought (May, 1945) by the New England Fire Insurance Company, which paid this sum to Harry S. Dube, publisher of the official 1944 Ringling program-magazine, as a result of loss due to abrupt discontinuance of the publication when the Hartford, Conn., fire of July, 1944, brought the circus tour to a sudden halt.

Contention of the Ringling attorneys is that the circus is under no obligation to guarantee continuation of its business to preserve that of concessionaires of the show—be they popcorn or peanut vendors or program publishers. Circus counsel further states that Dube's contract with the circus contained a clause releasing the circus from liability.

Justice McNally has reserved decision on the motion.

## B BIG FOR WALLACE

(Continued from page 43)

Wilson and Eve Morgan, dancers; Bill Pollack, tickets, and Harvey Jones, canvasser. Posing Show: Mildred Roslund, Poppy Fraser, Bessie Hardgrove, Helen Langton, Betty Sloan, Fred Christopher, tickets, and Lone Star, canvasser. Circus Side Show: Albert Sequin, Zita Sloan, Sparkey McTavish, Margot Lavergne, Eddie Russell, M. Russell and Joe Appleby. Snake Show: Spike White, assistant manager; Rudy Route, tickets.

Tilt-a-Whirl: Peter Decoteau and Julian Croteau. Octopus: Herve Roy and Henry Sauvegeau. Spirtfire: Tiny Jamison and John (Tom Mix) Bartell. Roll-o-Plane: Pete Suderski and Alex Brie. Ferris Wheel: Louie Miller and Harold Offen. Merry-Go-Round: Gordon Soltys and Jimmie Svoboda. Kiddie ride: Mickey Brittain and Harry Potter. Pony track: Dorothy Lewis and Ed Hudck.

### Concession Line-Up

Ball games: Fred Scheible, owner; Mrs. Gene Stephenson, Mrs. Frankie Smith and Lillian Cager. Bingo: Charles Sandbach, manager; Mrs. Sandbach, Abe Lindin, Stewart Day and Frank Miller. Cookhouse: Bert Murray, manager; Mrs. Murray, John Senick, Don Saunders, Red Barrie, Charles Beckworth and Andy Johnson. Phil Cronin concessions: John Kennick, luggage wheel; Scotty Tweedle, cigarette wheel; Henry Murphy, quilts and blanket wheel; George Coulter and Archie Stevenson, roll-downs; Kelly Schafer, percentage wheel, and Pat Mark, over and under. Guns: Sonny and Bobby Kennick. Novelties: Slim Nugent, owner; Roland LaPointe. Frozen custard: George Allen.

The Wallace Bros. staff is comprised of John Cronin, secretary; M. F. Sullivan, assistant manager; Phil Cronin, concession manager; Al Brown, general agent; Henry (Big-Hearted) Murphy, legal adjuster; Jack Phillips, assistant agent; D. W. (Whitey) Tait, lot superintendent; Peter Grouchilo, assistant superintendent; Frank Godin, electrician; Arthur Ross, assistant electrician.

## Austin Draws Full House

BAINBRIDGE, Ga., Aug. 25.—Despite showers in the evening, after an ideal afternoon, Austin Bros.' Circus drew a full house for the night show here Saturday (18), after getting a strong matinee.

## NEW CONCESSION TENTS

10 by 12 feet, flameproof. Immediate shipment. \$85.00. Air mail or wire 25% with order.

## Midwest Merchandise Co.

Kansas City 6, Mo.

## FAIR SECRETARIES, ETC., NOTICE!

Outstanding Platform Trapeze Act, available for celebrations, fairs, etc. Attractive equipment. A real act. For literature and full particulars address: CHARLES LA CROIX, 1304 South Anthony, Fort Wayne 4, Indiana.

## WANTED

## BAR PERFORMERS

Long season. No objection to good amateur.

## Wire BOB EUGENE

Cortland, N. Y., Fair

## 200th ANNIVERSARY NEW JERSEY STATE FAIR TRENTON, N. J.

7 DAYS AND NIGHTS, SEPTEMBER 9 TO 15 INCL.

Reservations for Game Space contact CETLIN & WILSON SHOWS  
Reservations for Eating and Drinking Stands and all others not games,  
contact N. J. STATE FAIR, TRENTON, N. J.

**CAN PLACE FOREMAN** for Moon Rocket, to join at once; top salary and bonus. Ill health the reason for this advertisement.

**WANT**—Moon Rocket and all other Show and Ride Help. Best salaries and treatment. Help for Merry-Go-Round.

**WANT**—Foreman for two of our battery of 4 Wheels.

**WANT**—Man for Custard Wagon.

**WANT**—Want all legitimate Merchandise Concessions and all Eating and Drinking Stands for a LONG CIRCUIT OF SOUTHERN FAIRS AFTER TRENTON.

Speedy Bowers and Ralph Justice want Drome Riders to join at once for a long season.

THE FAMOUS PARADISE REVUE can place young attractive Line Girls to join now.

All Address

# CETLIN & WILSON SHOWS

This Week, Chester, Pa.

## KING REID SHOWS CAN PLACE

One Kiddie Ride and two more clean Shows. Brookfield, N. Y., Fair, Labor Day Week; Utica Firemen's Carnival, week September 10, and the Great Cobleskill, N. Y., Fair, September 17. Address, all this week, Boonville, N. Y., Fair.

## SOUTHERN STATES SHOWS WANT

SOBER, RELIABLE RIDE HELP. ESPECIALLY WANT FOREMAN FOR OCTOPUS, CHAIR-O-PLANE, LOOP-O-PLANE. SECOND MEN & TICKET SELLERS ON ALL RIDES. EX-SERVICE MEN GIVEN PREFERENCE. CONCESSIONS—Hoopla, Floss, Candy, High Striker, Bumper, Photos or any Grind Store not conflicting. No percentage, gypsies or drunks. Agent for office-owned Cigarette Gallery. Other Concession Agents. Bingo Help, wire Ike Chapman. Other Grind Store Agents, wire Eddie Gordon. We are in the Georgia tobacco money now. A long, profitable season to the right people; then Florida this winter. JOHN B. DAVIS, Mgr., Southern States Shows, Cordele, Ga., this week.

## NEW CANVAS FOR SALE

Five 10x12 Concession Tents, Bally Cloth and Sidewall Canvas Only. Each ..... \$125.00  
Four 8x16 Concession Tents, Bally Cloth, Side Wall and Frames. Each ..... 250.00  
(Frames Made of Clear Fir Pin Hinged)  
One 28x42 Show, Suitable for Girl Revue or Athletic Show, Complete with  
12x24 Stage, Two Sections of Blues, Teasers, Proscenium. Price ..... 1000.00  
Can be seen Caney, Kans. All Address:

FORREST C. SWISHER, Box 125, Caney, Kan.

## NEW BEDFORD, MASS.

The Biggest Labor Day Celebration in New England

Sept. 3rd to 9th included. 7 big days and nights. Lot in heart of city.

Wanted—All kinds of Concessions except Pop Corn, Apples, Ice Cream and Grab. No grift. Free Ads all booked. Answer, War II Veterans. Two fairs following. Come on, will place you.

EDWARD O'BRIEN

#7 MILFORD STREET

BOSTON, MASS.

## A. M. P. SHOWS

"JUGGY"

Now booking for Luray, Va., Fair. Everything open except Bingo and Candy Apples-Popcorn. Rides—Foreman and Second Man for Chairplane and Loop-the-Loop, Second and Third Man for Tilt, Second Man for Ferris Wheel and Merry-Go-Round. Can place Ride Help in all departments. Good opening for a Pony Ride. Shows—Girl Show with or without equipment, Minstrel, any Grind Show not conflicting. Man to manage small Penny Arcade. Concessions—Opening for good Cookhouse that will cater to show people (Tommy Allen, contact). Custard, Candy Floss, French Fries and Scales. Want capable Legal Adjuster for long southern route. All contact:  
A. M. PODSOBINSKI, this week, Warrenton, Va.; next week, Luray, Va.

## WANTED AGENTS

for Percentage Games, also Man and Wife for beautifully framed Wheel Concession. Tommy Kline, contact me. Long season south. Address:

HARRY MANAS

W. G. WADE SHOWS

Medaryville, Indiana, this week

## WANTED WANTED ANDREW SMITH

Can place two Girls on Ball Games. Have the only two on show. Also Girl for Cigarette Shooting Stand. Wire or come ready to work.

MIGHTY MONARCH SHOWS  
Tallahassee, Florida

## "Show Me" State Sets a Record

(Continued from page 54)

selves useful. On Tuesday approximately 300 boys of the 81st Division, the remainder of a group which captured 3,000 Germans in one spectacular attack during the war in Europe, were the guests at the fair of the Springfield Chamber of Commerce and the fair.

### Grandstand Attractions

Harness races were held on the afternoons Monday thru Friday, with total purses of \$6,500 paid out. An old law here setting maximum admission to the grandstand at 50 cents, which includes reserved seat, holds down the grandstand receipts here at all times. As officials pointed out, this old maximum might have been okay many years ago, but now people are accustomed to paying higher prices and the fair could easily get double or triple that amount without any quibbling, and as it was repeatedly mentioned, Missourians get their money's worth at the grandstand here. Every night, Sunday thru Friday, the horse show was presented starting at 7 o'clock, following which the other attractions were presented, giving them plenty for their money nightly.

John A. Guthrie's Stampede and Rodeo was the attraction in front of the grandstand on Sunday (opening day), Monday and Tuesday afternoon and night and played to capacity houses at each show, with a total of 9,752 admissions in the grandstand on opening day. The All-American Thrill Drivers, under the direction of Aut Swenson and Frank Winkley, will take over the grandstand Sunday afternoon (closing day) and are assured a record-breaking crowd. Thrill Day has been billed heavily thru-out the State.

From Wednesday (22) thru Sunday (26), closing day, Ernie Young's State Fair Victory Revue was the nightly attraction at the grandstand. Dave Malcolm was in charge of the show in the absence of Ernie Young, and also capably emceed each presentation of this elaborate revue. The music was furnished by Vince Borelli and his band, which also played during the afternoons between harness races. The revue consists of 15 different numbers and was heralded as one of the best ever presented at any Missouri State Fair. Program in order is as follows: Red Carter, clown; national anthem, ensemble number, featuring Sophia Gruchalo; Russian number, featuring Ruth Pryor, premier ballerina of the Chicago Civic Opera Company; Tom and Betty Waters, perch act; Roberta and Mack, acrobatic novelty; Monahan & Morris, xylophones; Southern number, featuring Jane Newcome; Chic Thomas, in his take-off of Pvt. August Schulz, comedy monolog; Tom and Betty Waters, wire act; the Song Spinners, six girl singers; modern number, featuring Ruth Pryor; Flying Valentines, flying act; Happy Harrison, clown; Blondin-Rellins Troupe, aerial act; and the finale military number by the entire ensemble.

For the first time in the history of the fair, championship boxing matches were held in the Coliseum Friday night, and championship wrestling matches Saturday night, sponsored by the American Legion Post No. 16, Sedalia.

### World of Today Shows on Midway

The World of Today Shows will break all previous records on the midway at this annual. Previous midway gross record here for rides and shows was slightly in excess of \$16,000, which will no doubt be doubled this week, as this amount had been reached on the first four days, according to L. C. (Curley) Reynolds, co-owner of the show. Personnel of the show worked all Saturday night to have everything in readiness, when the gates opened at 8 o'clock Sunday morning. Org had 12 shows, 14 rides and 52 concessions, and ideal weather prevailed during the first five days of the event. Among fair men to visit during the first three days were William V. (Jake) Ward, manager of the Illinois State Fair, Springfield; Sam Mitchell, secretary of the Kansas State Fair, Hutchinson; Maurice Jencks, manager of the Kansas Free Fair, Topeka; Senator Emery Byrd, of the Arkansas Livestock Show, Little Rock; Duke Molesworth, formerly secretary-manager of the Mason City (Ia.) Fair. J. C. McCaffery, general agent of Hennies Bros.' Shows was a visitor on Tuesday, as were Pat Purcell and Frank Joerling of *The Billboard*. Bush and Laube had the novelty and soft

## Fall Fairs Scrap Local Idea for State-Wide Plan

(Continued from page 54)

effects will be, as 13,000 war workers, a sizable chunk of population, are being released from the Douglas Aircraft Company.

### Shreveport Back to Normal

But at Shreveport, La., Manager W. R. Hirsch, whose scheduled dates are October 29-29, will have time to expand plans for a local fair to normal State-wide magnitude.

Early last spring, Hirsch revealed, two distinct sets of plans for operation were agreed to by the State Fair directors. The first called for a local fair. The second, slated for use only if peace came, called for a full-fledged pre-war event.

Agriculture and livestock exhibits and other educational features will get their usual friendly nod from Hirsch and his associates, with increased premiums already announced for many departments. The prize list, as in former years, will again put stress on 4-H Club achievements.

Shreveport's renewal makes it the Southern terminus again for the Barnes-Carruthers revue and other attractions booked for the Topeka-Hutchinson-Oklahoma City-Shreveport circuit. The *Bombing of Tokyo* fireworks spectacle, three top football games, motorcycle races, a thrill show and possibly auto races are listed as additional attractions.

The Louisiana annual will operate, as usual, with a free-gate policy.

Last-minute decisions to operate were not required in the cases of two leading State fairs of this region, the Missouri State Fair, Sedalia, and the Colorado State Fair, Pueblo.

Missouri, confronted with State legislation making it necessary to operate or lose its grounds, had previously been granted that privilege by ODT. The event opened August 19.

The Colorado exposition had previously completed plans to operate August 28-September 1.

### Georgia, S. C. and Utah To Go

Sheldon R. Brewster, manager of the Utah State Fair, has changed his plans following the lifting of restrictions, and instead of the local victory celebration he has announced that the Utah State Fair and Victory Celebration will be held at Salt Lake City, September 3 to 11, with an elaborate program of entertainment. A grandstand show will be staged the first seven nights of the fair, and a horse show the last two nights. Thearle-Duffield will provide the fireworks spectacle and the Monte Young Shows will be on the midway.

The South Carolina State Fair will be held at Columbia October 22-27. Clemson-Carolina football game, biggest feature of the fair, will be held October 25.

The original plans for the Georgia State Fair, sidetracked by ODT, will go thru as originally scheduled now that regulations have been relaxed. E. Ross Jordan, general manager, announces. Efforts are being made to line up future farmers activities and State 4-H clubs for the event, scheduled October 29-November 3.

drink concessions in the grandstand. Final and further particulars will be found in the next issue of *The Billboard*.

## WANT SCALES, AGENTS

Fish Pond, Bumper, Clothes Pin, String Game, other Concessions open. Salaried Workingman. Going southern fairs.

ALLEN BREWER

JOHN R. WARD SHOWS

Winton, Iowa, this week

## FOR SALE

Completely equipped Amusement Arcade. Main Street location. Small nut. Super Photo Machine, Cold Drink Stand, Shine Stand, Punching Bag, two Diggers. Eight Concessions: Hoop-La, Cigarette Gallery, Taylor Cat Rack, Double Bottle Joint and four Percentage Joints. Furniture, Fans, Stoves and plenty lighting equipment. Come and get it.

POP HALE

425 So. 8th Street WACO, TEXAS  
Phone 2-9347

**BAKER UNITED SHOWS**

This show will be out seven more weeks in Indiana and needs a few more legitimate Concessions.

WANT POPCORN AND CARMEL CORN. WANT SIT-DOWN GRAB OR COOKHOUSE. Want Bumper, Pitch-Til-U-Win, Cork Gallery, Color Game.

Those who join now will be given preference when contracting for next season.

**BAKER UNITED SHOWS**

Gas City, Ind., this week and Labor Day; Sheridan, Ind., Sept. 5, 6, 7 and 8; then Danville, Ind., week Sept. 10.

**American Carnivals Association, Inc.**

—By Max Cohen—

ROCHESTER, N. Y., Aug. 25.—Membership total hit 165 with receipt of Ross Manning's application. Wednesday (15) found the writer at Fairport, N. Y., for a visit with Lewis Holman, owner of Holman's rides.

The personnel membership race continues to gain momentum. During the week, 75 cards were issued to the Cetlin & Wilson Shows, moving that organization into fifth place. Standings are: Endy Bros. 316; Strates 278; Gooding Greater 101; World of Pleasure 95; Cetlin & Wilson 75; West Coast Amusement 68; W. G. Wade 55; Wonder City 51; George Clyde Smith 45; I. T. 30; Valley Shows 19; Lee United 16. Scattered returns are in from the Joyland Midway Shows, World of Mirth, Blue Ribbon and Paul J. Mattie Rides.

The ODT has upped the maximum convention attendance figure from 50 to 150, so plans now go ahead for the association's annual meeting.

The tax picture holds promise. The 95 per cent excess profits tax on corporations may be canceled soon and the 3 per cent normal tax on incomes also may be scrapped. Under the present law, the tax on admissions will be automatically reduced to 1942 rates six months after the termination of hostilities. In other words, when the time arrives the tax will revert back to the rate of 1 cent for each 10 cents, instead of the present 1 for 5.

The law covering the manufacture of small firearms, which should soon make shooting gallery ammunition available, has been relaxed.

**Bright Lights Expo Adds More Flash and Equipment**

NEW KENSINGTON, Pa., Aug. 25.—A number of improvements have been made on the Bright Lights Exposition Shows and more are contemplated. Another heavy transformer has been added to the electrical department, while the side show and Monkeyland have new banners.

The show's staff includes John Gecoma, general manager; L. C. Heck, assistant manager; Saul Saulsberg, legal adjustor; Joe Reta, lot man; F. A. Norton, electrician, mail and *The Billboard*. Tom Porter has the marquee. Ride foremen are Ed Bearfield, Ferris Wheel; Pop Thompson, Kiddie Airplane; Henry Hay, Roll-o-Plane; John Knight, Octopus; Duke Johnson, Chairplane, and Harry Ditzler, pony ride.

Shows are *Sahara Rose*, with Danny McNamee out front; *Wild Life*, with William Dubois; *Alzore's Side Show*, with Alzore handling the inside, and Ed Zipp, the outside; *Norton's Monkeyland*, with Cindy Miller out front; *Theo Zacchini's Fun House*, with Hobert Gwynn out front. Mary Casey and Francis Leslie have the Franco Sisters' Sex Show.

Concessionaires are Saul Saulsberg, stores and penny pitch; M. J. Wasson, bingo and Penny Arcade; Danny Dannini, percentage tables, pan game, color game and color wheel; Joe Rea, candy apples and penny pitch; Ann Rea, popcorn; Earl Dunning, rotary; Virginia Dunning, snow cone; Hattie Dolan, milk bottles and cat rack; Bruno Zacchini, percentage table and cat rack, and Lilly Zacchini, blower store.

**Jones in 10-Day Warm-Up For Ky. State Fair Stand**

OWENSBORO, Ky., Aug. 25.—Johnny J. Jones Exposition arrived here this week from the La Porte (Ind.) Fair to begin a 10-day stand preparatory to moving on to Louisville and the Kentucky State Fair to be held September 2-8. Engagement here runs thru August 30.

Show officials report that LaPorte grosses, accelerated by V-J crowds, climbed to record figures.

PATERSON, N. J., Aug. 25.—Harry Heller, owner-manager of Heller's Shows, is confined to St. Joseph Hospital here as the result of an auto accident.

He suffered a broken knee-cap and it will be several weeks before he will be able to rejoin his show.

After leaving the hospital he will convalesce at his sister's home here.

WANT LOOK WANT

**MIGHTY PAGE AND KELLIE GRADY SHOW**

For Big Labor Day Celebration, Idle Hour Park, Phenix City, Ala.

Will book following CONCESSIONS: String Game, Pitch-Till-U-Win, Scales, Novelty Stand, Jewelry, High Striker, Penny Arcade, Bingo. SHOWS: Ten-in-One, Monkey, Snake, Minstrel Show or any good Grind Show. Can use Help on all Rides. This show will be out in South Alabama all winter. All good money-making spots. Phenix City, week of August 27th; then Labor Day week, Idle Hour Park, Phenix City. Here are some of the good spots to follow: Columbus, Ga.; Opelika, Ala.; Fairfax, Ala.; Tallassee, Ala.; Tuskegee, Ala.; Selma, Ala.; Clanton, Ala.; Arab, Ala. Have several other good towns to announce later. We carry the Kettle Sisters' Free Acts. All replies to **BILL PACE, Manager; MRS. PAGE, Secretary; PHIL ROCCO, Assistant Manager; D. H. BLACKWOOD, General Agent.**

**WANTED FOR DU QUOIN STATE FAIR**

SPITFIRE, RIDEE-O, CATERPILLAR OR ANY RIDE NOT CONFLICTING — ALSO SHOWS AND CONCESSIONS

This Is the Largest in the Midwest  
DON'T MISS THE BIG ONE

Address all mail this week

**TURNER BROS.' SHOWS**

(DU QUOIN STATE FAIR GROUNDS) DU QUOIN, ILL.

**WANT—INTERNATIONAL SHOWS—WANT**

FOR NEBRASKA STATE FAIR, LINCOLN, NEB., SEPTEMBER 2-8, AND ALSO FOR FAIRS AND CELEBRATIONS UNTIL CLOSING DATE:

SHOWS: Any good Grind Shows. Pit Show, Motordrome and Ten-in-One. RIDES: Octopus or Silver Streak with own transportation. CONCESSIONS: Bingo and Arcade. Good proposition. Grind Store Agents, Stock Store Agents and Bucket Store Agents. Buddy Spain, please wire. Our Concessions have worked every week. RIDE HELP: Foreman for Merry-Go-Round and Second Men on all other Rides.

**COLEMAN LEE TED WOODWARD W. J. LINDSAY**

Manager Gen. Rep. Con. Mgr.  
All Replies: COLUMBUS, NEBR. (FAIR), THIS WEEK; THEN PER ROUTE.

**HEDRICK'S GAY WAY SHOWS WANT**

FOR BEST TOBACCO SPOTS IN NORTH CAROLINA

Concessions that work for stock, Coca-Cola, Ball Game, String Game, Blower, Devil's Bowling Alley, Dart Game, Slum Spindle, Candy Floss, Custard, or what have you? We have outstanding Free Act. RIDE HELP—Foreman for No. 5 Wheel, in perfect shape. Paul Smith, contact, please. Also good Merry-Go-Round Man. Ride in perfect shape. Good treatment and pay every week. Want to hear from good Shows with own outfit to join at once. Best proposition on road. Will book or buy any Flat Ride with or without own transportation. We expect to play tobacco and cotton spots until Christmas. Lumberton, N. C., 27-1; Clayton, N. C., September 3 to 8; Wendell, N. C., 10-15; Fuquay, 17-27. Wire or come on.

**FRED HEDRICK, Owner S. D. PEAS, Business Manager**

**WANT**

For long season of Southern Fairs: EXPERIENCED RIDE FOREMEN AND SECOND MEN. MUST DRIVE TRUCKS. TOP SALARIES. EXPERIENCED HELP OF ALL KINDS. PREFERENCE GIVEN TO DISCHARGED ARMY PERSONNEL. SIDE SHOW WITH OWN EQUIPMENT. GOOD PROPOSITION. GIRL SHOW—WILL FURNISH EQUIPMENT COMPLETE. AGENTS FOR BALL GAMES, PENNY PITCH AND PERCENTAGE. WIRE OR WRITE

**JOHN R. WARD SHOWS**

VINTON, IOWA, THIS WEEK

**WANTED FOR LUCAS COUNTY FAIR**

TOLEDO, OHIO, SEPTEMBER 13-14-15-16

RIDES — CONCESSIONS — SHOWS. Will Consider Organized Carnival.

All Replies: **CASH COUCH**

Kalida, Ohio, Home Coming, this week; Leipsic, Ohio, Street Fair, next week.

**PLACE CAPABLE ENGINEER**

For Diesel Light Plants. Must understand Caterpillar equipment, tractor drivers and mule skimmers. Capable Man to assist Lot Man in handling large railroad show. Nate Worman can place capable Show Carpenters. All winter's work if you are reliable.

**AL WAGNER**

Gulfport, Miss., this week; Jackson, Miss., next week.

**Concessions, Concessions, Concessions Wanted**

Also Ride Help. Long season. Good spots. Wire 1865 Oak Street, Apt. 6, San Francisco, Calif., or Phone Under Hill 1989. Will send route.

**POLISH FISHER**

GOLDEN WEST SHOWS

**Harry Craig Shows**

WANT

Foreman for Tilt and Ferris Wheel Help, Acts for Side Show, Agents for Ball Games and Penny Pitch, Agents for Grind Stores. Can always use Show People.

Address: H. W. CRAIG  
Muskogee, Oklahoma

**WANTED**

Stock Concessions of all kinds, Grab Joint, Snow Cone, Pop Corn, Ball Games. No exclusive.

**R. D. BREWER**

Ray & Helen's Rides  
Beaumont, Tex., Sept. 1 to 15

**WANTED**

For Side Show Annex Attraction: Tattoo Artist, Mental Act, Magician who pitches, Front Talker, Novelty Act. Jack Bailey, Teddy Rogers, 2 Dancers for Girl Show. Work all winter. Wire.

**Brownie, Lawrence Shows**

Tamaqua, Pa.

**FOR SALE**

Spitfire, Octopus and Roll-o-Plane. Also Tractors and Trailers to haul Rides. Can be seen in operation Vinton, Iowa, this week; Muscatine, Iowa, next week.

**JOHN R. WARD SHOWS**

**Strader Shows Want**

Foremen for Eli Wheel and Octopus. Top safety if you are capable.

**M. A. SRADER SHOWS**

Kearney, Neb., Fair, Aug. 27th to 31st; Beloit, Kan., Fair, Sept. 3rd to 8th.

**PLEASE, BETTY**

Come back to me and the children. We all love you. Everything will be forgotten. Little Mary is very sick. Calls for you, her Mama. We all love you. YOUR FAMILY.

**FOR SALE—MOTORDROME**

Complete with both Rollers and three Indian Wall Machines. Good rubber. Will sell some Closed Body Trucks and Semi Trailers with Tractors. Attention, Burgess Lawrence, come on; use you all winter. Address

**L. ED ROTH**  
Jacksonville Beach, Fla.

**MONROE BROS.' CIRCUS WANTS**

People in all lines for long season. Elbow Lake, 31; Hoffman, Sept. 1; Brooten, 3; all Minnesota.

## WANTED FOR WORLD OF MIRTH SHOW

Wheel Agents, must be experienced; also good Counter Men for Bingo; also Caller. Top salaries. Write or wire

### PHIL ISSER

Care World of Mirth Show  
Fair Grounds, Essex Junction, Vermont,  
Aug. 27-Sept. 2; Rutland, Vermont, Sept.  
3-Sept. 9. Fairs start Aug. 27 and end  
November. Brockton follows Rutland.

### FOR SALE

1 Smith and Smith Chairplane, 1 Allan Herschell  
Kiddie Ride, 1 Ezeefreeze All-Electric with Cab-  
net, 1 Long Range Gallery with Rifles, 2 Short  
Range Gallery with Rifles, 2 Evans Dice Chuck  
Luck Cages, 1 Evans Chuck Luck Dice Wheel,  
1 Three-Abreast Shipman Merry-Go-Round, only  
only 5 Horses, 5 Bicycle Horses; 1 14x14 Ball  
Game, complete with Cats; 1 Under and Over,  
1 Pea Pool, 1 Beat the Dealer; 1 Rat Game,  
complete; 2 Penny Pitches, Frame and Fly, 20  
Assorted Wheels, 1 Chuck Luck Wheel.

### JOE E. KAUS

30 Middle St. NEW BERN, N. CAR.

### HELP WANTED

Can use Help for Photo Machine. Give capable  
operator complete charge if he has proper help.  
Cookhouse Help of all kinds for America's finest  
Cafeteria, playing eight weeks at fairs, starting  
September 1 in Louisville. Can also use Cook-  
house Help of all kinds on four locations in  
Shreveport, Louisiana.

### REX HOWE

Care Seneca Hotel  
5th & Broadway LOUISVILLE, KY.

### FOR SALE

1 have four (4) new Echols Snow Machines,  
still in original crates. I have built six-foot  
panel stands for these to use at Kentucky State  
Fair. Will be for sale at close of fair, Sep-  
tember 8, at two hundred dollars each. Com-  
plete with machine motor, light stringer, glass  
case, dispensers, fly and ice box. No sidewall.

### REX HOWE

Care Seneca Hotel  
5th & Broadway LOUISVILLE, KY.

## BUFF HOTTLE HAS FOR SALE

36-SEAT CHAIR-O-PLANE (good condition),  
#12 ELI FERRIS WHEEL (A-1 condition,  
with Neon Circle). Both Rides now operating  
at Crystal Beach, Vermilion, Ohio.  
Address: BOX 141, Vermilion, Ohio.

## WORLD'S FAIR LIGHTS

1500 Watt Master Spot Lights. Can be used for  
flood or spot. Complete with base socket, bulb  
and aluminum reflector. Price \$5.00. 10% off  
in quantity. Also Electric Back Geared Motors  
and Mercury Arc Lights.

### BROWN'S

114-15 20th Ave. WHITESTONE, L. I.

### RIDES WANTED

With transportation. Going South, out all winter.  
Also Show to feature. Want couple to take Mug  
Joint, fifty-fifty. Will teach you. Few 10¢ Stock  
Concessions open.

### HARVEY JOHNSTON

Crown Point, Ind.

## LONE STAR SHOWS

Want Ride Help for Merry-Go-Round, Ferris Wheel,  
Chair-o-Plane, Roll-o-Plane, Tilt-a-Whirl, Octopus  
and Drive 'Em Speedway. Five more fairs in Illinois,  
then south; out all winter. Salem, Ill., all next week.

Write to J. R. McSPADDEN.

## ROSE CITY SHOWS

Carthage, Miss., this week; Sebastopol Fair, Sept.  
3-8. All Concessions open. Place one more major  
Ride. All mail and wires to

ROSE CITY SHOWS, Carthage, Miss.

## DROME RIDERS

Men and Women, all winter's work.  
Must join at once.

### Speedy John Martin

DOBSON SHOWS FORT SMITH, ARK.

## Under the Marquee

(Continued from page 53)

(RED) LAKE, retired circus trombone  
player, has been night manager of the  
Erie Railroad lunch stand in Cleveland  
for seven years. . . . DOC CANDLER'S  
puppet show and his clown, Scotty, en-  
tertained at a field day and at the  
Lions' Club in Mount Clemens, Mich.

SPENCER HUNTLEY, who had the  
seals on Cole Bros., is back at the  
Brookfield Zoo, Chicago. . . . JAMES  
(BLUEBIRD) MCLAIN, rigger with  
Russell Bros., visited CFA Frank Panisko  
at Butte, Mont., en route to New York  
to see his mother. . . . "TRUE CON-  
FESSIONS" has a story, *I Am the Wife  
of a Circus Clown*, by Mrs. Paul Jung,  
wife of the well-known R-B Joey.

WHAT BURNS UP berth-car radio list-  
eners most is to hear a commercial tout-  
ing sleep-easy mattresses.

MR. AND MRS. HERBERT A. DOUG-  
LAS, West Chester, Pa., caught Ringling-  
Barnum on the last of a three-day stand  
at Indianapolis, visiting Mel Miller, of  
Harrisburg, Pa., who is clowning for the  
first time with the Big One. . . . BOZO  
HARRELL got a fancy newspaper hit in  
*The Chicago Herald-American* Monday  
(20) for his clowning at the Janitors'  
Union Picnic at Riverside Park, Chicago.

TED BOWMAN, El Paso, Tex., drove to  
Las Cruces, N. M., to visit Bud E. Ander-  
son and to help with the Liberty ponies.

MR. AND MRS. A. MORTON  
SMITH, Gainesville, Tex., recently visited  
the George W. Christys in Houston, and  
Col. C. G. Sturtevant, circus historian,  
in San Antonio. . . . S. W. (BILL)  
BAILEY, clown cop, is doing come-in  
as well as clown numbers on Bailey Bros.

MOST SURPRISING thing in the world  
is to see several pairs of pajamas hanging  
in a canvasman's berth-car.

JOE BAKER, well known among vaude  
and circus performers, is now touring  
the Carolinas and Virginia, with Georgia  
next. . . . H. L. (COOKHOUSE) KELLY  
visited Dailey Bros. when it played New-  
ton, Ia. . . . CHARLIE TIEDE, manager of  
the Greyhound Bus Station in Racine,  
Wis., and formerly with Ringling Bros.,  
arranged a neat window display of old  
circus posters and mementoes of his cir-  
cus days when Cole Bros.' Circus played  
Racine, Wis.

A PARTY of seven circus fans made  
the 150-mile trip from Huntington,  
W. Va., to Cincinnati to catch the Big  
One. In the party were Dr. and Mrs.  
H. F. Troutman, R. B. Hastings, Doc  
Ellis, Dick Miller, Frank Campbell and  
Mrs. Schadwaller. The Cincy fans pre-

sented the Loyal Repensky riding act  
with a floral piece. Blackie Nye, back-  
door man, carried the piece out of the  
ring and Mrs. Charles Ringling quipped:  
"Blackie, you finally made the center  
ring tonight after being with it 40 years."

WE NEVER DOUBTED for a moment  
that the war was about over when we saw  
several staff members writing their memoirs.

MR. AND MRS. HERBERT A. DOUG-  
LAS, West Chester, Pa., caught the Ar-  
thur show at Toledo and Dailey Bros. at  
Peoria, Ill. They also visited the Johnny J.  
Jones Expo at 97th and Western, Chicago.

FRED TIMON and Harry Phillips,  
Oswego, N. Y., visited the Bob Dickman  
Circus at Windsor, N. Y., Wednesday  
(8). They report that Sam Dock and his  
animal act joined there. Clayton Hawks,  
Castle Creek, N. Y., is spending his vaca-  
tion with the Dickman show, Timon  
reports.

J. A. JEWEL, old-time circus evan-  
gelist and lecturer, caught the Big One  
at Indianapolis and was high in his  
praise of the show in general and of the  
Wallenda Troupe in particular. . . .  
ALAN CORRY, 10-year-old tight-wire  
walker with Frabell's act, was one of  
the feature attractions at Camp Susque-  
hanna's Annual Circus at New Milford,  
Pa. Corry brought his horse home first  
in the junior steeplechase and copped  
the blue ribbon in the "Good Hands"  
class.

WHY SHOULD showmen be grouchy  
over a few inconveniences. Isn't it the first  
time in years that we have made money?

BILLIE BURKE, Dressing Room col-  
umnist for *The Billboard* with the Bailey  
Bros.' Circus, has left the show. He  
hasn't announced his plans. . . .  
EVERETT BLANCHAN and Lon Edwin  
were guests of Sam Dock, of the Bob  
Dickman Circus, at Woodstock, N. Y.,  
Friday (17). . . . BERT DEAN, illusionist,  
and his singing and dancing dolls ap-  
peared on the Sells Wolverine Hippo-  
drome Circus feature at Roseville and  
Royal Oak, Mich. . . . ED ALLEN, Ray  
Earline and Jolley Eva will not be on  
the road until next season because of  
illness in the family.

ONE REASON for the popularity of a  
sledgehammer is the ease which it can be  
put in your hand.

RINGLING-BARNUM items gleaned on  
the Carthage Fairgrounds lot, Cincin-  
nati—ALEX BROCK, bar performer, cut  
it up with the boys in the dressing room  
Saturday night (11), en route to his  
home in Huntington, W. Va. He will go  
to Florida later. . . . MR. AND MRS.  
HENRY OOSTERKAMP had open house  
for their many circus friends at their  
home near the lot. Jean Randall, Shir-  
ley Byron, Emmett Kelly and Felix Adler  
were regular visitors there during the

### WANTED For

## American Legion Street Fair and Labor Day Celebration

MAIN STREET, LEIPSIK, OHIO, ALL WEEK

Hanky Panks of all kinds, Bingo, Grab Joint and any Ride not conflicting with Merry-Go-Round,  
Ferris Wheel and Chair-o-Plane. Columbus Grove American Legion Street Fair to follow, then south.  
All Replies: CASH COUCH, Kalida, Ohio, Home Coming, this week.

## Will Bill Fait, Whity Schonicle, Frenchie Madison, Sidewall, Fresh Air, Art Powell communicate with

### C. R. MONTGOMERY WILD ANIMAL CIRCUS

At once. Also Circus wants Lithographers, Bill Posters and Cook.  
Chiloquin, Ore., Aug. 29; Klamath Falls, Ore., 30-31; Dorris, Calif., Sept. 1; Weed, Calif., 2;  
Mt. Shasta, Calif., 3; Dunsmuir, Calif., 4; Redding, Calif., 5; Red Bluff, Calif., 6.

## LEWISTON, MAINE, FAIR

SUNDAY-MONDAY (LABOR DAY) AND REST OF WEEK

ALL GAMES—\$2.00 foot. P.C. Games will work. No Wheels.  
RIDES: Will book Octopus or Roll-o-Plane; liberal percentage.  
SHOWS: Athletic, Girl Show, Monkey, Fun House, Snake Show; liberal percentage.  
Grab or Cook House for Lewiston Fair, also Soft Drinks, Popcorn, Candy Apples, Floss, Scales, Guess  
Your Age. All address:

### ROSS MANNING SHOWS

ORLAND, MAINE, FAIR

## Wanted-For 16th Annual Labor Day Celebration-Wanted

BEND, ILLINOIS, SEPTEMBER 1-2-3. TO BE FOLLOWED BY COLORED ELKS' STREET  
CARNIVAL ON THE STREETS IN ST. LOUIS, MO., AND THE CRAWFORD COUNTY  
LIVE STOCK SHOW AT STEELEVILLE, MO.  
SHOWS WITH OWN EQUIPMENT AND TRANSPORTATION.  
CONCESSIONS OF ALL KINDS, especially Photo Gallery, Ball Games, Bumper Stores, Scales,  
Guess Your Age, Etc. All Address:

### LAKE STATE SHOWS

390 ARCADE BUILDING ST. LOUIS 1, MO.

show's three-day Cincy engagement. . . .  
THREE MALE MEMBERS of the Wal-  
lenda high-wire act (Carl, Herman and  
Joe) have been working together the  
past 20 years. . . . MRS. BRUNO ZAC-  
CHINI (Germaine Repensky) visited her  
family, the Loyal Repensky Troupe of  
riders, during the Cincy stand. She  
worked perfectly after a four-year ab-  
sence from the ring. . . . CLAYTON  
BEHEE, of the Flying Behees, was on a  
recent 10-day furlough, visited with his  
wife, Rose, who is in the act. He left  
the show August 11 to rejoin his outfit.

### WANTED TO JOIN—AT ONCE

BILLPOSTER Union-Drive  
Panel Truck  
and Specialize on Window Work.

### RIDE FOREMAN and RIDE MEN

AUTO SKOOTER—40x80 Build-  
ing, 18 late  
type Lusse Cars. Cheap cash price.  
Immediate sale.

### NORTH AMERICAN EXPOSITION

Hannibal, Mo., Aug. 28-Sept. 4th.

## WANT

FIRST CLASS TRUCK MECHANIC  
Must have tools and keep trucks and ride  
motors in shape. Positively no drunks. Top  
salary to A-1 man.  
RIDE HELP—Foreman for Wheel and  
Tilt. Semi drivers given preference. Top  
salary and bonus. Drunks and chasers, stay  
where you are. Florida all winter.

## Blue Ribbon Shows

E. L. YOUNG, Mgr.  
Corbin, Ky., This Week; then La Follette,  
Tenn.

## JIMMY ANNIN WANTS

Blower Agents, one Wheel Agent,  
also Slum Agents. If you drink  
during business hours, don't an-  
swer. Columbia, Tenn., care Heth  
Shows.

### FOR SALE

## LINDY LOOP

Can be seen in operation at Ocean  
View Park until Labor Day. Good  
condition. Price \$3,000 cash.

### A. W. HOWELL

Ocean View Park, Norfolk, Va.

### FOR SALE

## SPITFIRE

Can be seen in operation at  
Buckeye Lake Park.

### J. E. CHAPMAN

Buckeye Lake, Ohio

### WANTED

## A GOOD CARNIVAL

For the  
SOUTHWEST ARKANSAS DISTRICT FAIR  
October 15-20.  
Write or Wire R. P. BOWEN, Hope, Ark.

## PHONE MAN, PROGRAM MAN WANTED

Strong auspices, Fire Dept.-High School  
Band. 14 weeks' work, start now. First  
date, Sept. 15 and 16. Wire, write

### S. A. KID

KINSTON, N. C.

## WANT—RIDE HELP—WANT

Will pay \$60 per week for Little Beauty Merry-Go-Round Foreman. Also Chair-o-Plane Foreman. Prefer semi drivers.

Wire or Write

**JOHNNY J. DENTON**

Shelbyville, Tenn.

## WOLFE AMUSEMENTS

CLAYTON, GA., ALL THIS WEEK

First show in 10 years. Cornelia, Ga., Sept. 3-8, Apple Festival and Fall Fair, followed by six outstanding fairs. Good opening for Side Shows with or without outfits. Can place 10-in-1, Girl Show or any Show that can get money; will book you on 20%. Good opening for Bingo and will place any 10c Concessions. Miller Johnson, get in touch with Tommy Scott. Humpy Evans, get in touch with me. Will buy show tops. Must be in good condition, will pay cash. Minstrel Performers and a Man to take complete charge of Minstrel Show, have a complete outfit for same. This show is booked until the 15th of December. if you can stand prosperity cut this ad out and join this show. All mail and wires to

BEN WOLFE, CLAYTON, GA.

P.S.: Good opening for American Palmistry.

## JONES GREATER SHOWS WANT

For Pennington Gap, Va., Fair and Labor Day Celebration, week September 3, with 8 more Celebrations and Fairs to follow: Legitimate Concessions of all kinds except Bingo and P. C. Can place Cook House for balance of season. Can place Shows with own outfits. Address

JONES GREATER SHOWS, Abingdon, Va., This Week

## PINE STATE SHOWS WANT

For Jesup, Ga., American Legion Labor Day Celebration. First show in city in 12 years. 3 Georgia Fairs to follow, then Alabama and Mississippi all winter. Legitimate Concessions of all kinds. Al Herman, will give you a wonderful proposition. Can place two Wheels and two Coupon Store Agents for office-owned stores. Can place any Show with own outfit for committee money only. Mackie the Monkey Man, Jumbo Pin, Harry Harris, Don Riley, all get in touch with manager, or come on. B. J. Haines, Charlie Riley, Bill Pike, Jack Latored, Neck Buster, Curley Sewell, Old Folks, Bill Roberts, Charlie Norman, get in touch with legal adjuster office. We own rides. This Ride Help contact manager: Earl Dennis, Ga. Red, Humpy. Will pay highest price, cash every week, all winter's work.

Hinesville, Ga., Camp Stewart, until Sept. 2; Jesup, Ga., Labor Day week, Legion Fair. P.S.: Mickey Purcell, contact manager; John W. and Leo Mitchell, contact father. P.S.: Will buy Marquee, any size. Hinesville, Ga., this week; Jesup, Ga., Legion Fair, next.

All Replies: **MANAGER, PINE STATE SHOWS.**

## FIDLER UNITED SHOWS

WANT WANT

FERRIS WHEEL FOREMAN, \$60.00 per week; FOREMAN FOR OCTOPUS, \$60.00 per week. CAN PLACE LEGITIMATE CONCESSIONS OF ALL KINDS. Address: SAM FIDLER, Mgr., Peotone, Ill. (Fair), Aug. 28-29-30; Elgin, Ill. (Labor Day Celebration), Sept. 1-2-3-4; Belvidere, Ill., Sept. 7-8-9.

## WANTED RIDE HELP

Foreman for Chairplane, \$50.00 per week. Guy White wants Second Man for Wheel. Also Agents for Stock Joints. Don Meyers wants Agents.

**PAGE BROS.' SHOWS**

Erin, Tenn.

P.S.: Sell X on Bingo, Cook House, Mitt Camp.

## WANTED—FOREMEN—WANTED

FOR ROLL-O-PLANE and 8-CAR LINDY LOOP. Address

**A. WILSON**

HENNIES BROS.' SHOWS, MOBILE, ALA., THIS WEEK

## PAUL M. FARRIS WANTS AGENTS

FOR STOCK CONCESSIONS. PLENTY OF STOCK AND FLASH.

OSHKOSH, WIS. (FAIR), this week; MARSHFIELD, WIS. (Fair), next week; THEN SOUTH UNTIL DECEMBER. WANT PERCENTAGE AGENT FOR SOUTHERN SPOTS. Address: Care SNAPP GREATER SHOWS as above.

## LIGONIER VALLEY FAIR

Ligonier, Pa., August 3 to September 4—Four Big Days and Nights, Including Full Sunday Program

Want Concessions all kinds. Wild Life and Shows. X on Bingo.

Write or wire

**M. A. BEAM, Ligonier, Pa.**

## CENTRAL AMUSEMENT CO. WANTS

For the following Fairs: Murfreesboro Community Fair, Sept. 3-8; Whitakers Firemen's Festival, Sept. 10-15; Windsor Firemen's Fall Festival, Sept. 17-22; Robersonville Community Fair, Sept. 24-29; Jackson Ball Club Victory Celebration, Oct. 1-6; Williamston, Martin County Fair, Oct. 8-13; Ahsokie, Atlantic District Fair, Oct. 15-20; Scotland Neck Firemen's Peanut Festival, Oct. 22-27; Kenly Firemen's Victory Fair, Oct. 29-Nov. 3; Elizabeth-town American Legion Fair, Nov. 5-10; all North Carolina. Summerville, S. C., Jr. Chamber of Commerce Fair, Nov. 12-17; Beaufort, S. C., Chamber of Commerce Victory Celebration, Nov. 19-26.

Can place all 10c Stock Concessions, also Percentage. Pea Pool, Beat Dealer, Chuck, Pan, Under 7, Rat or Mouse. SHOWS: Minstrel, Girl, Posing, Monkeys, Snake, 10-in-1 and a few Grind Shows with or without outfits. Will furnish new canvas and equipment. Will place for balance of season sensational Free Act. RIDES: Can use Spitfire, Fly-o-Plane, Octopus, Whip, Tilt and Kiddie Auto Ride with or without transportation. FOR SALE—Beautiful Photo Gallery with enough paper to gross \$2100.00. Will sell for \$750.00. Already booked for balance of this season with this show. Have for Sale—10 K.V.A. A.C. Light Plant, mounted on Chev. Truck, best of condition. Truck has good rubber and A-1 shape. WANT RIDE HELP on all Rides, top salary. All contact:

SHERMAN HUSTED, Mgr.

CENTRAL AMUSEMENT CO.

Ahsokie, this week; then Murfreesboro, N. C., September 3-8.

NEW

## POWER PLANT WIRE

LIMITED SUPPLY

#8—2-Wire (Copper Stranded) Heavy Duty, Rubber Jacketed, Portable Cable.

In Lengths 9 Feet to 90 Feet.

Minimum Order 500 Feet.

YOUR COST 20 1/2¢ per ft. No Priority Needed

## ELECTRO-SONIC PRODUCTS CO.

3149 W. Fullerton Ave.

Chicago 47, Ill.

## ATTENTION — ATTENTION

FAIR SECRETARIES AND CELEBRATION COMMITTEES IN GEORGIA AND FLORIDA

Have some open dates. Most beautiful show of its size on the road. Featuring Bob Fisher's Five Fearless Flyers.

## BLUE RIBBON SHOWS

E. L. YOUNG, Mgr.

Corbin, Ky., this week; then La Follette, Tenn.

## Ingram and Zucchini's Florida Amusement Co. Wants

Will book, lease or buy #5 Ferris Wheel. Will book few more legitimate Concessions, no rackets. SHOWS with own outfits, Side Show, Monkey, Animal, Snake, etc. Agents for Six Cat. Can use few more Stock Store Agents. Foreman for Chairplane; Earl Stredler, wire or come on. Jake Hogan, wire Roy Bailey. Useful Ride Help, come on, especially Merry-Go-Round Man.

Jasper, Fla., this week; Brantford, week September 3.

Address HOWARD INGRAM or MARTO S. ZACCHINI

## A. B. & B. SHOWS, Inc., Unit #1

Want for following Fairs and Celebrations: Sanford, N. C., week Sept. 3; Benson, N. C., week Sept. 10; Nashville, N. C., week Sept. 17; Angier, N. C., week Sept. 24; Roxboro, N. C., week Oct. 1; 5 more to follow.

WANT SHOWS with own outfits and transportation. CONCESSIONS: Bingo, High Striker, Scales, any 10c Grind Store. Rate is reasonable. Can place 1 more FLAT RIDE, Ride Help, Foreman and Second Man for 8-Car Whip. Johnny Ryan, contact me. Others who know us contact at once.

C. J. BELTON, Owner

CLYDE PARRIS, Mgr.

Hillsboro, N. C., week August 27.

## WANTED FOR LABOR DAY CELEBRATION

LA FOLLETTE, TENN., IN THE HEART OF TOWN, SEPTEMBER 3D THRU 5TH

WITH OTHER GOOD DATES FOLLOWING  
CONCESSIONS—Cookhouse or good Grab, Candy Floss, Scales, Guess Age, Pea Pool, Fish Pond, String Game, Ball Games, Penny Arcade and any 10c Grind Concession.  
AGENTS—Earl Dixon can place Country Store Agents, Roll Down, Razzle, Bowling Alley and Clothes Pin. Can also use Beat Dealer Agent.  
RIDE HELP—Foreman for Wheel and Tilt. No drunks.  
SHOWS—Monkey, Snake, Ten-in-One, Girl Show. Have complete Girl Show for responsible showman with costumes and help. Positively no lishes.  
This Show Out All Winter in Florida.

## BLUE RIBBON SHOWS

CORBIN, KY., THIS WEEK; THEN LA FOLLETTE.

## WANTED FERRIS WHEEL FOREMAN

That can drive semi. Join this week, East Gastonia, N. C.

**BULLOCK AMUSE. CO.**

**WANT**  
**For Long Route of Southern Fairs**  
**FIRST-CLASS SIDE SHOW**  
 (With or without transportation)  
 Also  
**MONKEY SHOW**  
 Rex Barnes, Wire  
 Address OSCAR BLOOM, Mgr.  
**Gold Medal Shows**  
 Princeton, Ind. (Fair), this week, then per route.

**FOR SALE**  
 16 Cylinder Formal Cadillac Seven-Passenger Sedan, custom built. This car is positively the last word in automobiles, very low mileage, ten ply white sidewall tires, life guard tubes, heater front and back, radio, fog and spot lights, fender wells, microphone in rear seat, circulating air conditioner. I believe this is the most luxurious automobile in America. Many luxuries too numerous to mention. Ceiling price over \$6,200.00. Can be bought for less. Phone or wire  
**CHARLES H. JENKINS**  
 Aulander, N. Car.

**WANT AT ONCE**  
 Will book, buy or lease Ferris Wheel and Kiddie Rides. Will book Shows: 10-in-1, Hillbillie, Monkey or any good Pit Show. All legit. Concessions open. Our fairs start Crestview, Oct. 1st; 6 more to follow. All Answer:  
**W. R. JOHNSON**  
 T. & B. SHOWS HOLT, FLA.

**JOHNNY J. DENTON SHOWS**  
**WANT—WANT—WANT**  
 Concessions. Good opening for Grab Joint, Fishpond, Pitch-Till-You-Win, Milk Bottle, Ball Games, Hit and Miss, Coke Joint, Cotton Candy, Cigarettes, Shooting Gallery, Hoopla. Wire or write  
**JOHNNY J. DENTON, Shelbyville, Tennessee**

**CONCESSIONS**  
 Ball Game, etc.  
**FOR JOPLIN, MO., VICTORY FESTIVAL**  
 September 6 to 15  
**MAX GOODMAN, WONDER SHOWS OF AMERICA**  
 Jefferson City, Mo., August 28 to September 3

**WESTERN RIDE OWNERS, NOTICE**  
**New Year Round Amusement Center**  
 Opening in November in Large Southern California City, in the Heart of Military and Tourist Activities.  
 Want to book or lease Dodgem, Tilt, Rocket, Fly-o-Plane, Eli Wheels, Ridee-O, Kiddie Rides or any late Rides. Concessions—Still have some space open. Will buy Electric Towers.  
 Air Mail: AL PORTER, 3056 Thayer St., N. E., Washington, D. C.

**WANTED FOR LEHIGHTON FAIR**  
 SEPTEMBER 2 TO 8  
 Concessions of all kinds, also for 10 big Southern Fairs, starting Sept. 10. Can use Ride Help on all Rides, First and Second Men, Semi Drivers.  
**LAWRENCE GREATER SHOWS, Tamaqua, Pa., this week.**  
 L. D. (DADA) KING, Secy.

**Carnival Routes**  
 Send to 25 Opera Place, Cincinnati 1, O.

(Routes are for current week when no dates are given. In some instances possibly malling points are listed.)

A. B. & B.: Hillsboro, N. C.; Sanford 3-8.  
 Alamo Expo.: (Fair) Pueblo, Colo.; (Fair) Dodge City, Kan., 4-8.  
 All-American: Selling, Okla.  
 A. M. P.: Warrenton, Va.  
 American Expo.: Charlotte, Mich.  
 American United: Walla Walla, Wash.  
 Anderson Greater: Belleville, Kan.  
 B. & V.: (Fair) Angelica, N. Y.; Towanda, Pa., 3-8.  
 Baker's United: Gas City, Ind.  
 Badger State: (Fair) Wausaukee, Wis., 31-Sept. 3; (Fair) Shawano 6-8.  
 Bantly's All-American: (Fair) Woodstock, Va.  
 Bartko, P. G.: Geneva-on-the-Lake, O., 27-Sept. 3; Ashtabula Harbor 5-7.  
 Beam's Attrs.: (Fair) Hannastown, Pa., 27-30; (Fair) Ligonier 31-Sept. 4.  
 Bee's Old Reliable: Cynthiana, Ky.  
 Bill's Rides: Cuthbert, Ga.  
 Blue Ribbon: Corbin, Ky.  
 Border State: Hammon, Okla.; Hinton 3-8.  
 Bright Lights Expo.: (Fair) Indiana, Pa.; (Fair) Oakland, Md., 3-8.  
 Brownie Am.: Alma, Kan.  
 Buck, O. C.: Rhinebeck, N. Y., 27-31.  
 Bunting: Oglesby, Ill., 26-29; (Fair) Mazon 31-Sept. 3.  
 Buffalo Shows: Clayton, N. Y.  
 Bullock Am. Co.: East Gastonia, N. C.  
 Byers Bros.: Midland, Tex.; Big Spring 3-8.  
 Byers, Walter: (Fifth & Main Sts.) Columbus, O., 27-Sept. 10.  
 C. & B.: Kalida, O.  
 Capell Bros.: Albany, Tex.  
 Caravella Am.: Indiana, Pa.; Linesville, Pa., 3-8.  
 Carr, Lawrence: Windsor, Me., 1-3.  
 Casey, E. J.: (Fair) Eno, Ont., Can., 28-29; (Fair) Rainy River 30-Sept. 1; Sioux Look-out 3-5.  
 Cavalcade of Am.: Gulfport, Miss.  
 Central American: Seward, Neb., 29-31; Clay Center Kan., Sept. 5-8.  
 Central Am. Co.: Ashokle, N. C.  
 Cetlin & Wilson: Chester, Pa.  
 Cherokee Am. Co.: Waverly, Kan., 27-31; Ottawa Sept. 1-5.  
 Coastal Plain: McColl, S. C.  
 Coleman Bros.: (Fair) Ballston Spa, N. Y.; (Fair) Schaghticoke 3-7.  
 Collins, Wm. T.: (Fair) Algona, Ia., 27-29; (Fair) Mason City 31-Sept. 3; (Fair) Blue Earth, Minn., 4-6.  
 Conklin: (Fair) Sherbrooke, Que., Can.; Quebec Sept. 1-9.

Continental: Canaan, N. H.  
 Cumberland Valley: (Fair) Winchester, Tenn.; (Fair) Manchester 3-8.  
 Craig, Harry: Muskogee, Okla.  
 Crescent: Vancouver, B. C., Can.; North Vancouver 4-8.  
 Crafts 20 Big: Oakland, Calif.  
 Crescent Am. Co.: Concord, N. C.  
 Curl Am. Co.: Parker, S. D., 27-29; Tripp 30-Sept. 1; Wagner 3; Chambers, Neb., 4-6.  
 Curl, W. S.: (Fair) Burton, O.  
 Davidson & Orr Am. Co.: Franklin, Ga.  
 De Luxe: Orange, Mass., 28-Sept. 3.  
 Denton, Johnny J.: Shelbyville, Tenn.  
 Dickson United: Apache, Okla.  
 Dobson's United: Hayward, Wis., 27-29; Spooner 30-Sept. 1; Ridgeland 3; Ellsworth 5-7.  
 Dodson's World's Fair: Fort Smith, Ark.; Ardmore, Okla., Sept. 4-8.  
 Dumont: Creighton, Pa.  
 Dyer's Greater: (Fair) Baraboo, Wis., 27-30; (Fair) Mineral Point Sept. 1-3; (Fair) Bloomington 7-9.  
 Ebersole: Coon Rapids, Ia., 28-31; Manson Sept. 1-4.  
 Eddie's Expo.: (Fair) Stoneboro, Pa., 30-Sept. 3.  
 Ellman United: (Fair) Elkhorn, Wis., 31-Sept. 3; (Fair) Beaver Dam 6-9.  
 Endy Bros.: Cumberland, Md.  
 Exposition at Home: Martinsburg, W. Va.  
 Fairway Am.: Gladewater, Tex.  
 Fay's Silver Derby: Kingston Mines, Ill., 31-Sept. 3.  
 Fidler United: Peotone, Ill., 28-30; Elgin Sept. 1-4.  
 Fleming, Mad Cody: Commerce, Ga.; Blue Ridge 3-8.  
 Florida Am. Co.: Jasper, Fla.; Branford 3-8.  
 Francis, John: Janesville, Wis., 27-29; Plymouth 30-Sept. 3.  
 Gay Way: Bremen, Ga.  
 Garden State: (Fair) Gilbert, Pa.; (Fair) Northampton 3-8.  
 Gem City: (Fair) Caledonia, Minn., 29-Sept. 1.  
 Gentsch, J. A.: Jackson, Miss.  
 Geren's United: Peru, Ind., 27-Sept. 3; (Fair) Akron 5-8.  
 Gold Medal: (Fair) Princeton, Ind.; (Fair) Kentland 3-8.  
 Golden Gate: Nortonville, Ky.  
 Gooding Greater: Jackson, Mich.  
 Great Sutton: (Fair) Marion, Ill.  
 Greater Rainbow: (Fair) Webster City, Ia., 28-31; (Fair) Sac City Sept. 3-6.  
 Greater United: Brownwood, Tex., 27-Sept. 8.  
 Hale's: (Fair) York, Neb., 28-30.  
 (Fair) Woodland 3-8.  
 Hannum, Morris: (Fair) Flemington, N. J., 27-Sept. 3.  
 Happy Attrs.: (Fair) Woodsfield, O., 29-31; (Fair) McConnellsville Sept. 5-8.  
 Happyland: Traverse City, Mich., 27-31; Cadillac Sept. 1-7.  
 Harrison Greater: (Fair) Keller, Va.; (Legion Henry, Lew, Rides: Lexington, Va.; Bedford 3-9.  
 Hedrick's Gay Way Shows: Lumberton, N. C.; Clayton 3-8.  
 Heth, L. J.: (Fair) Columbia, Tenn.  
 Hennies Bros.: Mobile, Ala.  
 Hill's Greater: Lexington, Neb.  
 Howard Bros.: Marion, O.  
 International: (Fair) Columbus, Neb.; (Fair) Lincoln 2-8.  
 Imperial: Galva, Ill., 26-30; Mendota Sept. 1-3.  
 Island Manor: New Hyde Park, N. Y., 27-Sept. 3.  
 Jones Greater: (Fair) Abingdon, Va.; (Fair) Pennington Gap 3-8.  
 Jones, Johnny J.: Expo: Owensboro, Ky., 27-30; (State Fair) Louisville, Ky., 1-8.  
 Johnston, Lloyd G.: Dallas City, Ill., 28-30.  
 Joyland Am. Co.: Decatur, Ind.  
 Joyland Attrs.: Crosswell, Mich., 28-31; Pontiac Sept. 1-9.  
 Kaus, W. C.: Roanoke Rapids, N. C.  
 Keystone Expo.: Lamar, S. C.  
 Kirkwood, Joseph J.: Danville, Va.  
 Lagasse Am. Co., No. 1: (Fair) Lancaster, N. H., 27-Sept. 3.  
 Lagasse Am. Co., No. 2: Providence, R. I.; (Fair) Northampton, Mass., 3-8.  
 Lamb, L. B.: Prattville, Ala.  
 Lawrence Greater: Tamaqua, Pa.; (Fair) Lehigh 3-8.  
 Lee United: Winn, Mich., 31-Sept. 1; Farwell 3.  
 Leeright, J. R.: Oberlin, Kan.  
 Lone Star: (Fair) Salem, Ill.; (Fair) Oblong 3-7.  
 Lucky Royal: Bastrop, Tex.; Hondo 3-8.  
 Magic Empire: Parkin, Ark.  
 Maine Am. Shows: Springfield, Me.  
 Majestic Greater: (Fair) Marne, Mich., 28-31; Newaygo Sept. 2-3; Hart 4-7.  
 Manning, Ross: Orland, Me.; (Fair) Lewiston 2-8.  
 Marion Greater: Hemingway, S. C., 26-Sept. 8.  
 Marks: Lynchburg, Va.; Richmond 3-8.  
 McKee, John: (Fair) Cresco, Ia.; (Fair) Marshalltown 3-8.  
 McMahon: (Fair) David City, Neb., 28-31; Schuyler Sept. 1-3; (Fair) Madison 7-9.  
 Midwest: (Fair) Tremonton, Utah, 4-8.  
 Mighty Monarch: Tallahassee, Fla.  
 Mighty Page & Kellie Grady: Phenix City, Ala., 27-Sept. 8.  
 Moore's Modern: (Fair) Fairmount, Ill.; Eldorado 3-8.  
 Mound City: Lebanon, Mo.  
 North American Expo.: Hannibal, Mo.; St. Joseph 3-8.  
 Norton's Midway: (State Fair) Douglas, Wyo.; (Fair) Gordon, Neb., 5-8.  
 Omar's Greater: Stuttgart, Ark.  
 Ozark: Tallhina, Okla.  
 Page Bros.: Erin, Tenn.  
 Page, J. J.: Clinton, Tenn.; (Fair) Asheville, N. C., 3-8.  
 Pan-American: Dunkirk, Ind.  
 Peppers All-State: Decatur, Ala.; Tusculmba 3-8.  
 Pike Am. Co.: Paragould, Ark.; (Fair) Marshallfield, Mo., 5-8.  
 Pine State: Hinesville, Ga.; Jessup 3-8.  
 Playland: (Fair) Maryville, Tenn.  
 Prael's Broadway: Elkton, Md.  
 Ray & Helen's Rides: Beaumont, Tex.  
 R. & S. Am.: Goldsboro, N. C.; Washington 3-8.  
 Reading's: Petersburg, Tenn.  
 Regal Expo.: (Fair) Alexandria, Tenn.  
 Reid, King: (Fair) Boonville, N. Y.; (Fair) Brookfield 3-8.  
 Rogers Bros.: (Fair) Two Harbors, Minn., 28-31; (Fair) Breckenridge Sept. 10-12.  
 Rogers Greater: (Fair) Bridgeport, Ill.; (Fair) Indianapolis, Ind., Sept. 2-5.  
 Rose City: Carthage, Miss.

Royal American: Omaha, Neb., 27-Sept. 3.  
 Royal Expo.: Statesboro, Ga.  
 Royal United: Waterloo, Ia., 31-Sept. 3; Tama 4-5; Chariton 6-8.  
 Scioto Valley Bainbridge, O.  
 Scott's, Turner, Rides: Daytona Beach, Fla.  
 Shipley's Am.: Ville Platte, La.  
 Siebrand: Boise, Idaho.  
 Skerbeck: Norway, Mich., 27-Sept. 3.  
 Smith, Casey: Elk City, Okla.  
 Smith, George Clyde: (Fair) Meyersdale, Pa., 28-31; Houzdale 3-8.  
 Snapp Greater: (Fair) Oshkosh, Wis., 28-31; (Fair) Marshallfield Sept. 2-6.  
 Southern States: Cordale, Ga.  
 Sparks Bros.: Madisonville, Ky.  
 Sparks, J. F.: Centre, Ala.; (Fair) Athens 3-8.  
 Strader, M. A.: (Fair) Kearney, Neb., 27-31.  
 Standard: (Fair) Sundance, Wyo., 28-Sept. 1.  
 Star Am. Co.: Star City, Ark.

Stephen's: Marengo, Ia., 30-Sept. 1; season closes.  
 Sunflower State: (Fair) Scott City, Kan., 28-31; Holsington Sept. 3.  
 Sunset Am. Co.: (Fair) Morrison, Ill., 27-31; Carthage Sept. 3-8.  
 Sunshine: Perry, Fla.  
 T. & B.: Holt, Fla.  
 Tassel, Barney: Upper Marlboro, Md.  
 Thomas, Art B.: (Fair) Marshall, Minn., 28-31; (Fair) Redwood Falls Sept. 1-4; (Fair) Luverne 6-8.  
 Thompson Bros. Am. Co.: (Fair) Phillipsburg, Pa., 27-Sept. 3; (Fair) Laurelton 5-8.  
 Tivoli Expo.: Paris, Ark.  
 Turner Bros.: Du Quoin, Ill.  
 United Expo.: Albany, Tex.  
 Victory Expo.: Ada, Okla.  
 Virginia Greater: Williamston, N. C.  
 Wade, W. G., No. 1: Medaryville, Ind.; (Fair) Goshen 3-8.  
 Wade, W. G., No. 2: (Fair) Rensselaer, Ind., 27-31; Jonesville, Mich., Sept. 3; (Fair) Cassopolis 4-8.  
 Wallace Bros.: Harrisburg, Ill.  
 Ward, John R.: Vinton, Iowa.  
 West Coast Victory: (Fair) Lakeview, Ore.  
 Whitney & Scott United: (Fair) Denison, Ia., 26-30.  
 Williams Southern: York, S. S.; Hickory, N. C., Sept. 3-7.  
 Wilson's Famous: Lacon, Ill., 27-30; Roanoke 31-Sept. 3.  
 Wonder City: Leakesville, Miss.  
 30-Sept. 3; Chico, Calif., 6-9.  
 Wonder Shows of America: Jefferson City, Mo., 28-Sept. 3.  
 Wolfe Am. Co.: Clayton, Ga.  
 World of Merit: Buzzard Bay, Mass.  
 World of Mirth: Essex Junction, Vt.  
 World of Pleasure: (Fair) Warsaw, Ind.  
 World of Today: Coffeyville, Kan.  
 Zeiger, C. F., United: Rocky Ford, Colo., 27-Sept. 8.

**Circus Routes**  
 Send to 25 Opera Place, Cincinnati 1, O.

Anderson, Bud E.: Roy, N. M., 30; Springer 31.  
 Arthur Bros.: Greensboro, N. C.; 28; Winston-Salem 29; Statesville 30; Salsbury 31; Burlington Sept. 1.  
 Bailey Bros.: Johnson City, Tenn., 28; Kingsport 29; Bristol 30; Elizabethton 31; Erwin Sept. 1.  
 Beatty, Clyde: Sikeston, Mo., 28; Poplar Bluff 29; Kennett 30; Blytheville, Ark., 31; Jonesboro Sept. 1; Little Rock 3; Hot Springs 4.  
 Bell Bros.: Curtis, Neb., 28; Cambridge 29; Oxford 30; Norton, Kan., 31; Hill City Sept. 1.  
 Bradley & Benson: Charleston, S. C., 28; Kingstree 29; Sumter 30; Camden 31; Hartsville Sept. 1.  
 Crowell, S. Unit: Rutland, Vt., 31-Sept. 9.  
 Clark, M. L., & Sons: Vinita, Okla., 29; Nowata 30; Bartlesville 31; Pawhuska 1; Drumright 3; Bristol 4; Chandler 5.  
 Cole Bros.: Des Moines, Ia., 27-28; Oskaloosa 29; Ottumwa 30; Creston 31; Falls City, Neb., Sept. 1; Leavenworth, Kan., 2; St. Joseph, Mo., 3.  
 Dailey Bros.: Alliance, O., 28; Ravenna 29; New Philadelphia 30; Moundsville, W. Va., 31; St. Marys Sept. 1; Sistersville 3; Barnesville, O., 4; Uhrichsville 5; Coshocton 6; Lancaster 7; Washington C. H., 8.  
 Hunt Bros.: Lakewood, N. J., 29.  
 Kelly, Al G., & Miller Bros.: Junction City, Kan., 28; Herington 29; Council Grove 30; Hillsboro 31; Lindsborg Sept. 1.  
 Mills Bros.: Hudson, Mich., 28; Coldwater 29; Dowagiac 30; Buchanan 31; St. Joseph Sept. 1; (Playland Park) South Bend, Ind., 3.  
 Monroe Bros.: Elbow Lake, Minn., 31; Hoffman Sept. 1; Brooten 3.  
 Montgomery, C. R.: Bend, Ore., 28; Chiloquin 29; Klamath Falls 30-31; Dorris, Calif., Sept. 1; Weed 2; Mount Shasta 3; Dunsmuir 4; Redding 5; Red Bluff 6.  
 Polack Bros.: (Ice Arena) Portland, Ore., 27-Sept. 2.  
 Ringling Bros. and Barnum & Bailey: Kansas City, Mo., 27-29; Wichita, Kan., 31-Sept. 1; Enid, Okla., 3; Oklahoma City 4-6; Fort Worth, Tex., 8-9.  
 Russell Bros.: Altus, Okla., 28; Wichita Falls, Tex., 29-30; Gainesville 31; Ardmore, Okla., Sept. 1.

**Misc. Routes**  
 Send to 25 Opera Place, Cincinnati 1, O.

Francis, Leo (Fair) Findlay, O., 5-8.  
 Henry, Glenn, Duo (Fair) Palmyra, N. Y., 3-8.  
 Jackson, Prof.: Harrisburg, Ill., Sept. 3.  
 Lippincott: Salina, Kan., 31-Sept. 1; Holsington 3; St. Paul, Neb., 5-7.  
 Long, Leon: Knoxville, Tenn., 27-31; Nashville Sept. 1-8.  
 Slout Players Tent Show: Hermann, Mo., 27-Sept. 1.  
 Sweetman's, Jack, Victory Revue Band (Fair) Norwalk, O., 27-30.  
 Webb, Capt. George (Fair) Webster City, Ia., 30-31; (Celebration) Wagner, S. D., 3; (Fair) Beaver City, Neb., 6-8.

## Want-PEPPERS ALL-STATES SHOWS-Want

FOR THE BALANCE OF THE SEASON, AND PREFERENCE FOR 1946

WE HAVE THE WHITE AND COLORED FAIRS IN CORINTH, MISS.

**RIDE HELP** Foreman for Smith & Smith Chair-o-Plane. Second Man for Merry-Co-Round. Foreman for Flying Twister. Must be able to drive Semis. Drunks and lady killers, stay where you are.

**CONCESSIONS** Penny Arcade (preference of buying it), Candy Apples, Candy Floss, Cane Rack, Devil's Bowling Alley, Bumper Store, String Joint, Coca-Cola Joint, Dart Store, Lead Gallery and any 10c Concessions. Will sell "Ex" on American Mitt Camp. (Gypsies, don't call or wire.) Will also sell "Ex" on Frozen Custard.

**SHOWS** Mechanical Show, Life Show, Crime Show and any other Shows that do not conflict.

**FREE ACT** High-class Free Act. Prefer High Pole Act with plenty of flash. Will give you 10 weeks or more work. Join on wire.  
WANT A-1 RIDE SUPERINTENDENT, ALSO LOT MAN TO PUT IT ON AND TAKE IT OFF. No time to write. Join on wire.

Address **F. W. PEPPERS, Mgr., Decatur, Ala., this week; Tuscombina, Red Bay; then North Mississippi Fair, Corinth, Miss.**

## FORD CITY, PA., FAIR SEPTEMBER 3-8 DAY AND NIGHT

WANT LEGITIMATE CONCESSIONS OF ALL KINDS

WANT SHOWS WITH OWN EQUIPMENT

WANT TO BUY SUPER ROLL-O-PLANE for cash, with or without transportation. Must be in first-class condition.

Address

## DUMONT SHOWS

Creighton, Pa., this week

## ENDY BROS.' SHOWS

CAN PLACE—Legitimate Concessions, General Show Help, Ticket Sellers, Ball Game Workers, Second Men for Hey-Dey and Fly-a-Plane. Come on. Want to Enlarge Minstrel Show—Musicians, Performers. Top salaries. Pullman accommodations. Kid Drifty, H. C. Brown, Teddy Wells, Fred Hood, Gilbert Scott, answer to Pocketbook Harris.

All Fair and Shrine Dates now, closing in Miami, Fla., in December. All answer, Cumberland, Md., this week, Shrine Victory Jubilee Week. Virginia State Fair, Staunton, Va., follows, week September 3.

## SPARKS BROS.' SHOWS WANT

Musicians and Performers for Colored Minstrel, Big Snake, Illusion, Wild Life, Ride Help on all Rides that will stay sober. Top wages paid. Have complete outfit for Girl Show. Will book Bingo, Hoop-La and Ten-Cent Concessions. Also Pea Pool. Morganfield, Ky., this week; Madisonville, Ky., week September 31, auspices Rizpah Patrol; Paris, Tenn., week September 10, 3 blocks from Court House; Madison County Colored Fair, Jackson, Tenn., week September 17; Junior Chamber Commerce Fair, Batesville, Miss., week September 24.

## L. B. LAMB SHOWS

Want Agents for office-owned Stock Joints. Will place Stock Concessions that work for 10c. Can use some Ride Help. Show stays out all winter, playing the best spots in the South. Want Man and Wife to handle Mug Joint. Want Advance Agent; must have car. Wire

L. B. BARNEY LAMB, Prattville, Ala., August 27-September 1

## MIGHTY MONARCH SHOWS WANT

For choice Florida spots, then to Miami, Princess Park, most beautiful park in America.

Want Scooter, Ridee-O, Tilt, Octopus or any up-to-date Ride. Use another Flat Ride at once until park opening. Want legitimate Concessions, Ride Help for Twin Wheels, also Chairplane Foreman. Miami location a permanent affair. This will be largest season in history of Miami.

Address **N. P. ROLAND, Tallahassee, Florida**

## WANT FOREMAN

For Tilt-a-Whirl, Fly-o-Plane and Roll-o-Plane. Joe Caffrey, Pollock Joe and Bill Ward, wire. Want Electrician, top salary and long season south. Want Side Show and Girl Show. Mildred Sorenson and Buddy Buck, can place you. Wire. Want Manager and Riders for Motordrome. Bob Perry and Fearless Egbert, wire. Can place Concessions.

**JOHN R. WARD**

Vinton, Iowa, Fair, Vinton, Iowa, this week; Muscatine, Iowa, next week.

**JOHN R. WARD SHOWS**

## LAST CALL - - LAST CALL - - LAST CALL

FOR

## CRAWFORD COUNTY'S LARGEST FAIR DATE

We gave you Pennsylvania's best still dates, and now

## THE GREAT LINESVILLE, PA., FAIR

SEPTEMBER 3-4-5-6-7-8 Inclusive—6 Days—6 Nights

### MAMMOTH LABOR DAY CELEBRATION

WANT—All Concessions, POPCORN, CANDY APPLES, FROZEN CUSTARD, CANDY FLOSS, EATING STAND.

WANT—BALL GAMES, STRING GAMES, DUCK POND, FISH POND, HOOP-LA, SCALES, GUESS YOUR AGE, BOWLING ALLEY, BUMPER, PITCH-TILL-YOU-WIN, P. C. GAMES, ANY OTHER LEGITIMATE CONCESSIONS.

WANTS—SHOWS OF ALL KINDS—25%.

WANT—RIDE HELP, MERRY-GO-ROUND, FERRIS WHEEL.

CAN PLACE—LOOP-O-PLANE, TILT-A-WHIRL, PONY RIDE. GOOD PROPOSITION.

Rates Reasonable—Deposit Required for Space

ADDRESS, THIS WEEK, INDIANA, PA.—NEXT WEEK, LINESVILLE, PA.

## Caravella Amusements

F. H. CARAVELLA, Manager and Owner

OUR FIRST YEAR OUT AND A VERY SUCCESSFUL ONE—WATCH US NEXT YEAR

## PLAYLAND SHOWS

Want for Dalton, Ga., Big American Legion Celebration, September 3-8—Motordrome, Fly-a-Plane and another sensational Free Act. Celebration begins noon Thursday and lasts until midnight Saturday.

Then the following Fairs and Celebrations: Athens, Cartersville, Conyers, Monroe, Eastman, Americus, Albany, Fitzgerald and Valdosta. All Georgia.

All replies to

**SHAN WILCOX, Blount County Fair, Maryville, Tenn., this week**

## MAD CODY FLEMING SHOWS

WANT FOR

9 FAIRS AND CELEBRATIONS 9

STARTING BLUE RIDGE, GA., SEPTEMBER 3

Rides—Will book Whip, Octopus, Tilt, Rolloplane. Shows—2 clean Pit Shows. Concessions—Cookhouse, Custard, Darts. One good Ride Man. You make enough on this Show during the regular season. You don't have to winter troupe. When you book in Georgia INVESTIGATE, see if Show is old established outfit, if it has plenty Rides, real Fair Contracts and is reliable. This is our 40th year. Rides, own 6. Contracts, have 9 good ones. Money? We have plenty. Pete Smith, Erwin Heller, Lyle Shillings want Concession Agents. Address  
MAD CODY FLEMING, Commerce, Ga., this week; Blue Ridge, Ga., September 3 to 8.

## Wanted-Williams Southern Shows-Wanted

YORK, S. C., THIS WEEK; HICKORY, N. C., SEPTEMBER 3-7

CONCESSIONS: Pitch-Till-You-Win, String Games, Cigarette Gallery, Dart Stores, High Striker, good clean Grab Stand or small Cookhouse.

SHOWS: Any small Show with own equipment.  
PAUL BOTWIN WANTS COUNTER MEN FOR BINCO.  
RED JERNIGAN WANTS AGENTS FOR SIX CAT BALL GAME AND PENNY PITCH.  
Will give our route list to any interested parties.

**DOC WILLIAMS, Owner**

**EDDIE HORNE, Manager**

WANTED FOR

## BIG RACE MEET AND LABOR DAY CELEBRATION

AUGUST 30, 31-SEPTEMBER 1, 2, 3, NORTH BRANCH, MICH.

Concessions that work for Stock, Bingo, Wheels, Coke Bottles, String Game, Bowling Alley, Cigarette Pitch, Cook House, Grab Joint, Ice Cream, Candy Floss, High Striker, Pan Game. Can use well-framed Girl Show. First Fair in 5 years. This spot is well advertised, 20,000 people expected. Address:

COMMITTEE, 406 Hazelhurst, Ferndale 20, Mich. Phone: Lin. 2-1464.  
Or Fair Grounds after Aug. 27.

# DETROIT REPORTS ON PLAYS

## Jobs Go Down, Business, Too

Juke play drops most as jobless increase in Motor City—venders hold up best

DETROIT, Aug. 25.—Severe slump in the play on coin machines was reported here this week as a direct aftermath of the Jap surrender. Situation is serious, because most operators had not been looking for any slump and it came upon them with extra force by its suddenness.

Reason is the growing volume of unemployment which, according to reports of the USES, appeared to reach about 200,000 in the city in the first three working days after the surrender news was received, as cutbacks and cancellations of war orders clogged the Western Union wires in this war center. Job lines, blocks long, formed at the USES, and private employment offices saw line-ups unknown in years.

Drop appeared to be most serious in the juke box field, with customers less willing to spend coins for pure entertainment of this type, even despite the acknowledged soothing power of music. An exception was the fact that younger people, especially servicemen and their girls, continued to spend fairly freely, but their elders, who had been good juke patrons in many types of locations, appear to be growing increasingly cautious about spending.

### See Pick-Up

Vending machine operators, on the other hand, are looking forward to an immediate pick-up in business as a result of the ending of the war. Cigarette operators are already reporting some noticeable increases in their supplies, and are, in some instances, preparing to put packs back into machines instead of selling them over the counter, as has been the rule for the past year or two.

Operators of candy, nut and gum venders report better prospects from the stock standpoint and even a decreased demand would not affect them now, because their stocks have been so low—at a point far below demand—that any increase would only approach the point of even a sharply decreased demand today.

Sample reports from operators of amusement games show that people are still spending for them. Evidently the physical satisfaction of tossing a ball in the Skee-Ball alleys, or shooting off a ray gun—which are almost the only types of games which may be licensed in Detroit—serves as an outlet for some of the worry over unemployment or growing business problems, at least momentarily, continuing to get a fairly good play.

### Northern Trend

Up-State, conditions appear mixed—there are two contradictory trends which appear about evenly balanced. Resort trade operators report that there is a decrease in spending habits, as the tourist trade starts to conserve their cash. On the other hand, there is such a marked increase of visitors as the ban was raised on gasoline for pleasure driving with the lifting of rationing, that the mere presence of many thousands people keeps the trade up to where it was before—and conceals, in the total business reports, the serious drop in per capita spending.

Outlook for the longer future in the resort areas appears equally mixed at the present time. The winter trade is expected to be bad because the areas are usually depopulated all winter long in the first place, and because the permanent residents will be undergoing an anticipated depression then. However, with the heavy promotional campaign being launched by the State of Michigan to attract more tourists, resort operators feel that they will gain enough new customers to offset the drop in individual spending by next summer.

In the jobbing field the situation is al-

Editorial

## Price Control

By Walter W. Hurd

LIFTING of price controls on the coin machine industry, effective August 15, brought great relief to the industry as a whole. Manufacturers were considerably relieved because they dreaded the calculations that were necessary in arriving at prices on new machines or in making applications for prices.

The official OPA release included the coin machine trade among a number of other products or industries considered in the luxury field. The official announcement said these products were being removed from price control because they really had no relation to the problem of consumer goods and inflation.

This statement of policy concurred with the views that have been held by the coin machine industry from the time that price controls were set in motion for use in the trade. The industry has contended all along that its machines and prices of its products had no relation to the consumer goods field.

Price ceilings on used machines had been somewhat of a problem since the control order went into effect in 1943. The industry owes OPA and other government agencies a vote of thanks for being very considerate toward the industry and in giving study to its special problems. OPA and WPB have been very considerate of the industry and have upon more than one occasion given it special attention.

More than one big newspaper, for

political reasons, accused government agencies of showing favoritism to the trade. Government agencies stated frankly that the industry had performed wonderfully in supporting the war program, that its factories had made wonderful records in turning out war goods, and it was being given a high rating among other industries.

The real problem in maintaining a price ceiling on used machines came about because, the longer the war went on, the more valuable locations became to the operators. A situation developed whereby a machine that probably wouldn't be worth \$25 ordinarily could be used to hold a location that might over the course of a year be worth \$5,000 to an operator. Hence, the price of new machines rose all out of proportion to the real value of the machines themselves.

The trade recognized that what operators were really trying to do was to hold the best locations, but it was hard to explain this fact to people who were outside the business. OPA officials were very sympathetic, however, and listened and studied carefully the problems of the industry as a whole. They recognized that the industry was something different from other trades and that it had its own peculiar problems.

Now that price control has come to an end, the industry can begin to adjust itself to the real problems of the post-war period.

## News Digest

**RECONVERSION**—Most lively activity among coin machine manufacturers toward producing new machines was reported among juke box firms this week. Removal of WPB Control Order L-265 opened up radio parts and tubes for use in juke boxes. Availability of tubes and other vital parts, however, was reported very spotty and juke trade must buy in competition with vast radio set manufacturing industry.

**VENDING MACHINES**—A Chicago operator of vending machines reported that while he was buying machines from four manufacturers before the war, he expects to be buying machines from about 10 firms after the war. A check on rumors of new vending machine manufacturers indicates that there may be at least 10 active manufacturers in

most at a standstill. The local market in machines has been approaching stagnation for several months. Operators and jobbers alike have been reluctant to buy old machines and today this reluctance has almost frozen into refusal. However, a few types of machines, notably Skee-Balls right in Detroit itself, are still in fairly strong demand by progressive jobbers and operators at fair prices.

Many operators who went into the jobbing side of the business during the war are reconsidering their positions now, and several are expected to return to straight operation once new machines are on the market. A few others will go into the actual jobbing operation, and there is a scramble on now for franchises for distribution of various established and new coin machine lines.

In general, the local trade feels that there will be several months of serious, if controlled depression, but that the outlook by next spring at the latest will be for a definite improvement.

the field turning out cigarette and candy bar venders.

**LUMBER**—Altho the government is removing control orders on all types of lumber as fast as possible, yet cabinet manufacturers generally report critical shortages on lumber for making cabinets of various kinds. Coin machine manufacturers will be confronted with the problem of cabinets.

**PRICE CONTROL**—The official text of the recent OPA special order removing price control on coin machines and various other products was published August 21. It shows that price control has been removed from both new and used machines, according to interpretation in Chicago. Export circles in Chicago say that price control on coin machines for export is also removed just as on the domestic trade. Government officials in Chicago say that a fair price policy must be maintained on coin machines for export; in other words, the same price must be quoted on machines for domestic and export trade.

**RADIO SETS**—About 65 firms in the Chicago area make radio sets or parts for radio sets. These firms are hurrying to get radio sets on the market within 60 days. Manufacturers of parts are delaying the advent of new radio sets. Juke box trade is watching the progress of the radio set manufacturers.

**VETERANS**—An increasing number of men in the services or already discharged from the services are beginning to write *The Billboard* about their plans to get back into the coin machine business. First new products announced by a radio

**RECORD CHANGERS**—One of the set manufacturer in Chicago was a record changer for home juke boxes. A new firm entering juke box field says its post-war machines will all have a record handling 24 records.

**PATRONAGE**—A report on the play of coin machines in Detroit shows a big drop in the patronage of all types of machines there. Juke boxes were especially (See *News Digest* on opposite page)

## Printing Jam Delays Price Control Text

Of New and Used Machines

WASHINGTON, Aug. 25.—Overloading of government printing office was given as reason for delays in issuing official texts following the sudden ending of the war. Supplementary Order 126 which removed price controls from coin machines did not appear in *The Federal Register* until August 21, but a news release was issued by the Office of Price Administration to announce the removal of price control as effective beginning August 15. When the official order appeared August 21 it said the effective date was August 15.

Absence of the official text itself raised some questions here as to the full extent of the supplementary order in removing price controls. First question raised in the coin machine trade was whether it applied to new machines or to used machines, or if applied to both types of machines. The general assumption was that it covered both new and used machines. Manufacturers were especially anxious to get the exemption because the continuance of price control would have required a good deal of paper work and calculations in order to set prices on post-war products.

A long list of consumer goods was included in the supplementary order, and coin machines was only a brief paragraph in the long list.

Since the introduction to this order furnishes the basis for interpreting the real application to the coin machine trade, it is reprinted in full as follows:

"Part 1305-Administration (Supp. Order 126)—Exemption and suspension of certain articles of consumer goods from price control.

"A statement of the consideration involved in the issuance of this supplementary order, issued simultaneously herewith has been filed with the Division of *The Federal Register*.

"Section 1. Articles exempted on price control. Notwithstanding the provisions of any price regulation heretofore or hereafter issued by the Office of Price Administration, all purchases, sales and deliveries of any articles of consumer goods listed in Section 2 and 3 of this order are exempt from price control."

The paragraph relating to coin machines appears in Section 2 and reads as follows:

"Coin-operated machines including but not limited to scales, vending machines, amusement machines and music machines."

Introductory clause which states "all purchases, sales and deliveries of any articles" is taken to mean that price controls have been removed from both new and used coin machines.

The printing jam also delayed the official text of PR-31 which removed about 210 control orders over production. WPB issued an earlier news release saying the orders had been removed. Juke box trade was particularly interested in the removal of L-265 which covered radio parts and electronic goods. The official text was published in *The Federal Register* August 21, but the effective date of the removal of L-265 was August 20.

Principal materials control orders still in effect, of direct interest to the coin machine trade, include those covering lumber and such scarce metals as tin and zinc. Trade will be watching the relaxation of control orders over these particular materials. WPB reports that the supply of lumber will soon be ample for civilian uses. Certain types of soft woods are beginning to be plentiful at the present time, but the cabinet industry as a whole still reports a serious scarcity of lumber.

Reports from the big lumber centers say that a scarcity of workmen will delay getting big quantities of lumber onto the market. The lumber industry has the lowest stockpiles in years and is crying for help to cut timber.

# Trade Finds Resort Biz Spotty

## Great Number Spending Less

Trends contradictory for Wisconsin, Michigan, but Minnesota runs smoothly

CHICAGO, Aug. 25.—Since the lifting of gasoline rationing, varied reports have been received here on the belated vacationers who are said to be taking advantage of unlimited fuel. It is true that many resorts in neighboring States are reporting business brisk, especially in the playground area outside the city.

In Wisconsin, Clyde Tutton, chief of the State beverage tax division, is reported as saying that "Resorts are packed to the roof." Frank Graas, legislative secretary to Governor Goodland, is also quoted as saying that resorts in the Door County peninsula area have been enjoying one of their best tourist seasons in years.

But on the other hand, reports from resort proprietors themselves have indicated that business here is not what it should be and that reports of tourist floods are overly optimistic. Resort proprietors feared this would be the case when the State Legislature passed its anti-slot machine bill this spring.

Reports on the tourist business in Northern Michigan reflect another difference of opinion. William Palmer, manager of the West Michigan Tourist Association, says that "Most of the travelers are just touring, they are not stopping at the lake resorts because they are already crowded. They go from place to place, spending the night where darkness finds them."

Traffic is reported approaching pre-war figures, and a third ferry has been pressed into service in the Mackinac Straits to accommodate the increased crowd reportedly making its way north.

A survey made by the trade in Michigan, however, reports there are two separate trends in evidence. Trade observers agree that there are many more tourists in Northern Michigan since the lifting of the gasoline ban. This condition is only to be expected. But the trade adds that these visitors are not spending money as they once did, perhaps in an effort to conserve their cash. This report confirms surveys made in other parts of the country which show that the ordinary citizen is considerably sobered at the end of the war and the prospect of uncertain times ahead.

Financial circles are convinced that there will be a prevailing caution until such a time as the peace-time program in industry gets underway. People generally have more money now than at any other time in their lives, but they are holding on to it for the most part until the reconversion picture is unfolded.

Trade reports from Northern Michigan do say, however, that their business is managing to hold its own level. The fact that more people are coming into this territory tends to offset and balance the fact that all of them are reportedly spending less money than might be expected.

There appear to be no such contradictions in Minnesota, where resorts in the Northern areas are reported enjoying their best and busiest season in years. In Minnesota, as in Wisconsin and Michigan, the tourist business is pinning great hopes on the Labor Day crowds and on late-season vacationers now that gas restrictions are off.

Minnesota's State tourist bureau director, Verne E. Joslin, said that nearly all resorts have been filled to capacity during the early and middle summer months. He adds that these resorts are now being deluged with phone calls and telegrams from prospective customers seeking a place to relax during the last part of the season.

Earlier trade reports from Minnesota indicate that the trade there has been enjoying a brisk season. Since gas again became plentiful, it is likely that the trade's business is even better now.

## Parade Tells One Way To Get Dimes

CHICAGO, Aug. 25.—A recent edition of *Parade*, nationally distributed newspaper magazine supplement, contains the following anecdote in its column entitled "Private Wire."

"A senator was arguing in the Idaho Legislature in favor of a bill legalizing operation of slot machines. He was interrupted by a fellow senator who asked:

"Would you advocate putting a slot machine in your church?"

"The senator replied, 'I would just as soon, because there are some people who couldn't be pried out of a dime with a crow bar, but they might take a chance on a slot machine.'"

## Texas Trade Decline During Celebrations

FORT WORTH, Aug. 25.—Coin machine operators of Texas, in territory where beer, wine and whisky are sold, got a bad break in connection with the celebration of the Japanese surrender. The Texas State Liquor Control Board gave orders that no alcoholic beverages could be sold for 48 hours after the President's message of peace.

There was no law to enforce the edict, but there was a hint that the distributors would cut the alcoholic beverage supply if the order was not met, so it was met 100 per cent.

This meant that many taverns, night spots, dance halls and even restaurants that enjoy heavy beer trade, closed for the entire 48 hours. Most of them were good coin machine spots where marble tables, juke boxes and other coin machines are located.

## Trade Views Arabian Export Possibilities

CHICAGO, Aug. 25.—Members of the coin machine trade, carefully watching the possibilities for export trade noted that \$1,200,000 worth of silver coins were struck at the Philadelphia mint and shipped from there to King Ibn Saud of Saudi Arabia.

Mint announced that the coins were similar to a shipment made to Saudi Arabia, three weeks ago. According to unofficial reports, the coins were part of a transaction involving an oil refinery being constructed by American interests in Saudi Arabia.

Since metal coins are the lifeblood of the coin machine trade, observers in this country are wondering how this flood of silver coins may affect future exports of coin machines to Saudi Arabia.

## NEWS DIGEST

(Continued from opposite page)  
hit. People out of work do not play coin machines so often.

**RECORDS**—OPA price control still stands on the standard phonograph record for public use, sold either to the home or to the commercial juke box trade. Price control was removed from special recordings for radio use and from electrical transcriptions.

**CANDY BARS**—End of the war brought cancellation of government orders for ration bars with candy manufacturers, but manufacturers report it will not help the supply of bars for retail and vending trade for some time yet. Sugar shortage will continue into next year.

**PARKING METERS**—Magazines going to city officials indicate the big boom in parking meter business. A Chicago games manufacturer is ready to announce a new parking meter.

**CONVENTIONS**—A government official recently stated in Washington that there will not be any restrictions on holding trade shows by next January.

**REVENUE**—The August issue of *The American City* magazine tells city officials that many cities are now licensing coin-operated machines to get needed revenue.

## British Paper Reports French Mordo Survives

CHICAGO, Aug. 25.—Since the British trade will be hearing from French coin men sooner than will the trade in this country, there is interest in an item in *The World's Fair* for August 4 which just arrived here. *The World's Fair*, British counterpart of *The Billboard*, contains a column entitled "Automatic Gossip," written by Ed Graves, coin machine editor. In Graves' column is the following note concerning news of one French distributor:

"Those who went to Paris and had dealings with the French trade will remember Mordo. Buck Taylor has received a letter from him, the address given being 34, Rue de Chateau d'Eau, Paris 10, France. In that letter M. Mordo says: 'I have gone thru hell and am lucky to have escaped. I was to be shot by the Jerries. We have eight of my family deported and have no news. My wife is with me in Paris and am looking forward to opening my office again. Yeni is at Casablanca. Henriques, his wife and children, his mother and brother have been deported and the information I have is hopeless. Charley has been reported killed but no confirmation has been issued and his cousins here are still hoping. When I see you again I will tell you unbelievable things that no human being can realize.'"

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616 .... 100.00	Classo ... 200.00
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800 .... 300.00	
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Send us your list. We quote on all machines. Write or Wire Today. Phone: Graceland 8690

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★ BRAND NEW SEEBURG USR-2, CONVERT MECHANICAL SELECTOR PHONOGRAPH TO WORK WITH WIRELESS WALLBOXES ..... \$ 75.00	
★ BRAND NEW SEEBURG SR-4, Convert Hitone ES to ESRC ..... \$ 60.00	
★ BRAND NEW SEEBURG T-3Z and T-1Z TRANSMITTERS for Use with Seeburg Wireless Speakers ..... 25.00	
★ BRAND NEW SINGING PICTURE SPEAKERS REPOSE, RHAPSODY, RHUMBA or TANGO. Each ..... 29.75	
★ BRAND NEW 12-INCH PM SPEAKERS, UTAH or JENSEN ..... 9.75	
★ SEEBURG WS-2Z, 5¢ WALLOMATICS, WIRELESS ..... 42.50	
★ SEEBURG WS-10Z, 5/10/25¢ WALLOMATIC, WIRELESS ..... 49.50	
★ SEEBURG WB-1Z, 5/10/25¢ BAROMATICS, WIRELESS ..... 49.50	
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Los Angeles:

DEL BARKHUFF, Honolulu operator, in the city buying and discussing post-war shipments with Bill Haepel, of Badger Sales Company. . . . BENNIE and FRED GAUNT, he of the General Music Company, entertaining friends at their home in Brentwood. . . . BILL WOLF back in the city from San Diego, where he attended to business at his California Amusement Company. . . . BOB COLYER, who recently purchased a route in Marysville and Yuba City in Northern California, is expanding. He has taken over the route of ELDEN RAMSEY.

JACK GUTSHALL to Big Bear to recuperate from lumbago. . . . GLADYS AND CHARLIE WASHBURN returned from San Diego and Del Mar. . . . KEENEY SEBRING, recently discharged from the army on points, is now associated with Homer Gillespie in Long Beach. Gillespie left recently for a month's vacation in Oregon. . . . GEORGE LANDIER, ray gun operator in Orange County and formerly an operator in Long Beach, has purchased a number of machines from Joe Richarme. . . . M. TILITSON moved into new quarters in Long Beach. . . . BILL McGUIRE going strong with photomatics. . . . TONY GARRAZOLA is wiring up a lot of spots in the local bay section. . . . FRED TREVILLIAN to San Francisco on business. . . . ERNIE BRENNAN in Los Angeles visiting at General Music Company.

Eddie K. Fernandez, Honolulu operator, buying equipment and materials for his operations in the Islands. . . . TONY BRILL, local photomatic operator, has installed machines at Shanghai Park in New Chinatown. . . . HARRY RAWLINGS on the sick list and missing his weekly meetings with showfolk at the Pacific Coast Showmen's Association. . . . BILL SHOREY, of Inland Amusement Company, San Bernardino, in the city to pick up parts. . . . MAC MOHR is now devoting his time to his Arcade Bowling Alley in Downtown Los Angeles. He recently passed another milestone in his life.

E. T. MAPE in town from San Francisco and Stockton for a few days. He is reported leaving soon for the East to see what's happening in the equipment line. While here Mape denied that he had sold his World Music franchise in the Bay City. . . . JACK DALY, formerly with Mape Music Company here and now manager of the Stockton branch, is in the city enjoying a well-earned vacation. He's also looking for an expert amplification repairman. CHARLIE H. C. DENNY plans to open the Navajo

COINMEN YOU KNOW

Music Company in Winslow, Ariz. He was in the city to buy a number of Singing Towers from Bill Wolf at the California Amusement Company. . . . BILL HAPPEL, of Badger Sales Company, plans to start improvements on the buildings he purchased just as soon as things ease up. He is calling in his architect and getting specifications to issue to contractors for bidding. . . . BILL WOLF returned from San Francisco. . . . BOB REEDER, local coin repairman, taking off for a vacation at Russian River above Santa Rosa. . . . AL GRIEBAHN out on a business trip for California. . . . GOLDEN WILLIAMS, California Amusement office manager, back from a vacation trip to Vancouver and about.

BILL HAPPEL, of Badger, plans to add a sales staff. . . . SAM HANDMAN at Mape for a discussion of things to come with Nels Nelson. Nelson is just back from a week's vacation at Crestline. . . . JACK GUTSHALL, of Jack Gutshall Distributing Company, getting his place in shape to handle the deluge of orders on *The Honeydripper*. Tony Dana has joined the firm in the shipping department. . . . LUCILLE AND PAUL LAYMON recently returned from a trip to San Diego. . . . BILL ABEL, record department manager at Washburn's, getting his stocks in shape now that temporary shelving has been installed. The firm moves into its new building soon as arrangements can be made.

Baltimore:

AARON GOLDSMITH, president of the Hub Enterprises, Inc., local juke box and pinball distributor, recently returned from a vacation in Atlantic City.

IRVING LEVY, president of the Giant Sales & Vending Company of this city, has just returned from an extended vacation at Atlantic City. While at the resort Levy met JACK SHAPIRO, president of the Broadway Candy & Tobacco Company, well-known jobber in this area.

Indianapolis:

IRVING CALDERON, Calderon Sales Company, now stationed at Scott Field, Champaign, Ill., is now entitled to weekend passes. . . . EILEEN CARROLL, Calderon Sales accountant, is spending her vacation in South Carolina. . . . ROSALIND MOULTEN has been added to the

Calderon Sales staff. . . . JERRY WOLFE, who represents the Hamilton Manufacturing Company, Minneapolis, is calling on operators exclusively in Indiana. . . . JACK GUNN, son of CARLYLE GUNN, now confined to a military Hospital in Norman, Okla., has received a medical discharge from the army. . . . R. D. GRADSKY and JOHN AMNERIO, Dayton operators of vending machines, were callers at the Automatic Phonograph Company last week.

Detroit:

. . . HARRY STAHL, superintendent of Eastwood and a veteran Detroit operator, is starting remodeling of Jefferson Beach, another large amusement park. . . . JAMES BROWN, who specializes in major downtown locations for amusement machines, reports he is not planning any vacation this year. . . . MICHAEL WEINBERGER, of the S and W Coin Machine Exchange, who is just back at work after a vacation in Northern Michigan, is one of the operators in the city who doesn't mind the recent excessive heat.

MARTIN BALENSIEFER, head of the Martin Distributing Company, is back from a combination business and fishing trip in Northern Michigan, reporting fishing poor and plenty of vacationists up there, making business good for the local operators in resort sections.

CHARLES BROWNSTEIN, of the Brown Vending Company, is planning on expanding his coin machine activities with the present loosening of the tight supply situation in the cigarette supply field. . . . FRANK YAGIELA, of the Classic Music Company, is expanding his route. . . . TALMADGE L. TURNER, music teacher and choir director, is opening Your Handy Music Shop, 4618 John R Street, in connection with the Conway Automatic Music Company. In addition to retail music sales, he will act as the record outlet for this juke box organization. . . . AARON LIPIN reports that Allied Music Sales Company has signed with Cosmopolitan Records as their distributor in Michigan, Ohio and Western Pennsylvania. Artists in the first release will include Henry Busse, currently playing at the Downtown Theater here; Jerry Wayne and Joan Edwards, of the *Lucky Strike Hit Parade*, and Four Chicks and Chuck. . . . MAX LIPIN has gone to Chicago on another flying business trip.

HUMPHREY SAUVE, who has been office manager of the A. F. Sauve Company, one of Detroit's oldest jobbing organizations, for his brother, Arthur F. Sauve, has resigned to open a grocery business on Schaefer Road. . . . HAZEL RICHLIN, a newcomer to the coin machine business, has been appointed to the office staff at the A. F. Sauve Company. . . . MRS. ELIZABETH LUND, office manager of the Michigan Automatic Phonograph Owners' Association, canceled her vacation plans, as her husband is being redeployed at once to the Pacific, instead of being sent home on furlough first.

MEYER SAPIRSTEIN, of the Reliable Vending Company, has left for a vacation in the Adirondack Mountains with his family. . . . ALBERT A. WEIDMAN, of Weidman National Sales Company, reports a beginning of a real pick up in the cigarette vending field. . . . MARK LINKNER, of the Triangle Amusement Games, is back from a vacation with his wife at Leamington, Ont.

GEORGE TOUL, of the American Foods Company, specializing in nut supplies for vending machine operators, has moved his store from Saint Aubin Avenue to 3040 East Canfield Street. . . . EDWARD A. GORNEY, who is establishing the Gorney Products Company, is making plans to resume coin machine manufacture here after the war. . . . STUART A. HOWARD, formerly of the Holly Products Company, has recovered from a severe attack of bronchial pneumonia.

HARRY STAHL, veteran Detroit operator, who will be general manager of Jefferson Beach Amusement Park, announces the construction of two new coin machine attractions as No. 1 on the park rebuilding program—Penny Arcade and Skee-Ball alleys. . . . E. T. ERDMANN is representing the Packard Manufacturing Company who have been specializing in tank equipment production during the war.

ROBERT S. LANDY and MORRIS LEPOFSKY, formerly in the extract business for a number of years, have formed the Automatic Coledrinx Company, with headquarters at 6136 Lawton Avenue, to operate a route of varied types of beverage

venders. They are taking over an established route formerly operated by other parties, and report considerable difficulty at present because of the sugar scarcity.

C. THOMAS BRIGGS, manager of the new Capitol Record Distributing Company branch here, is back from a visit to Chicago, where he celebrated the news of the Jap surrender. . . . PAT PATTON, of Pat's Music Company, who is seriously ill, has resigned as secretary-treasurer of the Michigan Automatic Phonographers' Association because of ill health. President Joseph Brilliant announced this week.

VICTOR DESCHRYVER, of Marquette Music Company, a former president of the United Music Operators of Michigan, has been appointed secretary-treasurer in his stead. . . . AARON LIPIN, of the Allied Music & Sales Company, caught a severe cold returning from Chicago. GAY WOBERMIN, veteran Detroit operator, is readying his route for post-war operation, including replacement of machines now being serviced by replacement parts. . . . JAMES A. PASSANANTE, formerly head of the J and J Novelty Company, has returned to Detroit after several months at Miami; his future plans have not been disclosed.

E. C. TIMMERMAN, of Timmerman Amusement Service, is devoting his entire time to campaigning for Richard T. Frankenstein, who was leading nominee in last week's primary election for mayor of Detroit. . . . GORDON MCBAIN, former gum and nut machine operator, is preparing to place his book match vander upon location experimentally and may consider plans for production for next spring, depending upon release of materials for manufacturing. . . . E. H. SNYDER, who is one of the city's old-time supply wholesalers, is confining his activity to local trade at the present time, because of the shortage of materials, but will probably resume national distribution after the war.

RITA RUBEN, newest addition to the staff of Confection Cabinet offices here, has a show business heritage—she's the daughter of Roy R. Ruben, of the Fox Theater, who has been financial secretary of IATSE Local 199 here for many years. . . . L. V. BOHE, president of the Greater Detroit Vending Machine Operators' Association, who has reduced his route to one-man size, plans to expand to his former operation of around 800 machines after reconversion. . . . FRANK G. BROWN, formerly in the operating business on Schaefer Road on the west side of Detroit, has moved to the east side at 6616 Kercheval Avenue.

Liquor Locations Feel Excise Taxes

CHICAGO, Aug. 25.—A report recently issued by the trade shows that this year has found States again pressing to raise excise taxes on liquor. Since the beginning of the war, the report pointed out, States have generally not seen fit to raise such taxes, and 1943 saw only two States taking such action. During 1944 no State raised its tax on liquor.

So far this year, however, excise rates have been increased in Arkansas, Florida, Indiana, Nevada, South Carolina and Vermont.

It is interesting to note that, while the Federal Government's excise tax revenues grew during the war, State revenues remained pretty much as they were. Federal excise tax on liquor was raised from the rate of \$4, December 2, 1941, to \$6, November 1, 1942, and to \$9 as of April 1, 1944.

During that same period, from 1941 to 1944, Federal revenues rose from \$927,000,000 to \$2,083,000,000. State revenues were practically stationary at approximately \$500,000,000.

Heavy wartime taxes on alcoholic beverages have met with the support of the liquor industry as well as the trade, the report says. The report likewise adds that the Federal Revenue Act has provided that the \$9 excise tax is a result of war emergency, and provisions have been made that the tax should revert to \$6 six months after the end of hostilities.

Trend foreseen in this report is that more and more States may consider raising these excise taxes to supplement revenue collections from other sources.

Previous reports have indicated that many States are also considering the prospects for raising sales taxes. Reports from Texas, Florida and Alabama printed here several weeks ago indicated that those States are now receiving record revenue collections from their taxes on cigarettes and beverages.

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ALL EQUIPMENT THOROUGHLY RECONDITIONED AND READY FOR LOCATION!

1 Wurlitzer 800R, Leather Sides . . . \$435.00	1 Wurlitzer 800K, Victory . . . 580.00
1 Wurlitzer 24 . . . 289.50	2 Wurlitzer 616, Plain . . . 189.50
2 Wurlitzer 616, Lite-Up . . . 225.00	1 Wurlitzer 412 . . . 139.50
1 Wurlitzer 61, Counter Model . . . 134.50	1 Wurlitzer 71, Counter Model . . . 194.50
3 Wurlitzer Twin Twelves, Buckley Systems, Ready for Location . . . 169.50	1 Seeburg 880, ES, New Grill Cloth . . . 624.50
1 Seeburg 8800, EBRC, New Grill Cloth . . . 665.00	1 Seeburg Colonel, ES . . . 525.00
1 Rock-Ola Standard . . . 369.00	4 Rock-Ola Masters . . . 410.00
1 Rock-Ola DeLuxe . . . 400.00	1 Rock-Ola Commando . . . 585.00
1 Rock-Ola 12 Record . . . 119.50	2 Mills Empress . . . 365.00

**WALL BOXES AND PARTS**

15 Wurl. #125, 5-10-25¢ Boxes . . . \$24.95
18 Seeburg 20 Set, 5¢ Wireless Wallomatics . . . 39.95
3 Wurlitzer #300 Adapter . . . 32.95
4 Wurlitzer #130 Adapter . . . 37.95
3 Wurlitzer #145 Steppers . . . 45.00
3 Seeburg 3-Wire Selectomatics . . . 32.50
8 Packard Boxes . . . 35.00
10 AMI Amplifiers, Less Tubes . . . 21.95
20 Rock-Ola Standard Curved Front Glasses 2.95
10 Seeburg Solonold Drums . . . 21.95
6 Seeburg Solonold Drums In Factory Ctns. . . . 24.95
17 5¢ National Slug Rejectors . . . 3.95
10 GSRI Selection Receivers . . . 21.95
10 Seeburg Wireless Organ Cabinets and Speakers . . . 22.50
70L7 REPLACEMENT TUBES . . . 2.95
Zip Cord, 500' Rolls. Per 1000' . . . 17.00

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NEW PACIFIC INVASION SCENERY IN 18 VIVID COLORS FOR CONVERSION OF CHICKEN SAMS, COMPLETE WITH TANK.  
\$9.95 COMP. SET

WE CARRY A COMPLETE LINE OF TUBES, ALL SIZES OF LAMPS, LUMILINES, PAPER TITLE STRIP HOLDERS, COIN WRAPPERS, ETC.  
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<b>EAGLE SQUADRON</b> From BIG LEAGUE	<b>TORPEDO PATROL</b> From FORMATION	<b>PRODUCTION</b> From BLONDIE
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WANTED AT ONCE: Punch, Tops, Formation, Powerhouse

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# MGM To Expand 16mm; Bid for Exports Trade

CHICAGO, Aug. 25.—Metro-Goldwyn-Mayer has announced that it expects to expand its export business beginning next year with the distribution of 16mm. entertainment, educational and documentary films in foreign countries.

MGM is the first major motion picture concern to reveal its plans, and this announcement is expected to have far-reaching effects on the future operations of the film business both at home and abroad.

The company revealed that MGM is now buying educational pictures from makers of 16mm. school projects, but the firm intends to produce its own educational films after the program gets under way, according to Arthur M. Loew, president of Loew's International Corporation.

Wurlitzer 616	\$210.00
Wurlitzer 24	335.00
Wurlitzer 600K	475.00
Wurlitzer 700	675.00
Wurlitzer 800	750.00
Wurlitzer 850	810.00
Seeburg—HiTone 8800 ES	610.00
Seeburg—HiTone 8800 ESRC	660.00

### Arcade Equipment

Mills Panoram, Viewing Model	\$325.00
Mutoscope 5 Reel Selector	300.00
Keeney Submarine	99.00
Sky Fighter	239.00
Periscope	199.00
Mutoscope Drivemobile	225.00

### Consoles

Bally Club Bell, F. P. & C. P.	\$239.00
Keeney Super Bell, F. P. & C. P.	275.00
Mutoscope Automatic, Photomaton, A-1 Condition	875.00

## AMERICAN VENDING CO.

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Miami Office: 810 5th St., Miami Beach, Fla.

FIVE BALL FREE PLAY	
2 New Bell Sky Riders	\$139.50
1 New Marvel Baseball	135.00
1 New Big Three	189.50
5 Marines at Play	100.00
1 Flying Tigers	100.00
1 Bombardier	75.00
1 Topic	75.00
1 Victorious 1945, Clean	100.00

### MISCELLANEOUS

1 Clean Keeney Super Bell	\$289.00
1 Clean Bally Club Bell, Touch But.	289.50
5 Mills Vest Pockets, B&G, Recond.	64.50
2 54 Q.T.	79.50
3 Single Door Safes	44.50
1 Double Door Safe	60.00
6 Bow Stands	20.00
3 Parachutes	50.00
2 Evans Tommy Guns	75.00
1 Shoot Your Way to Tokyo	125.00
1 Pace Saratoga, P. O., Chrome Rails	\$75.00

Write for Complete List of Used Pin Games!

### CLOSE OUT CONVERSION CLASSES

On Deck for Snappy Girls Anoy for Sea Hawk	Reg.
Miss America for All American World Series for Seven-Up	Price
Bombardier for Victory Bomb the Axis Rats for Star Attraction	\$9.50
Knock-Out the Japs for Knock-Out Hit the Japs for Gold Star Sink the Japs for Seven-Up Slap the Japs for Stratoliner	Spec.
Smack the Japs for Ten Spot Play Ball for New Champ Tail Gunner for Ten Spot Sky Raider for Big Parade Glamour Girls for Sport Parade Sea Raider for Capt. Kidd	Closeout \$6.50

## K. C. NOVELTY CO.

419 Market St., Philadelphia 6, Pa. Phone: MARket 4641

# Lieutenant King's Mother Runs L. A. Music Route---But Good!

LOS ANGELES, Aug. 25.—The juke box in Browne's Barbershop on Central Avenue was alive with Eddie Heywood's *Begin the Beguine*. The five chairs were filled with Negro war workers getting their Saturday hair trims and the three women barbers were clipping away in competition to two men barbers. In the rear of the spot a woman, dressed up to the minute in a delicate pink woolen jersey dress, was counting money. All nickels. This is a typical scene of "Women in Wartime."

Leontyne King, who was counting the weekly take from one of 17 juke boxes, is a typical example of what war has done to bring women in the coin machine business to the fore. Up until two and a half years ago she had never had her hands on a juke box. Her interest in them and records was nil. Today she carries a leather handbag complete with mirror, compact and a repair kit. Her appearance is not what the movies would picture as a music box operator—it is as she is—California's smartest dressed woman as voted by a group of Negro newspapers, including the *Los Angeles Sentinel*.

### Knowledge Nil

Mrs. King, until late in 1942, knew of a music box as something that was found in restaurants and taverns. Then her son, Lieut. Celestus King, went into the air force as a pilot. He is stationed at Freeman Field, Seymour, Ind. And it is for him that she is operating the music machine route. When Lieutenant King entered the service he had been in the coin machine business only six months. Mrs. King took over the 20 machines and began operating them. She sold three and is keeping the remaining ones going full blast in barbershops and restaurants.

Mrs. King's entrance into the music field did not cause her to relinquish any of her clubs or interest. She took the added work and completed it by working out a schedule which she follows to the letter. Her other interest, in addition to clubs both fraternal and social, include the operation of a 48-apartment building and a liquor store. The store is her headquarters.

### Asked Aid

Admitting that she knew absolutely nothing about the juke box field, Mrs. King went directly to the Clark Distributing Company here and advised them of her plight. She was in the music machine business and knew nothing about it. Since she used Wurlitzer 412's and 51's, she asked the Wurlitzer people to show her what made them tick. After several visits she was able to repair the little things that make service calls frequent.

She plans to continue the operation of these machines as long as her son is in the armed services. When he returns the route will be given back to him. He intends to run it and he intends to expand. It is possible that she may assist him for her study of machines and record buying have equipped her for this work. However, her business training at Knoxville (Tenn.) College and experience in real estate as well as serving as a buyer for Jacobs' Dress Shops in Chicago helped greatly.

All of her 17 boxes are located in barbershops and restaurants. "I don't go for the big spots for, after all, this is a small operation," she said. "I guess we could make more money the other way. But this way the location owner has a personal interest in the machine. I know all of the owners and they sort of help me in my work. If anything goes wrong they call me immediately. Or if there is trouble the location refunds the money, knowing that I'll take care of this the next time I'm in the spot. Mrs. King admits that she isn't a

finished mechanic. If the tone arm fails to operate, the records jam or anything small, she's right on the job to repair it. If the trouble is greater she calls in a mechanic.

Because of her ability, which must not be underestimated, she is able to take care of the entire set-up alone. She buys her records on Wednesday and Thursday and the location owners are requested to phone if there is anything special they want on the machine. Otherwise she does all of the record buying.

"I make a study of what makes a record popular. My general selection on a Model 51 machine includes four sentimentals, four jazz and four blues. I deviate from this standard where the spot warrants it. Since I am in the business and practically thinking music the entire time, I believe I am more capable of selecting tunes than the location owners," she declared.

Mrs. King, who was born in New Orleans and moved to Chicago when she was five years old, attributes the popularity of *I Wonder* by Pvt. Cecil Gant to the fact that Gant is in the army and the lyrics by him appeal sympathetically to the listeners. On the other hand she attributes the popularity of the same tune by Dan Grissom to the fact that it is different in style. Anything by Duke Ellington or King Cole Trio is hot in the spots in which she has boxes. "The Duke's work is so standardized now that anything he does will go," she added.

### Schedules Time

In order to take on the operation of the machines which ordinarily would be a full-time job, it was necessary for this operator to schedule her time. Called upon sometimes to run the liquor store for her husband, she installed a turntable under the counter and a record rack on the shelves that originally held the world's best wine vintages. If she is busy in the store she can still try out a number. When she types strips on her portable, she is in the small office that also serves the store. In the office, too, is a rack complete with her record supplies. Every now and then she goes over the entire stock, working in the oldies with the new ones so that they will not be on the red side of the profit and loss sheet.

When her son, Lieutenant King, returns the route will continue. He plans to resume his law studies at the University of California. But King Music Venders plans to expand.

Does Mrs. King plan to go along with the expansion? This she doesn't know—yet. She's had a lot of fun buying records, probing among oily gears for trouble, listening to tunes while she's counting out nickels.

"I think every woman likes to buy. And I get a kick out of buying records and attending to the machines. It's my son's business you know and I'm only running it for him," she said, coyly.

# Oregon's Celebration Brings Flood of Biz To Mach. Locations

PORTLAND, Ore., Aug. 25.—Announcement of the Japanese peace offer and of the Allied reply brought a temporary flood of nickel shooters to coin machine locations as the citizenry gathered to discuss the probable impact of peace on this ship-building center. However, the flurry petered out as war workers soberly noted what halt in war industries would mean to them.

An estimated 90,000 workers will find themselves without jobs as soon as government agencies cancel war contracts in the Portland-Vancouver area. Already the navy has announced cancellation of an \$88,000,000 contract for eight escort carriers at the Kaiser company yard at Vancouver.

In Portland, V-J Day means a loss in revenue to operators, as city officials have directed that beer and wine dispensing establishments close, and the State liquor control commission will close all liquor stores.

# Trade in Twin Cities Getting Veterans Back

## Vets Thinking of Venders

MINNEAPOLIS, Aug. 25.—News that coin machines may now be manufactured once again is misleading, several operators who heard the news, said here this week.

"Sure, we can have metal now," one coinman said, "but how about wood? That's going to be the big stumbling block. And unless wood, needed for cabinets in juke and pinballs, is released, the industry won't have new machines before January 1 at the earliest, if then."

Nevertheless, a feeling of optimism pervades coin machine circles in the Twin Cities. With war manpower regulations discarded, now that the war with Japan is over, and with war plants discharging large numbers of employees, many persons formerly in the coin machine business are returning to it post-haste.

Those who worked as servicemen prior to the war are getting their old jobs back—with alacrity. Operators who gave up their routes to go into war work—as well as those who went into uniform and are now being discharged—are seeking new routes, desiring to get back into the coin machine business.

### War Workers Also

In addition, many war workers who saved a few of their well-earned dollars received while in war plant, are desirous of getting into the business. Distributors say that if the number of inquiries by individuals new to the industry is any criterion, there will be a flock of new faces in coin machine circles before very long.

A goodly number of veterans have inquired about vending machine routes, as starters in the business, but cigarettes and candy bars still are difficult to obtain in any great quantities, resulting in few new faces entering this field.

Meanwhile, business, agriculture and labor in Minnesota are getting together to discuss problems confronting all three now that war production has been halted. Possibilities for re-employment of displaced workers in the reconversion period are being explored.

Some 200 representatives of the three branches met Monday (20) with Governor Ed J. Thye to discuss these problems. Advisory committees are being formed which will make its studies and report to the Minnesota Post-War Planning Council and the governor within 30 days with recommendations for action.

These committees will have task of: Expediting materials to Minnesota plants to speed reconversion.

Disposition of government-owned plants in the State.

Co-ordinate problems of labor and management for stimulation of employment as rapidly as possible.

# Star Co. Locates In Own Building

ST. LOUIS, Aug. 25.—The Star Coin Machine Exchange, of which John Gazzi and Albert Lichrath are the owners, is now located in new and spacious quarters at 4151 Delmar Boulevard.

Building was recently purchased by these men and completely remodeled so that they now can boast of having one of the finest coin machine display rooms in the Middle West. Star has been in business since 1932 and has grown during the past several years. Both owners plan on leaving for Chicago next week and spend several weeks there visiting the various manufacturers, with a view of getting some additional lines to add to the ones for which they are distributors at this time.

Firm recently bought out the G. J. L. Sales Company of this city, one of the oldest coin machine distributors and operators in this vicinity. In addition to having a full line of coin-operated machines, they maintain a top-notch repair and service department where they also sell all parts and accessories.

## WANTED

Pin Balls — Phonographs — Slots — Consoles

On or Off Location

# AMERICAN VENDING CO.

810 5th Street

Miami Beach, Fla.

# G.I., Anxious To Get Back to Coin Machine Trade in P-W, Gives Suggestions to Trade

## Warrant Officer Writes From Somewhere in Germany

CHICAGO, Aug. 25.—A letter, written by Warrant Officer William A. Herzog, July 28, has just been received by *The Billboard*. Dated "Somewhere in Germany," the letter presents some interesting observations for the trade:

"It has always seemed to me that the coin machine field offered one of the most promising opportunities for the future. Inclusion of the field in *Forbes Magazine* outline of some of the most promising post-war fields augurs well.

"As a soldier in our army, I, among several million others, am very interested in finding a place for myself in our post-war world. I find that a lot of my fellow soldiers are interested in coin machines. However, most of them regard the field as one that is very difficult to enter. It seems to me that if some of the associations would get together and make a definite attempt to interest more of the various groups to enter the field, it would provide the coin machine industry with new blood and an even more promising future.

"I have read *The Billboard* consistently and find it up-to-date on forecasts of plans and operations but as to definite plans of the coin machine industry to absorb veterans in their various concerns, nothing is heard! I am a college graduate in economics. I have worked with coin machines and have paid my way thru college with them. I have been interested in business and economics all my life and when I look at the prospects of a business, the first thing I look at is 'is it necessary?' I believe that the coin machine industry is—for the convenience of the world. When you read of coin-operated stores, of coin-operated delicatessens in apartment buildings, of coin-operated appliances in homes, of all the great improvements in line, you cannot help but see the great future.

"In our country we are always interested in economy of operation, saving labor, making life easier for everyone. Naturally that is the best attitude. That also is exactly where the coin machine field is of paramount importance. Our entire trend is to make everything automatic. Push a button and there it is. Drop a coin and there it is. It is a marvelous world.

"Just as we have such a marvelous field ahead of us here in the United States, we have another great field in the export trade. In almost two years overseas and with an opportunity to travel a great deal in Europe, I have had an opportunity to talk to many different types of people. All of them were very interested in America, in our methods of living, and I, in the ease and comfort in which our people live, in the marvelous new mechanical devices we have. I talked to several coin machine operators and distributors. All of them were anxious to contact American manufacturers. Some of the countries, notably England, have made plans to manufacture a few

## Balt. Ops Start Appliance Shop

BALTIMORE, Aug. 25.—Sol Silverman and Aaron Crystal, operators of coin machines in the recreation center here, recently extended and enlarged their activities in this city with the opening of an appliance store known as The Senator. The partners' plans are to continue the appliance activities in their present location at 529-631 North Howard Street.

Silverman and Crystal likewise reported that their units now in operation in the recreation center here have been registering gains amounting to approximately 25 per cent.

Like all other operators, they are anxious for new games as soon as they are available. All of the units now on location in the recreation center have been in operation for the entire war period, and have seen good service as this recent indication of increasing business proves.

types of machines. However, they are nowhere near ours. Not as efficient or as smart looking.

### Export Trade

"Once the export trade is loosened up, American business will have a marvelous chance to live up to the 60,000,000-job prophecy, and a portion of this can be derived from exports. If American manufacturers get in there, use an aggressive policy, get someone with an understanding of European problems to represent them and try to give Europe what it wants and what it can handle, they have all the advantages.

"One impression I have found Americans have of the coin machine industry is 'it is a racket.' To them it is a mysterious field. Thru the neglect of the coin machine industry to publicize itself, the only things heard of it are the ones a few near-sighted papers publish. These papers, not realizing the advantages coin machines offer and the earnest efforts of the majority of the operators to keep the field on an honest and reputable basis, try to fill their columns with a lot of tripe that will catch the eye of sensation-hungry readers.

"If the coin machine industry will unite to dispel this notion and will endeavor, by keeping fair trade practices prevalent in the industry, to prevent this type of incident from occurring, they will find it pays. The foolish operator who tries to 'pull a fast deal' for a few fast dollars does not realize he is hurting himself and the entire industry.

### Educating Job

"If all the manufacturers will try to work with their distributors and operators, give them the best product available at reasonable prices, give them sales help, possibly have schools for salesmen and repair men, hire good publicity agents, do a little advertising to the ultimate consumer or purchaser—Mr. Public—increasing this as budgets permit, they will find increased acceptance of their product. How about pamphlets to the operators telling them of the best ways to get the best results—where to place their machines, what to sell in them, when to change type of product vended or type of machine—for instance, in bulk merchandising vendors vary the type of peanuts, etc., how to keep machines clean, how to repair them. Also crack down on distributors using products in a way that would injure the coin machine industry in the eyes of the public.

"The coin machine industry is a big business and if some of the people in it do not wake up they will find their sales gone—if manufacturers would establish research departments or use existing research bureaus they would find a great, new field. A few of the larger manufacturers do some of the things mentioned here, but this is directed mainly at those that do not.

### Coming Back

"I hope to be out of the army soon, and I certainly hope to enter the coin machine field again. I plan to contact some of the manufacturers and distributors and operators to see if I can get my finger back in this business. I know a lot of others that are going to do the same thing. How about it—manufacturers, distributors and operators—are you ready to accept the challenge of finding places for the men interested in your field? I will be around to see you. I hope I can put some of these suggestions into actualities in the industry. "All these lines are written after four

# Can. Rumored Lifting Prices On Br. Imports

OTTAWA, Aug. 25.—The possibility of removing Canadian price ceilings from British imports is coming in for a great deal of active discussion here. A second proposal—to take ceiling controls off traditional luxury merchandise—is likewise being discussed.

During the war years most British products with the exception of essentials brought in under government subsidy have been excluded from this country, since British costs have risen so high because of the war that it has been impossible to do business under the Canadian ceiling.

Traders and impartial observers on the export scene feel that there might be some complaints from the United States exporters should either one of these plans be adopted. The reason for the possibility of complaints is that U. S. exporters might feel that such action on Canada's part might be a discrimination against traders in the United States.

The whole object for removal of ceiling controls on luxury items would be to help Great Britain secure some Canadian dollars with which she needs to pay for goods she wants to buy from Canada.

It is not possible to say just how serious the Canadian Government is taking these discussions. Export traders are reminded of the fact that several months ago London and New York circles were buzzing with rumors that Canada might bring her dollar up to par value with the United States dollar. This last rumor has since been denied officially by the government, and traders elsewhere viewed the rumor as an attempt to give British exporters an edge over the U. S. trade. The same fate that came to this monetary exchange rumor may likewise befall these latest discussions on removal of price ceilings.

# WMC List Nine Critical Areas For Employment

WASHINGTON, Aug. 25.—War Manpower Commission said here this week that only nine of the nation's 166 principal labor market areas will face the prospect of "extremely serious temporary unemployment."

Paul V. McNutt, chairman of the WMC, said a survey indicates that between 20 and 25 per cent of the work force in those nine areas will be hunting for new jobs by October 15. He then proceeded to outline the areas where the WMC expects the unemployment situation to be critical.

Portland, Me.; Buffalo-Niagara Falls, N. Y.; Detroit and Flint, Mich.; Talladega, Ala.; Panama City, Fla.; Wichita, Kan.; Los Angeles, and Portland, Ore., are the areas facing "at least temporarily distressed" employment conditions by October 15, according to the WMC.

WMC regards an area as "distressed" where there is an average of from 20 to 25 per cent of its normal work force unemployed.

At the same time McNutt predicted that some 69 areas were going to be labor surplus areas "with 12 to 20 per cent of the work force jobless."

He went on to say that approximately 77 areas will be "in balance" with 5 to 12 per cent of the labor force unemployed, and that nine additional areas will be classified as "stringent" where unemployment will be less than 4 per cent and where there will be an actual shortage of labor for some important jobs.

Those areas where the WMC predicts that there will be an actual shortage of labor were listed as the District of Columbia; Ashville, N. C.; Richmond, Va.; Columbus, Ga.; Cheyenne, Wyo.; Butte, Mont.; Ogden and Tooele, Utah, and Ventura-Oxnard, Calif.

and a half years in the army and four and a half years of conversation and thought on the best field to enter and what that field needs and offers. They are written in a co-operative spirit and not in an antagonistic one. I hope soon to see the good old U. S. A. and some of our swell coin machines. Those post-war years will sure bring some wonderfully interesting things."

## .. REAL BUYS ..

- 3 Thoroughbreds. Each .....\$395.00
- 1 Longacres ..... 425.00
- 4 Whirlaways. Each ..... 195.00
- 5 Sportsman. Each ..... 195.00
- 2 Blue Grass. Each ..... 150.00
- 1 Late Buckley Track Odds ..... 500.00
- 1 50¢ Roman Head (Glitter Gold) .. 395.00
- 6 5¢ Blue & Gold Vest Pockets. Each .. 49.50
- 2 Warner Voice Recorders. Each .... 485.00

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- |                                 |   |  |
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| Mills Blue Front, 10¢ 200.00    | Jennings Club Chief, 50¢, Like New .....\$400.00        | Mills Glitter Gold Q.T., Rebuilt 25¢ ..... 185.00  |
| Mills Blue Front, 25¢ 300.00    | Jennings Silver Club Chief, 25¢, Like New ..... 300.00  | Mills Blue Q.T., 1¢ Rebuilt ..... 40.00            |
| Mills Gold Chrome, 10¢ 275.00   | Mills Glitter Gold Q.T., Original 1¢ ..... 80.00        | Mills Blue Q.T., 10¢ Rebuilt ..... 85.00           |
| Mills Gold Chrome, 25¢ 300.00   | Mills Glitter Gold Q.T., Original 5¢ ..... 125.00       | Mills Blue Q.T., 25¢ Rebuilt ..... 100.00          |
| Mills Silver Chrome, 5¢ 325.00  |   |  |
| Mills Silver Chrome, 10¢ 385.00 |   |  |
| Mills Silver Chrome, 25¢ 400.00 |   |  |

- |  |  |  |
|--|--|--|
| Jennings Fast Time .. \$ 50.00                     | Buckley Track Odds, 5¢, D.D. Model .....\$375.00 | Mills Four Bells, Factory Rebuilt .....\$500.00    |
| Evans Galloping Domino, '41, 2-Tone Cabinet 300.00 | Buckley Track Odds, 25¢, D.D. Model .. 525.00    | Jenn. Silver Moon, 5¢ 115.00                       |
| Mills Jumbo Parade (Late Head) ..... 124.50        | Mills Jumbo Parade, Comb. F.P. & P.O. 179.00     | Evans Lucky Lucre, '41, Two-Tone Cabinet .. 295.00 |
| Mills 25¢ Jumbo Parade 250.00                      |  |  |

- Q.T. Box Stands, Locking Bar & Key \$18.00 Ea. (In Lots of Ten or More) ..... 13.00 Ea.
- Mills Folding Stands .....\$ 2.50  
Chicago Metal Safe Stand, Dbl. Door .. 100.00

Convert Your 5c Jumbos to 25c Play .....\$125.00 Ea. New Late Heads for Your Old Jumbos .....\$5.00 Ea.

## WANTED AT ONCE OLD JUMBOS REGARDLESS OF CONDITION. BUT ALL PARTS MUST BE THERE. PHONE WIRE OR WRITE

WRITE us what you have and get our cash price. All Machines renovated like new by factory trained mechanics. Terms: 1/3 Deposit, Balance C. O. D.

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## CONSOLES READY FOR LOCATION

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|---|--|
| 1 Galloping Domino (Two-Tone, Late) .....\$275.00                 | 1 Jennings 5¢ Goose-neck, J.P. .... \$ 30.00 |
| 1 Bally Club Bell (F.P. and C.P.) ..... 225.00                    |  |
| 1 Bally Rol-Em ..... 98.50  |  |
| 3 '38 Keeney Track Time ..... 98.50                               |  |
| 2 Pace 5¢ Club Consoles, A-1, Each ..... 125.00                   |  |
| 1 5¢ Baker's Paces, D.D., J.P., with Check Separator ..... 275.00 |  |
| 1 25¢ Baker's Paces, D.D., J.P. (Late) ..... 325.00               |  |
|   |  |
| 1 Pace Royal Twin, 1¢ & 5¢ .....\$189.50                          |  |
| 1 5¢ Pace Delux ..... 95.00                                       |  |
| 1 Jennings 10¢ Chief ..... 100.00                                 |  |
| 1 Mills 25¢ Goose-neck, J.P. .... 49.50                           |  |
| 2 25¢ Jackpot ..... 15.00   |  |

TERMS: 1/3 Deposit With Orders.

## ARUNDEL AMUSEMENT CO.

418 THIRD STREET EASTPORT, MD.

# Two L. A. Firms Pipe Tunes To Groceries; Entertaining Customers Also Aids Sales

## Short Commercials Make Service Free to Stores

LOS ANGELES, Aug. 25.—The installation of music speakers in super-markets here will enable housewives to do their daily buying chores to the rhythmic strains of well-known orchestras and musical groups. Two firms, Paragon Music Company and Storecasting, are completing work to bring music and commercial plugs for popular food labels into the big markets at no cost to the market or the housewife. Paragon, first in the field here, has more than 50 stores serviced and Storecasting is rapidly building up its telephone music chain.

Paragon is headed by Al Crowe, who is familiar with the selling of music, having been associated with California Amusement Company in San Diego for several years. The firm is still adding markets to its list in addition to 20 measured music spots.

Typical of the spots serviced by Paragon is the Golden Poppy Market on Sunset Boulevard in Hollywood. Crowe has a five-speaker installation here, with four in the grocery and one in the meat department. This leaves the liquor, bakery and produce departments without music.

### Attract Sales

Crowe's policy is to give music in the grocery departments to attract sales to the items his system is advertising. At the same time the housewife isn't to be befuddled by a commercial or a well-known strain when she goes to pay for her purchases at the check-out stand near the front of the store.

Using the radio transcriptions of C. P. MacGregor, Crowe presents the girls at the controls with a program. A typical program includes *Prelude in A* by Ivan Dittmar and his organ; *Somewhere Along the River*, Freddie Nagel and orchestra; *My Sombrero*, Henry King and orchestra; *Russian Medley*, Lud Gluskin and His CBS Orchestra; *One Day in May*, Music a la Carter; *The Penny Jumps*, Red Nichols and His Five Pennies; *Love Lives in Louisiana*, Tommy Pelusso and His NBC Orchestra; *Paua Rose*, Al Perry and His Hawaiians, and others. In fact, such tunes by such artists are heard from 9 a.m. until 8 p.m. There are no vocals and the only voice is that of the operator who comes in with a commercial plug for a product about every 10 minutes or so.

A commercial must be brief and Crowe sees to it that they are. A transcribed announcement takes approximately 20 seconds and a live one about 30. These are limits and this operator estimates that his announcements run from 35 to 50 words. No products are advertised over the system unless they are sold in 70 per cent or more of the spots serviced. This is done to save housewives from looking for articles mentioned in the commercials but not carried in the majority of stores. Crowe works thru advertising agencies, and the commercials are supplied him just as spot announcements are supplied to radio stations.

### Service Free

The stores receive the music service free. After dealing with an agency, the matter of payment is entirely between Paragon and the ad agency. One of the problems faced by the music firm is that the manufacturer of certain items want to get exclusive for his type of product. For instance, if one product of coffee is advertised, the idea is to have it the only one advertised on this market network. So far Crowe hasn't limited his announcements by signing any contracts for exclusive plugging.

Paragon, located in Hollywood, has quite a few spots in the film capital and is gradually spreading out. Line costs, which are included in the advertising fee, have to be kept low. So Crowe runs a wire from his main studio to a point some distance away. Then he feeds lines from the sub station to markets in that vicinity.

Crowe's method of installation is based upon the idea of getting the most music out of the least number of speakers. Because of this speakers in the Golden Poppy are along the wall in the grocery department about 30 feet

from one another. The outlet in the canned milk and baby food departments is in the open, while the other three are concealed behind the departmental signs. This operator also strives to keep the installation as neat as possible, which accounts for the greater number of speakers being hidden. The one in the meat department is located high above the mirror behind the counter.

### Storecasting Biz

Storecasting, headed by Art Croghan, part owner of WJBK, Detroit, delivers its music to super-markets over a Class A telephone line and requires that markets do a minimum of \$250,000 gross business annually to warrant the service. This insures advertisers of traffic as well as buying power. An average installation calls for about seven speakers so that the entire market is covered with music and messages at medium, pleasant level.

This company's studios are also in Hollywood. The programs are based upon the complete radio transcription library of Standard Radio. Nine hours of music are provided daily, with the commercials being done by Bob Campbell, NBC announcer.

Market operators are co-operating with the firms in getting music to the housewife. Howard Coulson, assistant manager of the Golden Poppy, said that he believes the commercials will increase the sales of advertised goods. The position of the speakers in various sections is certain to advertise the items in that particular area some time during the course of the day and this point, while small, will do much to remind the patron that she is out of that particular item at home and forgot to put it on her shopping list.

Merchandising by music has great potentialities here as well as in other sections.

# Bev Venders Play Leading Part in Soft Drink Field

CHICAGO, Aug. 25.—Millions of dollars in coins are put into beverage vending machines each year and despite the recent statement of John J. Riley, secretary of the American Bottlers of Carbonated Beverages, that the soft drink industry output is at its lowest level currently, beverage venders continue to contribute a good part of the annual revenue to the coin machine industry.

Success of carbonated beverages, which has been attained during the past 10 years thru the distribution channels of the coin-operated vending machine, has by no means reached its zenith, with plans of the more than 6,000 soft drink manufacturers for improved beverages still in the formative stage. Only the lack of manpower and machinery, however, has delayed trial of beverages with new flavoring extracts and vitamin content which will definitely increase beverage venter sales as soon as the new drinks hit the market.

As the soft drink industry moves forward in its effort to give the consumer the best in refreshments, the vending machine branch of the coin machine industry, too, is giving much of their planning efforts to modernization of their post-war venders.

Explanation for this almost phenomenal acceptance of non-alcoholic carbonated beverages as a form of refreshment is found in the history of its development.

### Early Experiments

Early naturalists began to experiment at the time when scientific observation began to overthrow the misconception of alchemy, and this experimentation extends to the highly perfected present-day food technology. Naturally carbonated waters of the world were a basis of speculation in earlier times—those

## War Vet Heads New Vending Co. In Detroit Spot

DETROIT, Aug. 25.—The Century Vending Machine Company is being organized here by a group of four young Detroiters at 1689 West Philadelphia Avenue, headed by Nathan Shapiro, a war veteran.

Shapiro was a partner with Max Elbom and Jack Keil before the war, in the 20th Century Vending Company, which was located on Sturtevant Avenue. During the war he suffered injuries which resulted in the amputation of one leg but he has decided to return actively to the coin machine field. At present he is at Percy Jones Hospital in Battle Creek, Mich., where one of the largest army centers for amputees is located. He has been devoting an entire 30-day furlough to the establishment of the new business.

The Century Company includes, in addition to Shapiro, Sid Rohlig, Jack Goldberg and Sidney Riger. It is making headquarters temporarily at the home of the latter. All four are in excellent position to centralize their operations, thru maintaining a wide list of diversified contacts thru other organizations, and thru the regular business contacts they make in their own individual business careers—Rohlig is with a laundry, Goldberg is with an infants' sanitary garment laundry, and Riger is with a bar products supply house—all three have widespread fields of operation in different fields, leading to points of contact with many types of location owners.

They are specializing at present in candy and nut venders, both one and five-cent models, and have a small route in active operation. They plan to expand, but find themselves handicapped, not alone by the shortage of supplies, but by the grave shortage of machines.

The business is one of the first in the vending machine field here to be established by a returned veteran of World War II, and follows closely in the footsteps of the men who returned from an earlier war to enter the vending field. Shapiro, despite his handicap, has the experience and the assistance of three live-wire partners who will be able to co-operate with him in the actual details of operation.

who drank the enlivened waters were thought to receive some additional factors which added to the mysterious functions of the human body. Carbonated waters of nature are usually highly mineralized. Carbonation added to the palatability and the minerals undoubtedly had some physiological action which caused these waters to be sought the world over.

Experimenting with carbon dioxide gas collected from beer vats, Joseph Priestley in 1767 found that he could introduce the gas into water and give it a taste similar to that of naturally carbonated waters. An attempt to simulate natural waters were made by the Swedish chemist, Bergmann, in 1770 when he combined mineral elements found in chosen springs and generated carbon dioxide gas from chalk and vitrol for carbonation. When the natural springs were inaccessible, patrons began to turn to artificial mineral waters which matched their favorite formulas.

### Real Discovery

Real birth of the soft drink beverage as we know it today as vending machine patrons drop their coins into the chute took place in America around 1785 when a Dr. Philip Physick, of Philadelphia, in treating the sick with mineral waters went to a druggist, Townsend Speakman, for help in producing an artificial carbonated mineral water.

Speakman, a man with imagination went on with his experiment after he had made an apparatus for carbonating water for Dr. Physick. He added fruit juice, and in one stroke discovered what is now known as the carbonated beverage industry.

As the years passed, many other flavors have been combined with carbonated waters and pleasant, refreshing beverages were furnished. Since Speakman's de-

velopment, remarkable strides in the bottled carbonated beverage industry have been made, leading to the establishment of over 6,000 carbonated beverage manufacturers up to 1941, the year of the latest industry census. Over 75,000 people were employed in these plants that year, producing bottled soft drink merchandise with an estimated sales value of \$500,000,000.

Commonly termed soft drink beverage embraces both carbonated and still beverages. Carbonated beverages may be either flavored with sugar, essence and acid, or it may be unflavored, containing carbon dioxide and minerals. Still beverages may either be fruit juice, with or without added sugar and water, or they may contain flavoring material, sugar and acid, properly proportioned with water.

### Universal Acceptance

Universal acceptance of soft drinks can be attributed largely to the distinctive methods of manufacturing and distribution which have made the beverages available in a variety of manners, including the familiar beverage dispensers in locations throughout the United States and in many foreign countries.

Consumer acceptance has been so general that bottled soft drinks might well be termed America's most widely accepted form of beverage refreshment. Much of the credit for this acceptance by the thirsting consumers lies in the refreshing properties of the beverages brought about by skillful blending of highly refined ingredients which produce a constant but not too pronounced flavor.

## MARKEPP VALUES

### 5-BALL PIN GAMES

Landslide	\$39.50	Big Chief	\$42.50
Four Roses	52.50	Legionnaire	69.50
School Days	52.50	Gold Star	39.50
Play Ball	42.50	Slap the Jap	42.50
Defense	79.50	Strip Tease, Revamp, New	239.50
Big Three, Westerhaus, Revamp, New			239.50

### PHONOGRAPHS

Singing Tower Hi Boy, Late Model	\$395.00
Singing Tower, Gray, Like New	325.00
Top Flight, 20 Selector, 5c Play, Like New	225.00
XS Streamliner, 20 Selection, 5c Play, Like New	275.00
S Streamliner, 5-10-25	325.00
10 Panorams, A-1 Condition	365.00
1 Wurliizer 600R	400.00
Mills Throne	295.00
Victory 600 Keyboard	525.00

### SLOT MACHINES & CONSOLES

10c Pace Blue Comet	\$ 85.00
1941 Lucky Lucre, Like New	275.00
1940 Lucky Lucre, Like New	200.00
Jumbo Parade, C.P.O., Factory Rebuilt, Same as New	135.00
Jumbo Parade, F.P.	98.00
'38 Track Time	100.00
Big Game, F.P.	100.00
5c Cherry Bell, Original Cabinet Refinished	200.00
5c Blue Front, Original	165.00
25c Blue Front, Original Cabinet Refinished	275.00
Columbia D.J. Bell	59.50

### ARCADE EQUIPMENT

Keeny Submarine Gun	\$125.00
Tail Gunner	110.00
Sky Fighter	225.00
Bally Rapid Fire	165.00
Chicken Sam, Jap Conversion	100.00
Shoot the Chute	100.00

### WANT TO BUY

Phonographs All Makes and Models. Send Us Your List With Your Best Price—Do It Now!!

All Machines Carry Markepp Guarantee.

## THE MARKEPP CO.

(Established 1928)

4310 Carnegie Ave., Cleveland 3, O.

Telephone: Henderson 1043

### ATTENTION

## ONE BALL OPERATORS

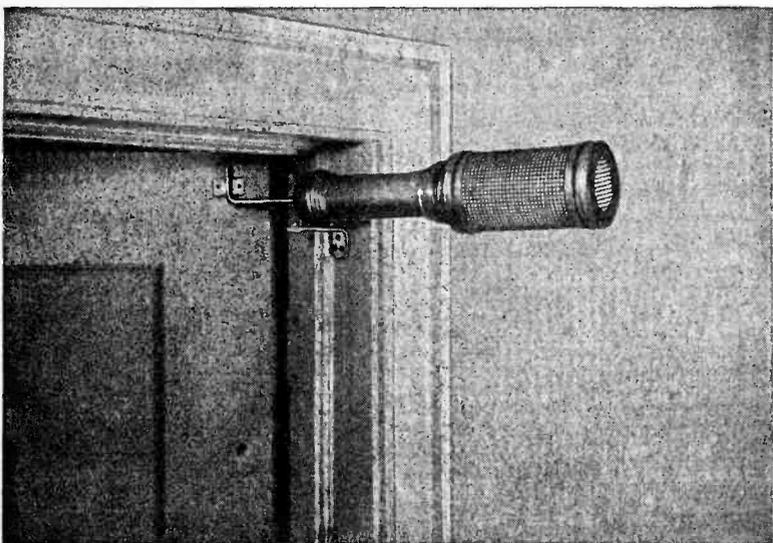
Protect your business. Increase play up to 50% by adding entirely new feature to your machines. Can be installed on Longacre, Thorobred, Whirlaway, '41 Derby, Club Trophy, Blue Grass and all other Bally One Balls while on location. All materials needed are probably in your shop or may be obtained locally. For complete wiring diagram, plans and necessary decals for one machine send \$5.00 to:

### BYRD & TOMLINSON

P. O. BOX 844 DALLAS, TEXAS  
Or write for full information.

# "Lavador" AUTOMATIC DEODORIZER

U. S. PAT. #1857358



**A SENSATIONAL OPERATING OPPORTUNITY!**  
Install LAVADOR AUTOMATIC DOOR CONTROLLED DEODORIZER in the rest rooms of every one of your locations (two to each spot). LAVADOR is the only effective dry deodorizer ever produced and has proven **SUCCESSFUL IN OPERATION FOR THE PAST SEVEN YEARS!** Most operators charge \$1.50 per month per LAVADOR for servicing (supplying LAVADOR refill blocks), and their cost is 40c—practically 300% PROFIT ON THE SERVICE! Here's your opportunity to increase the take from your present route at a very small investment!

## "Lavador" AUTOMATIC DEODORIZER IS...

SIMPLE TO INSTALL ★ BEAUTIFULLY STREAMLINED ★  
COMPLETELY GUARANTEED ★ AUTOMATICALLY REFILLABLE  
**WRITE—PHONE—WIRE FOR COMPLETE DETAILS!**

**PAYWIN INDUSTRIES** 2715 Summit Ave.  
UNION CITY, N. J. Phone: Union 5-2243

# Sale of Parts For Trucks in Chi Sept. 17

## Army Parts Available

CHICAGO, Aug. 25.—During the week of September 17 the Department of Commerce here is going to put on one of the largest sales of automobile and truck parts this city has ever seen. Coming as it does at the end of gasoline rationing, sales are expected to be brisk since many car and light truck owners, including the trade, have been anxious for repair parts.

Some \$3,000,000 worth of army surplus parts will be available during the sale at the 122d Field Artillery Armory, 234 E. Chicago Avenue. This sale is the first large offering of government surplus of automobile equipment in the Middle West.

Already 65,000 dealers, fleet owners and garage operators thruout the nation have received invitations to attend the sale, and samples will be made available for inspection at the Armory September 10. Office of Surplus Property here announced that parts will be arranged on tables according to their makes and in lots which will be small enough to enable the small dealers to get their share.

Interested dealers will bid on the floor, and items will be awarded to successful bidders on the spot. Sale begins September 17 and will continue thru September 22. Office of Surplus Property, at 209 South LaSalle Street, Chicago, has prepared catalogs listing the items to be sold during the sale. These catalogs will be furnished to any interested party on request.

## ATTENTION!!

### COIN MACHINE OPERATORS

**NEW INVENTION SAVES 33 1/3% ON SERVICE CALLS CAUSED BY JAMMING!**

Sensational new factory method (patent applied for) rebuilds your old coin chutes to greatly reduce jamming caused by slugs, etc. Your cost only \$50.00 for fifteen chutes. Pays for itself in no time.

### MONEY BACK GUARANTEE

Just ship us your old coin chutes in a good container express prepaid, and we will return them to you C. O. D. for the full amount. Use them for one week, if they don't do everything we claim ship them back to us and we will return your money.

## ACME NOVELTY CO.

1124 HENNEPIN AVENUE  
MINNEAPOLIS, MINN.

## "THE HIGHEST BIDDER"

TURN YOUR USED RECORDS  
\$\$ INTO CASH \$\$

WRITE, CALL OR JUST SHIP TO . . .

## NATHAN MUCHNICK

1251 N. 52nd St., Philadelphia, Pa.  
Phone: GRE 3153

WILL PICK UP WITHIN 100 MILE RADIUS.

## Coin Machines Up North

ST. JOHN, N. B., Aug. 25.—A 44 year-old Scandinavian merchant seaman by the name of Ellis Holmstrom was picked up by the police here recently on a charge of disorderly conduct. Next morning at the seaman's hearing in court it was disclosed that he has a penchant for attacking juke boxes.

One complainant, Jacob MacKenzie, reported to the court that Holmstrom had damaged a juke box in his place to the extent of \$200. The presiding magistrate, S. W. Palmer, fined the seaman \$20 and gave him an additional one month in jail. At the same time the judge ordered the seaman to pay damages to MacKenzie in the sum of \$20. If this payment is not made, the judge warned the seaman that he would receive another jail sentence for 30 days.

The first court case involving a slot machine in the St. John area during the past year came to attention this week when John Stevens appeared in District Court here to answer a charge of having a slot machine. Stevens's attorney asked for a postponement of the case and was allowed deferment for one week. Stevens is a well-known job printer in St. John.

Coin machine operators in this district made a hurried dash to get their machines off locations and out of harm's way when the first news came that the Japanese had surrendered. Their precautions were a result of demonstrations which have occurred in this area during the past year. After the announcement of victory in Europe rioting merchant seaman, sailors and soldiers demolished several amusement machines in arcades here and elsewhere in the Province.

This time operators were taking no chances, and they started to board up their fronts as soon as the first rumors came that Japan might surrender earlier than had been expected. As the rumors became a fact, operators took their machines to storage places to prevent any further damage. The machines were considered to be in special danger at Halifax, Dartmouth, Yarmouth, Shel-

## WHILE THEY LAST

Sample Dozen \$11.52

A Trial Order With Full Information Will Convince You.

Get on our mailing list now. We may have something good to offer later on.

## THE NEW DEAL MFG. CO.

411 North Bishop Dallas 8, Texas

## WITH NEW MERCHANDISING MACHINES IN SIGHT WE'LL STILL PAY THE FOLLOWING PRICES:

PEANUT VENDORS, all standard makes, any quantity; A.B.T. Challengers, \$12.50; Imps. Aces, \$2.00; Model "F" Targets, Blue, \$12.50; Home Runs, \$7.50; Cottlieb Grip Scales, all parts must be there, \$5.00; Vest Pockets, Green, \$22.50; B & G, \$32.50; Chrome, \$40.00.

## RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET  
PHILADELPHIA 23, PA.

## WANTED

Exhibit Sky Chief | Exhibit Knock Out  
Exhibit Big Parade | Exhibit Sky Blazer  
Gottlieb's ABC Bowler  
Any quantity. Quote best price and quantity first letter.

## KRAMER COIN MACHINE CO.

238 Dryades St. NEW ORLEANS 13, LA.

## EASTMAN DIRECT POSITIVE PAPER

July, 1946, dating. Lowest prices in the country. Inch and a half by 250, \$8.22; two inch by 250, \$8.00; 2 1/2 inch by 250, \$9.75; three inch by 250, \$11.49; 3 1/2 inch by 250, \$13.28; four inch by 250, \$15.07; five by seven, \$6.98 gross. 25 per cent deposit all orders.

**ALBANY CAMERA SHOP, Inc.**  
204 Washington Ave. ALBANY 6, N. Y.

burne, Digby, Annapolis, Toyal, Sydney, Truro, Sussex, Moncton, St. John, Fredericton, St. George and Edmundston.

## SIX-REASONS WHY WE ARE SUPREME IN THE PHONOGRAPH FIELD

COMPLETE AMPLIFIER REPAIR SERVICE  
MOTOR RE-WINDING—EXCHANGE SAME DAY  
FINEST CABINET REFINISHING IN AMERICA  
BEST STAFF OF EXPERIENCED PHONOGRAPH MECHANICS  
LARGEST STOCK OF PHONOGRAPHS IN THIS TERRITORY  
ALL MACHINES, SHIPPED AND CRATED, IN NEW LUMBER  
89—PHONOGRAPHS ON HAND NOW—89

14 PANORAMS, Late Models, with Wipers and Stands

WRITE WIRE PHONE

## BUSH DISTRIBUTING COMPANY

250 West Broadway (All Phones, Cherry 3371) MINNEAPOLIS 11, MINN.

## MUSIC ROUTE FOR SALE

One of the largest routes in Virginia, also one small route with about seventy locations. This business is considered about the finest in Virginia, with an extra fine weekly average, plenty of parts, shop equipment and trucks, you can make a good deal for cash only. Reason for selling is due to illness, if interested state name, address and phone number.

BOX D9, The Billboard, Cincinnati 1, Ohio

## JAR DEALS and SALESBOARDS

120 TIP BOOKS									
2040 R.W.B. JAR-O-DO SINGLES	Profit \$30.00	\$1.75 Ea.	235.00 Gr.						
2170 R.W.B. JAR-O-DO SINGLES	Profit 36.50	2.00 Ea.	245.00 Gr.						
2170 R.W.B. LA-TA-DO FIVE-FOLD	Profit 36.50	2.00 Ea.	252.00 Gr.						
2170 R.W.B. PICK-WIN BREAK TAB	Profit 36.50	1.50 Ea.	188.00 Gr.						
2180 R.W.B. ORIGINAL STAPLED FIVE'S	Profit 37.00	2.10 Ea.	288.00 Gr.						
2280 COMBINATION JAR-O-DO SINGLES		2.10 Ea.	280.00 Gr.						
Size Name Profit Price	Size Name Profit Price								
120 25c Fast Play \$14.60 \$1.62 Ea.	850 5c Snuggles \$21.65 \$2.97 Ea.								
120 50c Fast Play 29.30 1.62 Ea.	850 5c Pretfee 21.65 2.97 Ea.								
360 25c Jumbo Quarter 31.32 1.65 Ea.	900 5c Hot Cha 23.25 3.45 Ea.								
600 5c Dutch Treat 15.81 2.00 Ea.	975 5c Intruder 27.30 3.60 Ea.								
675 5c Flying Fort 19.30 2.30 Ea.	975 5c The Hiker 27.30 3.60 Ea.								
780 5c Apple Jack 19.27 2.25 Ea.	975 5c Overweight 27.30 3.60 Ea.								
800 5c Quick Change 19.70 2.97 Ea.	1000 25c J.P. Charley 52.00 2.25 Ea.								
850 5c Sketch Me 22.45 2.97 Ea.	1200 5c Pick a Fin 33.05 2.75 Ea.								

25% With Order, Balance C. O. D.

**ERATH CO., SOUTH BEND 24, INDIANA**



# Auto Trainer Has Uses for Game Devices

## Could Be Adapted

CHICAGO, Aug. 25.—A kind of "link trainer" the army is now using at Hoff General Hospital, Santa Barbara, Calif., might offer some enterprising member of the trade an opportunity to rig the gadget up as a coin-operated amusement machine.

The trainer, which is used to teach wounded G.I.'s how to drive their cars again despite handicaps acquired during service, began when two veterans at the hospital made over two donated, junked cars into a trainer for a cost of \$23. The machine is equipped with a movie projector which reproduces highway traffic conditions and works in much the same way as the complicated link trainers used to simulate flight conditions for training combat pilots.

Hospital officials at Santa Barbara estimate that approximately 25,000 of their patients are going to learn how to drive, using the new mechanism. A complicated electrical system on a control board registers the skill of the trainee and his reactions, while flashing lights show his technique in using brakes, gas feed, clutch and gear shift.

### Extend Use

Army officials are already extending use of the training machine to various rehabilitation hospitals thruout the nation. Some of the machines will be used to train amputees, while others are for men with sight deficiencies and for those suffering from stiff limbs and other disabilities which they incurred while serving the nation at war.

California's American Legion Auxillary has presented Hoff General Hospital with the first of seven automobiles bought for service rehabilitation programs. Col. Morgan C. Berry, commanding officer at the hospital, said that the trainer will be used to aid more than 100 patients suffering with defective hearing.

Devices such as these, developed by the army and navy, offer almost unlimited possibilities for the trade. Most of them could be easily adapted to coin-operated mechanisms, and might prove great drawing cards in locations such as parks and arcades.

## Md. Arcades Discover Victory Brings Trade

BALTIMORE, Aug. 25.—Carlín's Amusement Park, Gwyn Oak Amusement Park and Bay Shore Park, report arcade operations have been greatly increased as a result of favorable weather and the large post-V-J Day crowds seeking amusement.

Extremely hot weather early in the season brought large crowds to the arcades and amusement parks here, but there has been no rush comparable to that seen since victory was announced. Operators are now hoping to finish the season strong, and all indications are that business will be even larger over the Labor Day holiday.

We Guarantee to Supply All the Film and Chemicals You Need.  
Actual profits: Up to \$1500.00 week. (Your supplies cost 5% of gross.)  
— FINEST MECHANISM MADE —  
STURDY AND SIMPLY MADE BY OUR AIRCRAFT PARTS FACTORY. Our simplified instructions enable you to teach an inexperienced girl in 15 minutes.  
Complete Camera and beautifully finished wired Booth with best fast lens in Heavy Duty Automatic Shutter for 2 1/2 x 2 1/2" photos — \$475.00. (Camera and lens only \$200.00.) (Same price for 1 1/2 x 2", 2 1/2 x 3", 2 1/2 x 3 1/2", 3 x 4".) (For 3 1/2 x 5", 4 x 6" or 5 x 7" sizes add \$75.00.)  
Same only will take any two above sizes on same machine. \$650.00. (Double Camera and Lens only \$375.00. 1/2 cash, balance C. O. D. Fast delivery.  
AMERICAN STAMP & NOVELTY MFG. CO.  
(Reference: D. & B.) Oklahoma City.

- ### MUSIC
- 1 AMI (40 Record) ..... \$299.00
  - 1 AMI (20 Record) ..... 264.00
  - 1 AMI (Singing Tower) ..... 369.00
  - 8 Seeburg Wireless Bar-o-Matics ..... 44.50
  - 4 Seeburg Wireless, 5¢-10¢-25¢ Wall-o-Matics ..... 44.00
  - 1 Wurlitzer #125 Wall Box ..... 24.00
  - 4 Illuminated Speaker Cabinets, with Speakers ..... 24.00
  - 1 Wurlitzer Amplifier ..... 24.00
  - 1 Wurlitzer #145 Stepper ..... 39.00

- ### SLOT MACHINES
- 1 Mills 5¢ Blue Front ..... \$124.50
  - 1 5¢ Cherry Bell ..... 159.50
  - 1 25¢ Blue Front ..... 179.50
  - 1 25¢ Pace (Rebuilt) ..... 95.00
  - 10 Cigarettes (Console Cabinets) ..... 98.00
  - 1 Double Safe ..... 34.50
  - 3 Green Vest Pockets ..... 39.50

- ### SCALES
- 4 Pioneer Guess Your Weight ..... \$ 64.00

- ### ARCADE
- 1 Chicago Coin Hockey ..... \$199.00
  - 2 Rapid Fire Guns ..... 138.00
  - 1 Ten Strike ..... 49.50

- ### PIN GAMES
- 1 Monicker ..... \$64.50
  - 1 Pin-Up Girl ..... 99.50
  - 1 Metro ..... 37.00
  - 1 Horoscope ..... 39.00
  - 1 Zig-Zag ..... 58.50
  - 1 Miami Beach ..... 48.00
  - 1 Argentine ..... 48.00
  - 1 G. I. Joe ..... \$59.50
  - 1 Toplo ..... 64.50
  - 1 Gold Star ..... 29.50
  - 1 Stap-the-Jap ..... 39.50
  - 1 Defense (Baker) ..... 19.50
  - 1 Fleet ..... 19.50

**EGYPTIAN MUSIC CO.**  
20 W. Poplar HARRISBURG, ILL.

- ## REAL VALUES In Fine Equipment
- 1 5¢ Mills Gold Chrome, 3-5, Used Six Weeks ..... \$250.00
  - 1 5¢ Mills Blue Front, G.J.P., Very Clean ..... 152.50
  - 2 5¢ Mills Blue Fronts D.J.P., Very Clean, 3-5 ..... 137.50
  - 1 10¢ Mills Blue Front, D.J.P., Very Clean, 3-5 ..... 147.50
  - 1 1¢ Mills Q.T. Golden, Used 3 Weeks ..... 72.50
  - 2 5¢ Mills Vest Pockets, B. & G., Very Clean ..... 42.50
  - 1 5¢ Callie Cadet, Enamel Finish, Good Condition ..... 37.50
  - 1 5¢ Mills Dewey, Floor Model, J.P., Excellent Shape ..... 100.00
  - 1 5¢ Evans Bang Tail, Light Cab., Excellent Condition ..... 225.00
  - 1 5¢ Jennings Multiple Racer, Excellent Condition ..... 125.00
  - 10 Penny Book Match Venders, New ..... 2.95
  - 10 Penny Counter Machines (Yankee), Cigarette Reels (New) ..... 11.75
- 1/3 Deposit. Tel. 21816. Est. 1911.

**Confection Vending Co.**  
222 West Fourth St. CHARLOTTE, N. C.

## WANTED—MECHANIC

for Music Machines and Pinballs. Must also know Wall Boxes. Good salary.

**COOKE MUSIC CO.**  
Killeen, Texas

- ## MUSIC FOR SALE!
- SEEBURG
- 8 8200's, Rex Mechanism ..... \$485.00
  - 5 8800's, RC ..... 575.00
  - 5 9800's, RC ..... 625.00
  - 1 Cadet, RC ..... 475.00
  - 1 Cadet ..... 425.00
  - 3 Colonels, RC ..... 465.00
  - 50 5¢ Select-o-Matics, 3 Wire ..... 32.50
  - 100 Wall-o-Matics, Wireless ..... 36.50
  - 30 Bar-o-Matics, Wireless ..... 45.00
  - 30 Wall-o-Matics, 5-10-25¢ ..... 45.00
  - Cellar Factory Job, Wireless ..... 375.00
  - Rex Cellar Job, Wireless, Wooden Cabinet ..... 345.00
- ROCK-OLA
- Dial Tone AC Boxes ..... \$ 19.50
  - Playmaster ..... 285.00
  - Commando ..... 550.00
  - 39 DeLuxe ..... 375.00
  - 39 Standard ..... 350.00
- Wire deposit for all or any part of this merchandise. Just off location.
- AUTOMATIC OPERATORS**  
781 CONEY ISLAND AVENUE  
BROOKLYN, NEW YORK

# VICTORY SPECIALS

Regardless of price, all machines A-1 guaranteed. Reconditioned. Shipped in Brand New crates. Get on our mailing list now!!

—ORIGINALS, 3/5 PAYOUT—

Blue Front, 5¢ ..... \$139.50	Wat. Rollatop, 5¢ ..... \$ 89.50	Callie Enamel, 25¢ ..... \$ 59.50
Blue Front, 10¢ ..... 169.50	Wat. Rollatop, 10¢ ..... 99.50	Pace Bantam, 5¢ ..... 24.50
Blue Front, 25¢ ..... 199.50		Pace Bantam, 10¢ ..... 34.50
Brown Front, 5¢ ..... 169.50		Pace Comet, 2/4, 5¢ ..... 29.50
Brown Front, 10¢ ..... 199.50		Pace Comet, 3/5, 5¢ ..... 49.50
Brown Front, 25¢ ..... 249.50		Baker Front, 5¢ ..... 69.50
Cherry Bell, 5¢ ..... 169.50		Pace All Star, 5¢ ..... 74.50
Cherry Bell, 10¢ ..... 199.50		Pace All Star, 10¢ ..... 89.50
Cherry Bell, 25¢ ..... 249.50		Pace All Star, 25¢ ..... 129.50
Orig. Chrome, 5¢ ..... 275.00		Pace All Star, 50¢ ..... 399.50
War Eagle, 5¢ ..... 89.50		Pace DeLuxe, 5¢ ..... 104.50
War Eagle, 10¢ ..... 119.50		Pace DeLuxe, 10¢ ..... 124.50
Futurity, 5¢ ..... 149.50		Pace DeLuxe, 25¢ ..... 169.50
V.P., Green, 5¢ ..... 34.50		

Mills Box Type Stands ..... \$9.50 | Mills Double 2-Door Stands ..... \$49.50

## SPECIALS!!

Mills Original 4 Bells, A-1, 4-5c ..... \$350.00  
Silver Moon Totalizer, Free Play ..... 84.50  
Zingo, Floor Sample, Like New ..... 195.00

—ONE BALLS—

Blue Grass ..... \$159.50	Pimlico ..... \$369.50	Turf King ..... \$379.50
Fortune ..... 169.50	Sport Page ..... 39.50	Sportsman (New Revamp) ..... 219.50
Jockey Club ..... 359.50	Sport King ..... 199.50	Skylark ..... 99.50
Grandstand ..... 49.50	Seabiscuit ..... 49.50	Contest ..... 89.50
Kentucky ..... 269.50	Race King ..... 179.50	Mills Owl ..... 59.50
Santa Anita ..... 119.50	Thistle Down ..... 49.50	

★ ★ FIVE BALLS ★ ★

All American \$49.50	Four Roses .. \$49.50	Pan American \$49.50	Thumbs Up .. \$59.50
Belle Hop .. 59.50	Horoscope .. 49.50	Super Chubbie 49.50	Sea Hawk .. 58.50
Bandwagon .. 39.50	Jeep .. 99.50	Toplo .. 69.50	Victory .. 69.50
Big Parade .. 99.50	Leader .. 59.50	Three Up .. 39.50	Wild Fire .. 49.50
ABC Bowler .. 59.50	Metro .. 39.50	Twin Six .. 49.50	Zig Zag .. 69.50
Dixie .. 29.50	Playball .. 39.50	Ten Spot .. 49.50	Many Others - Write

Terms—1/3 Certified Deposit, Balance C. O. D.  
"Wisconsin's Leading Distributors"

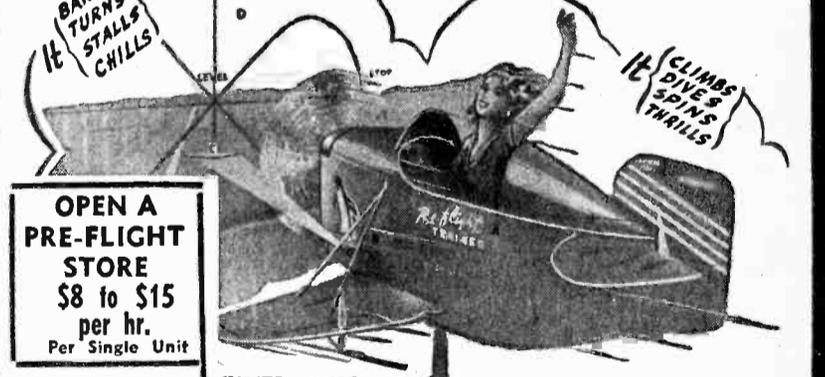
## UNITED COIN MACHINE COMPANY

6304 W. GREENFIELD AVE. (Phone Gr. 6772) MILWAUKEE 14, WIS.

# HERE IT IS! / THE SAME GROUND TRAINER USED BY AVIATION SCHOOLS, COLLEGES, TRAINING STATIONS

## PRE-FLIGHT TRAINER

RELEASED FOR AMUSEMENT: ARCADES, PARKS, CARNIVALS



OPEN A PRE-FLIGHT STORE  
\$8 to \$15 per hr.  
Per Single Unit

3 DAY DELIVERY  
\$850.00  
F. O. B. CHICAGO, ILL.

WRITE, WIRE, PHONE STATE DISTRIBUTORS WANTED • ATTRACTIVE DEAL •  
EXCLUSIVE NATIONAL DISTRIBUTORS  
**PRE-FLIGHT TRAINER SALES CO.**  
DIVISION OF BATTER-UP CO.  
231 W. Wis. Ave., Milwaukee. Phone: Broadway 4418

# WANTED: SALES EXECUTIVE

Leading coin machine manufacturer has excellent opportunity for executive-type salesman who is highly experienced in this line. Duties include planning and making sales, closing special contracts and handling important matters in the Western territory. Man selected will receive 90 days' training at factory before going into field. Must be tops to fit this job. Salary will be paid in keeping with services rendered.

ADDRESS BOX 682  
THE BILLBOARD CHICAGO 1, ILL.

# CLEVELAND COIN

## OFFERS:

### ARCADE EQUIPMENT

- 1 Bally Alley ..... \$ 65.00
- 10 Daval Bumper Bowlings (7 ft.)... 75.00
- 3 X-Ray Pokers ..... 110.00
- 1 Evans Barrel Roll ..... 110.00
- 2 Ten Strikes, H.D. .... 65.00
- 2 Ten Strikes, L.D. .... 55.00
- 4 Chicago Coin Hockey's ..... 210.00
- 10 Bowling Leagues (9 ft.) ..... 175.00
- 5 Shoot the Jap, Conversion Guns... 125.00
- 2 Rapid Fires ..... 175.00
- 2 Keeney Sub Guns ..... 165.00
- 3 Evans Tommy Guns ..... 125.00
- 1 Shoot the Chutes ..... 115.00
- 2 Sky Fighters ..... 265.00
- 1 Ace Bomber ..... 265.00
- 3 World Series ..... 95.00
- 2 Anti-Aircraft Guns ..... 65.00
- 1 Keep 'Em Punching ..... 110.00
- 1 Floor Model Strength Tester Grippler 75.00
- 1 Floor Model Mutoscope Drop Picture Mach. 50.00
- 4 Floor Model Mills Drop Picture Machines 50.00
- 1 Early Model Photomatic ..... 850.00
- 2 Late Model Photomatics ..... 1100.00
- 2 Panorams ..... 365.00
- 1 10¢ Blood Pressure Machine ..... 125.00
- 2 1¢ View-a-Scopes ..... 22.00
- 2 Watling Large Round Face Fortune & Weight 1¢ Scale ..... 65.00
- 1 Floor Model Watling Square Type upright Scale ..... 75.00
- 1 Kirk Floor Model upright ticket Horoscope and Weight Scale ..... 110.00
- 6 Bean Ems ..... 65.00
- 2 Bukley DeLuxe Diggers ..... 110.00
- 1 Split Fire, Counter Game ..... 10.00
- 10 Bally Popcorn Venders ..... 95.00
- 1 Mutoscope Punching Bag ..... 225.00
- 35 Cigarette Vendors: Stewart McGuire S.P. Model, 7 column, 20¢ Combination \* Completely Overhauled and Complete With Cabinet Bases \* \$35.00 Ea.—Five of More, \$30.00 Ea.

### CONSOLES

- 3 Jumbo Parades, F.P. .... \$ 95.00
- 1 Jumbo Parade, C.P. .... 95.00
- 2 Silver Moons, F.P. .... 95.00
- 2 Keeney Pastimes ..... 195.00
- 4 Keeney Kentucky Clubs ..... 125.00
- 1 Paces Red Arrow, J.P. Model ..... 225.00
- 2 Bakers Paces, Check Separator, D.D. Model ..... 225.00

### MUSIC

- 1 Rockola Imperial 20 ..... \$195.00
- 1 Rockola 16 record ..... 185.00
- 1 Rockola Playmaster & Glamour Tone Column ..... 385.00
- 1 Rockola 1939 Standard With Buckley Adapter ..... 375.00
- 1 Cellar Job 1939 Rockola Standard, R.C. .... 185.00
- 1 Cellar Job 20 Record Rockola, Buckley Remote ..... 185.00
- 1 Cellar Job Twin Twelve Buckley Remote ..... 210.00
- 1 Mills Throne of Music ..... 325.00
- 4 A.M.I. Top Flights, 20 Selection, 5¢ Play ..... \$275.00
- 1 Streamliner 20 Selection, 5¢ Play ..... 295.00
- 1 Streamliner 20 Setc. 5¢ 10¢, 25¢ ..... 350.00
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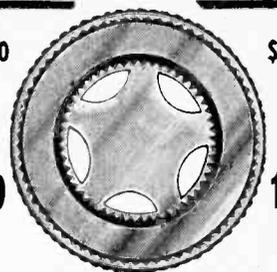
# PUBLISHERS' PLUG TUNES

(Continued from page 26)

- I Can't Believe That You're in Love With Me ..... Mills
- I Cherish the Day We Met ..... Baltimore
- I Don't Want To Be Loved (By Anyone Else But You) ..... Mutual
- I Don't Care Who Knows It ..... Robbins
- I Fall in Love Too Easily ..... Feist
- I Hope to Die If I Told a Lie ..... Advanced
- I Know Somethin' I Won't Tell Ya Gaumont
- I Love to Read the Funnies ..... Dubonnet
- I Miss Your Kiss ..... Republic
- I Remember Easter Sunday Whitney Blake
- I Saw a Falling Star ..... Bronx
- I Walked In ..... Miller
- I Want a Little Doggie ..... Lewis
- I Wish I Knew ..... Triangle
- I Yi YimMING Yi (The Smorgasbord Song) ..... Lee-Dee
- I'd Rather Be Me ..... Morris
- If I Loved You ..... T. B. Harms
- If This Isn't Love ..... Crescendo
- I'll Be Yours (J'Attendrai) ..... Harris
- I'll Follow You ..... A-1
- I'll See You Tomorrow ..... Edwards
- I'm Gonna Love That Guy ..... Bourne
- I'm Lonely for You ..... Wise
- I'm Only Teasin' ..... Mills
- In Acapulco ..... Triangle
- In a Shower of Stars ..... Mills
- In My Dreams of 100 Girls ..... Ernest A. Rork
- In the Land of Uncle Sam ..... Golden West
- In the Subway Rush ..... Whitney Blake
- Is Sally Still Waiting for Me? ..... Topik
- Is There a Second Heaven? ..... Malco
- It Takes Just a Moment to Fall in Love ..... Bruno
- It's a Beautiful Day ..... Broadway
- It's My Letters From You ..... Robert De Leon
- It's You, It's You, It's You ..... Lad
- I've Got a Locket in My Pocket Paramount
- Jo-Anne ..... Harmony House
- June Comes Around Every Year ..... Morris
- Just a Prayer Away ..... Shapiro-Bernstein
- Keep Your Hands Up, Stranger ..... Kelly
- Kitten on the Keys ..... Mills
- Laura ..... Robbins
- Let Me Take You in My Arms Pan-American
- Like Someone In Love ..... Burke-Van Heusen
- Little Rose ..... Carey
- Little Boy (Does Your Mama Know You're Out?) ..... Newart
- Little Soldier ..... Russ Hul's Country Music
- Lonely Love ..... BMI
- Lonesome ..... Cherlo
- Lonesome Boy ..... Essex
- Ma-Ma, I Wanna Hawaiian Guitar. Kanes Mademoiselle Cinderella. Syncopation Songs Mom of Your Baby Days ..... Byers
- Montana Moon ..... Joe McDaniel
- My Baby Blue Eyes ..... Global
- My Baby Said Yes ..... Leeds
- My Prairie Home ..... Melocraft
- Mem'ries of Mother ..... Irving Siegel
- My Lonely Nights ..... Seattle
- (All of a Sudden) My Heart Sings ..... Leeds
- Negra Consentida (My Pet Brunette) Marks
- No Can Do ..... Robbins
- No More Rainbows ..... Edwin W. Kukkee
- Oh, Frankie! ..... Orange
- Oh, How She Lied To Me ..... Santly-Joy
- Oh, Really, O'Reilly ..... Mutual
- Old Mister Frog ..... Winthrop
- On the Other Side of the Rainbow Starlight
- On Basie Street ..... Starlight
- Once Again ..... Hanna
- Once Upon a Song ..... Mills
- One Meat Ball ..... Leeds
- Otto, Make That Riff Staccato ..... Tempo
- Our Engagement Waltz ..... Stirling
- Out of This World ..... Morris
- Please No Squeeze Da Banana ..... Leeds
- Pluggin' Jane ..... Perry Alexander
- Poor Lenore ..... Harris
- Promises ..... Marchant

- Put Another Chair at the Table ..... Leeds
- Put That Ring on My Finger ..... ABC
- Question and Answer ..... Chappell
- Ouch! The Senorita Polka ..... De Cimber
- Remember When? ..... Campbell-Porgie
- Right as the Rain ..... Crawford
- Rosemary ..... Famous
- Sailing on a Moonbeam ..... Blasco
- Say It Over Again ..... Bogat
- See a Pin, Pick It Up ..... Skylark
- Send This Purple Heart to My Sweet-heart ..... Rytvoo
- Sentimental Journey ..... Morris
- Shame on You ..... Hill and Range Songs
- Since Then ..... Sudlik
- Sleep the Whole Night Thru Arcadia Valley
- Sleigh Ride in July ..... Burke-Van Heusen
- Small World ..... Southern
- So-o-o-o in Love ..... Bregman-Vocco-Conn
- Soldier's Last Letter ..... American
- Someday, Somewhere ..... Chelsea
- Star and Stripes On Two Jims Hill and Range Songs
- Stars in Your Eyes ..... Melody Lane
- Sweet Potato Polka ..... Stirling
- Sweetheart of All My Dreams Shapiro-Bernstein
- Tampico ..... Critterion
- That Is Why I Call You Darling ..... Wilcox
- Ten Years From Now ..... Feist
- That Feeling in the Moonlight Paull-Pioneer
- The Betty Grable Polka ..... Holly-York
- The Blonde Sailor ..... Mills
- The Charm of You ..... Feist
- The Jitterbug Serenade ..... Superior Melodies
- The Kid With the Guitar ..... Kelly
- The More I See You Bregman-Vocco-Conn
- The Sunset Reminds Me of You ..... Newart
- The Sweet Potato Polka ..... Stirling
- The Three Caballeros ..... Chas. K. Harris
- The Wish That I Wish Tonight ..... Witmark
- Then, Now and Forever ..... Charles Gunther
- There! I've Said It Again ..... Valiant
- There Must Be a Way ..... Stevens
- There Was a Time ..... Bronx
- There's a New Moon Over My Shoulder Peer
- There's No You ..... Stanwood
- This Day and Age ..... Franco-American
- This Is Our Song ..... Cavalcade
- Thru Your Eyes, Thru Your Heart ..... Mills
- Thill the End of Time ..... Santly-Joy
- To Satisfy You ..... Perry Alexander
- Tru-Cu-Tu ..... Marks
- Tumblin' Tumbleweeds ..... Sam Fox
- Twilight Time ..... Campbell-Porgie
- Two Down and One to Go ..... Martin Block
- Upa Upa ..... Melody Lane
- Waitin' for the Train to Come In Martin Block
- What Makes the Sunset ..... Miller
- What More Can a Woman Do? ..... Capitol
- When I'm Walkin' Arm in Arm with Jim ..... La Salle
- When the Old Gang's Back on the Corner (Singin' "Sweet Adeline" Again) Arrow
- When the Sun Goes Down (In My Old Home Town) ..... Barnhart
- White Sands ..... Roy
- While You're Away ..... Remick
- Whistle for a Wind ..... Singer-Reese-Patrick
- Who Threw the Whisky in the Well? ..... Advanced
- Why Shouldn't I Dream ..... Hanna
- Winding ..... Kelly
- Ya' Betcha ..... Pyramid
- Yay-Dit ..... Fox Maya
- You Was Right, Baby ..... Capitol
- Yes, Honey, I See Yo Baby ..... Hall's Hit Songs
- You Belong to My Heart ..... Chas. K. Harris
- You Use Your Head, But I Use My Heart ..... Matt Pelkonen
- You Don't Have To Believe Me Prominent Songs
- You Never Understood ..... Harmony House
- Your Pot o' Dough ..... BMI
- You're So Worth the Waiting For ..... Viking
- 11:60 P.M. .... Music Makers

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## BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 24)

Weeks to date	POSITION Last Week	This Week	RECORD	ARTIST	Label
2	6	9.	ON THE ATCHINSON, TOPEKA AND SANTA FE (F)	Tommy Dorsey	Victor 20-1682
2	—	10.	I'M GONNA LOVE THAT GAL	Perry Como	Victor 20-1676
			If I Loved You		

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- 5 Cent Jennings Chiefs
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# JUKE TRADE TALKING MUSIC

## Reports Show Parts Spotty

**Manufacturers move swiftly to get out models—radio set makers similar troubles**

CHICAGO, Aug. 25.—Juke box trade here started talking tubes and new juke boxes following the revocation of War Control Order L-265, which was effective August 20. Juke manufacturers here said the lifting of the control order opens the way for making new juke boxes, except the problem of getting component parts. Problem of getting tubes was most frequently mentioned.

Reports on the tube situation seemed somewhat spotty. One juke manufacturer said, "try and get them." A new firm entering the juke manufacturing field is rumored to have millions of tubes in stock. Reports from the radio set manufacturers were also enlightening. The big majority of the set manufacturers here in Chicago reported that tubes were scarce at the moment, but another big manufacturer has reported that tubes would not be any problem in its production at all.

General reports on the tube situation suggests that wherever present shortages exist, it will not last for very long. Removal of the control order L-265 brought a rush of radio and juke box manufacturers to get tubes as fast as they can. Meanwhile, tube manufacturers were reported to be rushing production as fast as possible. It is also reported that big surplus stocks will be put back on the market, due to the ending of the war, and best of all, reports say that the total production capacity of tube manufacturers now is almost double of what it was before the war.

WPB Control Order L-265 was the general order relating to radio, radar and electronic equipment and parts of various kinds. It was a big factor in the radio and juke box field. Radio and juke firms turning out war goods were sending all their products to the government to help win the war. The public is most familiar with the war term radar which was the reason for the control order. At least one juke box manufacturer, J. P. Seeburg Corporation, was frequently mentioned among many other manufacturers of radar equipment in the Chicago area. It is reported that full permission to tell the story to the trade has not been given yet.

### Required Certificates

The distributing and operating end of the juke box trade was most familiar with L-265 because it required consumer and supplier certificates in order to get replacement parts and tubes for many months. The removal of the order, of course, makes the certificates no longer necessary, and the trade in general will welcome this good news.

Some clues to the possibility of new juke boxes may be gained by watching reports of the radio manufacturing industry which is being given considerable attention in the public press. Trade reports show at least 65 plants in the Chicago area which make radio sets and radio parts for the set manufacturers. Reports from radio set manufacturers show a spotty condition. Some of the larger firms actually turned out a few sets this week, according to reports. In general the set manufacturers say that parts is the bottle-neck in their situation at the present time. Most of the set manufacturers plan to have new radio sets on the market in 6 to 8 weeks.

But the radio set firms say they cannot start quantity production until plenty of parts are available. Some of the manufacturers say, "tell us when we can get the vital parts in quantity, and then we will tell you when we can put plenty of new radio sets on the market." This statement might go for the juke box manufacturers also.

As mentioned above, radio set makers (See TALKING TUBES on page 86)

## Texas Juke Ops Say Older Favorites Get Good Play

FORT WORTH, Aug. 25.—Juke box operators in this city, according to *The Fort Worth Press*, are discovering to their surprise that the old-time song favorites are as popular with juke fans here as the new tunes. Said *The Press* in commenting on this fact:

"The coin machine men should know. They count the customers' nickels and replace threadbare records."

After interviewing a number of juke box operators, *The Press* decided that "It's not just the 'older' folks who are harking back to such music as *Melancholy Baby*, which cuddles right up in the hearts of bobby-soxers, too."

"Other dated numbers that are still bringing home the shekels are *It's Only a Paper Moon* with Ella Fitzgerald; Clyde McCoy's *Sugar Blues*, Benny Goodman's *Sweet Sue* and *Whispering*."

### Pre-War Hits

"Other pre-war numbers that are good to the last spin," according to the operators here, "are *Begin the Beguine* by Artie Shaw and Mills Brothers' *Paper Doll*, a tune written during World War I to make the hit parade of World War II."

Anxious to find out just what is the secret of the popularity of the older tunes, a reporter interviewed several juke operators. Among them was Mrs. Ben McDonald, who, according to the

report, said that the "older bands were better."

"Those old bands," she said, "are always popular and people are always paying their recordings, even when later ones are available. We have quite a large stock of the old records and I can tell you they play them just as much as they do the new ones. Except for Tommy Dorsey's *Boogie-Woogie*—and that was pre-war too—jitterbug music wears out quick. But the older ones like Glen Miller's *Sunrise Serenade* go on forever."

C. A. Cleere was another interviewed by a reporter, who quoted Cleere saying, "We haven't any way to tell what the customers want except to try them. We just put on what we've got and trust to luck they'll like it. We've found they like the older tunes, particularly in restaurants. Dance floors like *Melancholy Baby*. . . . It's a nice one to dance to."

The reporter comments that Texans go in for the more sentimental songs, and Texas juke box operators, at least in this city, agree. In fact, they assert that Texans prefer the sentimental songs more than the lads and lassies in any other part of the country.

A few of today's tops, which according to this newspaper story are reaching high popularity in Fort Worth, are *Dreams* by the Pled Pipers; *I'll Buy That Dream* by Hal McIntyre; *Stars and Stripes on Iwo Jima* and Bing Crosby's latest, *I'd Rather Be Me*.

This latest report from juke box operators here is one more indication of the bang-up selling job which juke boxes do not only for the newer tunes but also in sustaining the popularity of older favorites.

## Hub Reports Biz OK With Used Jukes, Expect New Ones

BALTIMORE, Aug. 25.—Hub Enterprises, Inc., local distributors for a line of juke boxes, reports that business is brisk despite the fact that operations depend entirely upon used machines.

Aaron Goldsmith, president of the company, said that while the lack of new models is felt by his firm, older model jukes and pinball machines have been serving good purpose, and are expected to serve well until the new machines hit the market.

Hub, which distributes a varied number of different kinds of coin machines in addition to its music line, is looking forward to even more business during the post-war period.

## Calif. Ops Get Disk Orders Promptly

LOS ANGELES, Aug. 25.—Operators some months ago complained that the record distributors here were ignoring their orders and then back-ordering when the record had played itself out of popularity. The distributors have changed that and are acknowledging all orders. And, too, they are not ordering as much as in the past because production has increased.

Coast Records, headed by Gladys and Charlie Washburn, has been deluged with orders for their *At Mail Call Today*, by Ozie Waters with the Colorado Hillbillies, and a new release, *Stars and Stripes on Iwo Jima*, and *There's a New Star in Heaven Tonight*, also by Waters. But the orders have been moving out okay.

In fact, the orders are being shipped so promptly that one operator, Jack Mehegan, of Modesto, had to yell "quits" recently. After ordering a shipment he wrote Bill Abel, record division manager, in part: "Received a larger order of records from you yesterday. Thanks a million. They're swell. But I'm holding out the white flag of surrender. For the first time I've the amount of records I need, so until further notice, cancel all back orders until you hear from me. I really appreciate the fact that you filled the order so completely."

That's one way of making an operator come to terms.

## Indie Record Group To Get Ethic Rules

### Label Owners Organize

LOS ANGELES, Aug. 25.—Organization of the independent record manufacturing firms on the Coast continued with the various members of the industry meeting Friday night (17) and selecting a committee to draft by-laws and a code of ethics. Also formed during the week was Associated Independent Record Company Operators (AIRCO), a group of label owners. AIRCO will be a division of Pacific Coast Record Manufacturers Association, the name given the over-all organization.

Named to serve on the committee to draft by-laws for the association were: Lou Goldberg, Allied Records; Charles Eckart, Harry Bryant; Jules BiHari, Modern Music; Leon Rene, Exclusive Records and Jack Gutshall, Jack Gutshall Distributing Company. A meeting has been set with the committee reporting to the group at a later date.

Original meeting of the independent record manufacturers was held in the Roosevelt Hotel August 10, with another meeting scheduled two weeks following. This proposed session has been postponed and will not be called until the various groups have formulated their plans and by-laws.

BiHari and Rene were named temporary chairmen of AIRCO.

## Vet Writes Hopes of Quickly Getting Back Into Swing of Trade

CHICAGO, Aug. 25.—Letters from members in the trade in the armed forces continue to arrive at *The Billboard*. Most of the letters from servicemen overseas indicate that ex-coinmen are anxious to get back into the business, while other letters from servicemen and ex-servicemen in this country show that a number have already returned to their former operations.

Latest letter to arrive was one from Charles H. Maughan, 1374 Court Avenue, Memphis. Maughan has recently been discharged from the navy. His letter follows:

"Having just been discharged from the navy, I want to re-enter my subscription to *The Billboard*, so will you ask the circulation department to send me the rates or, if you prefer to have it come thru the Coin Machine section, I'll send the subscription to you.

"I can't say I'm getting back into the business inasmuch as my wife carried on for me to a certain extent during the two years that I was in service, so I still have a few machines working. But I hope to get really into the game shortly, or as soon as I can adjust myself to a civilian status. It isn't too easy.

"Incidentally, thanks for the story you gave me while I was 'somewhere in the Pacific' and unable, because of censorship, to say where I was. The yarn concerned the natives picking up tunes from public-address system which was operated something like a central-control juke-box system. It happened to be from Tulagi in the British Solomon Islands.

"My discharge came July 28 at the naval hospital in Oakland, Calif., by reason of medical survey since I picked up a minor (I hope) ailment at Guadalcanal. I was overseas 19 months and was a chief yeoman, doing naval public relations work, at the time of my discharge.

"I hope it isn't too long before I can be in Chicago to drop in and meet you personally."

## Home Juke Puts Disk Promotion Over in Detroit

DETROIT, Aug. 25.—Elaborate showmanship is being used by Sihler's Record Shop on Grand River Avenue to promote their business. They have engaged an exposition booth at the Victory Fair being sponsored by the Northwest War Council, a widespread community venture, with three different stands in the neighborhood served by the shop.

The booth is equipped with a portable home juke, and kept playing favorite records constantly. An attractive blonde, Alice Barton, has been placed in charge by Kenny Sihler, owner of the store, and greets all visitors to the fair, which is drawing up to several thousand people daily, many of them repeat customers. There is a small admission charge of one dime.

A list of recent popular records is mounted in front of the booth, and a stock is kept on hand, stimulating direct over-the-counter sales to fair visitors.

Another good-will feature is the giveaway of small colored lithos of various recording artists, which are miniatures of the large pictures mounted on the rear wall of the tent. Location and atmosphere are unusual for a record store, but the attention the booth is getting proves that it is a natural setting for music promotion.

## VETS . . . VETS . . . AND MORE VETS

There's one to fill the job you have open. Look over their qualifications.

TURN TO PAGE 39

# Buck-Five Disk Of Indies Seen Different Ways

LOS ANGELES, Aug. 25.—Concensus of opinion on the life of the \$1.05 record as released by independent record manufacturers here is divided. Those who say the buck-five disk is on its way out do not want to be quoted. But they are emphatic in their arguments. Standing pat that this priced record will continue following normal production in

this post-war area is Otis Rene, of Excelsior Records.

Rene, one-time pharmacist in New Orleans, has established what is believed to be a high mark by earning \$25,000 with one tune, *I'm Lost*, recorded for Excelsior by the King Cole Trio. Rene wrote the song, directed the disk and handled the distribution—and at \$1.05 per disk. He vows he will continue to sell records at this price.

This songwriter bases his contention that records will continue to bring this comparatively high price in his firm because he knows the fundamentals of a good song, can pick good artists and songs. Rene will always release tunes of a race nature, he said. "Those who will not be able to hold up to this price are those who jump around from one type of music to the other," he said.

Releasing of records from a race standpoint, Rene intends to soon disk standards and classics. One of the groups recently signed includes the Nash Singers, 23 voices, for a capella disks. Building on his catalog of *Pitchin' Up a Boogie*, *Many Moons Ago* and others is the only way for an independent to stay in business, he declared. Rene will sell records for \$1.05 but will also release some numbers at a lower price.

The argument against the price is that indies have been able to sell almost any kind of record because operators were buying here and there to get their supplies. Those against the record believe that the quality hasn't been up to snuff and that it has been a matter of demand exceeding supply that has created business. There's no use arguing that on some tunes this may have been correct.

Those who don't agree with Rene are standing by waiting to see what happens now that post-war production is getting underway. Rene has his own pressing plant and is in a position to control production.

CHARLIE WASHBURN is to cut more Coast records. On schedule are Ozie Waters, the Plainsmen and accompanied by the Colorado Rangers to cut *Cool Waters*. This group will also record Ike Cargill's *At Least a Million Tears*. Also coming up on the company's program are *Careless Darling* and *Oklahoma Hills* by Oklahoma Ed Moody. Vocal with string accompaniment to be featured.

## RECORDS HILL BILLIES 79¢

- Stars & Stripes on Iwo Jima—Ozie Waters
- Triffin' Gal—You Two—Timed Me One Time Too Often—Walt Shrum
- Don't Fool Around Me Anymore—Walt Shrum
- Shame on You—Walt Shrum
- Just a Little Song Each Morning—Tex Grande
- I'll Never Lose That Loneliness for You—Grandpa Jones
- Won't You Take Me Back Into Your Heart—Bill & Evalina
- I Paid With a Broken Heart—Carlisle Brothers
- Tear Stains on Your Letter—Hank Penny
- I'll Be Around Somewhere—Walt Shrum
- Dry Your Eyes—Colorado Hillbillies
- Ida Red—Clayton McMichen
- Red Wing—Clayton McMichen
- Sweet, Sweet Thing—Delmore Brothers
- It's My Lazy Day—Smiley Burnette
- Boogie Woogie on Strings—Porky Freeman Trio
- I Hope You're Having Fun Hurting Me—Smiley Burnette
- Whistling My Love Song to You—Stuart Hamblen
- I Don't Blame You—Cowboy (Pappy) Copas
- Paw's Word Is Law Up in the Hills—Korn Kobblers

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### OCKEL MUSIC SHOP

6265 Natural Bridge ST. LOUIS, MO.

## ADVANCE RECORD RELEASES

(Continued from page 23)

- IT'S BEEN A LONG, LONG TIME.... Phil Brito (Phil Davis Ork) ..... Musicraft 15040
- IT'S BEEN A LONG, LONG TIME.... Harry James (Kitty Kallen) ..... Columbia 36838
- IT'S BEEN A LONG, LONG TIME.... Charlie Spivak (Irene Daye) ..... Victor 20-1721
- JASCHA HEIFETZ ALBUM ..... Decca A-385
  - Beau Soir..... Jascha Heifetz..... Decca 23387
  - Deep River..... Jascha Heifetz..... Decca 23387
  - From the Canebrake..... Jascha Heifetz..... Decca 23386
  - Habanera..... Jascha Heifetz..... Decca 23384
  - Humoreske..... Jascha Heifetz..... Decca 23384
  - Jamaican Rumba..... Jascha Heifetz..... Decca 23385
  - Levee Dance..... Jascha Heifetz..... Decca 23387
  - Viennese..... Jascha Heifetz..... Decca 23385
- LOST BABY BLUES ..... Pvt. Cecil Gant ..... Gilt-Edge 508
- LOVE LETTERS ..... Dick Brown (Mac Ceppos Ork)..... Guild 140
- MAKE BELIEVABLE GIRL ..... Pvt. Cecil Gant ..... Gilt-Edge 515
- MORNING DEW AND COLEEN BAWN..... Irish Barn Dance Boys..... Joe Davis 3601
- MY BABY COMES FIRST WITH ME..... Beverly White & Her Blues Chasers..... Joe Davis 7111
- MY EVERLASTING LOVE FOR YOU..... Five Red Caps ..... Joe Davis 7136
- NEGRA CONSENTIDA (MY PET BRUNETTE) ..... Percy Faith Ork ..... Decca 23445
- NEGRA LEONO' ..... Noel De Selva's Pan-American Ork..... Pan-American Pan 108
- NO CAN DO ..... The Four King Sisters (Buddy Cole Ork) ..... Victor 20-1710
- NO MORE TOUJOURS L'AMOUR ..... Marion Hutton-Randy Brooks..... Decca 18703
- OLD JOE CLARKE ..... Clayton McMichen and His Wildcats..... Joe Davis 3511
- POOR LENORE ..... The Four King Sisters (Buddy Cole Ork) ..... Victor 20-1710
- REMEMBER WHEN? ..... Russ Morgan (Marjorie Lee) ..... Decca 18702
- RHUMBA RHAPSODY ..... Noel De Selva's Pan-American Ork..... Pan-American Pan 107
- RHUMBAMBA ..... Jose Morand Ork ..... Musicraft 327
- SALT PEANUTS ..... Ault Hawkins-Webster Sextet..... Apollo 755
- SOME SUNDAY MORNING ..... Kate Smith (Jack Miller Ork)..... Columbia 36839
- SOONER OR LATER ..... Pvt. Cecil Gant ..... Gilt-Edge 508
- SPANISH RHAPSODY ..... Jose Morand Ork ..... Musicraft 327
- STOMPIN' AT THE SAVOY ..... Teddy Wilson & His Sextet ..... Musicraft 332
- STARS IN YOUR EYES ..... Percy Faith Ork ..... Decca 23445
- SWALLER-TAIL COAT ..... Boyd Heath ..... Bluebird 33-0532
- SYLVIA ..... Korn Kobblers ..... Majestic 1015
- TAPS MILLER ..... Georgie Auld Ork ..... Apollo 359
- THAT'S FOR ME ..... Dick Haymes (Victor Young Ork)..... Decca 18706
- THE WISH THAT I WISH TONIGHT..... Russ Morgan (Russ Morgan) ..... Decca 18702
- UPTOWN LULLABY ..... Auld-Hawkins-Webster Sextet..... Apollo 755
- WAILEE, SWEET WAILEE ..... Boyd Heath ..... Bluebird 33-0532
- WATCH THAT STUFF ..... Pvt. Cecil Gant ..... Gilt-Edge 515
- WHEN I WANTED YOU ..... Pvt. Cecil Gant ..... Gilt-Edge 510
- WHO THREW THE WHISKY IN THE LOUIS PRIMA (Louis Prima) ..... Majestic 7151
- WELL? ..... Tommy Dorsey (Stuart Foster) ..... Victor 20-1722
- YOU CAME ALONG (FROM OUT OF NOWHERE) ..... Louis Prima (Louis Prima) ..... Guild 133
- YOU CAME ALONG (FROM OUT OF NOWHERE) ..... Boyd Raeburn Ork ..... Guild 133
- YOU GOTTA SEE BABY TONIGHT..... Louis Prima (Louis Prima) ..... Majestic 7151



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STUFF LIKE THAT THERE

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## Music Co. Incorporates in Lumberton, North Carolina

RALEIGH, N. C., Aug. 25.—Lewis Music Company, of Lumberton, N. C., has filed a certificate of incorporation with the office of the secretary of state here. The firm announced its intention to deal generally in musical instruments, parts, etc., with an authorized capital stock of \$50,000.

J. W. Ferrell, of Winston-Salem, and Frank McNeil and W. A. Lewis, both of Lumberton, subscribed to stock amounting to \$700.

## TALKING TUBES

(Continued from page 85)

make spotty reports on the tube situation, but it is generally agreed that tubes are not yet plentiful enough to turn out radio sets in quantity. Or, perhaps the real situation is a matter of uneven distribution of tube supply. All radio set makers say that the cabinet situation is something to cope with also. While lumber controls are being relaxed by the government as fast as possible, it will be some months yet before cabinets can be made in plentiful supply. The cabinet situation will also apply to juke box manufacturers, although they can get plenty of plastic materials at the present time. Radio set makers all expect help soon from the release of vast government surplus goods.

### Supply Juke Parts

Since juke manufacturers buy many of their parts from the radio trade, the report that the plants making radio parts are still not able to supply the radio set manufacturers may be discouraging news for the juke trade. It means a race in buying parts is on and that juke manufacturers will have to compete in buying with the vast radio set manufacturing industry.

Because the juke distributing trade is taking great interest in the home radio and the home juke field, news from the radio industry will be vital to the trade for some time. One of the big Chicago radio manufacturers reported this week that one of the first mechan-

isms coming off its assembly line was a record changer for home juke. Firm has been featuring record changers for home juke in its national advertising for about a year. Almost every week some prominent distributor in the juke box trade announces he will carry a line of home radio and home juke box sets after the war.

While tubes, vital parts and cabinet materials may still delay the juke box manufacturers in quantity production, yet all the manufacturers are enthusiastic about the future and this branch of the trade is getting off to a lively post-war pace earlier than any other branch of the industry.

Juke box manufacturers are expected to have display models at an early date and some will be on the market this year. General reports still stand, however, that new machines in quantity will be on the market early in 1946. Early reports indicate there will be some big changes in cabinet design, just as radio set manufacturers are changing designs.

## RECORDS

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- Stars and Stripes on Iwo Jima—Colorado Hillbillies ..... 79¢
- Don't Hang Around Me Anymore—Tex Grande ..... 79¢
- I Need Someone To Love Me—Tex Grande ..... 79¢
- That's What I Like About the South—Phil Harris ..... 79¢

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- Close to You—Frank Haywood ..... 89¢
- Gotta Penny—King Cole ..... 89¢
- The Lady in Bed Blues—Hot Lips Page... 79¢

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# AMERICAN FOLK TUNES

## Cowboy and Hillbilly Tunes and Tunesters

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### Penny Tunes

Lee Penny, of Hollywood, has been turning out quite a number of tunes which have gained more than ordinary popularity. His new tune *Ten-Gallon Hat*, written in collaboration with Bob Willis and Smiley Burnette, and published by Preview, looks like a winner. Burnette has already used it in a picture and on recording (ARA), and Willis is recording it at his next session. Louis Jordan recorded it on Decca.

A short time ago Penny and Spade Cooley wrote a number called *You'll Rue the Day*, which Cooley recorded for Okeh. Burnette and Penny have collaborated on several tunes, one of which, *A Date With Lulu Belle*, went into Smiley's latest Columbia pic. Penny is collaborating with Ken Curtis on the tunes for a long series of Columbia pictures in which Curtis will appear. Ken's last pic had two of them in it, *Idaho, Ho!* and *When the Prairie Flowers Are in Bloom*.

### KFPY Jamboree

A popular program in the Northwest is the Hayloft Jamboree on KFPY, Spokane, Wednesday nights. Show features Clyde and Slim Copeland and their gang, with Sister Lou, guitar; Aunt Mary, accordion; Uncle Pete, fiddle; George Clyde, mandolin, steel guitar, guitar, and five-string banjo, and Slim, bull fiddle and the separator. Herb Hess, a discharged vet, plays the old sarge, a comedy role, with John Funk, announcer, as straight man. Gang is featuring the tunes of many of the major song writers and is getting heavy fan mail.

### Folk Talent in Hollywood

Hollywood territory is swarming with Western and folk talent these days. Some of the well-knowns now in the movie center are Bob Willis, Spade Cooley, Johnny Bond, Cal and Walt Shrum, Texan Jim Lewis, Happy Perryman, Ted Daffan, Pappy Cheshire, Georgia Peach Pickers, Ozzie Waters, Ken Curtis, Tex Atchison, Merle Travers, Ray Whitley, Jimmy Wakely, Monte Hale, Calgary Kid, and the Sunshine girls, along with such picture standbys as Tex Ritter, Roy Rogers and the Sons of the Pioneers.

### Tunester Tattle

Tex Atchison and His Santa Boys, of KPAS, Pasadena, Calif., have just finished recording *He Was Your Friend and Mine* and *Riding Over Sage Brush Plains* for Victory Records. Tunes are pubbed by Zoeller.

Kendall Sisters, Dolly and Polly, are now with the Range Riders on WGAR, Cleveland, and Little George, of the Wyoming Cowboys, is playing bass viol for the act.

Billy Caswell, the rambing cowboy yodeler, of Halifax, N. S., writes that one of the most popular songs he's using on his theater dates is *You Don't Care What Happens to Me*, a Fred Rose number.

W. Frank Brown, creator of the Doctor Billie songs, has the lead on most '45 Xmas tunes, with his *I'm Gonna Have a Merry Christmas* already released by the Doctor Billie Song Shoppe, Keokuk, Ia., together with his new Western novelty, *They Ran Me Out of Texas*.

Charles O. and Nita Kintin Roos continue to devote much of their composing activities to the 'billy'-buster field, with *The Yodeling Ranger*, co-written with Larry Gondringer, of KHAS, Hastings, Neb., more recent tunes to gain recognition. Nita is co-writer with Max Terhune and J. Hamilton of the Irish prairie ditty, *Irish Cow-Waddy's Night Herd* song, included in the new Terhune folio.

Daniel Maurice Robins, world-traveled lecturer, poet, novelist and composer, has contributed many folk songs to the 'billy'-buster field during the past year. Among the better known songs are *Old Mission Bells Are Callin' Me* and *Just A-Lazyin' 'Round*. Robins is the author of *Out of the Heart of Kentucky*, a rhymed story of the life of Abraham Lincoln; *South of the Matterhorn*, *A World War Romance in Italy*; *On Easy Street*, and a book of 100 poems.

### Wade on KLS Staff

Big things are in the making at Station KLS, Oakland, Calif. Beginning next month, the new call letters will be KWBR, at which time the station joins the ABC Network. Ray Wade, director of one of the most versatile hill-billy dance bands in the area, has held featured spots on KLS for some time

and his outfit will become staff band of the new network station with ABC hook-up air shows in the offing.

Wade's Rhythm Riders, clicking on Rodeo Records, is a 12-piece combo that plays all kinds of tunes. Back at the Bay's new Maple Hall, the boys are playing to capacity dance crowds four nights weekly, supplemented with personal appearances in the territory for remainder of week.

## Hallcrafters Going Into Home Juke Box Field, Says Official

CHICAGO, Aug. 25.—Among the firms that have announced their intention of going into the home juke box field now that the war with Japan has ended is the Hallcrafters Company's Echophone Division.

According to an announcement from Lester L. Halsey, vice-president of the division, the firm has plans calling for the production and distribution of five or six table model radio-phonograph combinations which will be manufactured under the Echophone brand name and sold thru present distributors and

## WHO WAXES FOR WHOM?

Recording artists and labels for which they record will be included among the 65 important reference lists in the 7th Annual Edition of *The Billboard Music Year Book*, the greatest encyclopedia and reference work ever published for any industry . . . and folk artists and race artists as well as popular recording artists will be listed in full in the '45 MYB.

representatives. Halsey also said that his firm intends to take an active part in the export trade with a complete line of home juke boxes. The firm will release other information on its home jukes at a showing in Chicago early this autumn.

## MOTORS REPAIRED

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50 Wurlitzer 30-Wire Boxes . . . . . \$19.50	15 Rock-Ola AC or DC Wall Boxes . . . \$29.50
25 Wurlitzer #320 Boxes . . . . . 29.50	5 Seeburg Envoy Remote Amplifiers, Complete with Tubes. Ea. . . . . \$100.00
25 Wurlitzer #120 Boxes . . . . . 32.50	5 Seeburg Gem Amplifiers, Comp. . . . . 25.00
25 Wurlitzer #125, 5-10-25¢ Boxes . . . 42.50	5 Seeburg Symphonola Amplifiers, Comp. 35.00
10 Wurlitzer #125, 5-10-25¢ Boxes, New 62.50	

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SPECIAL!

- 5¢ Peanut Machine, "Eat 'Em Hot" Style, with Cup Dispenser . . . Ea. \$17.50
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- U-Need-a-Pak, 5 Col. Candy Mach. . . 59.50
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- Civilian Defense . . . \$13.50
- American Eagle . . . 19.50
- American Eagle, Gold Award . . . 29.50
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- Bingo . . . 12.50
- Victor Roll-a-Packs (3 Discs) . . . 12.50
- Liberty, 1¢ Tok. Payout Fruit Reels . . . 19.50
- Daval 21, New, Divider Model . . . 9.95
- Grip Tester, Arcade Style, with Heavy Cast Iron Stand and Foot Platform . . . 39.50
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- Imps, Used, Cig. Sym. . . 6.90
- Marvel, Cig. Reels, Token Payout . . . 19.50
- Like New . . . 15.50
- Cubs, 1¢ or 5¢, Cig. Sym. . . 5.90
- SHIPMAN STAMP MACHINES, Brand New, 1¢ & 3¢ . . . 29.50
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- Folders in 5,000 or 10,000 Lots . . . .90
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- STEEPLECHASE, 1¢, the Most Fascinating Amusement of Today—Watch the Ball Run . . . 29.50

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- Jumbo Parades . . . 98.50
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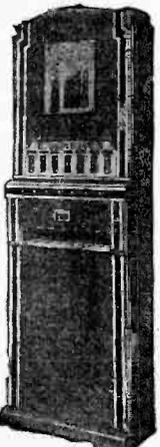
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## Bar Shortage Seen Till '47

### E. B. Wilson sugar "czar" in Anderson move—supply shows no improvement

CHICAGO, Aug. 25.—Vending machine operators, who have been wondering just when they are going to get candy bars for their machines, found that the end of the war with Japan will probably not have any immediate effect on them.

The trade heard with satisfaction that Secretary of Agriculture Clinton Anderson had named E. B. Wilson to the position director of sugar branch. Wilson, whose appointment was made just a few days ago, is an experienced sugar man, and it is understood that he is even now on leave of absence from a large refining company.

Candy venders have also been asking what effect the termination of army confection contracts is going to have on their supply. The army has been a large consumer of candy bars and the natural question is what will happen now that the army is beginning to cut down on its candy contracts.

No Change

Candy men here point out that all army and navy candy is manufactured from sugar assigned over and above the regular civilian sugar quota. This means that if a firm received a government order for so much candy, sufficient additional sugar would be given that company for the purpose of manufacturing the service-destined candy.

Local trade observers say that the army cancellation of contracts is not likely to have an appreciable effect on confectioner's sugar supplies. In the event that the army does release this sugar, now that contracts are being called off, it would be necessary to spread the released sugar among all civilian users. Candy men feel that the army supply of sugar is not large enough so that their portion of any such spread would greatly improve the existing shortage. It may be, of course, that the army possess more sugar than the trade estimates, since no official figures have ever been released.

The vending trade was also anxious to learn whether or not the army would be selling surplus candy bars. The navy did sell off several million bars of candy which had been declared surplus a month ago. But candy trade observers pointed out that even the navy is again making candy purchases, and they further predicted that the army will not declare candy bar surpluses in the immediate future. This means vending operators cannot depend on army surplus as a source of additional supply.

Most recent speculation in the candy trade, aside from the appointment of (See Candy Vending on opposite page)

## Theaters Holding Up For Candy, Cig Mchs.

BALTIMORE, Aug. 25.—Candy and cigarette venders in theater locations here are doing an increasingly good business, according to Irving Levy, president of the Giant Sales and Vending Company. Cigarette machines have noticed particularly good business since the gradual return to normal of the cigarette supply.

Levy also states that his candy vending machines in local theaters are doing as much business as the candy bar supply will allow. Altho there is little hope that there will be an immediate increase in the available supply of candy bars for vending machines, operators here, as elsewhere, are making the most of increasing supplies of cigarettes.

If the rate of increase is maintained at its present speed, indications are that the cigarette supply will be back to or at least close to normal this fall.

## Tennessee Finds Smokes Shortage Remains Critical

KNOXVILLE, Aug. 25.—While other cities reported that cigarettes have become easier to get, and some actually report placing standard brand packs in the open and in machines, the shortage in this city is still critical.

In a survey made here this week dealers reported that they have been receiving increased supplies but the increase amounted to something like 1 per cent. Even off-brands are reported scarce.

The end of the war with Japan, of course, is expected to remedy this situation in short order. Meantime, citizens are going easy on their smokes, biding their time until their favorite brands are available again.

## Riddell Acquires Wholesale Candy Firm Affiliation

PASADENA, Calif., Aug. 25.—Riddell Company, of this city, a large coin machine operator, distributor and wholesaler of tobacco and confectionery products, has acquired on an affiliation basis the Alhambra Wholesale Candy Company, formerly of San Gabriel, Calif.

From now on Chester A. Parker, principal of the Alhambra Wholesale Candy Company, will act as manager of the wholesale division of the Riddell Company. Elmer J. Strauch, sales manager for the Riddell firm, has been advanced to manager of distributing division, which conducts business with wholesalers throughout the Southwestern States.

The Alhambra firm, which was established by Chester A. Parker in 1922, has been engaged in the wholesale distribution of candy and tobaccos since that date. Parker himself has specialized on sales to institutions as well as to retailers, and in his new capacity will have full charge of all wholesale activities and wholesale salesmen.

Arch C. Riddell, president of the company, states that he is very optimistic over the possibilities opened up by this new set-up. It is further indication of the rapid growth and policy of the Riddell Company.

## Canadian Cig Figure Hits All-Time Record

MONTREAL, Aug. 25.—Cigarette production and consumption in this country has been breaking all records in recent months. During May of this year, the last month for which complete and official figures are available, it is revealed that cigarettes released for consumption in this country amounted to 1,199,000,000—making May the 10th consecutive month in which cigarette consumption exceeded one billion.

The May total represents a daily average consumption of 38,700,000 cigarettes. The record-breaking figure established in May exceeds by 35,000,000 cigarettes the previous record established in April of this year.

## Topps Co. Plans 100G Improvement

CHATTANOOGA, Aug. 25.—Dan Emmet, general manager of the Topps Chewing Gum Company, manufacturers of gum and candy bars, announced recently that his company will carry out an improvement program involving the expenditure of \$100,000 at its plant here.

In announcing the program, Emmet predicted that the recently ordered equalization of railway freight rates will aid the South's industrial development. Particularly, he said, it will help the South expand the markets for close-margin items such as candy.

## Ops Report Cig Stock Up Since Defeat of Japs

CHICAGO, Aug. 25.—Cigarettes, which have been becoming more plentiful since June of this year, blossomed forth in vending machines this week as part of the aftermath of the end of the war with Japan. It was disclosed in Washington that the army is reducing its cigarette purchases by approximately 25,000,000 packs per month.

This welcome news comes at the same time that reports were released revealing that tobacco crops both here and abroad are running large. Just how soon the cigarette situation will get itself back to normal would be difficult to say with certainty. However, it is positive that the cigarette shortage will be gradually improving during the last summer months.

Trade surveys reveal that some manufacturers and distributors are maintaining a cautious outlook until they learn the exact needs for the military forces assigned to occupation duty both in Europe and in the Pacific. Despite this fact, most areas reported the cigarette situation for civilians greatly improved.

From Mexico, meantime, where weather conditions have been the most favorable (See OPS REPORT on opposite page)

## MODERNIZE with the "POPOMATIC"



ALL ELECTRIC — COMPLETELY AUTOMATIC 5¢ COIN OPERATION ELIMINATES ATTENDANT. BEAUTIFUL DESIGN: Designed to harmonize with the finest of fixtures. Brilliantly illuminated. Passers-by and customers stop, marvel and BUY. AUTOMATIC OPERATION: Fully automatic, it feeds the corn, pops it, seasons it and delivers it to your customers hot and fresh. Continuous operation for 10-hour period costs less than 10¢ for power. STURDY CONSTRUCTION: Sturdy construction of the best materials available, the Popomatic is built to endure and to give many years of trouble-free dependable service. DIMENSIONS: 60" Height, 15" Width, 15" Depth. Shipping Weight, 150 lbs. CAPACITY: Size of Bag of Popcorn vended can vary from 6 to 12 oz. size.

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- Extra Heating Elements . . . Ea. . . . . \$5.00
- Popcorn, Per Lb. . . . . 14 1/2¢
- Glassine Bags, Per 1,000 . . . . . 2.50
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- Per Gal. . . . . 2.50

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10c PLAY—  
Average Gross Take . . . . . \$57.60  
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AVERAGE PROFIT—\$28.60  
This profit can be made time and again with the same original board. The purchase of additional boards is not necessary! NET PRICE, \$6.25 EA. Lots of 12 Boards, \$68.75 Comp. Cash With Order — F. O. B. Factory.

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## WANTED—BUT QUICK!

Reveco Ice Cream Vending Machines  
HY FRUMKIN SALES CO.  
1263 PRATT BLVD. CHICAGO 26, ILL.

# Candy Venders in Grocery Store Successful Venture

BALTIMORE, Aug. 5.—Schrieber Brothers, large Maine food store at Eutaw and Lexington streets, report that the candy machines recently placed in their store are getting good results. The operators of the machines are now planning the addition of two more units in this food store.

Placing of the vending machine in Schrieber's store marks the first appearance of vending machines in locations of this type in Baltimore. At the time the machines were originally installed the owners of the store announced that if they were successful similar machines would be placed in their other food markets in the Baltimore area.

The Vend-o-Mat Company of Baltimore are the original operators of the candy venders in this establishment. They opened the location with several units, all placed on the main floor of the large food market in the department

devoted to cakes and similar items. Recently the Vend-o-Mat Company installed two more candy venders in the basement section of the food store. These machines adjoin a soft-drink dispenser which has already been in operation.

### Now Enlarging

Officials of Schrieber's Maine store in the downtown district have announced that they have secured the adjoining store, which was formerly occupied as a local unit of the A&P stores. Present plans call for an extensive remodeling program whereby the food store will be enlarged and remodeled into a larger market. Altho the management has made no definite announcement as to their plans, it is supposed that they may intend to include more vending machines in the enlargement and improvement program.

Bernard Schreuer, president of the Vend-o-Mat Company here, expressed his firm's satisfaction with the location and said that his company expects even larger developments in that field.

Trade observers studying future possibilities for vending machine locations, have long been convinced that food stores are going to be increasingly good locations for vending machines. The increasing popularity of self-service in food stores and certain manufacturers' announced plans for producing coin-operated food counters, give much weight to trade predictions.

The success of the operation in Schrieber's store here is a concrete example of what the future may hold for the success of such locations.

### OPS REPORT

(Continued from opposite page) In years, trade observers anticipated a record crop yield of 66,138,000 pounds. And in Australia total tobacco acreage planted was estimated at 7,500 acres.

Here at home where buyers have been bidding on the current tobacco crops, sales were reported brisk and at ceiling prices.

Unless there should be some unfore-

## Something New in Packaging of Cigs

CHICAGO, Aug. 25.—Something new in the way of cigarette packages was revealed in the weekly list from the United States Patent Office.

The patent on a new type cigarette pack, owned by Leroy C. Bell, of Wakefield, R. I., is a flat and partially concealed tab on the package which is constructed so that a pull on the tab will break the revenue stamp and likewise open a portion of the pack, making it ready for instant use.

## Canteen Co. Reveals Program to Relocate Plant Vending Mchs.

NEW YORK, Aug. 25.—John T. Collins, manager of the New York office of the Automatic Canteen Corporation, has announced that his company has set up a program for the re-location of vending machines now housed in war plants, shipyards, military training centers in the New York area. These machines, according to Collins, will be put back into civilian outlets within a short time. The firm is now reported awaiting official notification that they may remove the machines.

At the same time Collins announced that he is having a great deal of difficulty in obtaining sufficient candy to keep the machines even partially filled. Other operators in most parts of the country report that they are experiencing the same difficulty since sugar, corn sirup, nuts and many of the other ingredients needed to make candy bars are still critically short.

seen event or condition there seems to be little doubt that the cigarette supply will return to normal this fall or early next year. This will come as welcome news to operators who have been hard put to find stock for their cig vender machines. From now on those machines should be operating more nearly at capacity than at any time since the cigarette shortage first began to pinch the nation.



"I don't see how any operator can get along without your paper."

## NORTHWESTERN

Here is an invaluable service for every operator. Regardless of what machines you operate, you'll find it a mighty wise move to keep in touch with the fast growing bulk vending field. The Northwestern is packed with vital information, service hints, ideas to help you make and save money. It's yours for the asking—just tell us what you operate.

IT'S FREE!



MORRIS, ILLINOIS

## V-V DAY

That DAY when merchandise vending machines will once again make production headlines.

### Look for the STANDARD

Through many years of service in peacetime and wartime. From light and heavy malleable iron and steel castings and refrigeration compressors to mortar shells, land mines, rocket shells, chemical shells, 90's and 155's. And now—vending machines!

### Look for the STANDARD

This new division of Lehigh Foundries was inaugurated under the able influence of men with many years experience in the vending machine industry. Men whose knowledge is being augmented at this moment by the engineering skill and production genius of Lehigh Foundries, Inc.

Look for the STANDARD cigarette machine  
Look for the STANDARD candy machine

STANDARD VENDORS  
LEHIGH FOUNDRIES, INC.

Factories at Easton & Lancaster, Pennsylvania

## FOR SALE!

### Cigarette Machine Route

125 MACHINES  
(All Standard Manufacture)

ON LOCATION  
In Southwestern Pennsylvania

\$10,000 CASH  
(Stock Extra)

BOX NO. D13, Care Billboard,  
Cincinnati 1, Ohio.

## VENDING MACHINES

for

## SANITARY NAPKINS

Packed in Envelope or  
Cardboard Box

Send us sample to be vended for  
our recommendations.

## J. B. SMITH CO.

16th & Indiana Sts., Phila., Pa.

## FOR SALE

6 "THIRST QUENCHER" CUP VENDING MACHINES  
A-1 Condition — 1940-'41 Models.

## NEHI BOTTLING CO.

TOGCOA, GA.

### CANDY VENDING

(Continued from opposite page)

Wilson, has been concerned with the sugar quotas for the final quarter of this year. For a time it seemed definite that there was going to be a further cut in civilian industrial sugar quotas. Operating as they are now, on 50 per cent of their normal supply, confectioners were naturally concerned over the prospects for a further cut.

Rumor a few weeks ago had it that the sugar quotas were likely to be cut 10 per cent more, which would mean confection manufacturers would have to operate on 40 per cent of their normal sugar supply. Such a cut would, of course, have untold bad effect on the industry.

Now, however, since the army has canceled many of its contracts, the trade feels that the quotas will remain as they are without addition or subtraction of amounts.

The fourth quarter—September, October, November and December—is usually the candy industry's biggest quarter, and a cut in quotas for that period would place them in a trying position.

### Vending Supply

Candy vending machines have been playing an important role in military posts and in war plants thruout the country. Now that many war contracts are being canceled, some of these candy venders will again be available to the civilian consumer. But the problem is, how soon will the operators be able to obtain sufficient bar supplies to meet the increased civilian demand?

Local trade made the prediction that the operators are not likely to get a boost in bar candy supplies until spring or summer of 1946 and then the increase in supply is not expected to exceed 75 to 80 per cent of the normal peacetime supply.

It is probably true, the candy trade said, that it will be 1947 before candy bars come back in sufficient quantities and the vending operators are able to get as much as they need and want. Meantime they will have to get along as best they can on the drastically reduced supply.

Big question marks in the sugar and candy industry are the sugar crops in other countries such as Cuba, the Philippines and Java. Cuba, suffering from a severe drought this growing season, has not been able to produce a capacity crop. Despite the fact, therefore, that the United States has contracted for the total Cuban sugar supply, this supply will still be short.

### No Export Help

Reports from the Philippines are equally unfavorable. Not much sugar was planted there, since the native growers faced the situation of having to get along with their Japanese overlords. As a result, unless something unforeseen happens, no large quantities of sugar will be forthcoming from the Philippines for another year. Java is in somewhat the same situation, and exports from both of these countries are not expected to help relieve the shortage here for some time to come.

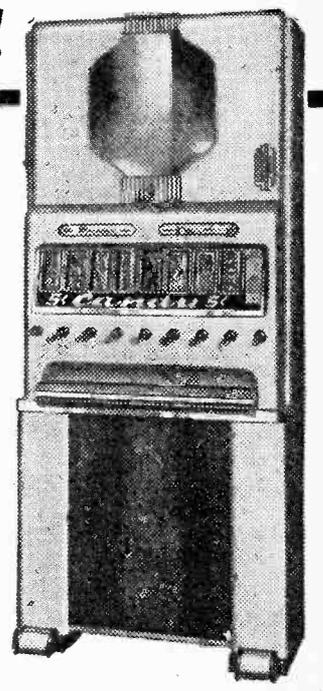
Sugar growers point out that their season is a long one—usually 18 months from the time the cane is put in the ground until it is ready for use.

Vending operators have little choice but to wait as they have been doing patiently for many months.

## ON THE WAY!

Watch for the New  
**UNIVENDORS**

They're tops for beauty . . . long life . . . smooth operation. And remember — only **UNI-VENDOR** can be set to vend candy, gum, cigarettes and other merchandise priced at from 5c to 20c. Think what a sales-stimulator this feature is! So, for bigger profits . . . greater satisfaction . . . operate the machine that "vends them all."



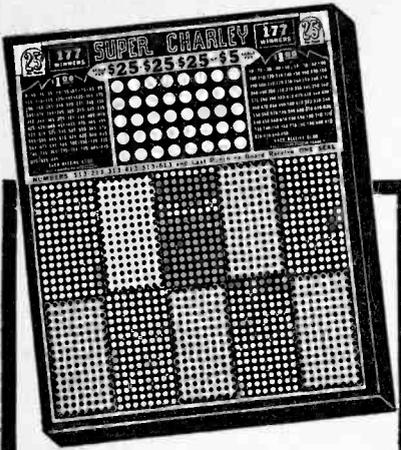
## Univendor

STONER MFG. CORP. Aurora, Illinois

## GOOD CANDIES DESERVE CLEAN MACHINES

## PAN CONFECTIONS

345 W. ERIE CHICAGO, ILL.



**SUPER CHARLEY**

**IS TERRIFIC**  
FIRST AND ONLY CHARLEY board having a SEAL jackpot

THICK board, Fine Large Ticket, Jumbo Holes, Circular Sewed Gold Foil Seals, Hand Stamped Winners. Board Size—13 in. x 15 in. SUPER CHARLEY has 170 consolations @ \$1.00 each. A 40 seal jackpot of which 7 seals are opened, including last punch on board. 3 seals @ \$25.00 and 37 seals @ \$5.00. Average per seal \$6.50. 1200 Holes @ 25c

Takes in.....\$300.00  
Average Profit..... 84.50  
Maximum Profit..... 95.00

**WRITE FOR SAMPLE TOP**

Other THICK 1200 JUMBO hole boards in 5c, 10c and 25c play:  
5c Pick-a-Fin, average profit.....\$33.05  
5c Ten Spots, average profit 31.16  
5c Win 'n' Grin, average profit..... 32.84  
10c Pick-a-Ten, average profit..... 59.40  
25c \$25.00 Special, average profit.....137.07

**IMMEDIATE DELIVERY**  
(PHONE 278)

**PROFIT NOVELTY CO.**  
FRANKFORT, INDIANA

**Williams Firm Planning To Produce New Parking Meter**

CHICAGO, Aug. 25.—Included in the post-war plans of the Williams Manufacturing Company, Chicago, is a new parking meter. The announcement that the Williams firm, manufacturers of amusement and arcade machines, is going into the manufacturing of parking meters came from Albert A. Silberman, executive vice-president.

Silberman, who was associated with the coin machine industry for many years before he accepted his present position, is one of the pioneers in the parking meter industry. Besides his interest and work with parking meters, Silberman is credited with producing a combination coin-operated humidior and cigarette machine for home use.



AL SILBERMAN

Silberman, who is well known to the trade, says that the parking meter industry really got started in 1935. He points out also that perseverance and hard work has brought success to that industry, and today he says parking meters are successfully operated in 693 cities in 40 States, where they are considered standard municipal equipment.

A recent check of publications reaching city officials indicates that there is going to be a boom in parking meters during the peace years.

At a recent meeting of coin machine manufacturers Silberman was elected chairman of a committee on post-war activities. He is a veteran of World War I, having served with the 319th Infantry of the 80th Division under General Stillwell. He received the Purple Heart, the French Croix de Guerre, as well as a Presidential unit citation.

"Post-war activities in the coin machine business look exceptionally bright," says Silberman. "This is due to many factors, one of the most significant being the introduction of new blood into the industry and the other, of course, the prospect of a healthy export business."

Several returned servicemen are now employed by Williams Company. The company has announced that they will follow a policy of giving these men preference. They believe returned servicemen will have achieved a high degree of

efficiency and skill in technical fields of operation, due to their training in things mechanical while in service.

The Williams Company produced many vital items during the war, among which were power and amplification cables, telegraph keys for Army Signal Corps and circuit testers and plastic cameras. Recently they received an additional order from the United States Navy for production of the sweep unit for Radar.

**Vet Writes Idea For Trade Views**

CHICAGO, Aug. 25.—From James A. Bukacek, Riverside, Ala., comes the following letter which will be of interest to the trade. Bukacek, as the letter reveals, is a returned veteran who saw service in the Pacific theater. *The Billboard* is reprinting many veterans' comments, in the hope that these comments will be valuable as well as interesting to the trade. The letter follows:

"Well, I am back on the job after three years in the army; two of which were in the S. W. Pacific.

"My business was saved for me by my father with the aid of kind neighboring operators. For this I am very thankful.

"What I wish to call to your attention is this: Now that the war is over and there are prospects for new machines, there is a tendency on the part of some operators and distributors who operate routes in connection with their distributing business, to sell old machines or wrecks to locations on routes of their competitors.

"This is a dangerous business to start. Not good for anyone in the juke business. It might be well if you have the space, to start a campaign against this, as there will be many old machines. We set them aside and use them for parts."

**Eastern Candy Mfgs. Are Forced to Close By Small Sugar Quota**

NEW YORK, Aug. 25.—At a meeting of the distributing committee for the East of the National Confectioners' Association, trade representatives reported that numerous small candy manufacturers are being forced to close their doors "because of the inequitable distribution of sugar."

Trade representatives pointed out that many small companies who formerly operated in Ohio, Maryland, Delaware, Virginia and Pennsylvania are now so hard hit by the shortage of sugar that they are unable to continue doing business.

All of these small manufacturers, like the larger ones, were restricted during this third-quarter to 50 per cent of their 1941 consumption of sugar. But larger manufacturers, with military orders, are managing to keep their heads above water, since military orders are not filled out of the regularly allotted civilian sugar supply. Small confectioners declare that they have put to use many kinds of sugar substitutes, but that they are no longer able to continue.

**MILLS ORIGINALS**

- 1 10c War Eagle, 2/4 ..... \$ 95.00
- 1 5c Extraordinary, Ref. G.C., C.H., 3/5 ..... 140.00
- 2 10c Extraordinary, Ref. G.C., C.H., 3/5 ..... 165.00
- 4 5c Blue Front, Fac. Reb. & Ref., 2/5 ..... 195.00
- 9 5c Blue Front, C.H., 3/5 ..... 195.00
- 1 10c Blue Front, C.H. .... 195.00
- 4 25c Blue Front, Fac. Reb. & Ref., 2/5 ..... 295.00
- 1 25c Blue Front, K.A., C.H., 3/5 275.00
- 11 5c Brown Front, K.A., C.H., 3/5 ..... 195.00
- 1 25c Brown Front, K.A., C.H., 3/5 ..... 275.00
- 1 25c Brown Front, Ref. Gold, C.H., 3/5 ..... 295.00
- 2 5c Blue Front, Ref. Gold, C.H., 3/5 ..... 175.00
- 3 5c Melon Bell ..... 195.00
- 3 5c Bonus Bell, 3/5, Like New ..... 225.00
- 3 5c Gold Chrome, 2/5 ..... 275.00
- 2 5c Original Chrome, 2/5, #448784, 454810 ..... 295.00
- 1 10c Original Chrome, 3/5, S# 464587 ..... 345.00
- 2 10c Original Chrome, 2/5, 450986, 461321 ..... 345.00
- 1 25c Original Chrome, 3/5, #458115 ..... 395.00
- 2 1c Q.T. Gold Chrome with Stands ..... 50.00
- 1 Chicago Double Revolve Around Stand ..... 75.00
- 5 Single Box Stands ..... 12.50

- JENNINGS**
- 3 5c Chief, Fac. Reb. & Ref., 2/5 ..... \$175.00
  - 4 5c Victory Chief, 2/5 ..... 195.00
  - 1 5c Mast. Silver Chief, Slug-proof, 3/5 ..... 210.00
  - 1 25c Mast. Silver Chief, Slug-proof, 3/5 ..... 275.00
  - 1 10c Silver Moon Chief ..... 250.00
  - 1 10c Chief, Ref., 3/5 ..... 150.00

**P. O. GAMES**

- 4 Longshot, P.O. .... \$300.00
- 1 5c DeLuxe Red, 3/5 ..... \$100.00
- 2 5c Comet, 3/5 ..... 80.00
- 4 10c DeLuxe, 3/5 ..... 140.00
- 10 25c DeLuxe, 3/5 ..... 195.00
- 1 25c Comet, 3/5 ..... 175.00

**MUSIC**

2 Panorams with Wipers ..... \$325.00  
1/3 Deposit With Orders.

**MITCHELL NOVELTY CO.**  
1629 West Mitchell St., Milwaukee 4, Wis.

**MATHENY SPECIALS**

- 6 Gun A.B.T. Rifle Range, extra Gun, 45-Foot Sectional Plywood Building, \$180.00 New Tubes, \$125.00 Stock of Shot, Center Moving Targets, New Barrels on all Guns, Neon Rifle Sport Sign and Transformer. Will sell complete for ..... \$195.00
- Chicago Coin Hokey, Clean ..... 180.00
- Test Pilot, Nice Condition ..... 160.00
- Dive Mobile (Bomb Tokyo) ..... 260.00
- Periscope, Like New ..... 170.00
- Tommy Gun, Late, Like New ..... 135.00
- Exhibit Card Vender, Like New ..... 32.50
- X-Ray Poker ..... 60.00

**TABLES**

- Flat Top .. \$250.00
- Big Six ..... 22.50
- South Paw ..... 52.50
- Miss America ..... 52.50
- Sink the Jap. .... 45.00
- Tall Gunner..... 47.50
- Spot Pool ... 57.50
- Trade Winds \$250.00
- Play Ball ..... 47.50
- Miami Beach ..... 47.50
- Slap the Jap. .... 45.00
- Major, '41 .. 50.00
- Parades ..... 52.50
- Champ ..... 57.50

**CONSOLES**

- Mills Blue Front, 5c ..... \$125.00
- Mills Smoker Bell, 5c ..... 60.00
- Watling Roll-a-Top, 5c ..... 100.00
- Mills Q.T., 1c, Green Front ..... 50.00
- Jennings Chief Console, 5c ..... 125.00
- Mills Roman Head, 5c ..... 125.00
- Keeney Fast Time, C.P. .... 110.00
- Big Game, F.P. .... 100.00
- Jumbo Parade, F.P. .... 92.50
- Good Luck, C.P., Rebuilt, Regulated. . 75.00

**MUSIC**

- Rock-Ola Commando ..... \$525.00
- Select-o-Matic Wall Boxes, 30 Wire ..... 6.00
- #310 Wurlitzer Wall Boxes ..... 9.50
- Mills Do-Re-Mi, Refinished ..... 120.00
- Seeburg Selectomatic, 10 Record ..... 75.00
- Buckley Wall Boxes, 111 ..... 25.00
- Wurl. #331 Bar Box ..... 22.50
- Wurl. #332 Bax Box ..... 17.50

1/3 Deposit Required on All Orders.

**MATHENY VENDING CO.**

584 W. Douglas WICHITA, KANSAS

**NEW LOW PRICES**

High Quality, 3/16 In. Crystal  
**PIN BALL GLASS**

- 20x42, Case of Nine—\$11. .... 21x43, Case of Eight—\$10.50.
- 21x41, Case of Eight—\$10. .... 23x47, Case of Seven—\$11.25.

Full Remittance With Order, F. O. B. Baltimore.

IMMEDIATE DELIVERY.

**ART NYBERG**

**CALVERT SALES CO.**

COIN OPERATED EQUIPMENT  
708 N. Howard St. Baltimore 1, Md.

**20 KELLOGG**

5c Coin Operated  
**POPCORN VENDERS**

Factory Reconditioned—Like New

This number of units makes a splendid paying business in earnings of a minimum \$100.00 weekly and up.

Sample Machine \$65.00  
Entire Lot \$60.00 Each

Two World's Fair Burch Floor Models, kettle type, large capacity. Two Burch Candy Corn Machines complete. Make offer.

**P. K. SALES CO.**

5th and Wheeling Cambridge, Ohio

**PINBALL MACHINES**

JUST OFF ROUTE!

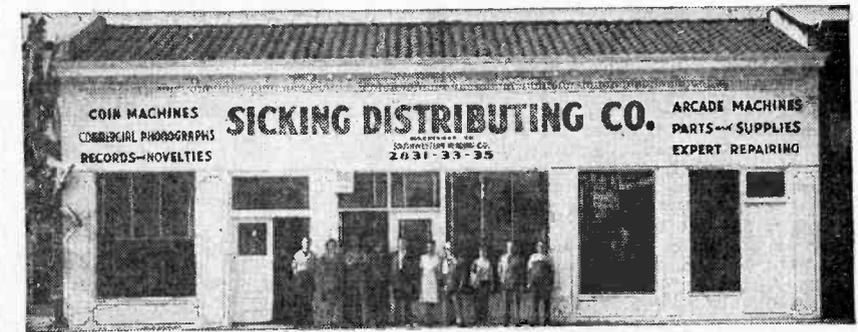
**1 BALL BALLY P. O.**

- 5 Grandstand. Ea. .... \$ 80.00
- 1 Long Shot ..... 250.00
- 3 Sea Biscuits. Ea. .... 60.00
- 2 Thistle Downs. Ea. .... 60.00
- 1 Challenger ..... 100.00
- 2 Sport Pages. Ea. .... 50.00
- 3 Mills 1-2-3. Ea. .... 35.00

1/3 Cash With Order.

**SPRING SALES CO.**

801 Spring St., N. E.  
Minneapolis 13, Minn.



FIRM MEMBERS of Sicking Distributing Company of Los Angeles are shown in front of their building. Left to right are: Jack Ryan, Marjorie Rome, Ray Tanner, Edna Drummond, Jack Simon, Joyce Kaplan, Herman Cohen, Mrs. Lillian Pookie Pomerentz, Harry A. Kaplan and Pookie Pomerentz.

**Coin Mechanic Available**

Slots, Flat Tops, Pin Tables, Novelties; all Phonographs, Amplifiers and Remotes. Expert work; reliable family man. References. BOX D11, Care Billboard, Cincinnati 1, Ohio.

**WE TAKE THE GAMBLE WHEN YOU BUY FROM US!**

Any machine we sell is guaranteed to satisfy or the shipment can be returned within five days after delivery for full cash refund or purchase price less the transportation charges.

**GET OUR NEW PRICES**

- MILLS GOLD CHROME BELLS
- MILLS SILVER CHROME BELLS
- MILLS BROWN FRONT BELLS
- MILLS BLUE FRONT BELLS
- MILLS CHERRY BELLS
- MILLS MELON BELLS
- BAKERS PACERS

**ALL MODELS— ALL COIN PLAYS**

**WE SPECIALIZE IN REBUILDING MILLS SLOTS and RACES**

**WE BUY—SELL— EXCHANGE**

**BAKER NOVELTY CO.**

1700 Washington Blvd., Chicago 12, Ill.

- 2 Mills 3 Bells, Late.....\$900.00
- 1 Super Bell, Nickel Comb..... 325.00
- 6 Evans Dominoes, Late D. D. Jp. 275.00
- 2 Paces Races, Like New, D. D. Jp. 250.00
- 1 Mills Four Bells, Original Head 425.00
- 1 Mills Four Bells, Original Head, Three Nickel, One Quarter Play 675.00
- 1 Club Trophy One Ball Free Play 300.00
- 3 Monikers ..... 65.00

One-half deposit required with order, balance C. O. D.

**NOVELTY SALES CO.**

PH. 29508

3828 Ave. 5 1/2, GALVESTON, TEXAS

**TEXAS OPERATORS**

HERE IS A REAL BARGAIN

- 1 Four Aces, State Tax Paid .....\$105.00
- 1 Yank, State Tax Paid ..... 85.00
- 1 Cobs, State Tax Paid ..... 85.00
- 1 Texas Mustang, State Tax Paid .. 65.00
- 1 A.B.C. Bowler, State Tax Paid .... 49.50
- 1 Slugger, State Tax Paid ..... 49.50
- 1 Vacation, State Tax Paid ..... 49.50
- 1 Horoscope, State Tax Paid ..... 49.50
- 1 Seven Up (Revamp to World Series) 49.50
- 1 Record Time, One Ball Free Play. 150.00
- 1 Chick Hockey ..... 150.00
- 1 Evans Tommy Gun ..... 75.00
- 1 Jap Machine (Chicken Sam) ..... 95.00
- 1 Yankee Doodle, New Revamp, One Week Old ..... 225.00

I Will Take \$1250.00 for the Entire Lot. 1/2 Deposit With Order.

**LOUIS DAMSKER**

313 E. Houston, P. O. Box 691, Tyler, Tex.

**WANTED MECHANIC**

For phonographs and remote control. Also Route Man with knowledge of minor repairs. Must be sober and reliable. Good salary. Write full particulars in first letter.

**JEFF EMERSON**  
Pal Music Co., Palatka, Fla.

**Canada, Like U. S., Has Hands Full With Reconversion Plans**

CHICAGO, Aug. 25.—Like the United States, Canada is now engaged in the business of demobilizing her war industries and getting back to a program of peacetime employment and production. And like the United States, Canada is finding difficulties in making the switch.

Canada's principal problem is to keep her national income at the same level set by war years by keeping approximately 1,000,000 more people engaged in productive employment than were engaged in those pursuits in 1939.

To maintain those levels Canada is going to have to build up a large export business. She is going to have to create and satisfy a demand for consumer goods of all kinds, since all of her factories for the past six years have been producing materials of war. The demand for consumer goods is expected to start many flourishing businesses in Canada, while plants which have already begun the reconversion process report that they are even now approaching their normal production level.

**No New Biz**

One interesting bit of news recently released from Ottawa is the revelation that something like 75 per cent of the money which the Canadian Government is distributing to veterans in the form of re-establishment grants is going into housing, home repairs, home furnishings and equipment. This 75 per cent compares to approximately 11 per cent of the funds being used to establish new businesses.

This situation as reported by Ottawa is somewhat similar to a situation in Philadelphia which was reported in these columns several weeks ago. The Veterans' Administration in Philadelphia likewise revealed that only a very small per cent—even smaller than Canada's 11 per cent—of the G.I. guaranteed loans were being used by the veterans to establish new businesses. As in Canada, the Philadelphia report pointed out that most of the G.I. loans were being made to veterans who wished to buy or build their own homes.

Canadian observers are quite concerned over the fact that only 11 per cent of that government's loans are being used to start new businesses. They point out that the veterans are reluctant to risk the difficulties of setting up new enterprises if they are offered any kind of alternative. The same explanation might be given for the small percentages of such loans granted in Philadelphia and in other areas throughout the United States. This means, of

course, that older and established businesses are going to have to absorb the greater share of peacetime business, at least for a few years to come. They are likewise going to have to absorb a part of those large numbers—both veterans and civilians—who will be looking for new jobs.

**Alberta Example**

A good example of the situation in Canada is that in Northern Alberta, where a total of \$39,048 was given to 275 veterans during the month of July. This figure brought the total of re-establishment credits used in Northern Alberta since February 1 of this year to \$172,413. But the amount of credits actually used by veterans in Northern Alberta was down to a low figure of approximately \$10,000, and the reason given for this figure is that men are becoming more cautious about the way they spend these grants. During the month of July not one business was purchased by the veterans of Northern Alberta.

Export traders in the United States are naturally interested in these Canadian developments. It is likely to presume that Canada will be an even larger market for U. S. exports during the immediate peace years than it was prior to the outbreak of World War II. Coin machine exporters in this country may find the demand for their machines even greater than it was before 1939, when Canada was the largest importer of United States-made coin machines.

**FOR SALE**

- Bally Hi Hands, Conv. ....\$175.00
- Bally Hi Hands, Free Play ..... 150.00
- Bally Club Bells ..... 275.00
- Keeney Super Bells, Single 5c ..... 300.00
- Keeney Super Bell, 5-5, F.P., Conv. 550.00
- Keeney Super Bell, 5-25, F.P., Conv. 575.00
- Mills Four Bells, 4-5c ..... 450.00
- Jennings 5c Silver Moon, Conv. .... 100.00
- Keeney Air Raider ..... 175.00
- Mutoscope Sky Fighter ..... 240.00
- Keeney Submarine Gun ..... 160.00
- Wurlitzer Wall Boxes, 5-10-25 ... 225.00
- Keeney Wall Boxes ..... 5.00
- Buckley Lite Up Boxes, Like New .. 20.00
- Seeburg (Minus 70L7 Tube) ..... 5.00
- Wurlitzer 616, Refinished ..... 225.00
- Kirk Scales, Astrology (Tall) ..... 100.00
- Groetchen Metal Typer Discs. Per M 15.00

**BILL FREY, INC.**

140 N. W. 1ST STREET  
MIAMI 25, FLA.

**FAST-ACTION**

Jar Deals, Bingo Tickets, Counter Deals, Tip Books, Punchboards, Merchandise Deals

Write for Catalog and Prices

Please State Your Requirements If You Are Interested in Specific Items.

**Wilner Sales Co.**

715 N. ELM ST. MUNCIE, IND.

**D. P. PHOTOGRAPHERS**

Eastman D.P. Paper. 250 foot rolls. 1 1/2", \$5.56; 2 1/2", \$8.89; 3", \$10.70; 3 1/4", \$11.31; plus tax. Also D.P. Cameras, Enlargers, Lenses, Chemicals, Backgrounds, Frames, Mounts, etc. Prompt shipments anywhere. Send for new catalog.

**Memphis Photo Supply Co.**  
Memphis 3, Tenn.

**COMPLETE**

**Coin Machine REPAIR SERVICE**

48 HOUR AMPLIFIER SERVICE

WE CAN NOW CHANGE YOUR 5¢ JUMBO TO 25¢—WORK GUARANTEED.

**LEWIS COIN MACHINE SERVICE**  
formerly

M & L Coin Machine Repair Service  
3924 W. Chicago Ave. Chicago 51, Ill.  
Belmont 7005



★  
**BACK THE MIGHTY 7th BUY WAR BONDS**



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# Coke Medicine, Supreme Court Rules in Mexico

MEXICO CITY, Aug. 25.—Coca-Cola has been established as a drug or medicine in Mexico, as well as a popular drink. A Supreme Court ruling gave coke its new status. The ruling came after Coca-Cola had protested the production of a medicinal product under the name of Cocco-Coll, claiming it represented its own name too much and as a result might be confused. Because of the court ruling, the Department of Economy has refused to register Cocco-Coll and the product will have to be issued under a new name.

### Other Mexican News

Leading hotels today reported that hundreds of U. S. tourists are being turned away without lodging because of the season's exceptionally heavy trade. It was estimated that there are 10,000 U. S. tourists vacationing here at present, including 2,000 students from U. S. schools taking courses at the University of Mexico summer school.

Representative Mexican bankers estimate approximately 3,881,500,000 pesos (\$800,000,000) are in circulation in the Republic. This represents an all-time record. Money in circulation has increased \$140,000,000 in one year, bankers said. Much of the increase in paper money is due to the dollars sent by Mexican day laborers in the U. S. A dollar represents 4.85 pesos. Profiteering and black market operations have brought high prices to consumers and created artificial scarcities, the bankers said.

Federation of National Chambers of Commerce disclosed that exports had improved slightly in the first four months of this year compared with the same period last year. Exports rose from \$42,800,000, while imports fell from \$25,400,000 to \$21,600,000, the chamber report said. An increase was noted in sugar imports.

Exportation of Mexican clothing to the United States has been increased in the last several months. Underclothes, shirts and gym shorts are being sent to the U. S. in large quantity. The shirts are sold to U. S. wholesalers at \$4.95 a dozen. All cloth used in the clothing is Mexican made.

Cyclonic disturbances on the West Coast of Mexico has caused the loss of tobacco crops and the destruction of stored tobacco. This has brought about an extraordinary demand for tobacco in Mexico. A good yield is looked for next crop, however, as many of the West Coast farmers have shifted from corn to tobacco, figuring the scarce market will bring a good price.

# Copies of Patents Are Now Available At Commerce Dept.

CHICAGO, Aug. 25.—Printed copies for more than 2,000,000 patents are now available, according to an announcement from the Department of Commerce, which likewise said that many manufacturers and trade groups are searching the lists of patents for inspirations on post-war products.

In the fiscal year ended June 30, 1945, sales of patent copies had reached a total in excess of 4,000,000. This figure does not include subscription and exchange copies.

Department of Commerce officials likewise announced that all available copies of patents, except those covered by the 17-year patent law, are now being subjected to search. These printed available copies date from 1836.

Manufacturers have been showing an almost unprecedented interest in patents, as they search for new products to be manufactured during the peace years.

- 16 Late Model Galloping Dominos, Two-Tone Cabinets, J.P. Ea. \$200.00
  - 1 Galloping Domino, Brown Cabt., J.P. .... 150.00
  - 5 Galloping Domino, Brown Cabt., No J.P. .... 120.00
  - 1 Mills Four Bells, Four Nickels 550.00
  - 1 Evans Lucky Lucre, Brown Cabt., Five Nickels, Glass Cracked ..... 100.00
  - 3 Jennings 4 Star Chiefs, 5c .. 100.00
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  - 14 Columbia Gold Awards ..... 32.50
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- 3—Blue F, Rebuilt ..... 5c
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- 1 American Derby ..... 100.00
- 4 Pacemakers, Ea. .... 75.00
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- 1 50¢ Brown Front, Serial #472343 .. \$500.00
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| 1 Bally Defender                               | 225.00   |
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| 5 Bowl-a-Bomb                                  | 125.00   |
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Want to buy Blue and Gold Vest Pockets, Chrome .. \$35.00	Want to buy Green Vest Pockets, Chrome .. 40.00
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**GORGEOUS GOLD CHROMES**

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## Patent Gazettes Crammed Full As Inventors Rush Their Work

CHICAGO, Aug. 25.—Latest indication of the large number of new products, designs and methods which are likely to hit the market in a few months are the recent numbers of the United States Patent Office *Official Gazette*. *Gazette* for August 14 contains approximately 700 pages, more than twice as many as the preceding edition.

August 7, 14 and August 21 patent *Gazettes* contain records of inventions that are of interest to the trade. *Gazette* lists a safety timing mechanism for magnetic wire recorders, filed in the name of Marvin Camras of Chicago and assigned to the Armour Research Foundation of this city. The timing mechanism is still another development in the new field of wire recorders which is being explored by the Armour Foundation and the Illinois Institute of Technology, both of Chicago. The juke box trade has been particularly interested in watching latest developments in both wire and tape recording fields, since both of those inventions may offer possibilities for trade use some time in the future.

George H. Mitschman, of Lima, O., has recorded a bottle dispensing machine and assigned it to the S. & S. Products Company of Lima. Mitschman lists 12 claims on the machine, which is operated by a coin slot.

Mahlon W. Kenney, of Oak Park, Ill., and Herman G. Jensen, of Chicago, have registered two patents on selectors for automatic phonographs, both of which were assigned to the J. P. Seeburg Corporation. Both patents list 21 claims and are registered as Nos. 2,382,487 and 2,382,488.

A noticeable increase in the number

of patents registered for the coin machine trade, as well as for all other trades, can be expected now that manufacturers are eying peacetime production.

Carl E. Lebrecht, of San Antonio, Tex., has registered a dispensing device for pencils. Lebrecht lists one claim for the mechanism which is described in the patent release as manually operated, but which could be easily adapted to a coin slot. The pencil dispensing device is No. 2,380,533 in the Patent Office.

Walter Von Stoesser, North Tonawanda, N. Y., and Fred H. Osborne, Snyder, N. Y., have registered a drink measuring device which they assigned to the Rudolph Wurlitzer Company, North Tonawanda, N. Y. This patent is No. 2,380,884 and lists 10 claims.

Two other recent patents, one for a newspaper vending machine and the other an empty lock for vending machines, have just been published by the U. S. Patent Office.

Ernest H. Thompson, of Winnetka, Ill., filed five claims for his empty lock which provides for a semi-automatic lock of a vending machine once the products in that vending machine have been sold. This is patent No. 2,383,229.

Newspaper vending machine was registered by Daniel D. Cameron, of San Francisco. He lists 10 claims, and the invention is No. 2,382,959.

Newspaper vending machines have long been a dream of the vending trade, and England produced and put on location a type of newspaper vender. Project has since been reported abandoned, but the trade's interest continues to run high on this subject.

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10c, \$225.00; 25c	250.00
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Pace Club Consoles, 5c	139.50
10c	159.50
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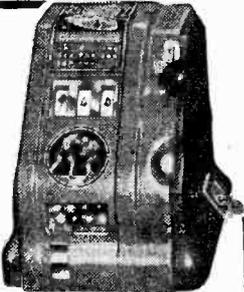
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1 850	\$825.00
1 750E	740.00
1 800	725.00
1 600R	395.00
1 Wurlitzer 24, Refinished	325.00
1 Rock-Ola Imperial, Refinished	225.00
15 Seeburg 5c Wall-o-Matic Boxes @ \$35.00 or Lot for	475.00
15 Buckley Late Boxes, Complete and 23 incomplete Lot for	225.00
6 Wurlitzer 125 Boxes, Lot	90.00
22 Rock-Ola Boxes, Old and Late Types, Some Parts Missing, Lot	50.00
5 Packard Playmor Boxes, Perfect, Lot	115.00
1 Rock-Ola Playmaster and Spectravox, Comb. Perfect	395.00

ONE-HALF DEPOSIT MUST ACCOMPANY ALL ORDERS . . .

**HEATH DISTRIBUTING CO.**

217 Third Street Phones 2681 and 1611 Macon, Georgia

Bally Roll 'Em	\$ 99.50	Mills Jumbo Comb., Cash P.O. & F.P.	\$184.50	Paces Reels, Comb., Factory Rebuilt	\$325.00
Bally Big Top, F.P. or C.P.	139.50	Jennings Liberty Bell, Cash Payout	78.50	Mills 5c Original Gold Chrome	295.00
Bally High Hand	189.50	Watling Big Game	97.50	Jennings Club DeLuxe	185.00
Bally Club Bell	289.50	Paces Races, Black Cabinet	78.50	Victorious	125.00
Evans Jungle Camp	94.50				
Jenn. Silver Moon	119.50				

Bakelite and Metal Pickups for Rock-Ola and Mills Phonos (With Your Old One), Each \$5.00

Zip Cord (Approved) Spool of 250 Ft. Roll 7.50

5-Wire Cable, Per Ft. .20

Glasses for Big Tops (Fruit Reels) 9.00

**ARCADE EQUIPMENT**

Circus Romance	\$239.50	Midway Grand Canyon	79.50	Idaho	Oklahoma
Keep 'Em Punched	159.50	Santa Fe	129.50	Arizona	Wagon Wheels
Tall Gunner	129.50	Brazil	179.50	Flat Top	Trade Winds
Keeney Air Raider	179.50		39.50	Streamliner	
Evans Ten Strike	39.50				

**ABOVE MERCHANDISE IS OFFERED SUBJECT TO PRIOR SALE!**

**B. D. LAZAR COMPANY**  
1635 FIFTH AVENUE (Phone: GRant 7818) PITTSBURGH 19, PA.

<b>NEW REVAMPS</b>	<b>5-BALL PIN GAMES</b>	<b>ARCADE EQUIPMENT</b>
Flat Tops \$249.50	5 Marvel Baseball \$149.50	Bally Torpedo \$129.50
Casablanca 199.50	2 Sky Riders 159.50	1 Supreme Gun 129.50
American Beauties 199.50	1 Pin-Up Girl 145.00	1 Scientific Baseball, Ref. 75.00
Eagle Squadron 179.50	1 Sky Chief 110.00	1 Scientific Batting Practice 84.50
Big Three 249.50	1 Air Circus 149.50	5 Seeburg Jap Guns 99.50
<b>FLOOR SAMPLES</b>	1 Marines at Play 189.50	1 Keeney Texas Leaguer 39.50
3 Spot-Cha \$169.50	1 Arizona 189.50	1 Zingo 229.00
1 Eagle Squadron 159.50	1 Brazil 189.50	1 Air Raider 135.00
2 Casablanca 169.50	8 Victorious 1945 119.50	1 Seeburg Shoot the Chute 99.00
1 American Beauties 169.50	2 Flying Tigers 149.50	
1 Pitch Em & Catch Em 189.50	1 P&S Shangri-La 109.50	
1 Big Three 209.50	1 Torpedo Patrol 109.50	
1 Flying Tigers 169.50	1 Bombardier 109.50	
	1 5-10-20 110.00	

**MUSIC**

8 Wurlitzer 500 Victory Cabinets	\$525.00
Wurlitzer 24 Hideaway Adapter Light-Up Speaker, 3-320 Boxes, Complete Music System Overhaul, Clean	359.50
3 Twin Twelve Steel Cabinets, Adapter Amp. Stp. Each	150.00

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Coin Operated Pool Tables, 3 1/2 Ft. by 7 Ft., Standard Balls and Sticks, Perfect Blates, New Covers, Crated, Ready for Location One-Half Deposit With Orders, Balance C. O. D. or Slight Draft.

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**AL ENGELN, ACE MUSIC**  
P. O. BOX 822 PHONE 6-0915 NASHVILLE 3, TENN.

**FRANK O'BRIEN**

**Anniversary Sale**

**GENUINE MILLS PARTS**

SLIDES	\$ .25
(Complete Sets with Shims and Covers)	8.50
SLIDES, 5c. Per Set	7.50
UNBREAKABLE JACK POT GLASS	1.00
REEL GLASS (Set of 3)	.50
ESCALATOR GLASS	.40
CLOCK SPRINGS	.15
MAIN OPERATING SPRINGS	.15
ESCALATOR SPRINGS	.15
HANDLE SPRINGS	.15
CLUB HANDLES	3.00
S. P. DISCS (Set of 3)	4.50
DRILL PROOFING (Set)	3.00
GOLD CHROME CABINETS	9.50

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All Thoroughly Checked. Rails Scraped and Sheffacked.

SPORT SPECIALS	\$159.50
DARK HORSES	174.50
BLUE GRASSES	174.50
CLUB TROPHIES	250.00
THOROUGHBREDS	525.00

**SLOTS**

(All Mills Slots Listed Have Been Refinished, Have K. A., C. H., D. P.)

**5c PLAY**

VEST POCKETS (Green)	\$ 42.50
BROWN FRONTS, 3/5	184.50
GOLD CHROMES	234.50
ORIGINAL CHROMES	234.50
PACE ALL STAR COMETS, 3/5	90.00
PACE DE LUXES	110.00

**10c PLAY**

PACE DE LUXE (Slug Proof)	\$100.00
COLUMBIA (G. A.)	59.50
PACE DE LUXES	120.00
PACE ALL STAR COMETS	100.00

**25c PLAY**

BROWN FRONTS, 3/5	\$300.00
GOLD CHROMES	300.00
ORIGINAL CHROMES	300.00
PACE ALL STAR COMETS	175.00
PACE DE LUXES	195.00

**CASTINGS (New)**

GOLD CHROMES	\$54.50
--------------	---------

(Complete 3 Pieces, Money Cup, Diamonds, Price Marker, Award Card, Cabinet. Everything Brand New.)

**CASTINGS (Used)**

WAR EAGLES (Upper)	\$5.00
WAR EAGLES (Lower)	5.00
ROMAN HEAD (Upper)	5.00
ROMAN HEAD (Lower)	5.00

**ALL ORDERS MUST BE ACCOMPANIED WITH 50% DEPOSIT, BALANCE C. O. D.**

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A TESTED WINNER!  
SKEE BARREL ROLL**

The only Skee Alley Game that offers real skilled competition because player can increase his score by rolling ball into the revolving barrel instead of just playing the field. Location tests prove the appeal of this well constructed and beautifully designed legal game.

- 10' 6" long (two sections)
- A tried & tested winner on location
- Revolving Barrel supplies keen score competition
- Beautifully finished with chrome trim
- Almost 100% silent in operation

**JOBBER'S PRICE**

**\$389.50**

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Distributors  
Write for  
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**WILL PAY  
\$20.00  
FOR  
GENCO  
GAMES**



- Fool proof ball release
- Custom Built by cabinet makers
- Intriguing Backboard Light-Up in 7 flashy colors
- Legal everywhere

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DISTRIBUTING CO.**

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**"PILOT TRAINER"  
IS NOW ON LOCATION AT  
SCHAEFFER'S  
BROADWAY SPORTLAND**  
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See This Sensational Amusement Device in Action!  
Orders will be filled in the rotation received!

**FOR QUICK DELIVERY—ORDER TODAY!**  
\$850.00 F. O. B. N. Y.  
Pilot Trainer is fully protected by U. S. Letters of Patent.

**Pilot TRAINER SALES Co.** 2 COLUMBUS CIRCLE  
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**TUBES and ACCESSORIES**

*Complete Line of Phonographs and Parts*

**NEW ACCESSORIES**

8 MFD. Cond. (Tub. Can), 450V	.....\$1.25	Micro Switches, Any Color	.....\$1.00
8 MFD. Cond. (Tub. Can), 600V	.....1.75	Micro Pick-Ups (Metal)	.....4.00
16 MFD. Cond. (Tub. Can), 450V	.....1.75	Micro Pick-Ups (Bakelite)	.....4.75
16 MFD. Cond. (Tub. Can), 600V	.....2.50	2 Wire Rubber Covered Zip Cord, Ft.	......02 1/2
8 MFD. Cond., 450V	......70	8" P.M. Speakers	.....4.50
16 MFD. Cond., 450V	......80	10" P.M. Speakers	.....8.50
20-20 MFD. Cond., 150V	......85	12" P.M. Speakers	.....9.50

**TUBES FOR THE COIN MACHINE INDUSTRY**

01A .. \$ .55	2A4G \$1.75	6F8 .. \$ .60	117L7 \$1.85	35L6 \$1.00	45 .. \$ .80
024 .. 1.25	3Q5 .. 1.00	6G6 .. .50	117P7 1.85	35Z3 1.30	46-47 1.10
C.E. 23 for	5U4 .. .85	6H6 .. .65	117Z6 1.60	35Z5 .. .80	70L7 1.95
Chicken	5V4 .. 1.25	6J5 .. .60	12A8 1.00	50L8 1.10	50 .. 1.00
Bams \$1.65	5X4 .. .75	6J7 .. .75	12K7 1.00	50Y6 1.10	56 .. .65
1A5 .. 1.25	5Y3 .. .60	6K7 .. .85	128A7 1.15	50Y8 1.10	57 .. .90
1A7 .. 1.80	5Z3 .. .90	6L6 .. 1.15	128J7 .75	24 .. .85	58 .. .90
1C5 .. 1.10	5Z4 .. .90	6Q7 .. .90	128K7 .85	26 .. .75	59 .. .85
1H4 .. 1.00	6A8 1.35	6SC7 .85	128Q7 .85	27 .. .55	76 .. .80
1H5 .. 1.30	6A8 1.00	6SK7 .80	128R7 .70	30 .. 1.00	77 .. .90
1LA6 2.35	6C5 .. .85	6SQ7 .90	14A7 1.50	32 .. .75	78 .. .90
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1LE3 1.75	6C8 1.25	6X5 .. .85	25L6 1.30	38 .. .60	80 .. .65
1N5 .. 1.60	6D6 .. .80	7A8 1.30	25Z5 1.00	39/44 .50	83 .. 1.00
1Q5 .. 1.60	6F5 .. 1.00	70L7, Adpt.,	25Z6 1.00	41 .. .85	83V .. .75
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**Rebuilt from—  
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**Be First With This New Money-Maker**

**Wire—Write—Today**

**PIONEER COIN MACHINE COMPANY**

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... for helping us move to our NEW address. You bought enough equipment in the past few weeks to make our moving job a lot easier ... and we in turn shipped you machines that were clean thruout and mechanically perfect.

We shall continue to give you the same fine service on NEW and USED equipment in the future as we have in the past 15 years as distributors in the coin machine industry.

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**BELL PRODUCTS**

**COMPANY**

**2000 N. OAKLEY**

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20 Fairgrounds .....	@ 22.50	Stewart-McGuire 5-Col. R. @	22.00
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5 Thistledown .....	@ 55.00	DuGrenier 7-Col. WD... @	42.00
20 Grand Stand .....	@ 55.00	DuGrenier 9-Col. W. .... @	42.00
1 Pace Maker .....	@ 55.00	Rowe 6-Col. Imperial... @	42.50
1 Pace Races .....	@ 60.00	Rowe 8-Col. Imperial... @	47.50
1 Bally Ray's Track... @	65.00	Rowe 8-Col. Royal .....	49.50
5 Grand National .....	@ 70.00	Stewart-McGuire 10-Col.	
1 Pace Reels Payout... @	85.00	Dualway .....	@ 49.50
(Special Price for Entire Lot)		DuGrenier 9-Col. WD... @	50.00
3 1c Rock-a-Way .....	@ \$ 9.50	Rowe President .....	@ 85.00
4 1c Mercury .....	@ 12.50	DuGrenier 11-Col.	
2 1c Marvels .....	@ 12.50	Champion .....	@ 85.00
2 5c Marvels .....	@ 12.50	1 Complete Mills Adapter	
1 5c Jennings Counter Game		with 4 Bar Boxes	
—Cigarette Symbols. @	17.50	for Empress .....	110.00
1 5c-10c-25c Mills		1/3 deposit with order, balance	
Kounter King .....	@ 12.00	C. O. D.	
1 1c Pace Comet .....	@ 35.00		

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- 616 WURLITZER—LIGHT UP ..... 225.00
- 16-RECORD ROCK-OLA ..... 150.00
- REX'S STRIP TEASE ..... 250.00

(CRATING EXTRA)



**MICRO SWITCHES**

For Rock-Ola and Wurlitzer Phonographs  
In Lots of 6 or more, \$1.00 ea.

**LIMITED QUANTITY!**

2051 TUBES.....\$1.95 EA.

L-265 Supplier's Certificate Required.

Main Fiber Gears for Wurlitzer Phonographs.  
\$5.00 Ea.

12" Jensen PM Speakers, 21 Oz. Magnet.  
\$12.50 Ea.

**2-WIRE RUBBER COVERED RIP CORD,**  
500 Ft. Rolls  
**2c Per Ft.**

**#219—2½ Volt Filament Transformer**

110 Volt A.C. Primary to 2½ Volt Output.  
For filament supply for any amplifier using  
2½ Volt filament tubes. Size 2"x1½".

**\$3.25 EACH**

**ROCK-OLA RECTIFIERS**

for 1937 to 1940 D. C. Remote Control  
Power Supply Units. Eliminates wrong  
selection. \$7.50 Each.

1/3 Deposit, Balance C. O. D., F. O. B. Phila.

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PHILADELPHIA 30, PA.

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There is an old saying, "Everything comes to him who waits," and to you, Mr. Coin Machine Operator, the time for operating new Mills Bells is fast approaching. You have been patient and loyal through this long emergency, and you are deserving of the best. That, you will get when the new Mills Bells—Black Cherry, Golden Falls and Club Royale are part of your money-making coin equipment.

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**NOW THAT VICTORY IS HERE!**

PRODUCTION ON

**FLAT-TOP**

AND

**CIRCUS ROMANCE**

WILL BE STEPPED UP!

CONTINUE SENDING THESE 8 USED GAMES:

MYSTIC — CRYSTAL — PURSUIT — PAN AMERICAN  
ATTENTION — SILVER SKATES — MASCOT — AIR FORCE

P. S.: NO "BRAND NEW" GAMES UNTIL 1946

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**MILLS**

**ORIGINAL SLOTS**

RECONDITIONED—Guaranteed  
By Our 48 Years of Experience

WRITE FOR PRICES

- 8 5c GOLD CHROMES
- 7 10c GOLD CHROMES
- 9 25c GOLD CHROMES
- 8 5c BROWN FRONTS
- 4 10c BROWN FRONTS
- 12 25c BROWN FRONTS
- 3 5c BLUE FRONTS
- 5 10c BLUE FRONTS
- 8 25c BLUE FRONTS

All above Machines have Knee Action, Club  
Handles and Drill Proof.

18 5c Q. T.'s, Originally  
Blue Made Glitter  
Gold .....\$89.50

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12 25c Q. T.'s, Same as  
Above, but with SPE-  
CIAL 3/5 PAYOUT. WRITE

18 VEST POCKETS  
Blue and Gold .....\$59.50

1/3 DEPOSIT MUST ACCOMPANY ALL ORDERS

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**PARTS**

**FOR MILLS SLOTS**

- Vest Pocket Coin Chute, 5¢ .....\$3.25
- Reward Cards, 1 Cherry or 3/5 P.O. .... .20
- In Lots of 100, Each ..... .10
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So Only One J.P. Will Show. .... 2.50
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- Large Cash Boxes ..... 2.00
- Payout Tubes With Hopper, 5, 10, 25¢. 3.75
- Knee Action Parts for Your Old Lovers,  
Set ..... 3.75
- Jack Pot Glass ..... 1.25
- Escalator Glass and Reel Glass ..... .50
- Reels, Completely Assembled With Pay-  
out Discs, Stop, Stars, etc. (1 Cherry,  
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- Jack Pot Complete, Ready to Put On  
Castings, 5¢, 10¢, 25¢ ..... 22.50

**SPRING KITS**

- Large Assortment of Various Springs ... 6.75
- Bolts, Nuts, Rivets, Cotter Pins and Large  
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Write for Complete Price List of  
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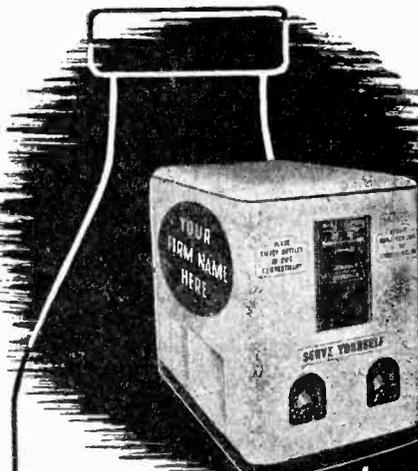
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**THE  
JENNINGS  
COIN-OPERATED  
DAIRY DRINK  
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**INDUSTRIAL PLANTS** and other big-volume locations welcome installations of JENNINGS DAIRY DRINK DISPENSERS! . . . **DAIRIES** welcome the opportunity of servicing your route of machines on a wholesale basis . . . **THE PUBLIC** welcomes refreshing dairy drinks when available at all hours . . . **ENTERPRISING OPERATORS** will investigate this opportunity now while there is still elbow room in this new operating field!

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Please send information on JENNINGS DAIRY  
DRINK DISPENSER, prices, operating plans and  
profit opportunity in this new operating field.

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**NEW LIST—NEW PRICES**

**MUSIC—ARCADE EQUIPMENT—GUNS—MISCELLANEOUS**

MUTO. SKY FIGHTER, PERFECT .....	\$275.00	EXH. MERCHANTMAN DIGGER .....	\$ 79.50
MUTO. ACE BOMBER, PERFECT .....	275.00	KEENEY WALL BOXES, Complete .....	5.00
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MILLS THRONES, A-1 .....	385.00	WURLITZER 61 & STAND .....	149.50

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<b>CONSOLES</b>		<b>NEW SPORTSMAN</b>	
'38 TRACK TIMES .....	\$119.50	LONG SHOT .....	\$ 350.00
JUMBO PARADE, F.P., LATE HEAD .....	119.50		345.00
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JUMBO PARADE, C.P., Late Head .....	119.50	<b>NEWLY REBUILT MILLS GOLD</b>	
BAKER'S PACERS, D.D. .....	209.50	CHROMES, 50c .....	WRITE
10c SARATOGA .....	179.50	NEW! PACE 50c & \$1.00 BELLS .....	WRITE
BALLY ROLLEM .....	129.50	5c CHIEF 4-STAR, Fac. Reb. ....	225.00
5c PACE SARATOGA, CASH .....	119.50	5c ALL STAR COMET, REF. ....	109.50
5c BROWN PACES RACES .....	169.50	10c ALL STAR COMET, REF. ....	119.50
WESTERN AFRICAN GOLF .....	99.50	25c ALL STAR COMET, REF. ....	129.50
MILLS BOX STANDS .....	19.50	5c PACE DEL. SLUG PROOF .....	139.50
JENN. SILVER MOON, F.P. ....	109.50	10c PACE DEL., SLUG PROOF .....	159.50
MILLS FOUR BELLS, 4-5c, A-1 .....	525.00	5c WAR EAGLES, REB. ....	149.50
<b>ONE BALLS</b>		25c ORIGINAL CHROME, PERFECT .....	375.00
LONGACRES & THOROBREDS .....	\$565.00	25c WAR EAGLE, REF., 3-5 .....	265.00
SPORT KING .....	300.00	5c BLUE FRONTS, Orig., S.J., C.H. ....	189.50
BLUE GRASS .....	195.00	10c BLUE FRONTS, ORIG., S.J.C.H. ....	239.50
DARK HORSE .....	185.00	25c BLUE FRONTS, ORIG., S.J.C.H. ....	289.50
THISTLEDOWN .....	79.50	5c BROWN FRONT, ORIG., S.J.C.H. ....	235.00
PIMLICO .....	395.00	10c BROWN FRONT, ORIG., S.J.C.H. ....	275.00
'41 DERBY .....	340.00	25c BROWN FRONT, ORIG., S.J.C.H. ....	325.00

**WANTED!** PURSUIT, CRYSTAL, MYSTIC, PAN AMERICAN, ATTENTION, SILVER SKATES, MASCOT AND AIR FORCE @ \$35.00. LEADER, ZOMBIE, STARS, DO-RE-MI, DOUBLE PLAY, DUPLEX, SUN BEAM, SKY BLAZER AND WEST WIND @ \$40.00. GROETCHEN METAL TYPERS @ \$125.00.

<b>USED PIN GAMES</b>		<b>NEW REVAMPS</b>		<b>USED PIN GAMES</b>	
JEEP .....	\$129.50	FLAT TOP .....	\$249.50	KNOCK OUT .....	\$129.50
SNAPPY .....	59.50	SANTA FE .....	249.50	SEVEN UP .....	57.50
STRATOLINER .....	49.50	ARIZONA .....	249.50	'41 MAJORS .....	59.50
BIG CHIEF .....	49.50	BRAZIL .....	249.50	KEEP EM FLYING .....	149.50
FOUR ROSES .....	64.50	OKLAHOMA .....	249.50	A.B.C. BOWLER .....	59.50
SEA HAWK .....	59.50	MARINES .....	159.50	5-10-20 .....	129.50
BIG PARADE .....	134.50	MARV. BASEBALL .....	119.50	VICTORY .....	94.50
FOUR ACES .....	129.50	YANKEE DOODLE .....	249.50	INVASION .....	109.50
YANKS .....	99.50	COVER GIRL .....	229.50	NEW CHAMP .....	57.50
DUDE RANCH .....	49.50	STREAMLINER .....	249.50	METRO .....	49.50

ONE-HALF DEPOSIT WITH ORDERS, BALANCE C. O. D. OR SIGHT DRAFT.

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**PRICED TO UNLOAD FAST**

➔ **EVERYTHING MUST GO** ➔

**700 MILLS ORIGINAL SLOTS**

MILLS 5c BLUE FRONTS .....	\$119.50
MILLS 10c BLUE FRONTS .....	129.50
MILLS 25c BLUE FRONTS .....	149.50
MILLS 50c BLUE FRONTS .....	395.00

★ WE HAVE Mills Brown Fronts, Mills Cherry Bells, Mills Bonus Bells, Mills Club Consoles, Mills Original Gold Chromes, All in 5c, 10c, 25c and 50c Play.

**PRICED RIGHT TO MOVE FAST**

Write, Wire or Phone Your Order Today  
Ask for Harold Perkins

1/3 DEPOSIT WITH ALL ORDERS

REFERENCE: FIRST NATIONAL BANK OF CHICAGO

*American Amusement Co.*

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**George E. Schnabel**

is NOW READY FOR POST WAR BUSINESS!

In our new quarters, streamlined to accommodate the largest quantity of new machines to ever appear in the Northwest.

We are geared to high speed efficiency for successfully distributing your products in the post-war era.

We are in a position to enjoy the advantages offered by the prestige and an enviable reputation coming from a policy of customer consideration and reliable service.

We are in an extremely fertile area for post-war business. The future possibilities of the great Pacific Northwest can be summed up in the phrase—"There is plenty of business to be had here!"

With such ideal sales conditions we are not wasting a minute in presenting these facts to you and inviting your communications.

**WE KNOW WE CAN BE OF GREAT SERVICE TO YOU!**

**PUGET SOUND NOVELTY COMPANY**

114 ELLIOTT AVE., WEST, SEATTLE 99, WASH.

**TUBULAR COIN WRAPPERS**

FOR IMMEDIATE DELIVERY! ORDERS FILLED IN ROTATION ONLY! RUSH YOUR ORDERS!

<b>PACKING</b>		<b>PRICES</b>	
50c PENNIES .....	19 M to Case	<b>CASE LOTS SHIPPED, ONE DENOMINATION TO CASE.</b>	
\$2.00 NICKELS .....	17 M to Case	1 CASE .....	65c Per M
\$5.00 DIMES .....	20 M to Case	3 CASES .....	60c Per M
\$10.00 QUARTERS .....	15 M to Case	6 CASES .....	53c Per M
		15 CASES .....	50c Per M

ORDER IN QUANTITIES CONFORMING TO ABOVE PACKING IF POSSIBLE.

Less Than Case Lots. Assorted Denominations, 70c Per M.

PROJECTION LAMPS FOR PANORAMS, 200 HOUR, 750 WATT. Each ..... \$ 3.75  
REBUILT RECTIFIERS—WHILE THEY LAST. Each ..... 1.50  
AEROPOINT PHONO NEEDLES, #111, 38¢ Ea. Per 100 ..... 35.00

**BLOCK MARBLE CO**

1527 FAIRMOUNT AVE. PHILADELPHIA 30, PA.  
Get it from BLOCK—They have it in stock!

★ ★ ★ **SPECIAL** ★ ★ ★  
**Micro Type Switches**

<b>S.P.S.T.—Red for Wurlitzers</b>		<b>S.P.D.T.—For Wurlitzers or Rockolas</b>	
Quantities	Price Ea.	Quantities	Price Ea.
1 including 4 .....	\$ .85	1 including 4 .....	\$1.00
5 " 14 .....	.73	5 " 14 .....	.84
15 " 39 .....	.64	15 " 39 .....	.75

SATISFACTION GUARANTEED. FOR LARGER LOTS, WRITE

1/3 DEPOSIT ON ALL C. O. D. ORDERS.

WRITE FOR OUR LATEST PRICE LIST OF TUBES AND PARTS

**ALLIED ELECTRONICS COMPANY**  
67 WEST 44th STREET Phone: Murray Hill 2-0755 NEW YORK 18, N. Y.

*Plenty of Take  
with  
Teasin*

1050 G L HOLES  
25c PLAY  
SPECIAL THICK  
Form No. 11908

Takes in ..... \$262.50  
Ave. Payout.. 161.64  
PROFIT..... \$100.86



**HARLICH**

1413 West Jackson Blvd.  
Chicago 7, Illinois

**THESE PHONOGRAPHS SOLD WITH LOCATIONS OR WILL BE PULLED IF SO DESIRED!**

5 Rock-Ola Masters .....	\$439.50	10 Wurlitzer 700 .....	\$695.00
9 Rock-Ola Supers .....	479.50	2 Wurlitzer 800 .....	745.00
6 Rock-Ola DeLuxe .....	395.00	5 Wurlitzer 61 Counter Models .....	149.50
5 Rock-Ola Standards .....	385.00	3 Wurlitzer 41 Counter Models .....	149.50
2 Rock-Ola Spectravox and Playmaster .....	419.50	10 Wurlitzer Counter Model Stands .....	22.50
4 Seeburg Specials, Wireless RC in Walnut Cabinet, Original Factory Model .....	469.50	5 Wurlitzer 616, Plain .....	229.50
2 Seeburg Rex, RC (Cellar Jobs) .....	350.00	5 Wurlitzer 616, Lite-Up .....	249.50
3 Seeburg HI Tones, 8800, RC .....	679.50	Complete Hideaway Systems, 5 Wurlitzer Twin Twelves in Steel Cabinets with Buckley Adapter, Amplifier & Speaker, ready for location .....	195.00
3 Seeburg HI Tones, 8800, ES .....	629.50	5 Rock-Ola Twin Twelves with Adapters, Amplifiers & Speakers, Complete, in Steel Cabinets, Ready for Location .....	195.00
2 Seeburg 8200 '42 Vic. Mod. .....	499.50		
2 Seeburg Cadets, ESRC .....	495.00		
5 Seeburg Regals .....	395.00		
5 Mills Empresses .....	384.50		
5 Mills Thrones .....	324.50		

**SINGING TOWERS, BRAND NEW IN FACTORY CRATES. \$598.50 Ea.**  
WILL TAKE ANY MAKE PHONOGRAPH IN TRADE WITH LIBERAL ALLOWANCES

AMI 40-RECORD HIBOYS, NEW, IN FACTORY CRATES ..... \$698.50 EA.

**WALL BOXES**

3 Wurlitzer #111 Bar Box .....	\$14.50	50 Buckley 20 and 24 Record, Swing Door, Lite-Up, Like New, Latest .....	\$19.95
5 Wurlitzer #320 Sweet Music .....	24.50	1 Wurlitzer #332 Bar Box .....	18.50
8 Packard .....	34.50	8 Wurlitzer #100, 30-Wire .....	17.50
50 Seeburg, 30-Wire, 5c .....	6.95	5 Wurlitzer #331 Bar Box .....	19.50
3 Seeburg 24-Record 5c Wireless .....	27.50		

**MISCELLANEOUS**

5 Wurlitzer #304 Steppers .....	\$22.50	New 30-Wire Cable in 500' Rolls .....	Write
10 Wurlitzer #145 Red Steppers .....	49.50	20 GE New Changer Motors, fits Mills with top plate .....	\$27.00
5 Wurlitzer #300 Adapters .....	29.50	10 Wurlitzer P12 Amplifiers, Less Tubes 30.00	
50 Buckley Bar Brackets .....	2.50	10 Wurlitzer 412 Amplifiers, Less Tubes 35.00	
20 Buckley Pedestals .....	3.50	10 Wurlitzer 616 Amplifiers, Less Tubes 40.00	
Used 30-Wire Cable, From 10' up .....	.25		
Per Ft. ....			

1/2 Deposit, Balance C. O. D., F. O. B. Newark.

**RUNYON SALES CO.** 123 W. RUNYON ST. NEWARK 8, N. J. BIGELOW 3-6685

**SPECIAL! WHILE THEY LAST! SPECIAL!**

BRAND NEW RECORD PLATES  
SEEBURG, \$45.00 PER 100 | WURLITZER, \$70.00 PER 100  
1/2 Deposit, Balance C. O. D., F. O. B. Newark  
RUNYON SALES CO. 123 W. RUNYON ST., NEWARK 8, N. J.

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desirous of distribution in the Southwest . . . are invited to contact us immediately.

We have re-established our distributing organization expressly to attain the ultimate in volume . . . as well as the installation of completely adequate facilities to render all necessary service to the jobbers and operators.

EARL E. REYNOLDS  
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**AMERICAN DISTRIBUTING COMPANY**

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*Economy Supplies the Nation!*

**MINIATURE BULBS FOR GAMES AND WALL BOXES**

Lamp No.	Volts	C.P. or Amp.	Base	Price 10	Price 100
40	6-8	.15 amp.	screw	\$.50	\$ 4.25
44	6-8	.25 amp.	Bay	.50	4.25
46	6-8	.25 amp.	screw	.50	4.25
47	6-8	.15 amp.	Bay	.50	4.25
50**	6-8	1 c. p.	screw	.50	4.50
51**	6-8	1 c. p.	bay	.45	3.25
55**	6-8	1.5 c. p.	bay	.45	3.25
63	6-8	3 c. p.	S. C.	.45	3.25

(Lamp No. 63 Can Be Used in Place of #81)

Terms: 1/3 Deposit With Order, Balance C. O. D.

Write for Price List of Parts, Supplies, Tubes, Fuses, Wire, Etc.

**ECONOMY SUPPLY COMPANY**  
615 TENTH AVE. ★ NEW YORK ★ BRYant 9-3295

If You Want . . .

ONE BALLS (F.P. or P.O.) — CONSOLES  
ORIGINAL SLOTS—at lowest prices . . .

WRITE, WIRE, PHONE TODAY!

**SPECIALS ON LONGACRES AND THORBREDS**

NAME THE MACHINE—WE HAVE IT!

**H. ROSENBERG CO.**

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**PERK UP Your Games With PINCUS PARTS**

Slot Machine Cash Boxes, \$1.00 Each	Ten Strike Release Buttons
5c Aluminum Coin Counters, \$2.00 Each	Western Kicker Coils
Open End Wrench Sets (6 to Set), 75c Per Set	Rockola and Seeburg Record Discs
Complete AMen Ratchet Sets, \$6.00 Per Set	Large No. 28 Junction Rectifiers
8, 12 and 20 Mfd, 450 Volt Condensers	Genco Plunger Assembly
No. P 273 Coils for Chicago Coin Games	Free Play and Regular Coin Chutes
Bally Payout Motors	Volume Control Keys
Bally Rapid Fire Motors	Vest Pocket Coin Chutes
Blue Steel Gate Springs	

WRITE FOR LATEST PRICE LIST JUST RELEASED!

**COIN MACHINE SERVICE CO.**

PARTS FOR EVERY OPERATOR'S NEED  
2307 N. WESTERN AVE. Phone HUMBoldt 3476 CHICAGO 47

**BONA FIDE QUALITY BUYS**

FACTORY RECONDITIONED AND REFINISHED  
CONSOLES—PAYTABLES

Jennings FastTime, Automatic Payout \$100.00	Saratoga Automatic Payout .....	\$ 85.00	Bobtail, Automatic Payout .....	\$135.00
Turf King .....	Royal Draw .....	100.00	War Eagle, Gold Gitter Castings .....	17.50
Jockey Club .....	Lucky Lucre, Late Hd. 275.00		New Q.T. Box Stands .....	19.50
Keeney Super Bell, 3/8c & 25c .....	Paces Reels-Rails, Last Model, Very Clean 125.00		Mills Box Stands, Ref. Blue or Brown .....	15.00
Keeney Super Four-way, 5c .....	Jumbo Parade, Refin. 125.00		Revolv-Around Single Stand .....	65.00
Kentucky .....	Silver Moon, Automatic Payout .....	135.00	Columbia Gold Award .....	49.50
Long Shot .....	Silver Moon, Free Play 125.00		Columbia D.J. ....	59.50
Race King .....				

PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

**TWIN PORTS SALES COMPANY**

230 LAKE AVE., SO. TELEPHONE MELROSE 2889 DULUTH 2, MINN.

**SALESBOARDS—All Orders Shipped Same Day Received**

Holes	Play	Description	Average Profit	Net Price
400	5c	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$ 1.25
520	5c	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25c	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5c	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25c	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5c	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5c	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10c	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5c	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5c	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.80
1200	50c	TEXAS CHARLEY, THICK & PROTECTED	152.75	9.00

WRITE FOR OUR LATEST PRICE LIST

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1c, 2c or 5c stating your requirements. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO.** BOX 66, MICHIGAN CITY, INDIANA

**WATCH FOR THIS DESIGN  
..... IT MEANS PROFITS  
FOR MUSIC OPERATORS**

# EXHIBIT

will again resume manufacturing the most outstanding games and amusement machines for Arcades and Carnivals.

During the past years our engineering department has had ample time to think up new ideas and improvements that will make our games again **STAND OUT** better than ever before.

## NEW ROTARY MERCHANDISERS

A large number of our customers have shown considerable interest in Rotary Merchandising Machines. If sufficient interest is shown throughout the field we will be glad to put a quantity of these machines through our production line, so if interested, please tells us approximately how many you can use and we will be glad to keep you advised.

## EXHIBIT SUPPLY CO.

4222-30 West Lake St.

Chicago 24, Illinois

### CENTRAL OHIO QUALITY BUYS

BIG PARADES .....	\$125.00	MARVEL BASEBALLS	\$155.00
KNOCKOUTS .....	125.00	SKY RAY .....	59.50
AIR CIRCUS .....	135.00	TRAILWAYS .....	65.00
MARINES .....	149.50	MILLS OWL .....	99.50
LIBERTY .....	169.50	INVASION .....	139.50
YANKS .....	99.50	DIXIE .....	39.50
JEEP .....	129.50	ZIG ZAG .....	79.50
4 ACES .....	129.50	MAJORS '41 .....	69.50
TOPIC .....	89.50	MONICKER .....	89.50
SLUGGER, GENCO ..	79.50	PIMLICOS, F.P. ....	379.50
STARS .....	79.50	SUNBEAM .....	89.50
DEFENSE, GENCO ..	89.50	SPOT A CARD .....	89.50
CROSS LINE .....	55.00	SCHOOL DAYS .....	59.50
BOSCO .....	89.50	SEA HAWK .....	69.50



Woolf Solomon

### CONSOLES

5c Super Bells, comb. ....	\$325.00	Jumbo Parades, C. P., late .....	\$129.50
25c Super Bells, comb. ....	395.00	Jumbo Parades, F. P. ....	89.50
2-Way Super Bells, C. P., 5c & 25c	495.00	Saratogas, new, C. P., ....	279.50
4 Bells, 1900 Serial, A-1 .....	475.00	Paces Reels, C. P., new .....	279.50
3 Bells, excellent condition .....	975.00	Bally Club Bells, comb. ....	269.50
Track Odds, D. D., ser. 12,000 ..	595.00	High Hands, late comb. ....	199.50
Super Track Time, 9 coin .....	289.50	Walling Big Game, F. P. ....	89.50
Pastime, Keeney, 9 coin .....	249.50	25c Bobtail, F. P. ....	179.50
Track Times, '38, A-1 .....	125.00	5c Bobtail, F. P. ....	119.50
Baker's Pacers, D. D., J. P., A-1 ..	299.50	5c Silver Moon Totalizer .....	119.50
Kentucky Clubs .....	109.50	5c Bobtail, C. P. ....	149.50

LATE Photomatic, like new, \$1095.00, with about 2000 Frames. Late Panorams ..\$379.50	Revamps Marines at Play..\$199.50 Foreign Colors .. 239.50 Brazil .....	SALE ON SLOTS 5c Bonus Bells, A-1 .....
	249.50 Flat Top .....	\$269.50
	249.50 Strip Tease .....	5c Silver Chiefs. 219.50
	249.50 Yankee Doodle ..	10c Silver Chiefs. 249.50
SLOTS — Write, Wire, Phone for Prices		5c Gold Chromes 359.50
5-10-25c Blue Fronts	5-10-25c Chromes	5c Silver Chromes 359.50
5-10-25c Cherry Bells	50c Brown Front. \$495.00	5c Vest Pockets, B&G .....
		59.50
		100 Box Stands . 19.50

ONE-HALF CERTIFIED DEPOSIT WITH ORDERS.

## CENTRAL OHIO COIN MACHINE EXCHANGE

514 S. HIGH ST., COLUMBUS 15, O. Phones ADams 7949, ADams 7993.

## ANNOUNCING THE NEW

# COINEX PHOTO ELECTRIC RIFLE RANGE

Complete conversion to replace Shoot-the-Japs, Seeburg Chicken Sams and Convicts. Makes an entirely new and different piece of equipment.

★ CAN BE INSTALLED ON LOCATION IN TWENTY MINUTES.

★ COMPLETE CONVERSION READY FOR INSTALLATION **\$14.75** SAMPLE \$17.50

★ SEND FOR DESCRIPTIVE CIRCULAR

LOTS OF 3



COIN MACHINE EQUIPMENT CO., INC.

Telephone DIVersey 3433 • 1346 Roscoe St., Chicago 13, Illinois

## SUMMER CLEARANCE SALE! ALL MERCHANDISE READY FOR LOCATION! MUSIC

Seeburg Victory Model .....	\$439.50
A.M.I. 40-Record Hi Boy .....	439.50
Packard Boxes .....	34.00
Seeburg Kings .....	279.50
Cable 18-Record RC with Adapter for Any 30-Wire Wall Box .....	99.50
Rock-Ola Playmasters .....	349.50

**WANT!** Wurlitzer 618  
Rock-Ola 16-Record  
Wurlitzer 71, 61, 81  
Counter Model

### TAKE ADVANTAGE OF THIS OPPORTUNITY!

10 Rock-Ola Imperials Adapted  
for Cellar, Perfect Brain Box,  
Rectifier and Transformer,  
Ready for Location .....

100 Wall Boxes for Above .....

5 Wire Cable. Per Ft. ....

Speakers and Baffles Complete. ....

### PINS

#### BRAND NEW FLOOR SAMPLES!

Marvel Baseball .....	\$139.50	Spot Cha .....	\$175.00
Strip Tease .....	209.50	Shangri La .....	169.50
Pin-Up Girl .....	139.50	Eagle Squadron .....	169.50
Flying Tiger .....	139.50	All United Conversion .....	239.50
Sky Rider .....	139.50	Flat Top .....	250.00

Brand New Zingos .....

### USED PINS

#### THOROUGHLY RECONDITIONED—MONEY BACK IF NOT SATISFIED!

Seven Up .....	\$54.50	Sport Parade .....	\$44.50	Victory .....	\$89.50
Speed Ball .....	64.50	Majors '41 .....	54.50	Four Diamonds .....	49.50
Gun Club .....	79.50	Showboat .....	69.50	Dough Boy .....	34.50
Topic .....	94.50	All American .....	44.50	Chevron .....	24.50
Ten Spot .....	59.50	Dixie .....	39.50	Topper .....	19.50
Smack the Japs .....	65.00	Spot Pool .....	69.50	Lead Off .....	34.50
Band Wagon, Plastic Bumper .....	49.50	Play Ball .....	64.50	Buckaroo .....	19.50
Bola-Way .....	74.50	Champ .....	54.50	Legionnaire .....	69.50
Star Attraction .....	69.50	Sea Hawk .....	49.50	Cadillac .....	39.50
Stratoliner .....	44.50	Monicker .....	89.50	Genco's South Pa .....	69.50
Slap the Jap .....	49.50	Super Chubby .....	69.50	Jungle .....	84.50
		League Leader .....	39.50		

### SLOTS

Glitter Golds, Rebuilt, 5c, \$290.00; 10c, \$335.00; 25c, \$365.00

Full Line of Plastics for  
Music and Pins

Parts of All Types of Coin-  
Operated Equipment

### DISTRIBUTORS WANTED FOR

#### "KLEENZIT"

The New Magic Solvent for Cleaning Coin  
Mechanisms Quickly and Effectively.

5 GALLON TRIAL CAN .....

Write — Wire — Phone!

1/3 Deposit, Balance O. O. D., F. O. B. Philadelphia. All Prices Include Crating.

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855 NORTH BROAD STREET, PHILADELPHIA 23, PA.

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www.americanradiohistory.com

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## ... ON THE POLITICAL and HUMANITARIAN LEVEL

All of us have learned the hardships and heartbreaks of war—have demonstrated the power of democracy in action—more than ever we have confirmed that ours is the world's greatest nation and that we must retain the moral and physical leadership we have won at such great cost—that to a large measure, ours is the choice between permanent world peace and world annihilation.

## ... ON THE BUSINESS LEVEL

You, of the Coin Machine Industry, have learned the dollar and cents value of Mutoscope reliability.

You have learned the truth of our slogan "Built to Last" from your experience with Photomatics, Skyfighters and other Mutoscope equipment that you bought years ago and that served you so well during the war period when replacements were unavailable.

We have learned from our war work new manufacturing skills that we have added to those possessed before—and installed new precision machinery that will now be used on work for YOU.

You have seen the tremendous growth of picture taking on the Photomatic—a trend that will continue and make Photomatic routes more profitable than ever—and you have realized as never before that this is one of the world's miracle machines.

**Orders for the New Photomatic are now being accepted. Send for our plan.**

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In honor of the World Shaking Invention that has brought the war to such a glorious conclusion  
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# Atomic Bomber

Trade Mark

First of a series of dramatic new Coin Machines scheduled by the firm that has brought you the finest in coin operated equipment for fifty years.



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Announcing...

# THE Bally PHONOGRAPH

- **The New Bally Phonograph** ... with the famous Gabel mechanism\* incorporates every advance that engineering skill can produce, insuring top tone quality and trouble-free operation ... and ushers in a new era of brilliance and eye-appeal, because nationally famous stylists have produced a line of extravagantly handsome cabinets for the Bally Phonograph.
- **The Gabel Mechanism**, built into the Bally Phonograph, is a new improved model ... the result of forty-two years of Gabel experience in the production of successful phonographs. To Gabel engineering, Bally engineers have added their wartime experience in precision production which has won a three-star Army-Navy "E" Flag for the Bally plant.
- **Completely Engineered** and ready for production, the Bally Phonograph will start rolling out of Bally's huge new plant in the immediate future, just as quickly as materials are available.
- **Display Date** will be announced soon. Watch for news of the Bally Phonograph in an early issue of this publication. Better still ... write today asking for complete details on the great new Bally Phonograph.

\*Exclusively licensed to Lion Manufacturing Corporation by The John Gabel Manufacturing Company.

The John Gabel Manufacturing Company continues to manufacture the Gabel Phonograph for distribution through Gabel distributors. The use of the Gabel mechanism in the Bally Phonograph simply means that greater numbers of operators will be able to take advantage of the recognized simplicity, sturdiness and superior tonal quality of the Gabel mechanism.



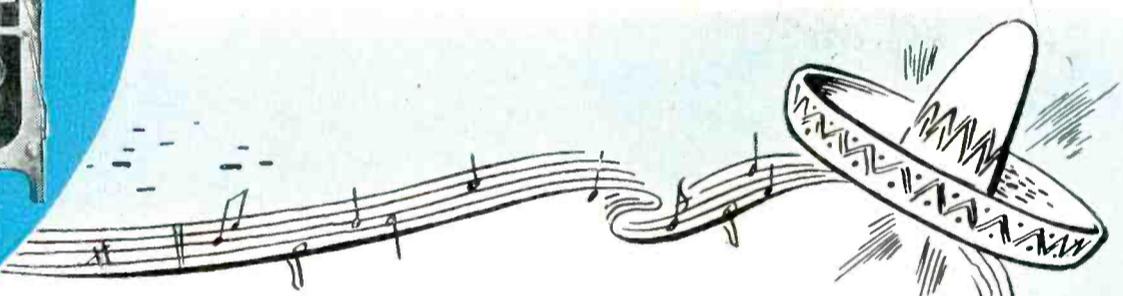
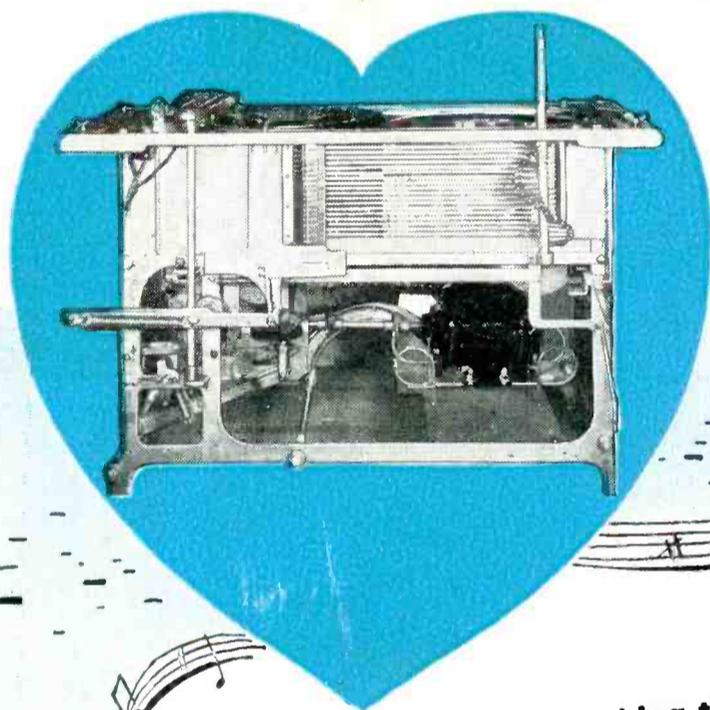
## Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

**GOOD**

**GOOD**

**GOOD**



Someone got the idea that repetition would make a good title for a song—and so it did. We have found that the SEEBURG operators' approval of the dependability of SEEBURG MUSIC SYSTEMS is a repetition of "GOOD! GOOD! GOOD!" Operators throughout the country acclaim the trouble-free mechanism that is enabling SEEBURG equipment to function smoothly during these war years with the minimum of service. SEEBURG . . . IN THE PAST . . . NOW . . . AND IN THE FUTURE . . . ENDURING, DEPENDABLE AUTOMATIC MUSIC SYSTEMS.

*Ask any Seeburg Operator!*

**Seeburg**



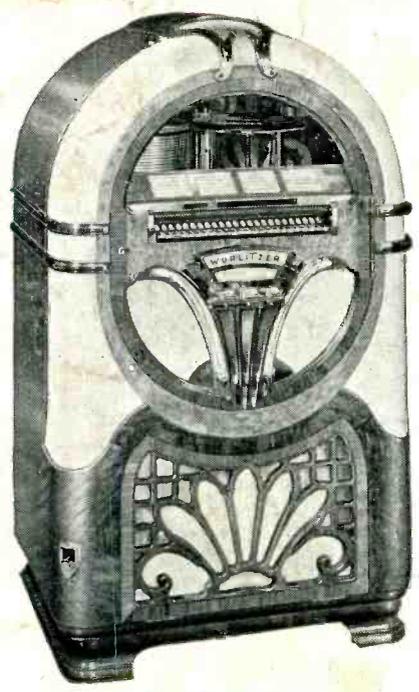
**J. P. SEEBURG CORPORATION · CHICAGO**

AWARDED TO THE J. P. SEEBURG CORPORATION FOR OUTSTANDING PRODUCTION OF WAR MATERIALS IN EACH OF ITS FOUR PLANTS

**I DOVE INTO THE PHONOGRAPH BUSINESS BEFORE I KNEW WHAT IT WAS ALL ABOUT. FORTUNATELY I BOUGHT WURLITZERS.**



**WELL NOW YOU KNOW WHY IT PAYS TO BUY THE BEST. BELIEVE ME I'M GLAD I ALWAYS OPERATED 100% WURLITZER.**



*One of the distinguished line of prewar*

**WURLITZER**\*

*phonographs*

\*THE NAME THAT MEANS *Music* TO MILLIONS



**RUDOLPH WURLITZER COMPANY**  
NORTH TONAWANDA, N. Y.